

MUSKINGUM VALLEY COUNCIL

2020 POPCORN SALE

LEADERS GUIDE



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Time Line

August and September

- 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 before September 1st will receive their sales materials in the mail around September 25. You must personally distribute materials to new Scouts that you sign up in September.

Wednesday, September 2— Show and Sell orders due.

Saturday, September 19 — Units pick up their Show and Sell order

Friday, Sept 25 — Sale Begins!

October 1, 8 & 15— Blitz Forms due Scouts need to submit their filled up take order forms by **5:00pm** to the Council Service Center, or to jeffery.pickett@scouting.org

October 31 — Show & Sell payment due, Prize and Popcorn Take Order Due and ALL RETURNS Due

- Units MUST order product and prizes on-line.
- These items need to be brought to the Council Service Center or e-mailed to jeffery.pickett@scouting.org :
 - Copy of prize order and popcorn order from website.
 - Copies for all "FILL IT UP" winners (we only need one "FILL IT UP" page).
 - List of all Scouts that sold with their total sale amount (use page at end of this guide).
 - Chairman should also remember to bring registrations and payment for unregistered youth members.

November 21 (9 am to 10 am) - Take Order Distribution Day and payment due date

- 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.
- **If you are mailing your unit payment to the Council Service Center, please allow the time to ensure we receive it by November 21st**
- **ONE** check or money order from your unit should be presented for payment. **NO CASH 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:

25% to 34%

Earn more!

Sell	Step Four: Sell an average of \$500 per registered* Scout	34%
more	Step Three: Sell an average of \$350 per registered* Scout	32%
	Step Two: Sell an Average of \$250 per registered* Scout	30%
	Step One: Identify a Unit Popcorn Kernel and Lt. Kernel and Sell Popcorn = 25%	25%

* registered Scouts as of 7-31-2020



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).
- Have a Unit Popcorn Kick-off.
- Collect and submit all “Filled” forms for the BLITZ Week drawings on Friday, Oct 1, 8 & 15
- Place a Show and Sell Order so you have product to sell at store fronts and door to door.
- 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 via internet or drop it off at the Council Service Center on time.
- 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 UNIT CHECK by November 21.**



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 pick up and distribution of the popcorn..
8. Participate in a post sale review and critique meeting.





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
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 comission to calculate your goals:

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

Unit Sales Goal	\$0.00
Scout Sales Goal	\$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 September 2nd. You pick up your order on September 19th.

CHANGES in Show & Sell:

1. Show & sell orders will be limited to no more than 70% of your unit's 2019 sale.
2. No more than 10% of your show & Sell order may be returned.
3. All Show & Sell product must be paid for by October 31

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 Saturday, October 31. NO PRODUCT WILL BE ACCEPTED AFTER THIS DATE.

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.
- Take everyone's temperature before and/or at arrival to the store.
- Everyone should wear masks and gloves to minimize the spread of germs. [Watch this video to see how quickly they can spread.](#)
- No more than 3 kids and 2 adults should be at any single selling location.
- Always wash your hands minimum of 20 seconds. (Refer back to the germ video).
- 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.
- When possible, avoid engaging with anyone exhibiting symptoms.



Take Order

Door to Door sales net higher sales values and we can control social distancing in a more comfortable manner.

- Coach your Scouts to approach houses on their block as a start
- Inform Scouts of COVID 19 safety requirements
- Promote a set presentation
- 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 - 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

Are you 13 or older?:*

4. Select Your Age ... 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 ➤



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!

Search for 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 (by Oct 1, 8 & 15) and get entered into the BLITZ drawings for one of 20 \$25 Scout Shop gift certificates

\$1,000 Incentive

get the Zing firetech rocket

6 in 1 grilling set

or Silly String Blaster pack

\$3,000 Incentive

Choose the Camping Package OR American Express Gift Cheques

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 2020 Prizes.

This is a great opportunity to motivate your Scouts!

*** BLITZ DRAWINGS ***

Scouts that submit a “Fill It Up” sheet by 5:00 pm October 1, 8 & 15 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 equal more chances to win. Week #1 forms are due on Oct 1st and will have 10 winners, Week #2 forms are due Oct 8th and we will have 5 winners, week #3 will also have 5 winners and the forms are due Oct 15th.

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

jeffery.pickett@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 get a \$250 gift card.
- \$1,000 Sellers will get a their choice of a Zax Axe , 3 function lantern or Lego Mia's forest adventure.

Scout Bucks

- **Scout Bucks may be used during 2021.**
- *In the Muskingum Valley Council Scout Shop*
- *At summer camps sponsored by the Muskingum Valley Council*
- *For Council/District Activities*
- *For Council sponsored trips*
- **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 it is the responsibility of the Popcorn Chair to distribute them to the salesmen 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 12/15/2021.
- 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. Scout Bucks will be given as change, if needed (rounded to the nearest dollar). They will **NOT** be replaced if stolen or lost.

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...)





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 selling 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 (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
 - \$1,000 sales prizes Zing Rocket, 6 in 1 grilling st or Silly String Blaster
 - CAMP MASTERS national incentive prizes:
 - \$3000 Incentive
 - Unit specific incentives like a pizza party, top-seller prize, pie-in-the-face, etc.



2020 Popcorn Sale Parent Information Sheet

Important Dates:

Our sale begins on Sept 25 and ends on _____.

All online sales count towards prizes and incentives through Nov. 4

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?



2020 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, White Frosted Pretzels, White Frosted Caramel Corn, and delicious morsels of Chocolatey Covered Peanut Brittle Bites

\$45 “B” 3-Way Premium Tin—A rich sampling of some of our most decadent products that include Supreme Caramel w/whole and crushed almonds, pecans and cashews, Chocolatey Caramel Popcorn, and our rich Butter Toffee Caramel Corn

\$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 (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

\$25 “VV” Chocolatey Drizzled Caramel W Nuts—Delicious buttery caramel corn with nuts, drizzled in rich chocolate

\$25 “E” Supreme Caramel Crunch with Almonds, Pecans, and Cashews—Buttery sweet gourmet caramel corn with whole and crushed 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 “L” Caramel Corn—Mouth-watering taste of delicate and crispy gourmet caramel corn kept fresh in a decorative collectible tin. 25% more product than last year.

MUSKINGUM VALLEY COUNCIL

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www.mvcbsa.org

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Notes

