Thank YOU for volunteering your time and talent to participate in the 2020 Popcorn & Nuts Sale and making an ideal year of Scouting possible for all our families.

We are pleased to continue our partnership with CAMP MASTERS popcorn and WHITLEY’S Peanuts this year. Both have a proven track record of quality and customer service!

By participating in the product sale, you generate the following benefits:

- Your unit earns a reliable revenue stream for your annual program, helping make Scouting more affordable and accessible for all families
- CAMP MASTERS and Whitley’s Peanut Factory each share a portion of the sale proceeds with Council, helping to subsidize operating costs such as: camp improvements, and lower fees for camp attendance, camperships for Scouts in need, and training, services and support for your leaders and volunteers.
- Scouts earn life lessons such as goal setting, sales techniques, plus communication, organization, and time management skills
- Scouts have the chance to win awesome prizes, including several NEW 2020 incentives
- 70% of the sale returns to Scouting, making it the most profitable fundraising option

On behalf of all our members, thank you for your continued leadership and support of this important initiative.

Yours in Scouting,

Stephen Hoitt       Jeffrey Halik
Scout Executive     Board President

---

**Index**

- Council Leadership Letter ........2
- Key Sale Contacts ............2
- Product Sale Calendar ..........3
- Unit Kernel Responsibilities ....4
- COVID-19 Considerations for
- Product Sale .................5-6
- Benefits To Your Scout ........7
- Path To Advancement ..........7
- Unit / Council Benefits .......8
- Fund Your Adventure ..........8
- Unit Incentives ...............9
- 2019 Top Sellers .............9
- CAMP MASTERS Products .....10
- Whitley’s Products ..........11
- Rewards/Prize Program .......12
- Prize Sheet .................13
- Tips for Successful Unit Sale ...14
- Placing Your Unit Orders .....15
- NEW SoldbyScouts ..........16
- Individual Scout Online Sales ...17
- Credit Card Reader Program ....18

---

**Key Sale Contacts**

<table>
<thead>
<tr>
<th>DISTRICT</th>
<th>NAME</th>
<th>UNIT</th>
<th>PHONE</th>
<th>EMAIL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Staff</td>
<td>Tony Vogl</td>
<td></td>
<td>585-241-8556</td>
<td><a href="mailto:tony.vogl@scouting.org">tony.vogl@scouting.org</a></td>
</tr>
<tr>
<td></td>
<td>Christine Crittenden</td>
<td></td>
<td>585-241-8580</td>
<td><a href="mailto:christine.crittenden@scouting.org">christine.crittenden@scouting.org</a></td>
</tr>
<tr>
<td>Council Kernel</td>
<td>Jon Ziehl</td>
<td>T 167</td>
<td>585-734-7347</td>
<td><a href="mailto:jonziehl@gmail.com">jonziehl@gmail.com</a></td>
</tr>
<tr>
<td>Black Creek</td>
<td>Angie Capps</td>
<td>P/T 122</td>
<td>315-729-6895</td>
<td><a href="mailto:j3d2a1@gmail.com">j3d2a1@gmail.com</a></td>
</tr>
<tr>
<td>Genesee Crossroads</td>
<td>John Fein</td>
<td>P 68</td>
<td>585-647-6889</td>
<td><a href="mailto:johfie62@hotmail.com">johfie62@hotmail.com</a></td>
</tr>
<tr>
<td>Lighthouse</td>
<td>Brian Bowdish</td>
<td>P 277</td>
<td>954-562-7270</td>
<td><a href="mailto:brianwbow@gmail.com">brianwbow@gmail.com</a></td>
</tr>
<tr>
<td>Mohawk</td>
<td>Angel Romeiser</td>
<td>P 69</td>
<td>585-490-4384</td>
<td><a href="mailto:aromeiser1@hotmail.com">aromeiser1@hotmail.com</a></td>
</tr>
<tr>
<td>Seneca</td>
<td>Kristen Davies</td>
<td>T 125</td>
<td>585-734-8115</td>
<td><a href="mailto:kjkrentsa@yahoo.com">kjkrentsa@yahoo.com</a></td>
</tr>
<tr>
<td></td>
<td>Rob Ryan</td>
<td>P 166</td>
<td>315-576-2098</td>
<td><a href="mailto:ryan717@hotmail.com">ryan717@hotmail.com</a></td>
</tr>
<tr>
<td>Towpath</td>
<td>Caryn Wright</td>
<td>T 167</td>
<td>585-662-3572</td>
<td><a href="mailto:caryn.wright@gmail.com">caryn.wright@gmail.com</a></td>
</tr>
</tbody>
</table>
# Product Sale Calendar

<table>
<thead>
<tr>
<th>DATE</th>
<th>ITEM</th>
</tr>
</thead>
<tbody>
<tr>
<td>August 16</td>
<td><strong>Product Sale Begins</strong> (Show &amp; Sell, Take Order and Online)! Council Kickoff – Two-deep leadership is REQUIRED to receive your bonus commission. Pick up order forms, supplies and Leaders Guide</td>
</tr>
<tr>
<td>By August 21</td>
<td>Scouts receive order forms in the mail.</td>
</tr>
<tr>
<td>August 21</td>
<td><strong>Show &amp; Sell ORDERS DUE!</strong></td>
</tr>
<tr>
<td>Aug. – Sept.</td>
<td>Reach out to local businesses about setting up Show and Sell locations.</td>
</tr>
<tr>
<td>September 11-12</td>
<td><strong>Show &amp; Sell Distribution</strong> – Perinton Square (former Tops) 6720 Pittsford Palmyra Road, Fairport Council will contact you in advance regarding specific pick up time.</td>
</tr>
<tr>
<td>September</td>
<td>Conduct unit Kickoffs and get families excited! Begin submitting Scout sales for $625 Bonus Club drawings online at <a href="http://www.senecawaterways.org/625club">www.senecawaterways.org/625club</a></td>
</tr>
<tr>
<td>Sept. – Oct.</td>
<td>Conduct Show &amp; Sells</td>
</tr>
<tr>
<td>September 29th</td>
<td>Weekly Drawing Begin for Free Week of Camp ($625 Bonus Club).</td>
</tr>
<tr>
<td>October 15</td>
<td><strong>Show and Sell Returns DUE.</strong> Returns may not exceed 20% of S&amp;S order.</td>
</tr>
<tr>
<td>October 25</td>
<td><strong>Unit TAKE ORDERS &amp; PRIZE ORDERS due!</strong> Enter popcorn and prize order online at <a href="http://www.campmasters.org">www.campmasters.org</a> Enter nut product orders online at <a href="http://www.senecawaterways.org/nutorder">www.senecawaterways.org/nutorder</a></td>
</tr>
<tr>
<td>November 4</td>
<td><strong>Show and Sell Payment DUE</strong> (5% bonus for paying all invoices on time.)</td>
</tr>
<tr>
<td>November 13</td>
<td><strong>Take Order Distribution</strong> – Perinton Square (former Tops) 6720 Pittsford Palmyra Road, Fairport</td>
</tr>
<tr>
<td>November 16-22</td>
<td>Distribute product to your Scouts. Keep copies of all Scout order forms.</td>
</tr>
<tr>
<td>December 1</td>
<td><strong>Holiday Sale ORDERS DUE</strong></td>
</tr>
<tr>
<td>December</td>
<td>Hold Unit celebration party and give out prizes to your Scouts</td>
</tr>
<tr>
<td>December 4</td>
<td><strong>Take Order Payment DUE</strong> (5% bonus for paying all invoices on time.)</td>
</tr>
<tr>
<td>December 7</td>
<td>Special Council prize requests DUE (High Achiever prizes, Top Seller prize, etc.)</td>
</tr>
<tr>
<td>December 11</td>
<td><strong>Holiday Sale Product Distribution</strong> – Seneca Waterways Council 2320 Brighton Henrietta Town Line Road, Rochester Payment due upon pickup.</td>
</tr>
<tr>
<td>December 15</td>
<td>Super Achiever Club Prize Drawing</td>
</tr>
</tbody>
</table>
Unit Kernel Key Responsibilities

The Unit Kernel is responsible for the Product Sale portion of the unit’s fundraising goal. By bringing enthusiasm and oversight to the process, you coordinate a successful sale so your unit raises enough money to fund your Scouting adventures!

1. Attend one Product Sale Training session (earn a bonus 1% unit commission).
2. Attend the August 16th Product Sale / Membership Kickoff (bonus 2% commission).
3. Use the Fund Your Adventure worksheet, and work with your unit committee to plan your year, make a budget and develop a Unit Sales Goal. Divide that goal into a “per Scout” goal.
4. Formulate a product sale plan that includes all the methods of selling: Show & Sell, Take Order forms, and Online sales.
5. Hold an energetic Product Sale Kickoff for your unit. Have the Scouts and parents try samples of the popcorn and nut products. Encourage Scouts to set personal sales goals based on the prizes they’d like to earn, or activities they’d like to do. Share details of the prize incentives, sale timelines, best sales practices, money collection, and safety tips.
6. Develop a unit incentive plan for your Scouts – consider a pie-in-the-face incentive.
7. Submit one unit order online to CAMP MASTERS (for popcorn) and the COUNCIL (for nut products):
   - Show & Sell Order Deadline – August 21st
   - Take Order Order Deadline – October 25th
8. Coordinate product pick-up from distribution site, and make sure to bring vehicles large enough to accommodate your order. Include other parents for help as needed. Ensure you count your product before you sign for it and leave the distribution site.
9. Distribute popcorn and nuts within your unit to individual Scouts, and monitor both its delivery to customers and the collection of funds. Please try to have as few people handling product as possible.
10. Submit all forms and payments on time to ensure your unit will receive all prizes, incentives and commissions. Submit one check made payable to Seneca Waterways Council, BSA no later than November 4th for Show & Sell, and December 4th for Take Order. Units earn bonus 5% commission for making payments on time.
11. Order prizes online through CAMP MASTERS and COUNCIL websites by the prize deadline. These prizes will be shipped directly to the address of the primary contact person for your unit. Update your www.campmasters.org account. Council pays the bill for all prize orders, but orders placed after the deadline will be billed to the unit directly. The council approves prize orders for shipping once the unit settles its account.
12. Inform, motivate, and recognize Scouts and families … and have FUN!
COVID-19 Related Guidelines for Product Sale Events

It is very important that all Unit Leaders familiarize themselves with the Federal and State government guidelines / requirements for safely conducting events in public during this time when COVID-19 is an ever present health concern for everyone. While representing Scouting, all Scouts and all Adults must do their best to fully comply with all applicable governmental guidelines / requirements related to COVID-19.

The information below comes from the web site of the CDC (Centers for Disease Control and Prevention) and was current as of July 30, 2020. A few days prior to conducting your Show and Sell Event, you should check the CDC web site to see if any important updates have been made to this information (see https://www.cdc.gov/coronavirus/2019-ncov/daily-life-coping/personal-social-activities.html). You should also check the New York State “Novel Coronavirus” web site to see if there are any important updates there that could impact your Show and Sell Event (see https://coronavirus.health.ny.gov/home).

**CDC Guidelines for Attending an Event or Gathering**

**Prepare before you go**
- Stay home if you have been diagnosed with COVID-19 (symptoms of COVID-19), if you are waiting for COVID-19 test results, or believe you may have been exposed to someone with COVID-19.
- Check with the event venue for updated information about any COVID-19 safety guidelines and if they have steps in place to prevent the spread of the virus.
- Prioritize attending outdoor activities over indoor activities and stay within your local area as much as possible.
- Bring supplies to help you and others stay healthy—for example, masks (bring extra), hand sanitizer with at least 60% alcohol, and drinking water.
- Bring a notebook in which to write down the names of all Scouts and all Adults from each Unit who participate in the Unit Show & Sell Events.

**Wear masks**
- A Scout is Courteous. All Scouts and adults participating in a Show & Sell are expected to wear masks at all times.
- Applies to ALL Scouts and ALL Adults participating in the sale event.
- This will reduce potential virus transmission and make customers more comfortable approaching your table.
COVID-19 Related Guidelines for Product Sale Events (continued)

Use social distancing and limit physical contact

• Maintain a distance of at least 6 feet or more from people who don’t live in your household. Be particularly mindful in areas where it may harder to keep this distance, such as check-in areas, parking lots, and routes of entry and exit.

• Select seating or determine where to stand based on the ability to keep 6 feet of space from people who don’t live in your household, including if you will be eating or drinking.

• Limit the number of Scouts & Adults who are stationed at display / payment tables.

• Money handlers should wear gloves, if available, or frequently use hand sanitizer if gloves are not available.

• Place hand sanitizer in a prominent place where it can be accessed by “customers” as well as by attending Scouts and Adults.

Limit contact with commonly touched surfaces or shared items

• Use touchless garbage cans or pails and cashless payment options when possible. Otherwise, exchange cash or card by placing payment in a receipt tray, if available, or on the counter / table.

• Avoid any self-serve food or drink options, such as buffets, salad bars, and condiment or drink stations. Use grab-and-go meal options, if available.

• Use disposable food service items including utensils and dishes, if available.

• Wash your hands with soap and water for at least 20 seconds or use hand sanitizer immediately before eating food or after touching any common surfaces like table, product, hand railings, payment kiosks, door handles, and toilets.

• Tables should be cleaned periodically during the Show & Sell.

Track Unit Attendees

Be sure to note the following information in a notebook for EACH Show and Sell Event:

• Scout attendee Names

• Adult attendee Names

• Venue Name

• Venue Address

• Setup Location at Venue (i.e. where you were positioned in the venue)

• Arrival Time at Venue for Each Scout & Each Adult

• Departure Time from Venue for Each Scout & Each Adult
Benefits to Your Scout

The Product Sale can be an integral aspect of our Scouting program. It provides opportunities and teaches skills that are consistent with the youth development goals of Scouting.

- Scouts will learn to establish goals, and determine action steps to accomplish those goals.
- Your Scout will practice engaging with the public, talking with a wide variety of people, and learn how to effectively communicate using verbal and non-verbal skills. This knowledge inspires confidence.
- Your Scouts can learn how to accept rejection, and how to persevere until successful.
- Your Scouts will see that you are there to support and encourage him/her, but the results are up to them. They can learn the joy of surpassing a goal.
- Your Scouts can accelerate their advancement by achieving numerous merit badge requirements (see chart below).

The popcorn and nut sale is much more than a fundraiser. At its heart, it is about the potential for Scouts to learn life lessons.

Path to Advancement with Popcorn & Nuts

**Cub Scout Advancement Opportunities**

<table>
<thead>
<tr>
<th>TIGERS</th>
<th>WOLVES</th>
<th>WEBELOS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Games Tigers Play</td>
<td>Paws on the Path</td>
<td>Art Explosion</td>
</tr>
<tr>
<td>Curiosity, Intrigue and Magical Mysteries</td>
<td>For req. 2 – Tell what the Buddy System is and why you need to use it during your popcorn and nut sale.</td>
<td></td>
</tr>
<tr>
<td>Stories in Shapes</td>
<td>For req. 3d – Create a 200-word article about your troop’s popcorn and nut sale.</td>
<td></td>
</tr>
<tr>
<td>Tiger Tales</td>
<td>For req. 2b – Make a popcorn/nut sales presentation to your counselor. For req. 6a – Show your counselor how you would teach others to sell popcorn and/or nuts.</td>
<td></td>
</tr>
</tbody>
</table>

**Merit Badge Opportunities**

- **Art**
  - For req. 2, 3, 4, 5 – Produce a popcorn/nut sale poster for local display.
  - For req. 2, 3, 4 – Design a poster for use during the sale and follow the various steps described for one of the printing methods to produce copies of the poster.

- **Communication**
  - For req. 2b – Make a popcorn/nut sales presentation to your counselor. For req. 6a – Show your counselor how you would teach others to sell popcorn and/or nuts.

- **Digital Technology**
  - For req. 4d – Draft a letter inviting parents to your unit’s Product Sale Kickoff. For req. 6d – Report on your unit’s fundraiser. For req. 6e – Take pictures of your unit’s Product Sale Kickoff.

- **Entrepreneurship**
  - For req. 4.5, 6 – With council permission and merit badge counselors guidance, use the Product Sale to meet many of the requirements for this merit badge.

- **Graphic Arts**
  - For req. 3 & 4 – Design a poster for use during the sale and follow the various steps described for one of the printing methods to produce copies of the poster.

- **Journalism**
  - For req. 2d – Create a 200-word article about your troop’s popcorn and nut sale.

- **Movie Making**
  - For req. 2 – Create a storyboard and a presentation to show how to sell popcorn and/or nut products.

- **Personal Management**
  - For req. 8.9 – Define your popcorn/nut sales goal. Create a plan and make a calendar for how you will achieve your goal with all your

- **Photography**
  - For req. 9a, b, c – Take photographs of popcorn, Scouts selling nuts and other activities related to the sale. Then arrange the prints with captions to tell a story of the sale.

- **Public Speaking**
  - For req. 2 – Prepare and give a speech to your troop describing the benefits of the product sale to the troop.

- **Product Sale**
  - All requirements for this merit badge may be completed through the popcorn and nut sale.

- **Salesmanship**
  - For req. 8 – Describe what kind of truck would be needed to ship popcorn (or nuts) from the factory to your council. Tell how the popcorn or nuts would be packed, estimate the time for the trip and explain what would be the best way to unload the shipment.
Benefits to Your Unit and Council

Up to 70% of the sale proceeds supports local Scouting in your communities.

All units that sell popcorn and nut products, and make their payment in full by the payment deadlines, receive a base commission of 30%. The average prize cost for the Scout Rewards program (which is fully paid for by Council) is 4-5%. And units can earn up to an additional 7% commission by qualifying for various bonus rewards. The result is that a successful Pack or Troop can gain over 40% of the sale revenues back to their Scouts and unit.

And the portion of the product sale our vendors share with Council helps support numerous operating costs, including camp improvements, subsidizing camp attendance costs, training and services for adult leaders, and camperships for those families who might not otherwise be able to fully participate in Scouting. It’s a win-win!

Fund Your Adventure

By participating in the Product Sale, you can achieve your unit fundraising goals, so you can spend more time enjoying Scouting adventures!

Fund Your Adventure with CAMP MASTERS Popcorn!

You can achieve your fundraising goal with just one product sale, so you can spend your time doing fun activities.

UNIT TYPE AND NUMBER: __________________

<table>
<thead>
<tr>
<th>MONTHLY COSTS: Enter all your activities, and the costs per Scout, in the highlighted cells only.</th>
</tr>
</thead>
<tbody>
<tr>
<td>SEPTEMBER</td>
</tr>
<tr>
<td>Planned Activity</td>
</tr>
<tr>
<td>This Month’s Total:</td>
</tr>
<tr>
<td>DECEMBER</td>
</tr>
<tr>
<td>Planned Activity</td>
</tr>
<tr>
<td>This Month’s Total:</td>
</tr>
<tr>
<td>MARCH</td>
</tr>
<tr>
<td>Planned Activity</td>
</tr>
<tr>
<td>This Month’s Total:</td>
</tr>
<tr>
<td>JUNE</td>
</tr>
<tr>
<td>Planned Activity</td>
</tr>
<tr>
<td>This Month’s Total:</td>
</tr>
</tbody>
</table>

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

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

2. Enter the number of Selling Scouts and your commission % to calculate your goals:

   - Number of Selling Scouts in your Unit: 40
   - Your Unit’s Commission: 30%
   - Expenses: $0.00

   - Unit Sales Goal: $0.00
   - Scout Sales Goal: $0.00
Unit Incentives

ONLINE SALES

Units receive 35% commission on every online sale of CAMP MASTERS Popcorn, and 25% commission on every online sale of Whitley’s Nuts.

NEW UNIT BONUS COMMISSION

Units new to the sale (have not sold in past 2 years) that achieve >$2,500 in total product sales = 3%

SHOW & SELL AND TAKE ORDER SALES

<table>
<thead>
<tr>
<th>Base Commission</th>
<th>25%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unit Payment Bonus</td>
<td>+5%</td>
</tr>
<tr>
<td>(Unit makes their payment in full before all payment due dates)</td>
<td></td>
</tr>
<tr>
<td>Unit Kernel Attends one of the Training Sessions</td>
<td>+1%</td>
</tr>
<tr>
<td>Unit sends two (2) representatives to Council Kickoff</td>
<td>+2%</td>
</tr>
<tr>
<td>(1 person attends Product Sale breakout and 1 person attends Membership breakouts)</td>
<td></td>
</tr>
<tr>
<td>CAMP MASTERS 1% BONUS Commission</td>
<td>+1%</td>
</tr>
<tr>
<td>(Unit popcorn sales &gt; $400 / registered youth as of 9/30)</td>
<td></td>
</tr>
<tr>
<td>“Top Stars” Units</td>
<td>+3%</td>
</tr>
<tr>
<td>(Units with &gt; 25% sales increase over 2019 sales)</td>
<td></td>
</tr>
</tbody>
</table>

MAXIMUM BONUS POTENTIAL 37%

2019 Top Selling Scouts & Units

Here is a list of our top selling units from the 2019 Popcorn Sale:

<table>
<thead>
<tr>
<th>Unit</th>
<th>Popcorn Kernel</th>
<th>Total Retail</th>
</tr>
</thead>
<tbody>
<tr>
<td>Black Creek District Troop 122</td>
<td>Angie Capps</td>
<td>$46,730</td>
</tr>
<tr>
<td>Towpath District Pack 225</td>
<td>Joe Croft</td>
<td>$45,679</td>
</tr>
<tr>
<td>Towpath District Pack 171</td>
<td>Ryan Thibodeau</td>
<td>$33,920</td>
</tr>
<tr>
<td>Seneca District Pack 126</td>
<td>Julie McGuinness</td>
<td>$27,715</td>
</tr>
<tr>
<td>Towpath District Pack 362</td>
<td>Melissa Newcomb</td>
<td>$27,196</td>
</tr>
<tr>
<td>Lighthouse District Pack 92</td>
<td>Amy Meier</td>
<td>$24,910</td>
</tr>
<tr>
<td>Seneca District Pack 61</td>
<td>Karl Hagen</td>
<td>$24,693</td>
</tr>
<tr>
<td>Seneca District Pack 30</td>
<td>Frank Mangano</td>
<td>$24,450</td>
</tr>
<tr>
<td>Lighthouse District Troop 48</td>
<td>Jeremy Boyce</td>
<td>$22,910</td>
</tr>
<tr>
<td>Bay Waters District Pack 420</td>
<td>Dan Canavan</td>
<td>$20,300</td>
</tr>
<tr>
<td>Mohawk District Pack 44</td>
<td>Katelyn Knapp</td>
<td>$19,105</td>
</tr>
<tr>
<td>Towpath District Pack 65</td>
<td>Richard Alvarado</td>
<td>$19,100</td>
</tr>
<tr>
<td>Seneca District Pack 166</td>
<td>Robert Ryan</td>
<td>$18,265</td>
</tr>
<tr>
<td>Lighthouse District Pack 278</td>
<td>Jennifer Kimmel</td>
<td>$16,970</td>
</tr>
<tr>
<td>Bay Waters District Pack 80</td>
<td>Joshua Gardner</td>
<td>$16,843</td>
</tr>
</tbody>
</table>

WEEKLY DRAWING WINNERS

The six winners of the free week of summer camp drawings from 2019 sale were:

<table>
<thead>
<tr>
<th>Scout</th>
<th>District</th>
<th>Unit</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kenzie W.</td>
<td>Mohawk</td>
<td>Troop 122</td>
</tr>
<tr>
<td>Jonathan D.</td>
<td>Black Creek</td>
<td>Troop 122</td>
</tr>
<tr>
<td>Kenny R.</td>
<td>Mohawk</td>
<td>Pack 69</td>
</tr>
<tr>
<td>Mason S.</td>
<td>Seneca</td>
<td>Pack 69</td>
</tr>
<tr>
<td>Andi D.</td>
<td>Towpath</td>
<td>Pack 171</td>
</tr>
<tr>
<td>Liam K.</td>
<td>Lighthouse</td>
<td>Pack 92</td>
</tr>
<tr>
<td>Joseph H.</td>
<td>Black Creek</td>
<td>Troop 122</td>
</tr>
</tbody>
</table>
2020 CAMP MASTERS Products

OVER 70% OF EACH DOLLAR GOES TO LOCAL SCOUTING

Support the Military and Scouting Tool:

- $30 Military Donation
- $50 Military Donation

*Chocolaty Treasures Tin
A Chocolate Lover’s Dream! Indulge in these decadent chocolate bars, fudge, chocolate popcorn, and more.

$60

*Premium Tin
A rich sampling of these most desired products: chocolate caramel, sweet & salty kettle, & butter coffee caramel popcorn.

$45

*J-Way Cheesy Cheese Tin
Create a delicious menu for your event with this selection of Cheddar cheese balls along with a spicy cheddar cheese.

$55

*Supreme Caramel Crunch with Almonds, Pecans, and Cashews
Buttery sweet caramel corn with nuts.

$25

22 Pack Movie Theater Extra Butter Microwave Popcorn
Popcorn perfectly balanced with extra butter flavor.

$25

*Chocolate Drizzled Caramel Popcorn
Buttery caramel popcorn with chocolate drizzle.

$25

Classic Trail Mix
Delicious wholesome goodness includes peanuts, cashews, raisins, and cherry.

$20

14 Pack EXTRA BUTTER Roasted Summer Corn
If you like buttery corn on the cob, you’ll love this extra butter flavor.

$15

*White Cheddar Cheese Tin
Cheesy goodness of white cheddar on light, crispy, crunchy popcorn.

$15

12 Pack Sweet & Salty Kettle Corn Microwave Popcorn
A sweet and salty old-fashioned kettle corn taste. Like the popcorn at your county fair!

$15

Purple Popping Corn Jar
This delicious popcorn contains antioxidants, has no artificial colors or flavors.

$10

*Caramel Popcorn Bag
Most delicious taste of caramel and crispy popcorn.

$10

ALL PRODUCTS TRANS FAT FREE and NON-GMO POPCORN
- Contains Antioxidants & Virtually Hulless
- Feather Light / Low Calorie

Thank you for supporting Scouting

* Package Tin may change; subject to availability.

- Some popcorn varieties are lighter than others.
- Popcorn weight is measured in ounces; volume of tin is measured in gallons.
2020 Whitley’s Nut Products

PEANUTS FOR OUR TROOPS
Donate a gift of peanuts for our military men and women, their families, and veteran organizations.

$50 Gold Donation
(over $30 to local Soldier Care)

$30 Silver Donation
(over $21 to local Soldier Care)

Salted Virginia Peanuts
The famous “Home Cooked” Virginia Peanuts. Crunchy, fresh and distinctive. One bite and you’ll taste why these peanuts are our most popular selection.

Hot Jalapeño Ranch Virginia Peanuts
We’re kicking it up a notch with our spicy Jalapeño Ranch Flavored Virginia peanuts. They have just the right amount of heat and tang! Flavor that leaves you wanting more.

Salted Jumbo Cashews
These crispy, crunchy jumbo cashews are extra large, plump, creamy and roasted to perfection to bring out their delicious flavor.

Honey Roasted Virginia Peanuts
Unlike others that use artificial flavors, our true Honey Roasted Virginia Peanuts are actually made with real honey, sweet sugar and a dash of salt.

Honey Cinnamon Almonds
Our large whole almonds are bathed in pure honey, then generously dusted with cinnamon and sugar.

Whit’s Party Mix
This party staple combines the perfect combination of sweet and spicy! Enjoy the flavorful blend of hot Cumin, salted almonds, smoky banana and lime peanuts, honey roasted sesame sticks, pumpkin seeds, butter toffee peanuts, toasted corn nuts and taco flavored peanuts.

Salted Cashews
The perfect snack for any occasion.

Whitley’s “Near & Far” Peanut Clusters
Delicious clusters of peanuts inside a rich peanut butter coating.

Milk Chocolatey Peanut Clusters
We hand dip our “Home Cooked” Virginia Peanuts in a rich milk chocolate coating to form a melt-in-your-mouth cluster.

Homemade Peanut Brittle
Our famous “Homemade” Peanut Brittle combines crunchy farm fresh Virginia peanuts with sweet, crunchy brittle for a marriage made in heaven.

Dark Chocolatey Almond Clusters
Lightly salted almonds are coated in our rich dark chocolate coating to create the perfect cluster.

The Whitley’s Difference
Whitley’s “Home Cooked” peanuts are a wonderful, crunchy freshness and distinctive flavor because our peanuts are still made the old-fashioned way—hand cooked, slowly roasted to perfection. We choose only the highest quality, super extra-large Virginia peanuts which are hand selected for their size and freshness. Each batch is individually roasted with proven, traditional recipes to ensure the crisp, fresh flavor and unique taste for which our peanuts are famous.
Scout Rewards / Prize Program

There are fourteen levels in the Scout Rewards program (see prize sheet on page 11). Each level has many new prizes for 2020. It's a great selection of awesome prizes for Scouts of all ages! Scouts can earn two patches simply by selling one popcorn and one nut product item.

Almost all Scout Rewards prizes can be earned from popcorn AND nut product sales, including online sales (exceptions being the CAMP MASTERS Online Seller and CAMP MASTERS High Achiever Prize).

NOTE: Scout Rewards Prize Orders must be placed by October 25th!

CAMP MASTERS ONLINE TOP SELLER
Sell $400 of popcorn online at www.popcornordering.com to win a $10.00 Amazon gift card.

CAMP MASTERS 2020 HIGH ACHIEVER PRIZE ($3,000 and up)
Scouts selling $3,000 or more of CAMP MASTERS popcorn products will receive a choice of:
» NEW Camping Package (2-person water resistant tent, 6 in 1 grilling tool with case, hammock, cooler chair backpack, camp stove with two burners, bluetooth speaker with powerbank & lantern)

OR
» Visa Debit Card for 5% of total popcorn sales (i.e. $3,000 popcorn sales = $150.
Visa Debit Cards will be rounded to the nearest $10.

High achiever form must be completed by unit leader and submitted to the Council by 12/18/2020.

Seneca Waterways Council Prizes

In addition to Scout Rewards, Scouts may qualify for special Council prizes that are based on total popcorn and nut sales.

NOTE: Special Council prizes must be ordered by December 6th!

$625 BONUS CLUB
Scouts who sell a minimum of $625 of popcorn and/or nuts earns a chance to win a FREE WEEK of summer camp. A weekly drawing will occur beginning September 29th. The weekly winners will each receive a voucher for a free week of camp for summer 2021. For each additional $625 of product sold, Scouts earn an additional entry in the weekly drawing.

$1,250 TOP SELLER CLUB
All Scouts who sell a minimum of $1,250 of product (popcorn and/or nuts) will qualify for a $50 gift card from Seneca Waterways Council and be entered into a drawing for a mega-gift card valued at $250 or more in a December drawing.

TOP SELLER COUNCIL PRIZES
We'll be recognizing the top sellers by Scouting rank throughout Seneca Waterways Council. The top selling Scout in each of the following 11 ranks will win a special prize.

Bobcat Webelos Star / Life / Eagle
Tiger Arrow of Light Venturer
Wolf Scout/Tenderfoot Rank Explorer
Bear Second Class / First Class

(A Scout is considered to be in the rank they occupied as of September 30, 2020).
TIPS FOR A SUCCESSFUL UNIT SALE

Set a sales goal for your unit and for each Scout

- The most important step a unit can do. Use the Fund Your Adventures worksheet and base the goal on your actual budget needs.
- During your first unit sale meeting, communicate a “per Scout” goal based on your unit goal and the number of Scouts selling. Share the unit plan with leaders and families.

Create a Timeline for your Unit

- Use the Council Product Sale Calendar as a reference, and establish your specific unit deadlines for at least one week earlier than Council deadlines (for orders and payments).
- Start planning now for product distribution, and engage other parents to assist.

Conduct a “fun-filled” Kickoff for Scouts and their parents

- Emphasize what the Scouts will receive for reaching their goal.
- Provide a letter to the parents that clearly spells out:
  - the purpose of the sale
  - how the money raised will be used
  - what the “per-Scout goal” is
- Consider using some of the unit’s commissions to offer additional incentives that your Scouts really want.
- Explain all the prizes and incentives, and encourage each Scout to set their goal based on the prize they’d most like to win.

Encourage ALL your Scouts to go out and sell!

- More Scouts selling in a unit means more chances to celebrate at the unit level, and more enthusiasm and overall success for your unit.
- Sell to friends, family members, neighbors, etc.
- Have parents bring the “Take Order form” to work.
- 67% of people will buy when asked, and less than 30% of the public is asked. There are areas of our Council geography where no units are selling popcorn and nuts.
- Set up an organized “Blitz Day” at the beginning of the sale to help give your Scouts a good start to their sale. Have a fun activity planned at the end of your “Blitz Day.”

Use all Sale Methods

- Sell BOTH popcorn and nut products!
- Set up your unit for Show & Sell and Online Sales, as well as Take Order. Online selling is the easiest; the customer pays online and product is shipped directly to them.

Have a VICTORY celebration!

- Celebrate your success and remind everyone of what your unit revenues will fund in the next year.
Placing Your Unit Orders

CAMP MASTERS POPCORN

A brand new Popcorn Ordering system has been designed by CAMP MASTERS for 2020. This new system allows units greater control over their orders (at both the unit and individual Scout level), and also can help manage your popcorn inventory.

Prior to the Council kickoff, your unit kernel will receive an email with a “Single-Sign On” link. Use this link to access the updated CAMP MASTERS system, or go directly to CAMP MASTERS website at www.campmasters.org. Once logged into the website, unit kernels simply follow the Step-by-Step instructions in the “CM SYSTEM GUIDE #4 - UNIT LEADERS” to set up their unit and place their order. The System Guide #4 can be found at www.senecawaterways.org/productsale-unitkernel-resources.

SOFTWARE REQUIREMENTS

» Google Chrome or Firefox web browser
» Adobe Acrobat Reader – use a current version to view/print reports

WHITLEY’S NUT PRODUCTS

To place your Show & Sell and Take Order for Whitley’s Nut Products, please visit www.senecawaterways.org/nutorder and follow the online instructions. Once you click submit, you’ll receive a confirmation email that your order has been placed. Save the email for future reference!

The email will include a link; clicking on the link will allow you to reenter the system and make any required adjustments to your order before the unit order deadline.

• Orders for ALL products must be placed in full cases for Show and Sell.
• A unit may return up to 20% of their total Show & Sell order (all returned product must be unopened and undamaged cases).
• Orders of all products for Take Order are placed as individual containers.

ANY ORDER CHANGES MUST BE MADE BEFORE “UNIT ORDER DUE DATE” FOR THE COUNCIL SALE.
The safety of our Scouts, leaders, families and customers is our top priority as we navigate these challenging times, but we also know that our families will need assistance to keep Scouting available and affordable. In response to direct feedback from our families and unit leaders, the Seneca Waterways Council has developed a touchless sales form for Scouts to use called www.soldbyscouts.com.

Soldbyscouts.com was developed by a local Scouting volunteer with an expertise in website development with input from our product sales committee and staff.

The website works like this:

- A Scout shares her unit’s landing page (example: pittsfordtroop167.soldbyscouts.com) to neighbors, friends and family. This could be a printed flyer, email or even social media post. This page features the entire product catalog at the same price point as in the printed order forms.

- Customers can go to the site and request to buy any of the product items. At the “check-out”, they’ll input the Scout’s name and submit. Payment is not processed by the website. Think of it more in the line of lead generation.

- An email will arrive in the unit kernel’s inbox with the order request and the Scout’s name. The kernel forwards to the Scout who then closes the sale, arranges payment and adds this to her paper order form. At this point, the unit can accept whatever payment they’d like … cash, check, Venmo, PayAnywhere, etc. The Scout is responsible for delivering the product.

- Orders should only be added to a Scout’s order form when he/she closes the sale and arranges payment.

This is a brand new tool we have developed and we hope that it will help address some valid concerns and be seen as useful to the sale. The key to making this tool work is to have a designated volunteer who is willing to monitor their inbox each day for orders and to forward along to the appropriate Scout family to follow-up and close the sale.

We express our deepest gratitude to the Scout leaders who spent countless hours putting this website together.
Individual Scout Online Sales

Scouts earn funds when customers place orders and pay online. Product is shipped directly to customer. It’s the easiest way to sell!!

ONLINE SALE RUNS FROM AUGUST 16TH TO DECEMBER 1ST

CAMP MASTERS POPCORN SALES
WWW.POPCORNSORDERING.COM

CAMP MASTERS has developed a fully customizable online ordering system, that provides a safe and secure way for Scouts to sell to friends and family across the country, and get credit for their local sale (including prizes). A Scout can customize their page by uploading a photo, personal message and information about their sales goals.

Unit Kernels simply need to follow the Step-by-Step instructions in the “CM SYSTEM GUIDE #5 – SCOUTS 2020” to “Setup/Invite” individual Scouts to sell popcorn online. The System Guide #5 can be found at www.senecawaterways.org/productsale-unitkernel-resources. The Scout then receives an email (from customerservice@campmasters.org) with their unique log-in information. Each Scout must have a unique, active email to access the CAMP MASTERS system. Using their log-in information, the Scout (with appropriate parental guidance) can access and customize their online popcorn sale page, and receive their unique sale Keycode.

Scouts can then email friends and family their unique Keycode, inviting them to visit www.popcornordering.com to place an order. Customers pay for their product online, and their order is shipped directly to their home. A Scout can log into www.campmasters.com at any time to track their online sales, resend invitations to customers, or post progress updates towards their goals.

WHITLEY’S NUT SALES
WWW.WHITLEYSFUNDRAISING.COM

Scouts can invite friends and family to purchase Whitley’s nuts online, by directing them to www.whitleysfundraising.com A Scout gets credit for an online sale provided the customer provides four (4) pieces of information during the Checkout process (where it says “Choose Organization to Receive Credit” on left side of webpage). From the dropdown menus, the customer chooses the Region, Council Name, Unit and Participant/Scout to receive credit.

Region: Select NEW YORK
Organization/Council Name: Select SENECA WATERWAYS
Unit/Other: Select Unit and # (i.e. Troop 123-BW)
Participant’s Name: Customer types in the SCOUT NAME (i.e. John Smith)

When Scouts share the link to Whitley’s online sale page, they should include the 4 pieces of information (NEW YORK, SENECA WATERWAYS, Unit #, Scout Name) so they receive credit for their online sale.
Credit Card Reader Program

Accept Credit Cards During Your Product Sale!

Seneca Waterways Council has arranged for each unit to utilize Credit Card Readers free of charge during this year’s Product Sale. The readers will allow you to accept credit card payments from smartphone or tablet. The opportunity for customers to use a credit card increases your sales and fundraising opportunities! When you sign up for the PayAnywhere program, you are simply charged 2.69% per credit card swipe (the lowest rate in the industry) and can begin accepting credit cards once you download the free application.

Funds from transactions will be posted to your unit’s checking account the next business day, and both you and your customer can receive a real-time receipt for the transaction. To learn more about this program, and to sign up for your free readers today, please visit PayAnywhere.com/campmasters or call 877-387-5640. Note that you must have your sponsoring organization’s Federal Tax ID Number when registering, and you will need to link the PayAnywhere app to your unit’s bank account.

If at any time during the sale you have an issue using a credit card reader, you can get help from PayAnywhere by contacting them at www.PayAnywhere.com/campmasters.

![Credit Card Reader Program Diagram]

If you do not have a TIN, use the “Individual” tab to apply for an account.

Be sure to write down your password. You will use it to log in to the PayAnywhere app and PayAnywhere Inside.

Select “Non-Profit” ➔ “Charities & Nonprofits” ➔ “Fundraisers.”

Select “≤$25,000.”

If you have read and agree to the Terms and Conditions, click “Create Account.”

This site and your information are protected by SSL encryption.
This page intentionally left blank. For notes.