

Funding Our Scouting Adventure!

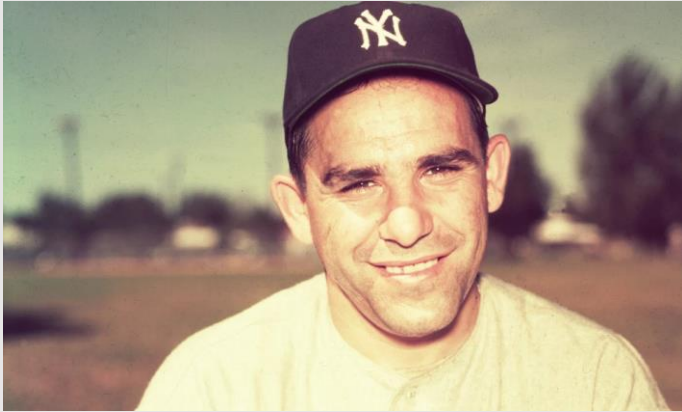
2021 Popcorn Sale Kickoff

SETTING THE PLAN FOR YOUR SUCCESS



Pine Tree Council





“You’ve got to be very careful if you don’t know where you are going, because you might not get there.” – Yogi Berra

2020 threw us curveballs that just about no one was prepared to hit out of the park

- Everyone was significantly affected on many different levels
- Our experiences were caused by both governmental restrictions as well as our own desires to protect ourselves, our members, and our communities

DON'T LIVE IN THE PAST – 2021 is setting up to provide GREAT OPPORTUNITY

- Our communities WILL support us as proven by 2020 results for those that could participate
- There is pent-up demand to get back to the full range of scouting activities
- We ARE the best youth-serving organization in the Country, and people recognize us
- Our limitations are only equal to what we put on ourselves

How Do Units & Scouts Benefit?

- The easiest way for Units to get financial support from their community for their Scouting Program
- Units will have more money for Scouting activities, possibly offsetting cost of the entire Program.
- Skills development for Scouts that accentuates Scouting Program goals
- Scouting Advancements opportunities for all Scouts that participate

Limited to No Financial Risk based on how YOU decide to sell!

SCOUTS
POPCORN
IS HERE!



2020 Sales Facts

- **\$73,110 in sales - \$48,252 Return to Scouting!**
- **60 Units participated**

Our Average per Selling Unit = \$1,219

National Average per Selling Unit = \$5,967

Insights from 2020

- **Unequivocally COVID had a major impact on Scouting on many fronts**
 - Many Units were not able to even meet
 - Membership was affected due to loss of program opportunities
 - Additional pressures and concerns for our families to deal with
 - Plans were changed and opportunities were simply lost
- **Fundraising Activities were severely hampered**
 - Concerns over safety, access to store fronts, local regulations
 - Fewer Scouts and Scouting Activities required less budget
- **Units and Scouts who did participate had great success!**
 - Units employed creative sales approaches to raise funds important for their budgets while keeping their members safe
 - While fewer Scouts participated, consumers resoundingly supported those that did
- **Flexibility became more than a mantra**
 - Online Sales grew substantially and Take Order was a higher percentage of sale vs. Show & Sell
 - While we took a conservative approach on bringing product in early, we had access to our full product lineup
 - We were all able to work through the challenges present in the supply chain to meet each and every order supporting our Scouts



Improvements for 2021!

- We've switched to CampMasters!
- All Online Orders include FREE shipping with new bundles!
- Updated Tin, Bag and Box packaging designs
- More marketing tools and How-to Videos to improve System use-ability at www.campmasters.org
- Expanded product offerings available to Councils to include more non-popcorn type products
- No removal of product categories due to COVID concerns!



The 2021 Product Lineup!

OVER 70% OF EACH DOLLAR GOES TO LOCAL SCOUTING!

ZZ Support the Military and Scouting Tool

\$30 Military Donation



WW

\$50 Military Donation

Choose **Team EE** and **LEAD MAINTENANCE** will send \$30 worth of popcorn to our military personnel.
Choose **Team WW** and **CAMP MAINTENANCE** will send \$50 worth of popcorn to our military personnel.

A *Chocolatey Treasures Tin



A Chocolate Lover's Dream. Includes: Chocolate Caramel Corn, Chocolatey Pretzels, White Filled Pretzels, and Delicious assort of Chocolatey Covered Peanut Butter Bits — 58 oz @ \$1.29/gal.



\$60

ZA *Premium Tin



A rich sampling of THREE most decadent products: Chocolate Caramel, Sweet & Salty Kettle, & Butter Toffee Caramel popcorn. — 33 oz @ \$1.36/gal.



\$45

P *3-Way Cheesy Cheese Tin



Delicate Scouting with a simply sensational collection of White and White Cheddar Cheese along with a zesty Cheesy Jalapeno popcorn (2 1/2 qt. bags!) @ \$1.35/oz @ \$1.35/gal.



\$35

E *Supreme Caramel Crunch with Almonds, Pecans, and Cashews



Buttery sweet gourmet caramel corn with nuts — 38 oz @ \$1.32/gal.



\$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! @ \$1.14/oz.



\$25

VV *Chocolate Drizzled Caramel Popcorn



Buttery gourmet caramel popcorn w/ chocolate drizzle — 14 oz @ \$1.79/gal.



\$25

X Classic Trail Mix



Delicious wholesome goodness includes peanuts, cranberries, raisins, chocolate candies and cashews — 36 oz @ \$1.11/gal.



\$20

KK *Cinnamon Crunch Popcorn Tin



Lightly sweet popcorn with warm, savory cinnamon — 24 oz @ \$1.67/gal.



\$20

ZG Salted JUMBO Cashews



Salted JUMBO Cashews - Everyone's favorite, fresh and crunchy! — 12 oz @ \$1.67/oz.



\$20

G 14 Pack EXTRA BUTTER Roasted Summer Corn



If you like buttery corn on the cob, you'll love this EXTRA BUTTER flavor popcorn! @ \$1.07/oz.



\$15

NN *White Cheddar Cheese Tin



Cheesy goodness of White Cheddar on light, crunchy, crisp popcorn! — 5 oz @ \$1.29/gal.



\$15

YY 12 Pack Sweet & Salty Kettle Corn Microwave Popcorn



A sweet and salty and buttered kettle corn taste. Like the popcorn at old time county fairs! @ \$1.25/oz.



\$15

ZC Sea Salt BIG-Bag



Light & Crisp Sea Salt Popcorn. No Artificial Anything ONLY 25 calories per cup — 3.7 oz. @ \$1.35/oz.



\$15

V Purple Popping Corn Jar



This delicate popcorn contains natural dyes, has virtually no hulls and TASTES GREAT! No Artificial Anything. @ \$1.33/oz.



\$12

U 6 Pack Butter Microwave Popcorn



A convenient way to enjoy popcorn with a rich buttery flavor anytime of the day. ONLY 25 CALORIES per cup! @ \$1.67/oz.



\$10

* Package/Tin may change; subject to availability.

** Some popcorn varieties are lighter than others.

Popcorn weight is measured in ounces. Volume of tins is measured in gallons.

ALL PRODUCTS TRANS FAT FREE and NON-GMO POPCORN

♥ - Contains Antioxidants & Virtually Hullless!

♣ - Feather Light / Low Calorie

Thank you for supporting Scouting



2021 Product Lineup



Chocolatey Treasures
Tin \$60

- Chocolatey Caramel Corn
- Chocolatey Pretzels
- White Frosted Pretzels
- Chocolatey Peanut Brittle Bites



3 Way Premium
Tin \$45

- Chocolatey Caramel Corn
- Sweet & Salty Kettle Corn
- Butter Toffee Caramel Corn



Chocolatey Drizzled
Caramel Corn Tin \$25

- Caramel Corn with
- Chocolatey Drizzle

Chocolate items available for ordering after 9/30

2021 Product Lineup



**3 Way Cheesy
Cheese Tin \$35**

Yellow Cheddar Popcorn
White Cheddar Popcorn
Cheesy Salsa Popcorn



**Supreme Caramel
Corn Tin \$25**

Caramel Corn with
Almonds, Pecans &
Cashews



**Cinnamon Crunch
Tin \$20**

Lightly Sweet
Cinnamon Caramel
Corn



Trail Mix \$20

Peanuts, Raisins, Dried
Cranberries, Almonds,
Cashews & Chocolate
Candies

2021 Product Lineup



Salted Jumbo Cashews \$20

Salted Jumbo Cashews



White Cheddar Cheese Tin \$15

White Cheddar Cheese Popcorn



Sea Salt Purple Popcorn \$15

Light & Crispy Sea Salt Popcorn w/antioxidants, virtually no hulls



Purple Popping Corn Jar \$12

Virtually Hull-less, Industry leading packaging innovation



2021 Product Lineup – Microwave Items



22 Pack Movie Theater Butter Microwave \$25

#1 Consumer flavor



14 Pack Roasted Summer Corn Microwave \$15

Tastes like Buttery Corn on the Cob



12 Pack Kettle Corn Microwave \$15

Sweet & Salty



6 Pack Butter Microwave \$10

Rich Butter Flavor



\$30
MILITARY
DONATION



\$50
MILITARY
DONATION

\$30 & \$50 Military Donation

2021 Council Prize Program



My price goal is:

My popcorn goal is:

CHOOSE A PRIZE AND GO FOR IT!

Scouts can qualify for BOTH standard prizes AND an additional CAMP MASTERS High Achiever Prize

\$5,000 LEVEL 14	44 - Carrera Evolution Speedway Champions 45 - Coleman 10'x9' DarkRoom Fast Pitch Screened Dome 8-Person Tent 46 - LEGO Bugatti Chiron	\$375 LEVEL 6	17 - 5 piece Stainless Steel Mess Kit 18 - Multi-Tool w/ Hammer and Axe 19 - Color Changing Light Saber w/ Stand 20 - Grab Bag E
\$3,500 LEVEL 13	41 - Skullcandy Indy ANC True Wireless Earbuds 42 - Dart Zone Pro MK 1.1 43 - LEGO Technic Porsche 911 RSR	\$275 LEVEL 5	13 - 3-Watt - 200 Lumen COB LED Headlamp 14 - Air Hunterz Zano Bow w/ 2 Zarts 15 - Emergency Outdoor Survival Kit 16 - 4" Wood Handle Knife w/ BSA® Branding
\$2,750 LEVEL 12	38 - Adventure Camp Package 39 - HEXBUG Build Blitz 40 - LEGO Friends Water Park & Cafe	\$175 LEVEL 4	9 - 4x30 Binoculars 10 - Dry Bag - 5 Liter w/ BSA® Branding 11 - Indoor Squishy Sticky Baseball (2pack) w/ BSA® Branding 12 - 8" Steth w/ BSA® Branding
\$2,000 LEVEL 11	35 - LEGO Harry Potter's Hogwarts Clock Tower 36 - Coleman 4-Person Tent 37 - Holy Stone Drone w/ HD Camera	\$125 LEVEL 3	5 - Mini Dynamo Flashlight w/ BSA® Branding 6 - Cinch Backpack w/ BSA® Branding 7 - Camp Journal Book 8 - Color Changing Watch/ Pedometer
\$1,650 LEVEL 10	32 - High Sierra Tactical Pack 33 - HEXBUG Battleground Tower w/ 2 Spiders 34 - LEGO Star Wars Resistance Y-Wing Starfighter	\$75 LEVEL 2	1 - Fire Starter 2 - Keyring Light w/ BSA® Branding 3 - Compass Thermometer Whistle 4 - Pop Up Phone Stand/Holder (Phone not included)
\$1,100 LEVEL 9	29 - Walkie Talkie 30 - LEGO DC Super Heroes Lex Luthor Mech Takedown w/ Batman & Wonder Woman 31 - HEXBUG Battlebots Sumo Bash	LEVEL 1	0.1 - Popcorn Sale Patch Sell any item 0.2 - Online Sale Pin Sell One Online Order 0.3 - Military Sale Pin Collect One Military Donation 0.4 - Top Seller Pin Sell over \$1,000

2021 CAMP MASTERS

High Achiever Prizes & Incentives



Outdoor Camping Package

Multiple components including a 2-Person Tent, 6-in-1 Grilling Multi Tool, Hanging Hammock, Camping Blue Tooth Speaker & Power Bank, Metal Campfire Mug, Retractable Straw & Utensil Set, 20 Can Cooler with Speakers

OR



Visa Debit Card for 5% of total sales. Example: \$3,000 = \$150 debit card. Debit card will be rounded to nearest \$10.



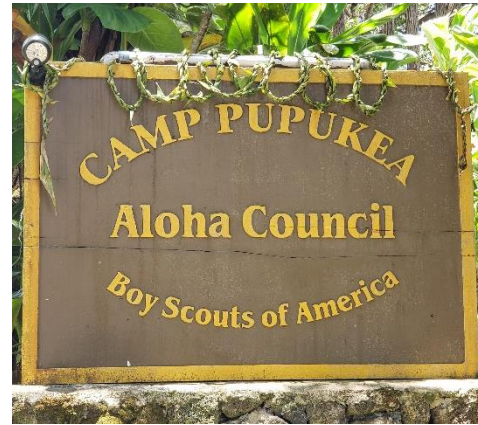
Any Scout selling \$400 in online sales will receive a

\$10 Amazon Gift Card from CAMP MASTERS

**All online sales also count towards all other prize options,
High Achievers & Council Prizes**

2021 Commissions and 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 THE COUNCIL KICK-OFF**
- **EARN AN ADDITIONAL 2% COMMISSION ON ALL YOUR SALES BY ATTENDING THE MEMBERSHIP TRAINING AT AN AUGUST 2021 ROUNDTABLE AND HOLD A RECRUITING EVENT FOR YOUR UNIT BEFORE 09/30/2021.**



Scout Recognition

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

High Achiever Prizes & Incentives – Sponsored by Camp Masters

Camp Masters Program Alternative to Scholarship Fund – See Kernel Guide for details

Steps to Success

**Simple Action Items to have
the Best Sale possible!**



Let's Plan for Success in 2021!

Let's face it 2020 was a challenging year, and 2021 have given us some opportunity thus far, but we're not going to settle! We all fund our programs with this campaign so lets 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
 - Average online sale >\$40 in 2020!
- **Door to Door**
 - Use the Take Order Form in the Family Guide
 - Take Pre-Order/Show and Sell product if you can
 - 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 (3 Scouts/location)

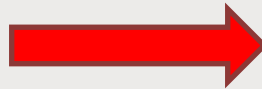


Have a Safe Sale !!

- **Safety is paramount to all participants**
 - **Scouts should follow Local, State, and Council guidelines**
 - **At Show and Sell locations it is recommended to have ONE adult handling all money transactions**
 - **Be creative not only with approach but with locations!**
- **Take extra time to train all participating**
 - **Keeping eye contact is paramount, and it accentuates your professionalism**
 - **Have ALL your Scouts using the same presentation, IT WILL PAY OFF!**
- **For this year it is again recommended to have signage but only if such is communicating your attempts to help the community too.**
 - **Example; “Help us to do good deeds in our community, will you help support us so we can learn and serve in our community?”**

Step #1

- Know your UNIT'S POPCORN SALE GOAL
 - What program elements you will fund
 - Equipment needs
 - Special Events/Trips
 - BUILD A BUDGET USING THIS TOOL



- 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:		This Month's Total:		This Month's Total:	
\$0.00		\$0.00		\$0.00	
DECEMBER		JANUARY		FEBRUARY	
Planned Activity	Cost	Planned Activity	Cost	Planned Activity	Cost
This Month's Total:		This Month's Total:		This Month's Total:	
\$0.00		\$0.00		\$0.00	
MARCH		APRIL		MAY	
Planned Activity	Cost	Planned Activity	Cost	Planned Activity	Cost
This Month's Total:		This Month's Total:		This Month's Total:	
\$0.00		\$0.00		\$0.00	
JUNE		JULY		AUGUST	
Planned Activity	Cost	Planned Activity	Cost	Planned Activity	Cost
This Month's Total:		This Month's Total:		This Month's Total:	
\$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
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 #2

- Conduct a **KICK OFF!**
 - **COMMUNICATE** the goal
 - **SHARE** the plan In person or virtually
- 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**



Step #3

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 - \$250-\$400/hr
 - Take product with you if you can
 - Use the same presentation
 - Canvas entire neighborhoods
 - Site Sales – \$300-\$450/hr
 - No tables or chairs, teams of 3
 - Stack product in a colorful display
 - Scouts in front talking to customers

-

Step #4

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 in the safest manner available.



CAMP MASTERS Home

Lincoln Heritage Council 2018 Online Order

Aaron S. | Pack 676
Hello, my name is Aaron.

3 Way Cheesy Cheese Tin
Qty: 1 | Price: \$33.00
Subtotal: \$33.00
View Cart

3 Way Cheesy Cheese Tin
Celebrate Scouting with a simply sensational collection of White and Yellow Cheddar Cheese along with a zesty Cheesy Salsa (3 BIG Bags!) - 16.5 oz
5.5 oz. White Cheddar Cheese Popcorn
5.5 oz. Yellow Cheddar Cheese Popcorn
5.5 oz. Cheesy Salsa Popcorn
Price: \$33.00
\$22.00
Goes to Local Scouting!
Add To Cart

14 Pack Extra Butter Roasted Summer Corn
If you like BUTTERY corn on the cob, you'll LOVE this popcorn!
Price: \$39.00
\$26.00
Goes to Local Scouting!
Add To Cart

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!
Price: \$36.00
\$24.00
Goes to Local Scouting!
Add To Cart

- 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

Average sale in 2020 was more than \$35.00!

Take Order

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



- 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 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

AVERAGE \$200-\$400 per Scout Hour!

Best Practice: Collect Money at point of sale

Create Your CAMP MASTERS Scout App

Your Scouts can conduct or log Take Order sales electronically!

- Scouts must be registered in system
- Orders collected flow directly to Unit's account under Scout Sales
- Immediate visibility for Scout and Unit Sales
- Can reduce paperwork
- Able to mark whether paid and/or delivered!
- Able to log sales individually at point of sale, after the fact at home, or can even create one order to aggregate sales not already recorded in the system

Open Browser

Type in ordering.popcorn.org and hit go

To create your App on your home screen click here

Choose Add to Home Screen (may have to scroll down to find)

Find/launch your App on Home Screen

Log Into your Account! (click remember me)

ANDROID users: click the "three dots" menu at top right

ANDROID users: choose "Add to Home Screen" from options

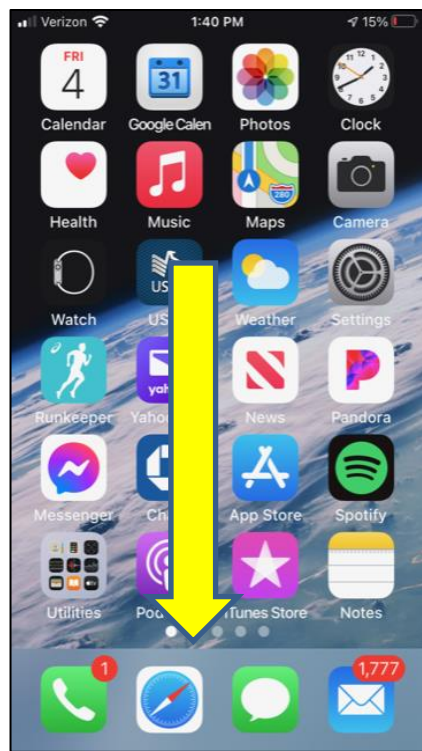


Ready to Take Orders on the Go!

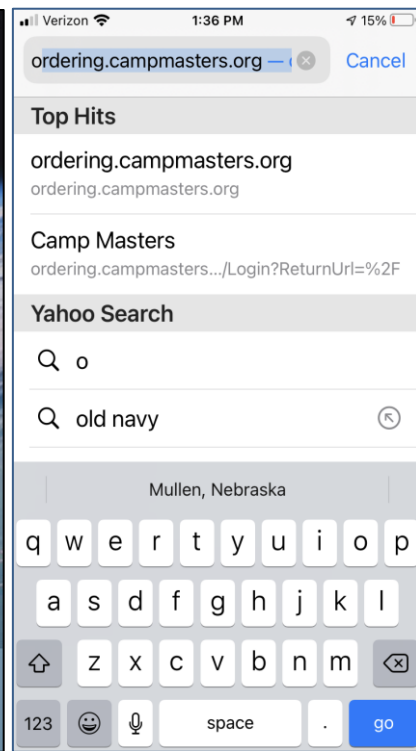
Create Your CAMP MASTERS APP



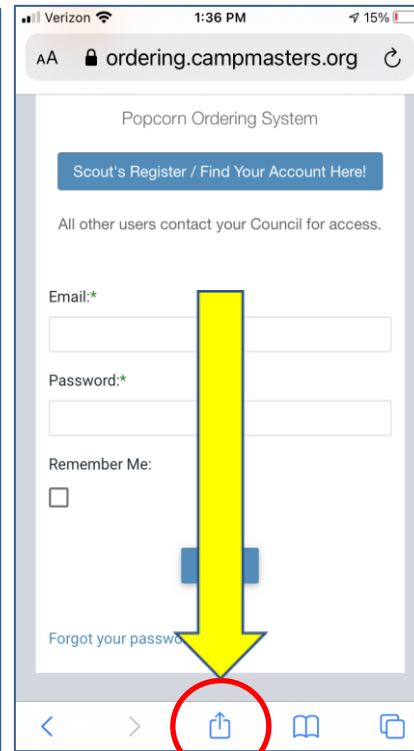
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ordering.popcorn.org
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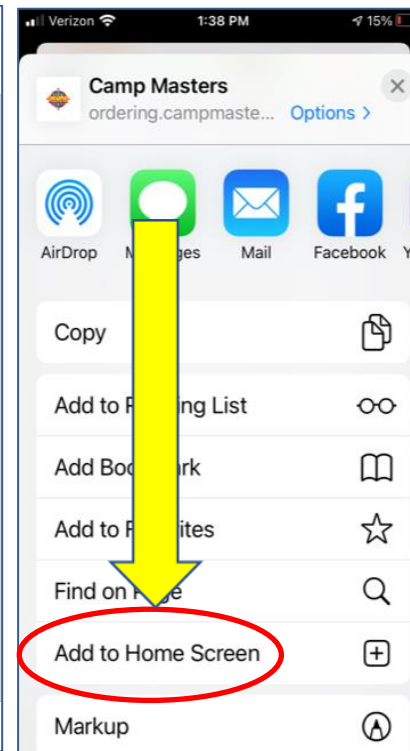


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click here



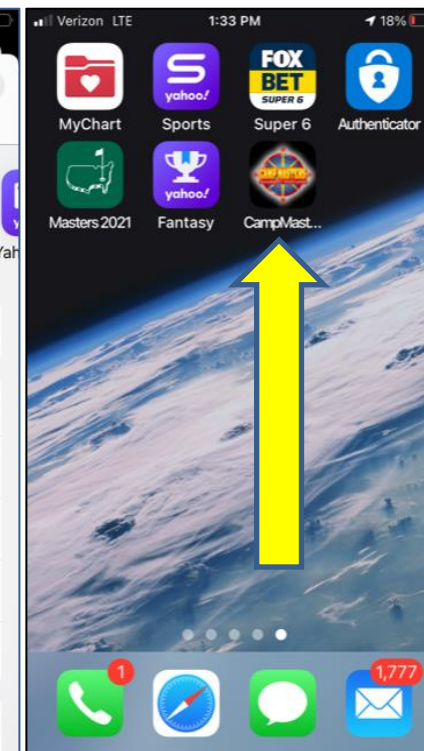
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click the "three dots"
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Choose Add to Home
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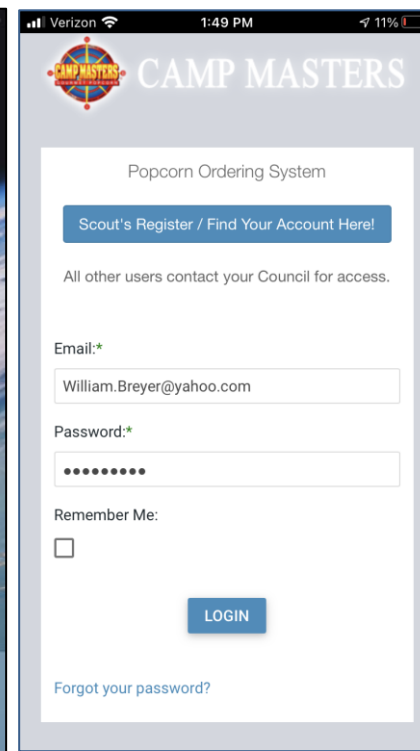


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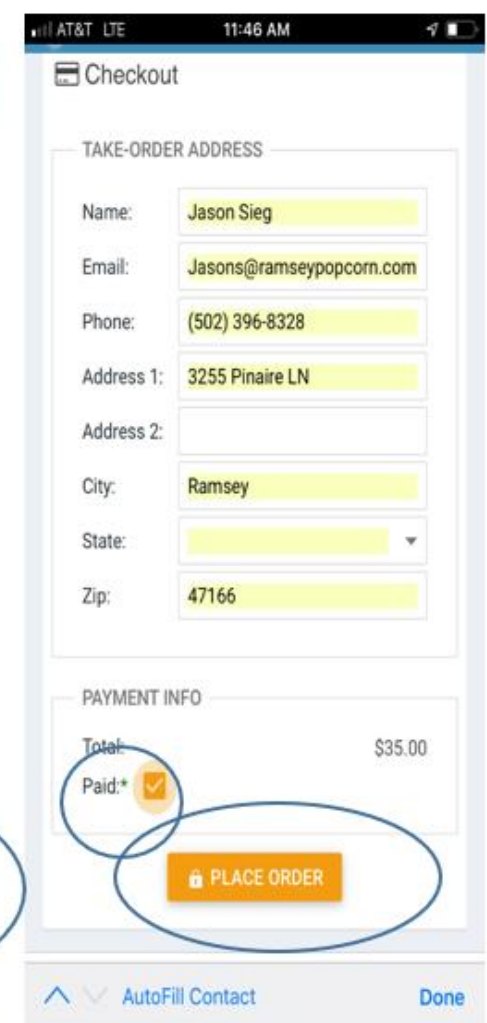
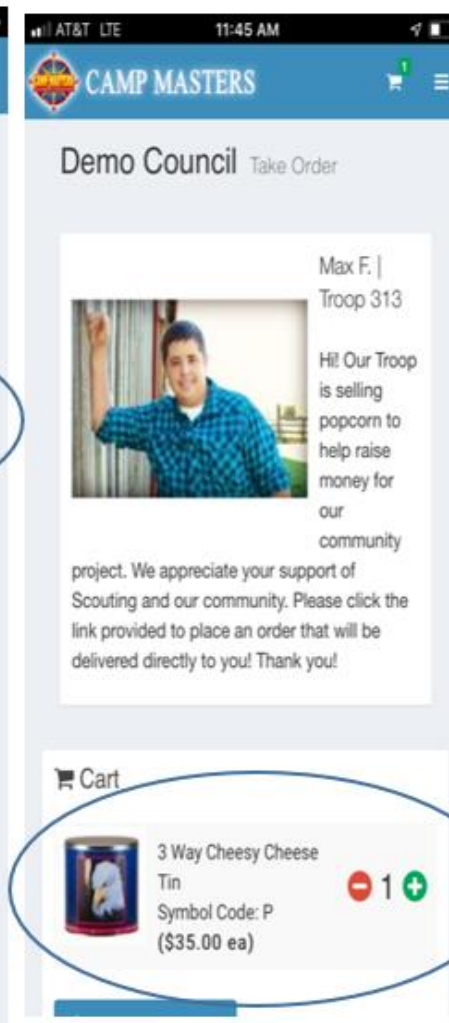
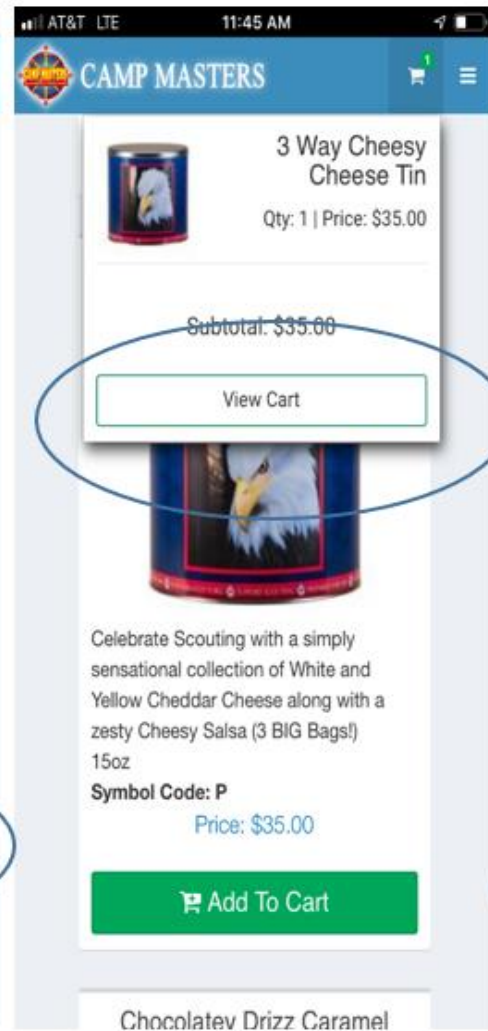
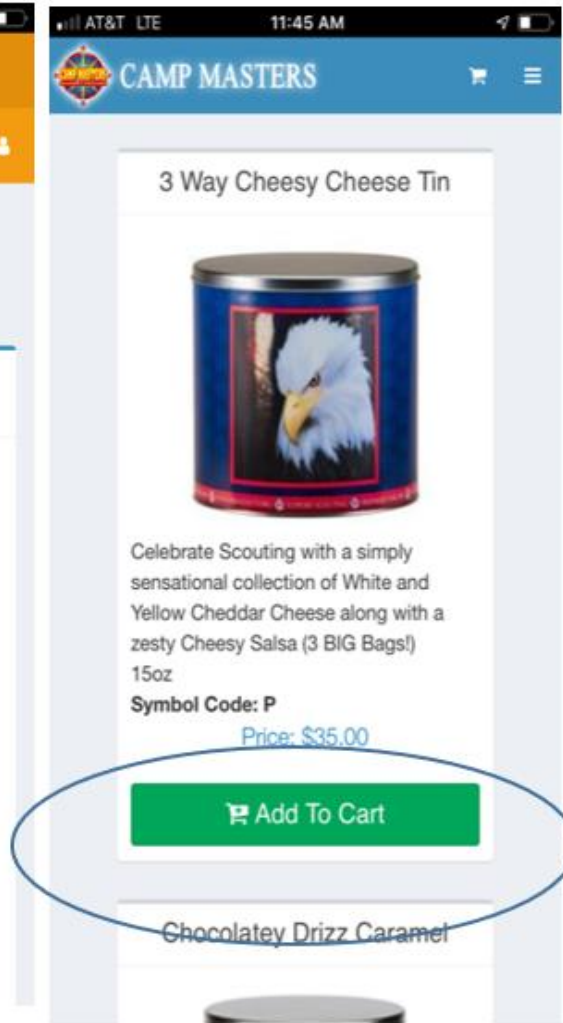
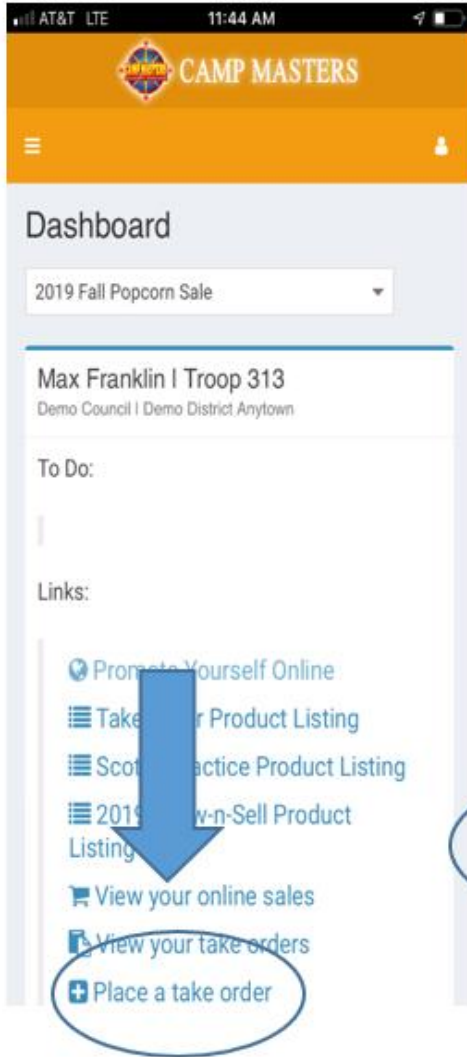
Find/launch your App
on Home Screen



Log Into your
Account! (click
remember me)



Ready to Take Orders on the Go!



Show and Sell

This year we may continue to 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 and safety requirements
- More locations will net more sales
- Look for any location with high traffic to increase opportunities, be open/creative

Setup and Run Properly:

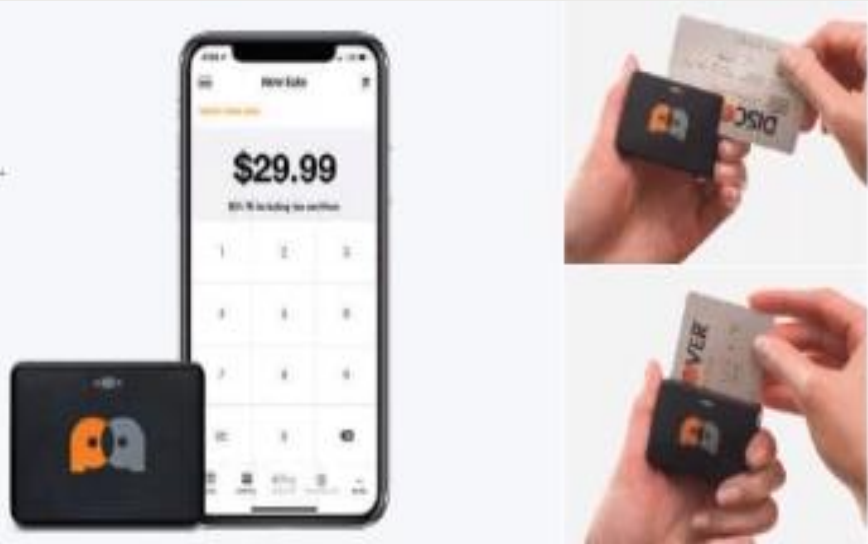
- Display your products colorfully like a store end-cap would be
- Scouts out in front of product displayed in their Class A uniforms
- Don't put pricing on boxes or signs
- Keep area clean and inviting
- DO NOT use donation boxes/jars
- Limit number of scouts at a location

Draw Attention:

- For this year consider signage that promotes Scouts helping the community
- Accentuate this is a LOCAL fundraising event
- May need to have music or some other attention getter due to allowed setup location

Take Credit Cards with PayAnywhere

Access to a full Merchant Account Portal



- FREE app and FREE card readers
- Multiple device and multiple user ready
- No hidden fees....No monthly minimum fees, no setup fees, and no cancellation fees
- 2.69% per swipe transaction fee; 3.49% + \$0.19 for keyed transactions
- Transaction fees removed from deposits automatically sent to YOUR Unit Bank Account
- Funds within 24 hours of processed transactions
- Free Merchant Portal for detailed account activity and business intelligence reporting
- Create versatile item library with multiple products and prices or input charges directly.
- Safe and secure with immediate data encryption and PCI compliant and certified
- Live Customer Support via Phone and Chat
- www.campmasters.org/pay-anywhere

How Do You Sign Up for an Account with PayAnywhere?



CAMP MASTERS Home Councils Leaders Scout Families Scouts Consumers Materials Videos  Prepared. For Life.™

PayAnywhere "Credit Card Program"

CAMP MASTERS is committed to your Council's success, equipping you with the proper tools for effective fundraising. That's why CAMP MASTERS has teamed up with PayAnywhere to help your Council and Unit sell more popcorn. Start accepting credit card payments and increase sales today!! To Set up your account you can click on the link below or call the Toll Free Number to speak with PayAnywhere Customer support.

No Live account yet, beginning the application process by clicking on the link below or calling the toll free #

<https://www.campmasters.org/pay-anywhere>
or call
1-866-485-8999 ext. 1100 or agentsupport1@paymentshub.com
for PayAnywhere / CAMP MASTERS
specific customer support.

Live Account/Have a Merchant ID number go to site below or call toll free #
<https://www.payanywhere.com/help>
or call 877-387-5640 Option 2, then Care/transaction questions Option 1, Portal Login Option 2, Tech/app/equipment questions Option 3 or
chat: <https://chat.paymentshub.com>

Instantly increase your fundraising sales by offering customers the payment option of debit/credit card. Use these helpful downloads to learn more.

- [Signing Up for Pay Anywhere \(003\)](#)
- [2020 Pay Anywhere Program Guide \(003\)](#)

1. Signup via CAMP MASTERS homepage link at www.campmasters.org/pay-anywhere
2. Download signing up sheet and program guide
 - a. **Make sure business name matches the TIN number**
 - b. **Business Type is Non-Profit Charity**
 - c. **Merchant Classification Code is 8398**
3. PayAnywhere may require canceled check from your unit account to verify identity
4. PayAnywhere will send one 2in1 chip/swipe reader once Account activated
5. **To secure an additional reader send email to jasons@ramseypopcorn.com with your account name/info, what you are trying to do**
6. Additional readers can also be purchased through PayAnywhere if you have larger needs

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)*

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Goal of a Unit Kick-Off

In 2021 it is vital to get everyone on board to fund your entire Scouting program

Parents understanding how the Popcorn Sale benefits their child and his/her Scouting Program

+

Leaders understanding how the Popcorn Sale provides a better Scouting experience for all

= More Scouts Selling and a Better Program for your Unit

THIS IS THE YEAR TO BUILD AND COMMUNICATE A GREAT PLAN!

Picking Up Popcorn

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

- **Midsized 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



2021 Popcorn Calendar

July 24th

Council Kick-Off

August 1st

Popcorn Sale Starts!

August 9th

Show-n-sell orders are due

August 28th

Show-n-sell popcorn distribution day – Camp Hinds Dining Hall, 8am – 11am

October 18th

Popcorn Sale Ends!

October 22nd

Take Order and Prize orders are due – All product payments are due

November 13th

Take-Order Distribution day – Camp Hinds Dining Hall, 8am – 11am

Just Remember Teamwork Carries you Further

- **The Council has laid out a turn-key solution to make it as simple as possible for YOU!**
 - **Great Product Lineup**
 - **Comprehensive tools to support your creativity**
 - **Automation to increase efficiency and sales visibility**
- **Encourage ALL of your Scouts to participate, and to set their own goals**
- **Attitude affects Aptitude, Sell what we all believe in – SCOUTING!**
- **Neighboring communities may not have Scouts, but they'd love to see and support you!**
- **Scouts in Class A Uniforms, represent Scouting well!**
- **Scouts using the suggested Sales Presentation don't have to think about what to say**
- **Most of all, celebrate your participating Scouts as they earn their way!**

Questions?

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