

Funding Our Scouting Adventure!

2025 Popcorn Sale Kickoff

SETTING THE PLAN FOR YOUR SUCCESS



Pine Tree Council





Great Reasons to Sell Popcorn !!



- * Everybody loves Popcorn !!!**
- * Popcorn is popular and 3 out of 4 people will buy when asked**
- * Prizes for your Scouts and they love to earn prizes !!**
- * 4 Ways to Sell - Door to Door with Show-n-Deliver or Take Order, Show & Sell, and Online**
- * Your Unit can raise enough funds for an entire year's program**
- * Scouts build confidence, self esteem, learn life skills, goal setting and how to earn their own way**
- * Money raised stays local to support individual Units and Council Programs**

How Do Scouts Benefit?

- Build Self-Confidence
- Build Self-Esteem
- Teaches the Scouts how to communicate a message to adults
- Teaches the Scouts how to communicate with other youth
- Helps with Advancement in Cubs and Scouts BSA
- The Scout can appreciate **earning their own way**

SCOUTS
POPCORN
IS HERE!



2024 Sales Facts

- \$197,613 in sales - \$140,281 Return to Scouting!
 - 42 Units participated
- Total Commission earned by Units- \$75,918.19
- Pine Tree Council Average per Selling Unit = \$4,705
 - Average Unit Commission- \$1807.58

****What could your unit do with an additional \$1800?****

What's In Store for 2025!

- Staying with CampMasters!
- Updated packaging designs with Scouting America branding.
- Product Changes-
Removed 3 Way Cheesy Tin and Chocolate Lovers, replaced with Chicago Style Snack Attack Tin- Caramel Corn, White Cheddar, Yellow Cheddar
- More marketing tools and How-to Videos at www.campmasters.org (including a “How to Sell \$10,000 in a Weekend!” training session via Zoom)
- Once again using STRIPE to accept Credit Card payments.



The 2025 Product Lineup!

ZZ Support the Military and Scouting Too!

\$30 Military Donation

WW

\$50 Military Donation

Choose from ZZ and CAMP MASTERS will send \$30 worth of popcorn to our military personnel.

Choose from WW and CAMP MASTERS will send \$50 worth of popcorn to our military personnel.



JK Chicago Style Snack Attack Tin

A legendary Chicago-born variety of Supreme Caramel, White Cheddar, and Yellow Cheddar - packaged in individual bags or you can mix it your way or serve each flavor solo. Taste with the Legendary Caramel.



\$50

E Supreme Caramel Tin

Creamed with almonds, pecans, & cashews. A rich, buttery caramel core takes to the next level with a hint of premium milk chocolate. Supreme Caramel Supreme — 14 oz., 5.10 per Oz.



\$30

MM 18 Pack Movie Theater Extra Butter Microwave Popcorn

Popcorn perfectly seasoned with EXTRA Buttery Caramel just like the movie theaters. Butters 81 buttery flavor. Oz.



\$30

ZE Chocolate Drizzle Caramel Bag

Smooth, buttery caramel popcorn drizzled with a decadent chocolate drizzle. A perfect pairing of sweet and satisfying. — 12 oz. Oz.



\$30

ZG Salted JUMBO Cashews

Sweet, salty, and irresistibly crunchy! Jumbo's favorite nut - Cashews, crunchy and full of flavor! — 14 oz. Oz.



\$30

X Classic Trail Mix

Delicious, wholesome goodness includes peanuts, raisins, sunflower seeds, chocolate candies and cashews. No salt or oil added! — 14 oz. Oz.



\$25

ZW Chocolatey Covered Pretzels Bag

Delicious with chocolatey pretzels that melt in your mouth! — 14 oz. Oz.



\$22

G 12 Pack EXTRA BUTTER Roasted Summer Corn

If you like butter, here on the corn, you'll LOVE this EXTRA BUTTER Roasted Summer Corn! Oz.



\$20

KT Cinnamon Crunch Popcorn Bag

All the cozy flavors of your favorite cinnamon drink, now in a light, crunchy popcorn snack. Sweet, Crunchy, Cinnamon goodness. — 12 oz. Oz.



\$20

YY 12 Pack Sweet & Salty Kettle Corn Microwave Popcorn

Sweet and Salty and seasoned Kettle Corn that tastes like the popcorn at all your favorite bars! Oz.



\$20

ZD White Cheddar Cheese Bag

Cheesy goodness of white cheddar cheese on light, crunchy, orange popcorn. — 14 oz. Oz.



\$20

V Purple Popping Corn Jar

Light, Cheesy, Creamy! The gourmet purple kernel, now goes up white with a tangy tangy taste and a creamy buttery, in a word, get stuck in your teeth. Corn in a Jar! — 14 oz. Oz.



\$15

DD Caramel Popcorn Bag

Decadent, buttery taste of delicate and crisp gourmet caramel popcorn. — 14 oz. Oz.



\$15

U 5 Pack Butter Microwave Popcorn

A convenient way to enjoy popcorn with a rich buttery flavor. Anytime of the Day. Oz.



\$10

GUIDELINES to Select Prizes

- (1) Prizes earned based on individual sales. No combining of sales with other Scouts.
- (2) Sell any item & receive the Popcorn Sale Patch.
- (3) Sell \$90 & select your choice of prize at the \$90 level.
- (4) Sell \$190 or more & select a prize from the level you **achieve** or select prizes from the lower levels **as long as the total of the prize levels does not exceed the prize level achieved.** Example: If you sell \$625 in popcorn, you may select ONE prize from the \$625 Level or ONE prize from the \$325 Level and ONE prize from the \$250 Level.
- (5) Parent's permission is required to order a knife.
- (6) All prizes will ship to your Unit Leader.
- (7) If a prize is no longer available a substitute of equal or greater value will be shipped.
- (8) Turn in your prize order with your popcorn order.

2025 Council Prize & Incentive Program for Scouts

In addition to the Keller Prize Program and the Camp Masters High Achiever Prizes, Pine Tree Council is offering the following incentives:

Council Top Seller:

\$500 Amazon Gift Card* & Recognition in Pine Spills

District Top Seller:

(except Council Top Seller)

\$200 Amazon Gift Card* & Recognition in Pine Spills.

Above & Beyond Sellers

\$4000-\$4499-- \$50 Gift Card or \$100 toward a PTC Camp in 2026

\$4500-\$4999-- \$75 Gift Card or \$150 toward a PTC Camp in 2026

\$5000 & up-- \$100 Gift Card or \$150 toward a PTC Camp in 2026

Fill a Sheet Weekly Drawing

\$20.00 Amazon Gift Card*

For each order sheet a scout fills and submits to PTC they will be entered into a weekly drawing.
If their name is not selected, their entry remains in the drawing.

*Visa Gift Card may be substituted



**POPCORN
HELPS ME
EARN MY OWN WAY
THROUGH SCOUTING.**



2025 Commissions and Unit Incentives

- Combined Unit Sales of up to \$7,500 = 33% commission
- Combined Unit Sales of \$7,501 to \$12,499 = 36% commission
- Combined Unit Sales of \$12,500 to \$19,999 = 37% commission
- Combined Unit Sales of \$20,000 or more = 38% commission
- Earn an additional 2% Commission on all your sales if a representative from your unit attends one of the Council Kick-Offs in June.
- Earn an additional 2% Commission on all your sales by attending an August 2025 Roundtable and holding a recruiting event for your unit before 9/30/2025.
- Earn an additional 1% Commission by recruiting a new unit to sell or by recruiting a unit that hasn't participated in the sale since 2020. (The recruited unit also earns the additional 1% Commission.)
- ****NEW**** Earn an additional 1% bonus commission for every 3 new youth recruited between August 1st and October 25th (capped at 5%).

Let's Plan for Success in 2025!

Fund your programs with this campaign! Let's develop a solid plan to succeed!

More than ever we need to sell in all three ways:

- **Sell Online at www.popcornordering.com with SHIPPING INCLUDED!**
 - Reach out for support from the comfort of home
 - Zero risk for Units and doesn't impact other activities
- **Door to Door (Show and Deliver or Take Order)**
 - Take Show and Sell product if you can
 - Use the Take Order Form in the Family Guide
 - Average \$200-\$400 per scout hour
- **Show and Sell**
 - Establish sales locations at local store fronts or special events
 - May have a limited number of items vs. those on Take Order
 - Average \$65-\$150 per scout hour (2-3 Scouts/location)





Step #1

BUILD A POPCORN SQUAD

- ★ **Unit Kernel**- Lead the squad and be in charge of accounting and unit popcorn orders.
- ★ **Show-N-Sell Specialist**- Work with the Unit Kernel to arrange/ reserve storefront locations.
- ★ **Distribution Master**- Store popcorn and distribute to Scouts or Storefronts. Work with Unit Kernel to manage inventory.
- ★ **Popcorn Promoter**- Your social media / email master spreading popcorn love.

Step #2

- Know your UNIT'S POPCORN SALE GOAL
 - What program elements you will fund
 - Equipment needs
 - Special Events/Trips
 - BUILD A BUDGET USING THIS TOOL (Fund Your Adventure Worksheet)
- 
- Be able to COMMUNICATE the goal to everyone on board
 - What it means for the Scouts
 - What it means for the families
 - This is what a Kickoff is for!

 Fund Your Adventure with CAMP MASTERS Popcorn!

3 steps for an adventure filled annual program for your Unit!
With CAMP MASTERS you can achieve your fundraising goal with just one product sale, so you can spend your time doing fun activities.

1 MONTHLY COSTS: Think of fun things to do every month and enter them below as activities. Enter activity names and costs in the highlighted cells only.

SEPTEMBER		OCTOBER		NOVEMBER	
Planned Activity	Cost	Planned Activity	Cost	Planned Activity	Cost
This Month's Total: \$0.00		This Month's Total: \$0.00		This Month's Total: \$0.00	
DECEMBER		JANUARY		FEBRUARY	
Planned Activity	Cost	Planned Activity	Cost	Planned Activity	Cost
This Month's Total: \$0.00		This Month's Total: \$0.00		This Month's Total: \$0.00	
MARCH		APRIL		MAY	
Planned Activity	Cost	Planned Activity	Cost	Planned Activity	Cost
This Month's Total: \$0.00		This Month's Total: \$0.00		This Month's Total: \$0.00	
JUNE		JULY		AUGUST	
Planned Activity	Cost	Planned Activity	Cost	Planned Activity	Cost
This Month's Total: \$0.00		This Month's Total: \$0.00		This Month's Total: \$0.00	

2 ANNUAL COSTS: Enter other annual Unit expenses:

Registration & Insurance	\$0
Advancements	\$0
Uniforms	\$0
Scholarships	\$0
Other Expenses	\$0
Annual Total:	\$0

3 Enter the number of Scouts and your commission to calculate your goals:

Number of Selling Scouts in your Unit:	40
Your Unit's Commission	30%
Unit Total Activity Cost and Expenses	\$0.00

Unit Sales Goal	\$0.00
Scout Sales Goal	\$0.00

Download at

<http://campmasters.org/sales-tools/>

Unit Budgeting Tool

Step #3

•Become familiar with the Popcorn System

- Where do I commit to the sale (do it now!)
- Where do I enter orders
- How do I manage Scouts
- Reports availability

•Set Up your Sale in the System

- Cleanup your Scout Information
- Scouts moving to new Unit can transfer themselves to that Unit
- Add any new Scouts

•Tracking Scout S&S Credits and Take Order Sales

- Units apply S&S Credits Manually to Scout
- Scout credits reflect as running total
- Will Scouts enter their Take Order information on own or will Unit?

CAMP MASTERS

Home

Camp Masters

Main

Dashboard

Unit Orders

Unit Returns

Inventory Transfers

Scout Credits

Scout Sales

Online Orders

Take-Order

Organization

Units

Users & Scouts

Dashboard

2022 Fall Popcorn Sale

Alicia Powers | Pack 13
Chattahoochee Council | Saugahatchee District

To Do:

! Submit your Unit Commitment Form

Links:

Manage Unit Information

Setup/Invite Scouts

Setup/Import Scouts

View Scout Online Sales

View Unit Invoice

Order Prizes

Edit Your Profile

Reset Password

Accept credit cards with PayAnywhere

2022 Show and Sell/Deliver Product Unit Order :
Please remember that unit product orders for Show and Sell/Deliver 2022.

View Product Listing

View Unit Orders

Award Scouts Credit

2022 Take-Order Product Unit Order Start: 9/30/22 -
Please remember that unit product orders for Door to Door & Take Order 2022.

View Product Listing

View Unit Orders

View Scout Take Orders

Place a Scout Take Order

You don't have any sales yet.

Scout

Step #4

Conduct a Unit KICK OFF

Goals of Unit Kick off

- COMMUNICATE the Unit Goal
 - **SHARE the plan with everyone involved**
- Make it FUN!
 - **What it means for the Scouts**
 - **Skits to emphasize training**
 - **Talk about the Prizes and affect of reaching Goals**
- Focus on SKILL DEVELOPMENT
 - **Public Speaking Skills**
 - **Goal Setting**
 - **Personal Responsibility**

Why conduct a Unit Kick Off?

- Helps parents understand how the Popcorn Sale benefits their child and his/her Scouting Program
- Helps leaders understand how the Popcorn Sale provides a better Scouting experience for all
- Gets scouts excited about the sale, leading to more scouts selling.*

*More Scouts Selling = More funds being raised = A better program for your unit!

Step #5

Train your Scouts for ALL sales approaches!

- Establishes Best Practices, Builds Confidence & removes doubt
- IT WILL HAVE A HUGE IMPACT

- Promote the CAMP MASTERS approach

- Door to Door

- Take product with you if you can
 - Use the same presentation
 - Canvas entire neighborhoods

- Site Sales

- No tables or chairs, teams of 2-3
 - Stack product in a colorful display
 - Scouts in front talking to customers



Step #6

Get full participation!

- Not every Scout wants to sell all three ways
- Not every Scout can sell all three ways
- Every Scout can participate in Online and Take Order sale



Online Sales

We have an amazing opportunity to grow our sales.



A screenshot of the Camp Masters website showing a user's account and product listings. The header includes the Camp Masters logo and a 'Home' link. Below the header, there's a section for 'Lincoln Heritage Council 2018 Online Order' with a user profile for Aaron S. | Pack 676. To the right, a shopping cart summary shows '3 Way Cheesy Cheese Tin' for \$33.00. The main content area displays three product listings: '3 Way Cheesy Cheese Tin' (\$33.00), '14 Pack Extra Butter Roasted Summer Corn' (\$39.00), and '12 Pack Sweet & Salty Kettle Corn Microwave Popcorn' (\$36.00). Each listing includes a product image, description, price, and an 'Add To Cart' button. A blue circular badge on each product indicates a discount: '\$22.00 Goes to Local Scouting!' for the cheese tin, '\$26.00 Goes to Local Scouting!' for the corn, and '\$24.00 Goes to Local Scouting!' for the popcorn.

- EVERY Scout is capable of participating from the comfort of their own home
- Scouts must be registered in the system to gain access to the online store and get sales credit
 - Instructions on how to load/register scouts is located at www.campmasters.org/how-to-order-popcorn
 - Scouts/Families can also register themselves with instructional videos at www.campmasters.org/video
- No additional shipping fees for consumers!
- Social Media links built into the Scout's account

Show and Sell

Besides the usual locations- think outside the box:

- *Transfer station
- *Local sporting events



Have a plan:

- Secure your sites in advance
- More locations will net more sales
- Look for any location with high traffic to increase opportunities, be open/creative

Setup and Run Properly:

- Display your products colorfully like a store end-cap would be
- Scouts out in front of product displayed in their Field Uniform
- Don't put pricing on boxes or signs
- Keep area clean and inviting
- Limit number of scouts at a location

Draw Attention:

- For this year consider signage that promotes Scouts helping the community
- Accentuate this is a LOCAL fundraising event
- Have a poster/ tri-fold, etc showing your scouts in action or pictures of a goal they're trying to reach (like a trip or special adventure).

Units CAN ACCEPT CREDIT CARDS
without additional devices and applications!

EVERYTHING IS EASIER WITH STRIPE



**Accepts all
credit cards**

*Any Scout, parent, or
leader can take a
secure payment on
their phone*

**Manage your
inventory**

*See inventory for all
dens or patrols on a
single screen*

**NO FEES for
your unit**

*Credit card
convenience fee
applied at checkout*

**Real-Time
Sales Tracking**

*Track every payment
via cash or card to
reconcile unit balance*

**Full Product
Catalog**

*View product availability
across all sales: Take
Order, Show-n-Sell, &
On-Line*



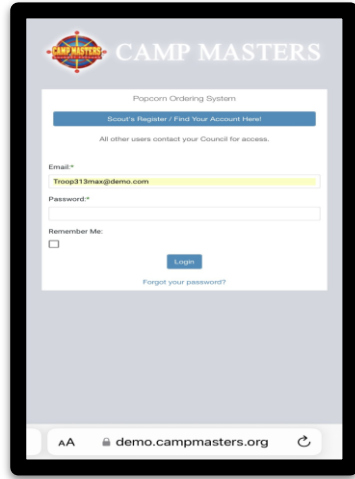
Secure Payments

Powered by **stripe**

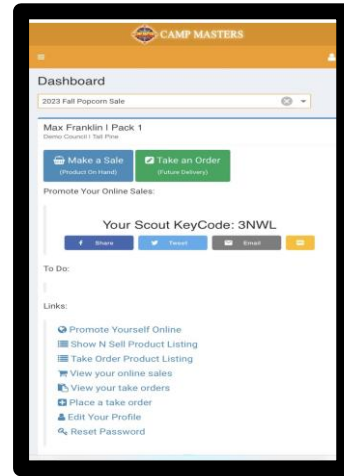
Safe and Secure SSL Encrypted



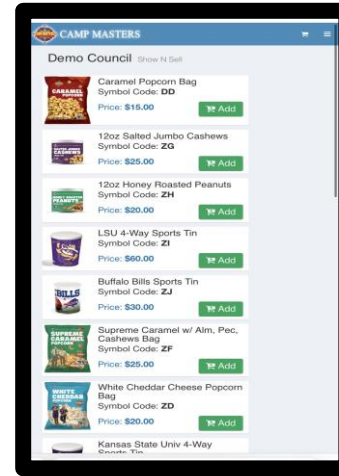
ACCEPT CREDIT CARDS AS PAYMENT



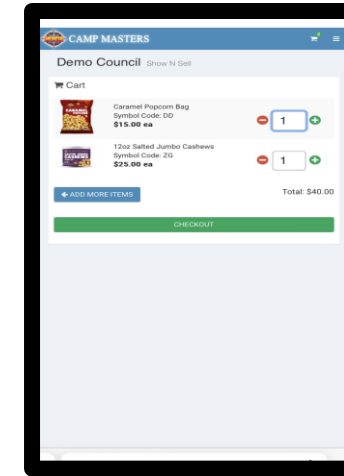
Login to CAMP MASTERS Dashboard, as the Unit Kernel



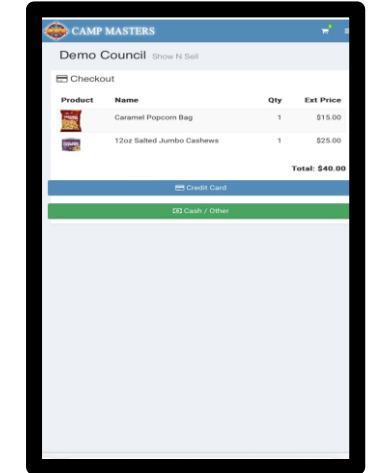
Click "Make A Sale" from the dashboard



This will take you to the products page. Scroll down to find the requested product. Then click "Order" to add the item to the shopping cart



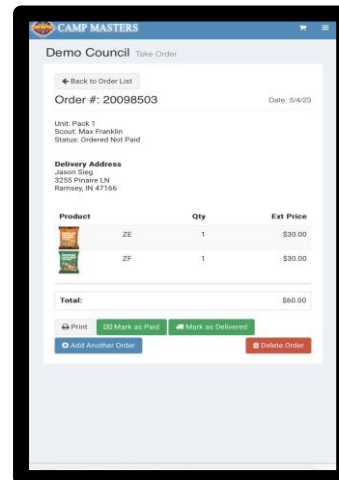
Scroll down to find the requested product. Then click "Order" to add the item to the shopping cart.



A confirmation window will appear. You can either take cash or Credit card for payment



To take payment, you can:
1. Have the customer scan QR code for them to enter payment.
2. Text them so they can enter payment.
3. Enter Information manually.



Mark as paid and delivered if applicable.



- Print out the QR Code associated with the unit
- After the customer has selected their popcorn and would like to use a credit card
- Have the customer scan the QR code, for them to enter payment information

Door-to-Door Sales

Show & Deliver/ Wagon Sales and Take Order
Sales net higher sales values



- Coach Families/Scouts to approach the houses on their block as a start
- Promote a set presentation and be in Class A uniforms so they are recognized
- Be effective by selling in a group, covering an entire neighborhood, office building/ complex, etc. as a Unit,
 - Great way to move unsold Show and Sell product/inventory
 - Use Door Hangers for a leave behind at homes where you miss the residents
- Coach them on your area's safety requirements

Best Practice: Collect Money at point of sale

Remember Important Popcorn Sale Tips from Michael Beck

At a Store Front to increase
Sales:

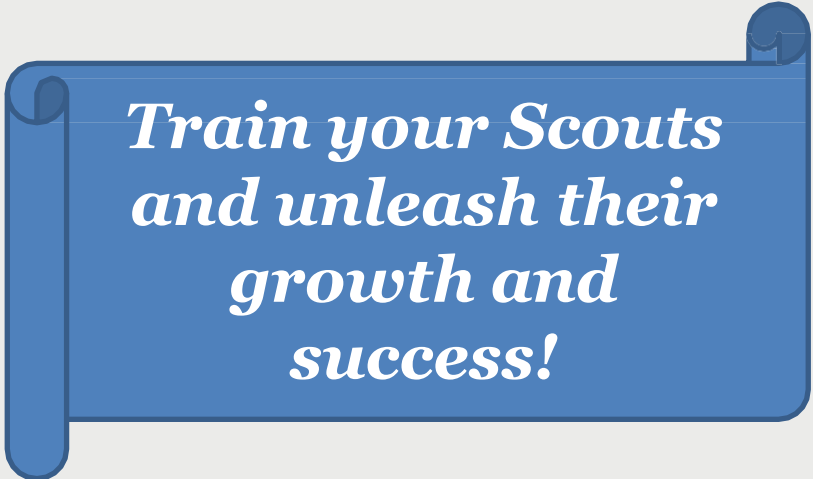
- Don't put out table or chairs- get Scouts in front of neatly stacked product to use public speaking skills

In Neighborhoods:

- Take pre-order product with you to increase sales and Unit success

At Kick-off:

- Promote Scouts to establish their own sales goal based on your Prize Program



*Train your Scouts
and unleash their
growth and
success!*

Use This – IT WORKS!

- Hi sir/ma'am, my name is _____
- I'm a scout with Pack/Troop _____
- We're selling popcorn to help raise money for our Pack/Troop.
- You can help us by trying some of our delicious popcorn.
- You'll help us, won't you? *(don't forget to nod)*

Copyright and do not publish on the internet

Picking Up Popcorn

What Size car do I need to pick-up the popcorn?

- Midsize car- 20 case
- Luxury size car- 40 case
- Mini Van- 60 cases
- Large SUV- 70 cases
- U-Haul- over 70 cases

**Keep in mind some cases vary in size*

Pick-up Popcorn in ONE trip



2025 Popcorn Calendar

July 2 nd or 9th	Council Kick-Off
August 1st	Popcorn Sale Starts!
August 4th	Show-n-sell orders are due
August 21 st or 22 nd *	Show-n-sell popcorn distribution day – Camp Hinds Dining Hall, 8am – 11am
October 24 th	Take Orders due – All product payments are due
November 15 th	Take-Order Distribution day – Camp Hinds Dining Hall, 8am – 11am
November 30th	Last Day to Place Prize Order

*Tentative Dates- these may change depending on product delivery.

Questions?

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