

SUPPORT SCOUTING



Tukabatchee Area Council

2021 Popcorn & Nuts Sale Guidebook



VIRGINIA DINER
simply legendary



2021 POPCORN CALENDAR

Saturday, Aug. 7:	Council Popcorn Training & Kickoff, 10:00 am Bass Pro Shops, Prattville, AL
Friday, Aug. 13:	Show & Deliver Orders Due to Council Office
Friday, Sept. 3:	Show & Deliver Popcorn Pickup 9:00 a.m. – 12:00 p.m. XPO Logistics (2241 Congressman Dickinson Drive, Montgomery, AL)
Friday, Oct. 15:	Take Order Form Orders Due to Council Office Prize Orders Due <i>Show & Deliver Popcorn payment due to Council Office</i>
Friday, Nov. 12:	Popcorn & Nuts Pickup: 8:30a.m.—5:30p.m. XPO Logistics
Friday, Dec. 3:	<i>Take Order Popcorn & Nuts Money Due to Council Office</i>

WE'RE IN THIS TOGETHER

2021 is an unprecedented year in the lives of our Scouting families as we continue to recover from COVID-19. As we look ahead, the most important goal is keeping everyone safe and healthy at all times.

This year's popcorn sale will look and feel different for many of us. But your Council and CAMP MASTERS are dedicated to supporting you every step of the way. We are continually evaluating the current environment and recommendations with the best interests of everyone in mind. As the popcorn sale nears, we ask that you reach out to your Council regarding best practices and local safety guidelines.

As our Country takes the beginning steps towards recovery, we must continue moving forward as well. We need a united mindset focused on adaptability and resilience to keep the popcorn sale a vital part of funding your Scouting program in the coming year.

We hope this guidebook provides a step-by-step approach to setting your Unit up for popcorn sale success.

In 2021 CAMP MASTERS is providing all Councils and Units with training and marketing resources. Some information on these resources is included in this guide. And you'll gain access to others over the coming months leading up to the sale.

However, if there is anything you need to help fuel your popcorn success, please don't hesitate to reach out. Give us a call at 800.624.2060 or email our great team for assistance: customerservice@campmasters.org.

We are fully invested in your popcorn success!

Warm Regards,

Wilfred Sieg, Jr.
President

LEARN WITH POPCORN

You've likely heard many times that *"it's not about selling popcorn, it's supporting Scouting."* But what does this mean? And how does it impact each individual Scout?

Scouting is here to help children become ethical adults that make good decisions. And popcorn serves an important role in this mentorship. It's a learning activity, just like any other, designed to build important skills towards this goal. Specifically:

Association with Adults

Kids are sometimes shy or fearful around adults, even ones they know. For most, this doesn't resolve itself as they age. They gain the opportunity for exposure and practice communicating with adults by participating in the popcorn sale. They build the confidence that will make future things like college essays, job interviews and talking to their boss so much easier. It sounds like a simple interaction, but it's a way for them to overcome a tough barrier and learn how to navigate an adult-run world.

Salesmanship and Entrepreneurship

Learning to set and reach goals through action helps Scouts develop important business skills. They learn how to best represent themselves and persuade others. In the future, they can use these tools to gain funding for a revolutionary business idea or be a strong team leader within their organization.

Grow and Sustain Scouting

Scouting is not just an activity, but also a future career path. The mission of the organization needs strong leaders to carry the mentorship and impact forward into future generations. Everything they learn by participating prepares them to teach others what they know in Scouting or whatever future career they choose. Popcorn also brings Scouting to the attention of many others who may not be familiar with all that Scouting has to offer.

Fund Membership and Activities

And of course, popcorn funds all the amazing activities in their Scouting program.



LEADING YOUR UNIT

The Popcorn Kernel oversees operations of the Unit's popcorn sale. This is an important leadership role within the Unit. The PK ensures distribution, promotion, reporting and payments for Unit's entire sale period. They also work closely with their Unit committees and District Popcorn Kernel.

The best part is leading their #PopcornSquad in the Unit's goals for the sale. This includes:

- ★ Encouraging Scouts to Earn Their Way
- ★ Developing the Overall Sale Strategy for the Unit
- ★ Establishing Relationships with Community Businesses
- ★ Helping Parents Support Their Scout
- ★ Guiding the Unit's Progress to Their Sales Goal
- ★ Gathering and Distributing Important Information
- ★ Running Logistics for Product and Sales Earnings
- ★ Rewarding Scout Efforts with Great Prizes
- ★ and Hosting an EPIC Unit Kick-Off Celebration

Your #PopcornSquad includes *(based on your Unit and District Size):*

- ★ District Popcorn Kernel - Your right-hand in all things popcorn
- ★ Unit Committee Members - Helping you develop the plans and budgets
- ★ Assistant Popcorn Kernel - Your left-hand in all things popcorn
- ★ Kickoff Kernel - Your party planning partner
- ★ Show-N-Sell Kernel - Your logistics coordinator (preferably with a truck!)
- ★ Pickup Kernel - Your warehouse watchdog for product inventory
- ★ Prize Kernel - Your fun-lovin' prize patrol buddy
- ★ Communications Kernel - Your social media / email master spreading popcorn love

As exciting as these position titles are, people tend to be more receptive when asked to execute a specific task, not just serve a role in the popcorn sale. **When asking for help, be sure to say what you specifically NEED help with and how much time you think it will take them.**

For example, instead of: Hey Sarah, will you volunteer as Kickoff Kernel this year?
Ask: Hey Sarah, your creativity and crafting skills are top notch. Would you help me with decorations and games for the Popcorn Kickoff? I'm thinking it will take us about 5 hours in planning and decorating day of, plus whatever time you'd estimate for creating them.



KERNEL CHECKLIST

My

#PopcornSquad District Kernel

Phone
Email

Assistant Kernel

Phone
Email

Kickoff Kernel

Phone
Email

Show-N-Sell Kernel

Phone
Email

Pickup Kernel

Phone
Email

Prize Kernel

Phone
Email

Communications Kernel

Phone
Email

- Attend Popcorn Trainings
- Plan Annual Scout Program (w/ Unit Committee)
- Review Commission Structure & Prizes
- Determine Additional Unit Prizes
- Set Budget for Program
- Recruit Your #PopcornSquad
- Update Scout Roster (w/ Membership Chair)
- Direct Scouts to Self-Register or Update Bio
- Determine Per-Scout Fundraising Goal
- Secure Storefronts (as / where possible)
- Create Unit Timeline for Popcorn Sale
- Establish Guidelines for Popcorn Pickup / Returns & Money
- Confirm Show-N-Sell Locations & Times
- Prepare / Update COVID-19 Guidelines
- Place Unit Popcorn Order
- Host Unit Kickoff Meeting
- Prepare and Distribute Handouts
- Share Tips & Ideas for Selling Popcorn
- Provide Selling Incentives & Games for Scouts
- Coordinate Pick-Up / Drop-Offs at District Warehouse
- Encourage Scout & Parent Participation
- Share Selling & Marketing Strategies
- Help Scouts Share Their Online Selling Link
- Place Final Popcorn Order
- Order and Distribute Prizes
- Remit Product Payments to Council
- Contact District Kernel as Needed for Assistance
- Celebrate!



KICKOFF PLANNER

A great sale starts with a great kickoff!

Follow these simple steps to start your popcorn sale with a **BANG** and motivate Scouts, parents and other volunteers.

1. **Plan ahead.** Think of an agenda that will be fast-paced and fun! Make sure to include the product samples provided for your Unit Kick-off. A good kickoff should be under an hour.
2. Emphasize **WHY** it is important to sell popcorn. Communicate the exciting Scouting program and how families can cover all their annual expenses with one sale. Campmasters makes it easy to sell gourmet popcorn so Scouts can spend more time having fun and less time selling popcorn.
3. Show your scouts the Take-Order forms and Prize forms, to highlight not only what they are selling, but the rewards they can be working towards!
4. Demonstrate to scouts how they can use their tablet or smartphone to take Take-Orders electronically.
5. Spend some time explaining the different **ways to sell**, key dates for the program and Show & Deliver locations.
6. Motivate Scouts to **set goals** for their sales and to pick an awesome prize! Show them our awesome list of available prizes to work towards.
7. Finish the evening with a **memorable event**, like throwing pies in the leaders' faces or funny role-playing. A kick off will be exciting when Scouts are involved in the action!
8. Encourage your Scouts to Self-Register to sell online at

<https://ordering.campmasters.org/CampMasters/Registration>

FUN KICKOFF IDEAS

- As your Kernel explains the incentives and pie-in-the-face party at the end, someone sneaks up and puts a pie in their face! (Act surprised!)
- Bottle Rocket Blast-Off Party
- Candy
- Count the number of popcorn pieces in a jar, win the prize
- For every 5 containers sold, Scouts get a raffle ticket to win tents, lanterns, sleeping bags, etc.
- For Troops: popcorn quiz, winner gets popcorn bag. Done each week.
- Have commercial popcorn popper and use it.
- Have music.
- Have it at a pool party.
- Ice cream social
- Kickoff at campout
- Lots of funny skits
- Minute-to-Win-it Games
- Popcorn game stations: Pick up popcorn with tweezers and race to another cup, etc.
- Popcorn Relay Race
- Prizes for “100” scores on the “test” at the end
- Role-play “how-to and how-not-to sell”
- Stations of learning popcorn popping
- Top 3 sellers from previous year throw water balloons at Cubmaster
- Top seller from previous year draws names for door prizes
- Water Day: watermelon, water rockets, etc.

REGISTER SCOUTS TO START SELLING

You can directly access the Campmasters ordering site using the single sign-on link emailed to you, or by going to www.campmasters.org and clicking at "Council/Units/Scouts Log In Here". Google Chrome or Firefox recommended.

Unit kernels will be set up in the system by the Council. For scouts, once at the login screen, click the link for "scout's register". Completely fill out the form on the page it will show you, set a password, and be sure to enter the code at the bottom!

Next it will help you find your unit. If you are in a Pack, the first digit of your unit number will be 3, in the form "3xxx" (i.e. Pack 103 is 3103, Pack 25 is 3025, etc.).

Watch your email for your confirmation link!

The image displays a sequence of four screenshots from the Campmasters website, illustrating the process of finding a unit for registration. The first screenshot shows the "Popcorn Ordering System" page with a prominent blue button labeled "Scout's Register / Find Your Account Here!". A red arrow points from this button to the second screenshot, which shows a search interface titled "Let's find your unit!" with a search box containing the text "Search for your unit." and a "Register" button. The third screenshot shows the search results for the unit number "3016", displaying a blue box with the following information: "Pack 3016 / Madison, WI", "Contact: Melody Glazer", and "Glacier's Edge Council / Mohawk". The fourth screenshot shows the search box with the text "Pack 3016 / Mohawk / Glacier's Edge Council" selected, and the "Register" button is visible below.

UNIT ACTIVITY BUDGETS

How to set your unit's Activity Budget

Add up your Unit's Income from sources other than popcorn, below:

Registration Fee	\$ _____
Dues	\$ _____
Other Income	\$ _____
(C) Total income other than from Popcorn	\$ _____

Now subtract your Unit's Income from sources other than popcorn (C) from your total Unit expenses (B) to find the Income Required from Popcorn (D):

(B) Total Unit Expenses	\$ _____
Minus (C) Total Income Other than Popcorn	\$ _____
= (D) Total Income Needed from Popcorn Sales	\$ _____

Income Planner

Next, calculate the amount of popcorn your Unit and each Scout need to sell to meet your budget.

$$\begin{array}{l} \$ ______ \div .30 \dagger = \$ ______ \\ \text{(D) Income Needed} \quad \text{Popcorn Commission} \quad \text{Unit Sale Goal} \end{array}$$

$$\begin{array}{l} \$ ______ \div ______ = \$ ______ \\ \text{Unit Sale Goal} \quad \# \quad \text{of Scouts} \quad \text{Per Scout Sale Goal} \end{array}$$

$$\begin{array}{l} \$ ______ \div \$ ______ = ______ \\ \text{Per Scout Sale Goal} \quad \text{Average Container Price} \quad \text{Container Goal per Scout} \end{array}$$

Example:
 $\$1000 \text{ needed} \div .30 =$
 $\$3,333 \text{ gross sales}$
 needed

† Actual Commission percentage may vary—see page 17 for details!

PRODUCTS FOR 2021

Campmasters offers a different product lineup than many of your customers may be used to seeing. Not only is the quality excellent, but the product now comes in attractive tins—without a major change to the price!

Additionally, consumers can also order product online at www.popcornordering.com !

<p>ZZ—\$30 Military Donation WW—\$50 Military Donation</p>		<p><i>Images are the most recent available, but may be subject to change.</i></p>
<p>A – 5 Way Chocolatey Treasures Tin—Includes: Chocolate Caramel Corn, Chocolatey Pretzels, White Frosted Pretzels, White Frosted Caramel Corn, and Chocolatey Covered Peanut Brittle Bites. 74oz.</p>	<p>\$60</p>	
<p>E – Supreme Caramel Crunch with Almonds, Pecans & Cashews—20oz.</p>	<p>\$25</p>	
<p>P – 3 Way Cheesy Cheese Tin—Includes White Cheddar Cheese, Yellow Cheddar Cheese, and Cheesy Salsa popcorn. 15oz.</p>	<p>\$35</p>	
<p>VV – Chocolate Drizzled Caramel Popcorn—15oz.</p>	<p>\$25</p>	
<p>ZA – 3 Way Premium Tin—Includes: Sweet & Salty Kettle, Chocolatey Caramel Popcorn, and Butter Toffee. 31oz.</p>	<p>\$45</p>	
<p>KK – Cinnamon Crunch Popcorn Tin—13oz.</p>	<p>\$20</p>	
<p>G – 14 Pack Extra Butter Roasted Summer Corn</p>	<p>\$15</p>	
<p>NN – White Cheddar Cheese Tin—5 oz.</p>	<p>\$15</p>	
<p>SS – Sea Salt Popcorn— 2.5 oz.</p>	<p>\$15</p>	
<p>YY – 12 Pack Sweet & Salty Kettle Corn Microwave Popcorn</p>	<p>\$15</p>	
<p>V – Purple Popping Corn Jar</p>	<p>\$12</p>	
<p>DD – Caramel Corn Bag — 10 oz.</p>	<p>\$10</p>	



Prizes for 2021



<p>\$5,000 LEVEL 14</p>	<p>49 - Carrera Evolution DTM Ready to Roar 50 - Coleman 10'x9' DarkRoom Fast Pitch Screened Dome 6-Person Tent 51 - LEGO Technic Bugatti Chiron 52 - \$150 Amazon Gift Card</p>	
<p>\$3,500 LEVEL 13</p>	<p>45 - Skullcandy Indy ANC True Wireless Earbuds 46 - Dart Zone Pro MK 1.1 47 - LEGO Technic Porsche 911 RSR 48 - \$125 Amazon Gift Card</p>	
<p>\$2,750 LEVEL 12</p>	<p>41 - Adventure Camp Package 42 - HEXBUG Build Blitz 43 - LEGO Friends Water Park & Cafe 44 - \$100 Amazon Gift Card</p>	
<p>\$2,000 LEVEL 11</p>	<p>37 - LEGO Harry Potter's Hogwarts Clock Tower 38 - Coleman 4-Person Tent 39 - Holy Stone Drone w/ HD Camera 40 - \$75 Amazon Gift Card</p>	
<p>\$1,650 LEVEL 10</p>	<p>33 - High Sierra Tactical Pack 34 - HEXBUG Battleground Tower w/ 2 Spiders 35 - LEGO Star Wars Resistance Y-Wing Starfighter 36 - \$50 Amazon Gift Card</p>	
<p>\$1,100 LEVEL 9</p>	<p>29 - Walkie Talkie 30 - LEGO DC Super Heroes Lex Luthor Mech Takedown w/ Batman & Wonder Woman 31 - Camping Bluetooth Speaker w/ Powerbank & Lantern 32 - \$35 Amazon Gift Card</p>	
<p>\$825 LEVEL 8</p>	<p>25 - HEXBUG VEX Ambush Striker 26 - LEGO Speed Champions Formula E Panasonic Jaguar Racing 27 - 2-Person Waterproof Tent 28 - Grab Bag G</p>	
<p>\$575 LEVEL 7</p>	<p>21 - Aluminum Safety Flashlight 22 - Telescope w/ 40x Magnification 23 - Telescoping Fishing Pole w/ Reel 24 - Grab Bag F</p>	

\$375
LEVEL 6

- 17 - Rosewood Knife w/ Clip & BSA® Branding in Box
- 18 - Cooler Chair w/ Backpack
- 19 - HEXBUG Nature Babies - Snow Leopard
- 20 - Grab Bag E



\$275
LEVEL 5

- 13 - 3-Watt - 200 Lumen COB LED Headlamp
- 14 - Air Hunter Zano Bow w/ 2 Zarts
- 15 - SOS Survival Kit
- 16 - Thinking Sand - Castle



\$175
LEVEL 4

- 9 - Multi-Function Knife
- 10 - First Aid Kit
- 11 - Indoor Squishy Sticky Baseball (2pack) w/ BSA® Branding
- 12 - 6" Penguin w/ BSA® Branding



\$125
LEVEL 3

- 5 - Mini Dynamo Flashlight w/ BSA® Branding
- 6 - Cinch Backpack w/ BSA® Branding
- 7 - Retractable Straw & Utensil Set
- 8 - Color Changing Watch/ Pedometer



\$75
LEVEL 2

- 1 - Fire Starter
- 2 - Carabiner w/ Strap & BSA® Branding
- 3 - Compass Thermometer Whistle
- 4 - Pop Up Phone Stand/Holder (Phone not Included)



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



0.1

0.2

0.3

0.4



Prizes for 2021

COUNCIL BONUS PRIZES

Sell \$650 or more—get a \$25 Walmart gift card!

Sell \$1500 or more—get a \$50 Walmart gift card!

Sell \$2500 or more—get a \$150 Walmart gift card!



SAFETY

POPCORN SAFETY TIPS

- Follow all guidelines concerning masks and distancing.
- When selling popcorn in your neighborhood, always have an adult or buddy with you.
- Never enter a stranger's house without an adult.
- Keep checks and cash in a separate envelope with your name on it.
- Always walk on the sidewalk whenever possible.
- Never sell at night.
- Always be courteous.

POPCORN SALES TIPS

Ten ways to make a popcorn sale

1. Ask your parents to be the first to buy popcorn.
2. Ask your relatives to buy popcorn. (Grandparents, Aunts, Uncles, Brothers, Sisters...)
3. Ask your neighbors to buy popcorn.
4. Ask the parents of your friends (not in Scouts) to buy popcorn.
5. Take a popcorn order form to your place of worship and ask people to buy popcorn. (Get permission first.)
6. Ask your parents if they can take a popcorn order form to work and ask their coworkers to buy popcorn. (They may need to get permission first.)
7. Ask your patrol or den to schedule a "Super Sale Day". This is a day when your fellow Scouts select a neighborhood and go door-to-door as a group to ask people to buy popcorn.
8. Ask a parent or a fellow Scout to go door-to-door with you in your neighborhood to ask people to buy popcorn.
9. Ask your parents or relatives if they give out gifts during the holiday season. If yes, ask them to consider giving out popcorn (in a tin decorated for the holidays) as a holiday gift.
10. ALWAYS WEAR YOUR UNIFORM!

Don't forget last year's customers! Make sure you kept your Order Form from last year and ask each of them to buy again.

CUSTOMER CHECKLIST

- | | |
|--|--|
| <input type="checkbox"/> Parents | <input type="checkbox"/> Coaches |
| <input type="checkbox"/> Neighbors | <input type="checkbox"/> Relatives (Grandparents, Aunts, Uncles, Brothers, Sisters...) |
| <input type="checkbox"/> Religious Friends | <input type="checkbox"/> Parent's Work |
| <input type="checkbox"/> Area Businesses | <input type="checkbox"/> Doctor and Dentist |
| <input type="checkbox"/> Teachers | <input type="checkbox"/> Scout Leaders |

COVID-19 GUIDELINES

CAMP MASTERS is 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. Be sure to check with your Council if you are unsure what's required in your area.

When it comes to the products, we have implemented numerous safety protocols at our production, warehouse and fulfillment centers. This measure includes many of the guidelines recommended below. And we continue to evaluate the current environment in our local area.

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.



ANSWERING OBJECTIONS AT POINT OF SALE

<p>“I cannot eat popcorn...”</p>	<p>That’s OK. You can still support us and the Military by buying popcorn to send to troops overseas. Popcorn also makes a great gift for someone else. We also have White Chocolatey Pretzels you may like. Which one works best for you?</p>
<p>“Popcorn is not healthy...”</p>	<p>Many snack foods can have lots of fat, but many of our products have less than half the calories of potato or corn chips. Plus, popcorn is high in fiber. Which one would you like?</p>
<p>“The price is too high...”</p>	<p>The price is about the same as buying popcorn at the movies. However, 70% of the cost is going to help our Scouting program, so you can feel good about buying the product and helping. Think of it this way, you’re donating to Scouting and the popcorn is our thank you gift. And if you buy our military popcorn, our armed forces around the world benefit, too. Which one would you like?</p>
<p>“We already bought popcorn...”</p>	<p>Great, and Thank You! After trying the product, many of my customers find they would like to send some to family, friends, or to military troops overseas. Do you have someone in mind that would like some DELICIOUS popcorn?</p>
<p>“I do not have any money on me...”</p>	<p>That is OK. We take all major debit/credit cards. Which one would you like?</p>
<p>“I am allergic to nuts...”</p>	<p>I am sorry to hear that. I have a relative/friend that has a similar issue, so they help me out by placing an order for our Military troops overseas and in VA hospitals. But our Troop is still funded. At what level would you like to place an order for our troops?</p>
<p>“I do not support the Boy Scouts...”</p>	<p>Thank you very much for listening to me. Have a good day.</p>

SELLING METHODS

Scouts can sell well and safely by following these proven methods and tips.

Sell 3 Ways!

1. Sell with your Paper or Digital Order Form! Scouts can use this script to help build their confidence and salesmanship!

“Sir/Ma’am, hello my name is _____, I am a Scout with Pack/Troop _____ here in _____. We are selling popcorn to raise money for our unit to attend camp. You can help us by trying some of our DELICIOUS popcorn. You will help us, won’t you?”

2. Try Show and Deliver! Visit neighborhoods with product on hand for immediate sale!
3. Sell online! It’s easier than ever and you can help Scouts sign in and self-register that allows them to sell online. Also encourage Scouts to send emails out to all of their Family and Friends .
Online Sales Can Begin on August 1st, 2020 with Registered Accounts!

POPCORN SAFETY TIPS

- Always sell with an adult or buddy
- Never enter a stranger’s house
- Keep checks and cash in a separate envelope with your name on it
- Always walk on the sidewalk whenever possible
- Never sell at night
- Wear your uniform
- Always be courteous!

POPCORN SALES TIPS

10 ways to make a popcorn sale.

- Ask your parents.
- Ask your relatives.
- Knock on your neighbor’s door.
- How about your parents’ friends?
- Sell at your place of worship.
- Ask your parents to take an order form to work.
- Have “Super Sale Day” with your fellow Scouts.
- Sell Door-to-Door around your community
- Popcorn makes great holiday gifts!
- Visit businesses around your town for a corporate sale.
- Send emails to all family and friends

ORDER & PICK-UP INFORMATION

Place your product order and your Scout Prize order by
Friday, October 15th.

Remember, all online sales from August 7th through Friday,
October 15th count towards Scout Rewards.

[XPO Logistics](#)

2241 Congressman Dickinson Drive
Montgomery, AL
334-215-7770

Pick-Up date: November 12th, 2021

Pick-Up time: 8:30 AM—5:30 PM

**Units selling \$10,000 and above will have their popcorn delivered to a
location of their choice on Friday, November 13th!**

Pick-Up Guidelines

- Bring enough vehicles to carry your entire order in one trip.
- Bring order documents and verify your order as it's loaded.
- Bring someone to help you count your order as it's loaded.

Vehicle Guidelines

- Mid-size car 20 cases
- Jeep 40 cases
- Mini-van 60 cases
- Suburban/Explorer 70 cases
- Pick-Up Truck 90 cases



Popcorn Commission Plan for Units



Once again, units have the option to earn an *additional 2% commission* on Popcorn Show & Sell and Popcorn Take Orders *if they choose to not participate in the prize program*. Scouts will still be able to earn “Council Prizes”.

2021 Commission Plan

Popcorn Show and Deliver Orders	30%
Popcorn Take Orders	30%
Nuts for Scouting Take Orders	30%
Popcorn Online Sales	40%



Example: A unit chooses to opt out of the prize program. They will earn a total of (30% + 2%) 32% commission on Popcorn Show and Deliver and Take Orders!

PAYMENT PROCEDURES

When receiving and paying for your order, please keep the following in mind:

Liability:

- Upon signing for receipt of the popcorn from the Tukabatchee Area Council, you are taking full responsibility for the distribution and payment of all popcorn received.

Payment for Popcorn:

- Show & Deliver Popcorn order must be paid to the Council Service Center by **Friday, October 15th.**
- Take Order Popcorn must be paid in full to the Council Service Center by **Friday, December 3rd, 2021.**
- In each case, units WILL deduct their commission from their sales income and send the difference to the Council Service Center..
- **Each unit must pay with one check only.**

Over-Ordering Popcorn:

- Ensure that you do not order more popcorn than you can sell, or can complete orders for. The council **WILL NOT TAKE BACK ANY EXTRA OR UNSOLD POPCORN!**
- Didn't sell all your Show & Deliver stock? Deduct remaining inventory from your main sale order!

SHOW & DELIVER PRODUCT PRE-ORDER

ORDER DUE FRIDAY, AUGUST 13th

The Tukabatchee Area Council Popcorn Sale proceeds allow the Council to continue to provide vital leader/youth program services and facility support at **Camp Tukabatchee and Camp Dexter Hobbs** that, without popcorn, would otherwise either result in additional costs being directly passed on to Units and parents, or we would simply have to do without.

Several Units had very positive results from **Show and Deliver**, so we are once again offering an expanded **Show and Deliver** this year, to **supplement** the Take-Order Sale so Units may sell at local storefronts. The Show and Deliver can add an additional 30-40% to sales, if marketed correctly. Please note, Take-Order is by far your *primary* avenue to popcorn success. Enclosed is the **Order Request Form** with information, guidelines, and deadlines regarding ordering product for the Show and Sell. **Show and Deliver orders are due no later than Friday, August 13th.**

Show-N-Deliver 2021 Product Line Up

<p>KK</p> <p>*Cinnamon Crunch Popcorn Tin</p>  <p>Lightly sweet popcorn with warm, savory cinnamon — 13 oz @_D **1.10 gal.</p>  <p>\$20</p>	<p>G</p> <p>14 Pack EXTRA BUTTER Roasted Summer Corn</p>  <p>If you like buttery corn on the cob, you'll love this EXTRA BUTTER flavor popcorn! @_D</p>  <p>\$15</p>	<p>NN</p> <p>*White Cheddar Cheese Tin</p>  <p>Cheesy goodness of White Cheddar on light, crunchy, crispy popcorn! — 5 oz @_D **1.10 gal.</p>  <p>\$15</p>
<p>V</p> <p>Purple Popping Corn Jar </p>  <p>This delicate popcorn contains antioxidants, has virtually no hulls and TASTES GREAT! No Artificial Anything. @</p>  <p>\$12</p>	<p>DD</p> <p>*Caramel Popcorn Bag</p>  <p>Mouthwatering taste of delicate and crispy gourmet caramel popcorn. — 10 oz @_D</p>  <p>\$10</p> <p>25% More</p>	

UNIT SHOW & DELIVER PRODUCT PRE-ORDER

2021 SHOW & DELIVER PRE-ORDER REQUEST FORM

ORDER MUST BE RECEIVED BY COUNCIL OFFICE BY FRIDAY, AUGUST 13th

EMAIL THIS FORM TO TIM.NEECK@SCOUTING.ORG OR DELIVER BY HAND TO THE SCOUT OFFICE

IF YOU HAVE ANY QUESTIONS CALL 334-262-2697

Office Use Only: Date Rec'd _____

District: _____ Unit (Pack, Troop, Crew, Post): _____

Unit Kernel Contact: _____

Address: _____ City: _____ ZIP: _____

Email: _____ Telephone: _____

Retail Per Bag	Product	# Cases
\$20	13oz. Cinnamon Crunch Popcorn Tin (8 tins/case)	_____
\$15	14pk Extra Btr Roasted Summer Corn (8 boxes/case)	_____
\$15	White Cheddar Cheese Tin (8 tins/case)	_____
\$12	Purple Popping Corn Jar (6 jars/case)	_____
\$10	Caramel Popcorn (12 bags/case)	_____
Total # Cases:		_____

Unit Net Profit will be the same as the regular sale.

UNIT PRODUCT PRE-ORDER AGREEMENT

Our Unit understands that this product, upon ordering, is non-returnable, and that we are obligated to make payment in full by October 15th. *We understand breaking up and selling individual microwave box packets is prohibited, and will adhere to this product safety policy. We understand outright soliciting for general donations at businesses/storefronts, with signage or verbally, in conjunction with Popcorn or anytime is prohibited.*

It is noted you will likely receive donations from generous individuals in lieu of popcorn sales. In the spirit of Scouting, units will designate 50% of these donations to support our US Military Popcorn Program.

We understand the Tukabatchee Area Council will use their discretion, if necessary, in adjusting our Unit order based on past sales history, and will contact us accordingly. We understand the Show and Deliver product will need to be picked up on Friday, September 3rd, at XPO Logistics, 2241 Congressman Dickinson Drive, between 9:00am and 12:00pm.

Authorized Unit Representative Signature (required)

Date

Print Name

UNIT PAPER TAKE-ORDER SALE FORM

Tukabatchee Area Council Boy Scouts of America Popcorn Order Summary or Check List

District _____ Unit Type _____ (Pack, Troop, Crew, Team, Ship)

Unit Number _____

Product	Quantity (units)
\$30 Military Donation (Bronze)	_____
\$50 Military Donation (Gold)	_____
5 Way Chocolatey Treasures Tin	_____
3 Way Premium Tin	_____
3 Way Cheesy Cheese Tin	_____
Supreme Caramel Crunch w/ Almonds, Pecans, and Cashews	_____
Chocolate Drizzled Caramel Popcorn	_____
Cinnamon Crunch Popcorn Tin	_____
14 pk Extra Butter Roasted Summer Corn	_____
White Cheddar Cheese Tin	_____
12 pk Sweet & Salty Kettle Corn Microwave	_____
Sea Salt Tin	_____
Purple Popping Corn Jar	_____
Caramel Corn	_____

After entering your quantities, please do one of the following:

A. Order online using the Campmasters website at <https://ordering.campmasters.org> (**preferred**)

B. E-mail your order form to tim.neeck@scouting.org (MUST use actual form)

C. Hand carry your form to: **3067 Carter Hill Road, Montgomery, AL**

(NOTE: Save a copy for your records)

Commission Checklist (Take Order & Show and Sell ONLY)

Base Commission 30%

Prize Program Opt-Out (+2%)? _____

Total Commission Percentage _____

NOTE: Only if you cannot order on-line do we need this form.

Sales : \$ _____ x _____ % = Commission \$ _____

Unit Popcorn Chair: _____

Address: _____

City/State/Zip: _____

Phone: Home: _____ Work: _____ Cell: _____

E-mail: _____

COUNCIL BONUS PRIZE ORDER FORM

Name (Popcorn Kernel): _____

Unit: _____

Email: _____

Total # For Unit	Prize	Requirement
_____	\$25 Walmart gift card	Sell \$650 or more
_____	\$50 Walmart card	Sell \$1500 or more
_____	\$150 Walmart card	Sell \$2500 or more

All prize requests must be accompanied with copies of Take Order Forms for prize-winning Scouts, with the Scouts' full names on the forms. These prizes will be available for pick-up at the Council Service Center November 8th for those submitting this form by October 8, 2021.

All others should call to assure prize availability.

Please choose one of the following two (2) ways to get a copy of this form to us by October 8th, 2021:

- Hand Deliver to the Scout Office at 3067 Carter Hill Road, Montgomery
- Email to Tim Neeck at tim.neeck@scouting.org

UNIT KERNEL SIGN-UP FORM

Date: _____

District: _____

Unit Type: **Boy Pack** _____ **Family Pack** _____ **Girl Pack** _____
 Boy Troop _____ **Girl Troop** _____ **Crew** _____ **Ship** _____

Unit Number: _____

Unit Popcorn Kernel: _____

Address: _____

City/ZIP: _____

Home Phone: _____ Work Phone: _____

Cell Phone: _____

E-Mail: _____

GOAL: \$ _____

CAMPMASTERS SCHOLARSHIP SUBSTITUTION PROGRAM

Camp Masters offers an alternative program to the scholarship program. CM have established a Gift Cheque Program to award high sales achievement at the \$3000 level. There is extra value in this type of program as the Scout gets the reward immediately and it can be used for anything (deposited into any savings program for college, exchanged for cash at a bank, or to make purchases at most retailers.) With a scholarship-type program, if the Scout chooses not to further their education after high school then they forfeit the entire scholarship fund.

Scouts that are current participants in the 6% scholarship fund through past sales achievement in previous years can continue to receive benefit through CAMP MASTERS **or** receive the CAMP MASTERS prize at the corresponding level. **They can not receive both.**

For selling CAMP MASTERS, here is what they need to do:

1. The Council has the Scout complete a Sales Achievement form (copy attached) and **note on the form** they are applying for the **6% program**. This form is used for Sales Achievement of \$3000 and up. However, for participation in the previous scholarship program we know their sales can be less than \$3000 required on this form. Their participation was based on past sales and we will honor their participation in that program.
2. Total Sales of **CM items** only must be noted on the form. Scout must fully participate in the Sale.
3. Council must attach a copy of the report for the Scout's scholarship fund (or some other document that verifies they are current participants in the scholarship program).
4. Council must sign the forms to verify accuracy. Council will submit this form along with all other \$3000 Sales Achievement forms to Ramsey.
5. For Scouts choosing to stay with the "scholarship" equivalent program, American Express Gift Cheques in the amount of 6% of their total sales (rounded to the nearest \$10 increment) for the year will be issued to the Scout. These Cheques can be cashed by the recipient and the money may be used in any manner. Some put the money in interest bearing accounts, others use the money to purchase pre-paid college educations in the states that have such programs. There are no restrictions on the use of the money.

NOTE: Only a Scout previously qualified and enrolled in the Trails End Scholarship program is eligible for the 6% Gift Cheques payment. Qualified Scouts must choose the Gift Cheques payment or the CAMP MASTERS incentive program offered to all Scouts. Once an eligible Scout chooses the CAMP MASTERS incentives, he may not return to the 6% program in the future.

6. **Important – In order to qualify for continuation, the Scout must have submitted a form the first year that the Council sold CAMP MASTERS. If a Scout did not add his name to the list of participants for the 6% program then the next year he will not be eligible.** They are also required to participate/sell in the popcorn sale each year. To continue, they must not skip a year of selling.

If you have any questions please contact: Melissa Maxey, Ramsey Popcorn, PH (800) 624-2060, ext. 114 or e-mail: melissa@ramseypopcorn.com

CAMP MASTERS HIGH ACHIEVER PRIZE FORM

PRIZE FORM DUE TO UNIT LEADER AT END OF SALE

To order, the following information MUST be printed **LEGIBLY** or typed. Altered forms will not be accepted.
Parents & Scouts Please fill out this Section for 2021 SALES

Scout's Name _____ DATE _____

Street Address _____
(No P.O. Boxes/please validate address prior to submitting this form)

City / State / Zip _____

TOTAL SALES \$ _____ Age _____ Please submit Order Forms to your Unit Leader to verify sales.

SELECT ONLY ONE PRIZE BELOW!

UNIT LEADER ORDER FROM COUNCIL

YOUR UNIT LEADER WILL SUBMIT COMPLETED PRIZE FORM FOR \$3000 AND UP CLUB HIGH ACHIEVER PRIZES TO COUNCIL AT THE END OF THE SALE-BY ORDER SETTLEMENT DATE. PRIZE WILL BE SENT DIRECTLY TO SCOUT.

Please submit Scout Order Forms to Council to verify sales.

- | |
|---|
| <input type="checkbox"/> I SOLD \$3000 or more of Popcorn this Year! – (check 1 box only)
Visa Debit Card - 5% of total sales
Example: \$3000 = \$150 debit card (debit card rounded to nearest \$10) OR |
| <input type="checkbox"/> Outdoor Camping Package - 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 |

Unit Leader or Kernel please fill out this section for \$3000 and Up Club High Achiever Prizes

District _____ Unit type and Number _____

Unit Leader or Kernel signature _____

Council Office please fill out this section for \$3000 and Up Club High Achiever Prizes

Council Name _____ City /State _____

Council Office Authorization Signature _____

Program Rules & Regulations

- Scouts who sell \$3000 and up receive Visa Reward Card or Camping Package. MUST select **1** from list above.
- Select ONE Prize only.
- ABSOLUTELY NO COMBINING OF MULTIPLE SCOUTS ORDERS WILL BE ALLOWED. Verification of Sales through individual Take Order Forms is required.
- Scout must attach Order Form when submitting this form to the Unit Leader.
- Upon receipt of the signed form from the Council, the \$3000 prizes will be ordered and shipped directly to the Scout. **Incomplete or illegible forms will delay processing.**
- Questions? Please contact your Council office or Ramsey Popcorn Co. (812) 347-2441, ext. 114.
- CAMP MASTERS WILL NOT ACCEPT FORMS AFTER 12/31/21.**

HAVE A GREAT SALE!



VIRGINIA DINER
simply legendary

