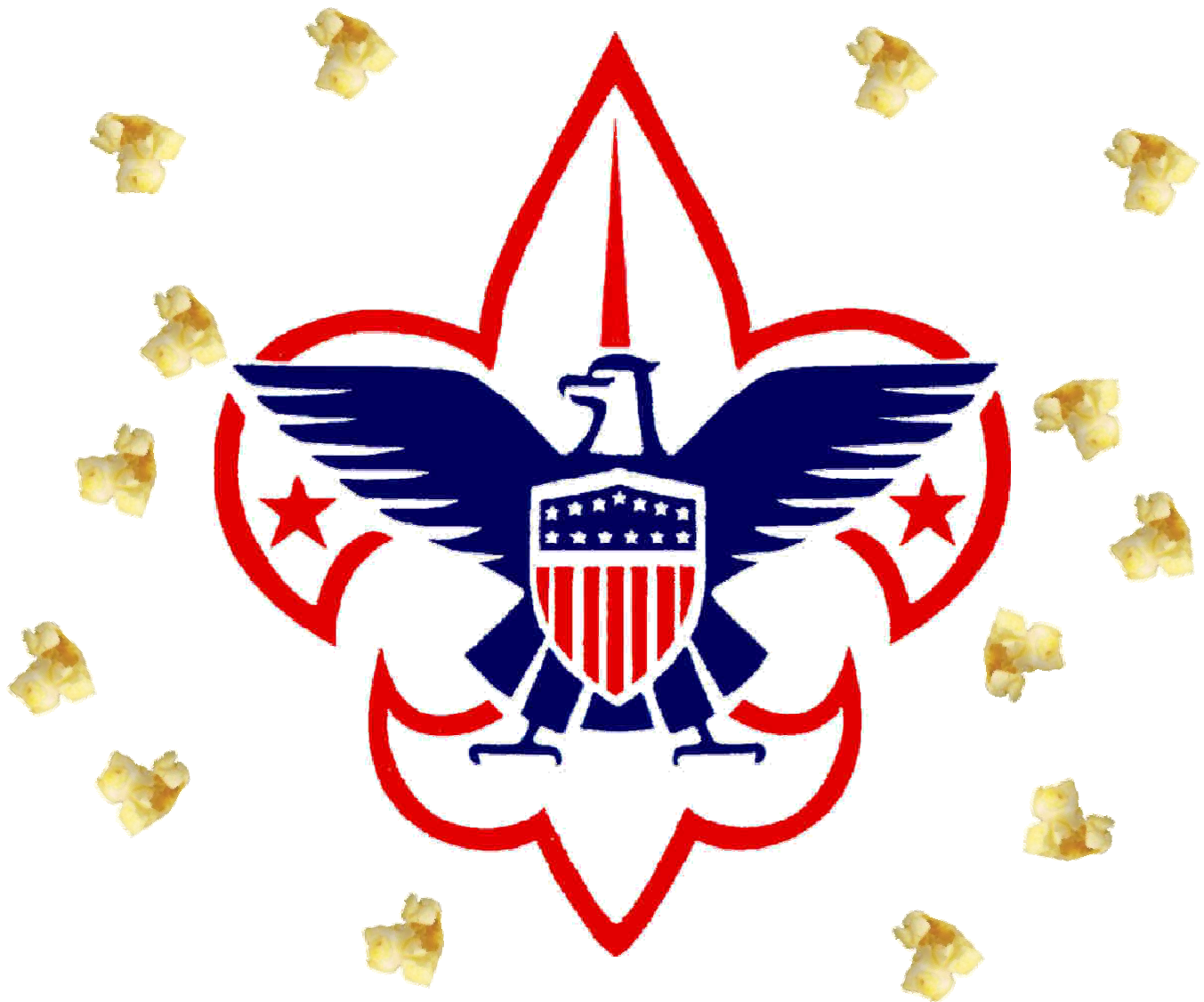


**MUSKINGUM VALLEY COUNCIL**  
**2021 POPCORN SALE**  
**LEADERS GUIDE**



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# Time Line

- Have a budget for your Scouts' "Ideal Year of Scouting", set your sales goal and empower youth to make it happen.
- Have your own UNIT POPCORN KICKOFF! Our studies have shown that units that have a kickoff continuously increase their sale from the previous year!
- Make sure your unit has a checking account. Transactions should NOT be handled through personal checking accounts.
- Scouts registered prior to July 31st will receive their sales materials in the mail around **August 27**. You must personally distribute materials to new Scouts that you sign up.

**Aug 27 by NOON** — Show and Sell orders due.

**Aug 7th** — Online Sale Begins!

**Sept 18th**— Units pick up their Show and Sell order at Putnum Transfer located at 1705 Moxahala Ave, Zanesville Ohio 43701 (same location as 2020)

**Sept. 24, Oct. 1 & 8**— **Blitz Forms due!** Scouts need to submit a copy of their filled up take order forms **by NOON** to the Council Service Center, or to [elaine.shoemaker@scouting.org](mailto:elaine.shoemaker@scouting.org)

**Oct 29th ALL PAYMENTS, RETURNS, POPCORN AND PRIZE ORDERS Due by Noon.**

- Units **MUST order product and prizes on-line.**
- The following items need to be brought to the Council Service Center or e-mailed to [elaine.shoemaker@scouting.org](mailto:elaine.shoemaker@scouting.org) or [evan.siefke@scouting.org](mailto:evan.siefke@scouting.org):
  - Copy of prize order and popcorn order from website.
  - List of all Scouts that sold with their total sale amount (use page at end of this guide).

**Nov 20th - Distribution Day same location as Show n Sell**

- Popcorn is distributed to units through one distribution point. All products must be picked up at the distribution point on this date. It will not be delivered to your unit.

## Payment Instructions

- If you are mailing your unit payment to the Council Service Center, please allow the time to ensure we receive it **no later than Oct 29th**.
- **ONE check or money order** from your unit should be presented for payment. **NO CASH OR ADDITIONAL CHECKS WILL BE ACCEPTED.** **Customers should make checks payable to your unit.** Your unit should have a checking account to handle this transaction.

# Unit Commission

Depending upon sales as outlined below, your Unit will earn from:

## Earn more!

# 25% to 34%

<b>Step Six:</b> No Return of any Popcorn	<b>34%</b>
<b>Step Five:</b> Sell an average of \$500 per registered* Scout	<b>33%</b>
<b>Step Four:</b> Sell an average of \$350 per registered* Scout	<b>30%</b>
<b>Step Three:</b> Sell an Average of \$250 per registered* Scout	<b>28%</b>
<b>Step Two:</b> Attend Council Popcorn Kickoff and turn in “Your Unit’s Popcorn Budget” by 8/20/21	<b>26%</b>
<b>Step One:</b> Identify a Unit Kernel, Lt. Kernel, and Sell Popcorn	<b>25%</b>

\* registered Scouts as of 7-31-2021



# Unit Popcorn Kernel: Job Description Responsibilities

- ❑ Be a **registered BSA volunteer** with an **e-mail address and internet access**..
- ❑ Work with the unit committee, parents, and youth to develop a plan and budget for the year.
- ❑ Decide the sale period for your unit and make sure everyone knows about it. (Orders and money need turned in to you before they are turned in to the council).
- ❑ Place a Show and Sell Order so you have product to sell at store fronts and door to door.
- ❑ Have a Unit Popcorn Kick-off.
- ❑ Collect and submit all “Filled” forms for the BLITZ Week drawings by noon on Friday, Sept. 24, Oct. 1 & 8.
- ❑ Encourage the Scouts throughout the sale. (Unit level incentives are a great idea).
- ❑ Collect orders from den / patrol leaders on the dates you have established for the unit.
- ❑ Submit orders online and on time.  
- August 27th Show & Sell and October 29th for Take Order
- ❑ Pick up your popcorn at the assigned appointment time at the distribution center. Make sure you have vehicles large enough to pick it up. A mid-size car holds 20 cases, a Jeep Cherokee holds 40 cases, and a mini-van will hold 60 cases. You will be required to sign a receipt at pick up.
- ❑ Remind youth of the due dates for money. Make sure all checks are made payable **TO THE UNIT.**
- ❑ Turn in all money due to the council on time with one check or money order payable to MVC BSA.



## Unit Lieutenant Kernel: Job Description Responsibilities

1. A Lt. Kernel is a youth member of your unit that will work with the Unit Kernel to help promote, organize and coordinate the unit's participation in the popcorn sale.
2. The Lt. Kernel should help the Unit Kernel conduct a Unit Popcorn Sale Kick-off Meeting during the month of September  
to distribute sales material, train Scouts and their parents, review Sales Goals, explain Prize & Incentive Program and  
go over the unit's Sales Plan.
3. Promote the BLITZ WEEK programs.
4. Share ideas on ways to improve the sale with the Unit Popcorn  
Kernel and the rest of the unit.
5. Encourage all Scouts to sell and help recognize them on a  
weekly basis.
6. Assist the popcorn order process within your unit.
7. Help with  
distribution of

pick up and  
the popcorn..





## 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. You can download an excel version of this form here:

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

**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
<b>This Month's Total:</b>		<b>This Month's Total:</b>		<b>This Month's Total:</b>	
\$0.00		\$0.00		\$0.00	

DECEMBER		JANUARY		FEBRUARY	
Planned Activity	Cost	Planned Activity	Cost	Planned Activity	Cost
<b>This Month's Total:</b>		<b>This Month's Total:</b>		<b>This Month's Total:</b>	
\$0.00		\$0.00		\$0.00	

MARCH		APRIL		MAY	
Planned Activity	Cost	Planned Activity	Cost	Planned Activity	Cost
<b>This Month's Total:</b>		<b>This Month's Total:</b>		<b>This Month's Total:</b>	
\$0.00		\$0.00		\$0.00	

JUNE		JULY		AUGUST	
Planned Activity	Cost	Planned Activity	Cost	Planned Activity	Cost
<b>This Month's Total:</b>		<b>This Month's Total:</b>		<b>This Month's Total:</b>	
\$0.00		\$0.00		\$0.00	

**2**

**ANNUAL COSTS:** Enter other annual Unit expenses:

Registration & Insurance	\$0
Advancements	\$0
Uniforms	\$0
Scholarships	\$0
Other Expenses	\$0
<b>Annual Total:</b>	<b>\$0</b>

**3**

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

Number of Selling Scouts in your Unit:	
Your Unit's Commission	%
Unit Total Activity Cost and Expenses	<b>\$0.00</b>

<b>Unit Sales Goal</b>	\$0.00
<b>Scout Sales Goal</b>	\$0.00

This FUND YOUR ADVENTURE worksheet can be downloaded in Excel from: <http://campmasters.org/sales-tools/>

# Show & Sell

You will again be able to order popcorn early for a Show & Sell sale. This option allows your Scouts to deliver popcorn as you sell it. Here is how it works: Your unit places a preliminary order by **Aug 27th** & you pick up your order on **Sept 18th**.

## CHANGES in Show & Sell:

1. Show & Sell orders will be limited to no more than 70% of your unit's 2020 sale.
2. No more than 10% of your show & Sell order may be returned.
3. All Show & Sell payments due by **October 29th**
4. All Show & Sell Returns due by **October 29th**

If you have leftover popcorn, roll it over to your traditional Take Order sale! Make sure you take into account all product you have not sold and calculate that into your Take Order. After this point, if you still have extra product, it must be brought back to the Council Service Center on or before **Friday, October 29th**.

## Locations:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_
7. \_\_\_\_\_
8. \_\_\_\_\_
9. \_\_\_\_\_
10. \_\_\_\_\_



# Show & Sell

## **This Year, we may be faced with:**

- Fewer storefront opportunities and participants
- Less foot traffic than we have seen in previous years

## **BUT WE CAN STILL BE SUCCESSFUL**

### **Have a Plan:**

- Secure your sites in advance
- Be mindful of social distancing & safety requirements
- More locations = more sales
- Look for high traffic locations to increase opportunity

### **Set up & Run Properly:**

- Display your products colorfully, like a store would
- Scouts in front, in full uniform
- Don't put pricing on boxes or signs
- Keep area clean & inviting
- DO NOT use donation boxes or jars
- Limit the number of Scouts per location



### **Draw attention:**

- For this year consider signage that promotes Scouts helping the community.
- Take your unit flag and the US flag (always display them properly)
- Focus that this is a LOCAL fundraising effort
- Maybe music or other attention getter due to allowed setup location



# Show & Sell Best Practices

We are dedicated to the safety of our leaders, Scouts, families & customers. As we prepare for the popcorn sale, it's important that everyone operate in accordance with any restrictions outlined by your state and local health department or other state and local authorities.

Show-n-Sells are an exciting time for your Scouts. All the energy and enthusiasm of representing their pack within the community. CAMP MASTERS is offering the following guidelines to keep everyone safe this fall. These will be updated when necessary.

## RECOMMENDED SHOW-N-SELL GUIDELINES

- Reiterate before the event anyone exposed to Coronavirus should find an alternate person to take their place at the sale or contact the Popcorn Kernel.
- Use hand sanitizer regularly, especially after customer transactions.
- Clean surfaces frequently with a disinfectant wipe or hand sanitizer.
- Assign one individual to handle all money transactions. And one to handle all popcorn.
- Use Signs to help inform customers you're fundraising and provide directions for safe interactions between Scouts and customers.
- Do not shake hands with customers and maintain social distance to them as well as any other booth participants.
- Do not have open food or drinks in the area. Do not share drinks, cups or utensils. There is high potential for spread of the virus to these items.
- If you have to sneeze or cough do it away from the booth and other people. Remember to sneeze or cough into your elbow.



# Take Order

**Door to Door sales net higher sale values and provide more control on social distancing**

- Coach your Scouts to approach houses on their block as a start
- Inform Scouts of COVID 19 safety requirements
- Recommend practicing with a script
- Encourage all scouts to be in full uniform

**Be effective by selling in a group, covering an entire neighborhood as a Unit**

**-Great way to move unsold Show & Sell product**

**-Use Door Hangers at homes where you missed the residents**

**BEST PRACTICE: Collect \$ at point of sale!**



**Scouts can average \$200 to \$400 per hour!**



# REGISTER / UPDATE YOUR SCOUT ACCOUNT

1. Click here to visit [Ordering.CAMPMASTERS.org](https://Ordering.CAMPMASTERS.org) - This will bring you to the login screen.

2. Click the blue button: [Scout's Register / Find Your Account Here!](#)

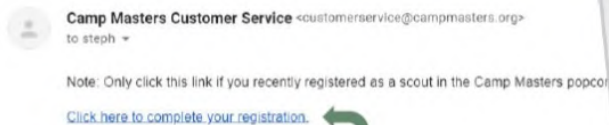
3. On the registration form, choose ... Registering as:\*  
**Scout** if you have your own email  
or **Parent / Guardian** if using their email ☒ Scout ☐ Parent/Guardian

4. Select Your Age ... Are you 13 or older?\*: ☒ No ☐ Yes

5. Complete the form and submit. If you see a message that says you've previously registered, skip to step 8. Otherwise, go to step 6.

6. Head over to your email inbox and look for the email titled:  
**CONFIRM YOUR EMAIL TO COMPLETE YOUR REGISTRATION**

Confirm your email to complete your registration ➡

Camp Masters Customer Service <customerservice@campmasters.org>  
to steph ▾  
Note: Only click this link if you recently registered as a scout in the Camp Masters popcorn  
[Click here to complete your registration.](#)

7. Click on the link in the email.



# ALREADY REGISTERED WITH CAMP MASTERS?

8. If you see this message, there are a few more steps.  
Otherwise, you can skip to the next page.

Looks like you're already registered.


You can go ahead and sign in, or register again to make sure you're in the right unit.

[Sign In](#)

[Register](#)

9. If you're with the same Unit, click the **green Sign In button**.  
If you've changed Units (or are unsure what Unit you are assigned to in CAMP MASTERS), Click the **blue Register button**.

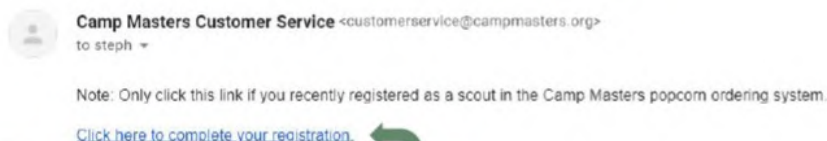
10. If you clicked the blue Register button, you'll need to search for your Unit. Type your Unit, State or Council name to find your correct Unit.

Let's find your unit!  
   
[Register](#)

11. Select your correct Unit from the dropdown list and click **Register**.

12. Head over to your email inbox and look for the email titled:  
**CONFIRM YOUR EMAIL TO COMPLETE YOUR REGISTRATION**

Confirm your email to complete your registration ➡

Camp Masters Customer Service <customerservice@campmasters.org>  
to steph ▾  
Note: Only click this link if you recently registered as a scout in the Camp Masters popcorn ordering system.  
[Click here to complete your registration.](#)

13. Click on the link in the email.



# High Achiever Prizes

These prizes are over and above those on the prize flyer

## Fill it up Prizes

Fill the sheet in the first 3 weeks (Sept. 24, Oct 1, & 8 ) and get entered into the BLITZ drawings for one of 20 \$25 Scout Shop gift certificates

## \$1,000 Incentive

Get the Adventure Duffle Bag  
Foam Strike Switchblade Boomerang  
LEGO Friends Olivia's Electric Car

## \$3,000 Incentive

Choose the Camping Package OR Visa Debit Cards  
For 5% of the total sale. Example: \$3,000 = \$150 in gift cheques. (Rounded to the nearest \$10.)

ONLINE BONUS: Any Scout that sells \$400 in ONLINE SALES will receive a \$10 Amazon Gift Card

**Check out the Prize Brochure for the 2021 Prizes.  
This is a great opportunity to motivate your Scouts!**

## \*\*\* BLITZ DRAWINGS \*\*\*

Scouts that submit a "Fill It Up" sheet by 12:00 pm September 24, October 1 & 8 will be put in a drawing for WEEKLY DRAWINGS. This year we will have three Blitz Weeks, with multiple \$25 Gift Card winners each week. Simply email a copy of the completely filled order form to the Council Service center by the indicated date. If you don't win on the first week, your form will remain in the drawing for the following weeks. **More forms filled = More chances to win.** Week #1 forms are due on Sept. 24 and will have 10 winners, Week #2 forms are due Oct 1st and we will have 5 winners, week #3 will also have 5 winners and the forms are due Oct 8th.

Scouts need to submit their forms to the Council Service Center, or to

[Elaine.shoemaker@scouting.org](mailto:Elaine.shoemaker@scouting.org)

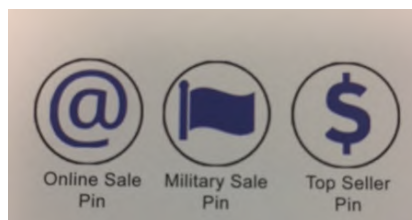
## \$1,000 Plaque Program

- Each Scout who sells \$1,000 or more should have their name placed on the Unit's \$1,000 Seller Plaque.
- This plaque should be displayed in a prominent place for other Scouts to see.
- Units should recognize these Scouts often. (Example: have them first in line for snacks.)
- The initial plaque has been provided by the Council and is to be updated by the individual units.

## Popcorn Pin Plan

Check out these new pins that will go right on the patch.:

- Online Sales Pin, Make any sale using the online sales system
- Military Pin, Collect one Military sale (\$30)
- Top Seller Pin, Sell at least \$500 worth of popcorn



# Council Top Sellers

- ❑ Top Selling Cub Scout and Scout BSA/Venturer each receive a \$250 gift card.
- ❑ \$1,000 Sellers will get a their choice of a Adventure Duffle Bag, Foam Strike Switchblade Boomerang, LEGO Friends Olivia's Electric Car

## Scout Bucks

- ***Scout Bucks may be used during 2022.***
  - *In the Muskingum Valley Council Scout Shop*
  - *All summer camps sponsored by the Muskingum Valley Council*
  - *For Council/District Activities*
  - *For Council sponsored trips*
  - *Council Registration Fees*
- **Muskingum Valley Council, BSA is not responsible for lost Scout Bucks.** Scout Bucks will be sent (along with other prizes) to the Popcorn Chair and/or Unit Leader and it is the responsibility of this leader to distribute them to the Scouts who earned them.
- Each youth may choose one prize from their sales level or a lower level. Scout Bucks are a prize! The pin and patch are not counted as prizes.
- The Expiration Date of this year's Scout Bucks is 12/15/2022.
- These Scout Bucks are not to be copied and are intended to be used only by youth members of the Muskingum Valley Council, BSA. They cannot be used in other councils or for purchases made over the internet.
- Scout Bucks will be distributed with your other prizes ordered.
- Scout Bucks cannot be redeemed for cash and will **NOT** be replaced if Lost or Stolen.

# Unit Incentives

Units should outline their own incentive plan over and above those listed in this guidebook from the popcorn company and the council.

(Some ideas include a pie in the face, pizza parties, movie tickets, etc...)

- \_\_\_\_\_
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- \_\_\_\_\_







## Unit Kickoff

- ❑ Dress up the room for your Kick-off event; You want there to be excitement about your Sale...MAKE IT FUN !!!
- ❑ Have some door prizes and snacks on hand... especially Popcorn if you can!
- ❑ Plan to have the scouts play some fun games to get excited – be creative!
- ❑ Review your units calendar for the year and everything that is a part of the Scouting plan.
- ❑ Go over the unit goal and the goal for each individual Scout.
- ❑ If Your Unit has “Scout Accounts”, explain how the money earned from the popcorn sale *directly* benefits your family.
- ❑ Review the different sales techniques with parents:
  - ❑ Take Order Sale – how to cover your neighborhood
  - ❑ Encourage Parents to use a “missed houses” card or sheet
  - ❑ Remind parents to take their Scouts to sell at work
  - ❑ On-line selling at [popcornordering.com](http://popcornordering.com) (how to register an account and incorporate that into EACH Scout’s sale plan)
- ❑ Review the incentives that Scouts can earn.
  - ❑ The Prize Program
  - ❑ Blitz weeks
  - ❑ High Achiever Prizes
  - ❑ Unit specific incentives like a pizza party, top-seller prize, pie-in-the-face, etc.



# 2021 Popcorn Sale Parent Information Sheet

## **Important Dates:**

Our sale begins on Aug. 7 and ends on \_\_\_\_\_.

All online sales count towards prizes and incentives through **Oct. 29.**

Our Popcorn Kickoff will be held:

Date: \_\_\_\_\_ Time: \_\_\_\_\_ Location: \_\_\_\_\_

Popcorn Pickup:

Date: \_\_\_\_\_ Time: \_\_\_\_\_ Location: \_\_\_\_\_

Money turn in date is: \_\_\_\_\_

## **Goals:**

Our unit popcorn sales goal is: \$ \_\_\_\_\_

Each Scout has a goal of \$ \_\_\_\_\_ to pay for a great Scouting program!

Money we raise will be used to do the following:

- 1) \_\_\_\_\_
- 2) \_\_\_\_\_
- 3) \_\_\_\_\_

Our Unit's incentives & recognitions include:

- 1) \_\_\_\_\_
- 2) \_\_\_\_\_
- 3) \_\_\_\_\_

Our Council is also providing incentives & recognitions of:

- 1) \_\_\_\_\_
- 2) \_\_\_\_\_
- 3) \_\_\_\_\_

## **Key Contacts– Who can help?**

Contact: \_\_\_\_\_ Email: \_\_\_\_\_ Phone: \_\_\_\_\_

Contact: \_\_\_\_\_ Email: \_\_\_\_\_ Phone: \_\_\_\_\_

# Script

- ❑ Hello my name is \_\_\_\_\_
- ❑ I am from Pack/Troop \_\_\_\_\_
- ❑ out of \_\_\_\_\_
- ❑ I am selling popcorn to help me earn my own way.
- ❑ You can help me by trying some of our delicious popcorn.
- ❑ You will help me won't you?



# 2021 Product Line-Up

- \$60 “A” 5-Way Chocolatey Treasures Tin**—Chocolate Lover’s Dream. Our best Chocolate products that will be a treat for any occasion. Includes: Chocolatey Caramel Corn, Chocolatey Pretzels, and delicious morsels of Chocolatey Covered Peanut Brittle Bites.
- \$45 “ZA” 3-Way Premium Tin**—A rich sampling of some of our most decadent products that include Chocolatey Caramel, Sweet & Salty Kettle, & Butter Toffee Caramel popcorn.
- \$35 “P” 3-Way Cheesy Cheese Tin**—Celebrate Scouting with a simply sensational collection of White and Yellow Cheddar along with a zesty Cheesy Salsa popcorn. (3 BIG BAGS!)
- \$25 “MM” 22 Pack Movie Theater Extra Butter Microwave Popcorn**—Popcorn perfectly seasoned with EXTRA Buttery flavor just like the movie theaters. America’s #1 selling flavor!
- \$30 “ZZ” Military Donation**—Choose Item ZZ and CAMP MASTERS will send \$30 worth of popcorn to our military personnel.
- \$50 “WW” Military Donation**—Choose Item WW and CAMP MASTERS will send \$50 worth of popcorn to our military personnel.
- \$25 “VV” Chocolatey Drizzled Caramel W Nuts**—Delicious buttery caramel corn, drizzled in rich chocolate.
- \$25 “E” Supreme Caramel Crunch with Almonds, Pecans, and Cashews**—Buttery sweet gourmet caramel corn with nuts.
- \$20 “NN” White Cheddar Tin**—Cheesy goodness of white cheddar on light crunchy, crispy popcorn.
- \$15 “V” 28oz. Purple Popping Corn Jar**—This delicate popcorn contains antioxidants, has virtually no hulls and TASTES GREAT.
- \$15 “G” 14 Pack EXTRA BUTTER Roasted Summer Corn Microwave Popcorn**—If you like buttery corn on the cob, you’ll love this EXTRA BUTTER flavor popcorn!
- \$15 “YY” 12 Pack Sweet & Salty Kettle Corn Microwave Popcorn**—A sweet and salty old fashioned kettle corn taste, like the popcorn at old time county fairs!
- \$15 “ZC” Mauve Sea Salt Bag**—Delicious light & Crispy Sea Salt popcorn, it’s perfect with every bite. No Artificial anything. 50% more product than the tin last year and \$5 cheaper
- \$10 “DD” Caramel Corn Bag**—Mouth-watering taste of delicate and crispy gourmet caramel corn. 25% more product than last year.

# MUSKINGUM VALLEY COUNCIL

740-453-0571

[www.mvcbsa.org](http://www.mvcbsa.org)

Facebook: Muskingum Valley Council

## ARROWHEAD DISTRICT

Evan Siefke Council Popcorn Staff Advisor  
330-614-9704, [evan.siefke@scouting.org](mailto:evan.siefke@scouting.org)

## RIVER TRAILS DISTRICT

Brian Botti, Sr. District Executive  
740-538-0153, [brian.botti@scouting.org](mailto:brian.botti@scouting.org)

## ZANE TRACE DISTRICT

Charlotte Ashcraft  
[crashcraft2016@gmail.com](mailto:crashcraft2016@gmail.com)  
740-814-0220

Scout Executive: Anne Herriage  
[anne.herriage@scouting.org](mailto:anne.herriage@scouting.org)  
720-810-1463

Popcorn Sale Best Practices Expert  
Jimmy Miller  
[jfmiller86@gmail.com](mailto:jfmiller86@gmail.com)

For more questions, in-  
training go to:  
<http://campmasters.org>

formation & on-line



# **Notes**

# 2021 Popcorn Sale

List of ALL Scouts selling for (circle 1) Pack, Troop Crew # \_\_\_\_\_

Please list top selling scouts first

NAME/ AMOUNT SOLD

<input type="checkbox"/>	_____	\$ _____
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NAME/AMOUNT SOLD

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