



BOY SCOUTS
OF AMERICA®

SENECA WATERWAYS COUNCIL

2023 Unit Kernel Training

CAMP MASTERS & WHITLEY'S

Please be sure to enter your name, unit and district on our sign in sheet tonight to earn the 1% commission.

Housekeeping

- ▶ Feel free to ask questions throughout the presentation, just raise your hand.
- ▶ We will send this slide deck out to all participants by the end of the week.

A top-down view of several wrapped Christmas gifts on a wooden surface. In the foreground, a person's hands are shown unwrapping a gift with a patterned paper. Other gifts are wrapped in various patterns like hearts, snowflakes, and plaid, some with ribbons or bows. A solid red rectangle is located in the top right corner of the image.

Thank You!

Tonight's Objectives

- ▶ Understand key steps to success
- ▶ Gain confidence in fulfilling your role
- ▶ Review sale details
- ▶ Increase awareness of sale resources
- ▶ Tips for success!

Why sell popcorn & nuts?

- ▶ **Youth Development**
- ▶ Fund Your Scouting Adventure
 - ▶ \$292K in commission earned by units in 2022; average 31% commission earned!
 - ▶ 33 Units qualified for growth incentive, earning an extra \$9,400
- ▶ Scout Incentives
- ▶ Vendors provide portion of proceeds to Council
 - ▶ Subsidizes camp costs, underwrites recruiting initiatives, supports adult leader training and services and more!
- ▶ Path to Advancement
 - ▶ 35 Cub and MB Requirements (maybe more?)
- ▶ We are selling Scouting!
(not popcorn and nuts)

Product Selling Options

Show & sell

- Booth type sale, storefront

Show & Deliver

- Door-to-door with product in hand

Take Order


- Door-to-door with product delivered in November

Online with direct shipping to customer

- www.popcornordering.com

Sale Insights

1/3 of sales were for products
priced \geq \$25



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graph TD; A[1/3 of sales were for products priced ≥ $25] --> B[Take Order and Online Sales net highest average transaction value]; B --> C[The most successful units have > % Scouts participating];
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Take Order and Online Sales net
highest average transaction value

The most successful units have $>$ %
Scouts participating

Unit Kernel Key Responsibilities

- ▶ Attend Product Training Session (Thank you for joining us tonight)
- ▶ Have two volunteers from your unit attend the August 13th Product Sale / Membership Kickoff (2% BONUS)
- ▶ Set a Unit Sales Goal, and “per Scout” goal
- ▶ Determine your unit's method of selling: Show & Sell, Take Order, Online
- ▶ Determine your units' due dates: Orders, payments
- ▶ Develop a unit incentive plan for your Scouts
- ▶ Hold an ENERGETIC Product Sale Kickoff
- ▶ Place your orders – Product and Prizes – ON TIME!
- ▶ Coordinate product pick up and distribution
- ▶ Submit all payments on time maximize commission
- ▶ Recognize every Scouts success!

Key Sale Dates

All listed in Leaders Guide

- ▶ **8/13 – Council Product Sale & Membership Kickoff**
 - ▶ Edgewood Church, Pittsford (former YMCA)
 - ▶ Scouts to receive order forms in mail by kickoff
- ▶ **8/18 – Unit Show & Sell Orders due to Council**
- ▶ **9/8 – Show & Sell Distribution (TBD)**
- ▶ 10/13 – Show & Sell Returns Due
(up to 20% unopened product)
- ▶ **10/23 – Unit Take Orders submitted to Council**
- ▶ **11/3 – Show & Sell Payment Due (5% bonus)**
- ▶ **11/10 – Take Order Distribution (TBD)**
- ▶ 11/27 – Holiday Sale Orders due
- ▶ **12/1 – Take Order Payment Due (5% bonus)**
- ▶ 12/1 – Special Council prize requests Due (High Achiever prizes, Top Seller prize, etc)
- ▶ 12/14 – Holiday Sale Product Distribution
- ▶ 12/TBD – Super Cool Top Seller Incentive Event



Unit Task Timeline

- ▶ July
 - ▶ Line up/Reserve your Show & Sell Sites
- ▶ August
 - ▶ Show & Sales - Begin sign ups for your locations
 - ▶ Start Selling Take order
- ▶ Late August/Early September
 - ▶ Run a Fun and ENERGETIC Unit Kick Off
 - ▶ Don't forget new Families - Motivate them to sell
- ▶ September
 - ▶ Start Entering Scouts for \$625 Drawing
- ▶ October
 - ▶ Consider setting Unit Take Order deadline one week prior to Council due dates
- ▶ November
 - ▶ Enter Scouts for \$1250 - Super Cool Top Seller Incentive Event



Product changes

- ▶ New this year: Supreme Caramel Tin, Chocolate Drizzle Caramel Bag & Choc Pretzels Bag
- ▶ New Designed Buffalo Bills Tin
- ▶ New Tasty Trio Tin - Choc Pretzels, Kettle Corn, and Choc Caramel w/ Sea Salt Candy for \$60
- ▶ No longer available
 - ▶ Supreme Caramel w/ Alm., Pec. & Cashews Tin (E), Chocolate Drizzle Caramel Tin (VV) & Chocolate Pretzels Tin (ZV)
- ▶ Honey Roasted Virginia Peanuts & Salted Virginia Peanuts are now available in only 12 oz. containers
- ▶ Whit's Party Mix is downsized to a 10.5 oz. container



ON AVERAGE 73% GOES TO SCOUTING

ZZ Support the Military and Scouting Too!

\$30 Military Donation

WW

\$50 Military Donation

Choose Item ZZ and CAMP MASTERS will send \$30 worth of popcorn to our military personnel.

Choose Item WW and CAMP MASTERS will send \$50 worth of popcorn to our military personnel.




DO Tasty Trio Tin



This Tasty Trio has Melt in your mouth Chocolate Covered Pretzels, Sweet & Salty Kettle Corn and Chocolate Caramel with sea salt candy — 23oz, 2.40 gal ☺




\$60

P 3-Way Cheesy Cheese Tin 

Celebrate Scouting with a simply sensational collection of White and Yellow Cheddar Cheese along with a zesty Cheesy Salsa popcorn (3 BIG Bags!) — 15 oz, 3.15 gal ☺

\$45

E Supreme Caramel Tin

Buttery gourmet Caramel Corn with Almonds, Pecans and Cashews — 18 oz, 1.10 gal ☺




\$30

MM 22 Pack Movie Theater Extra Butter Microwave Popcorn

Popcorn perfectly seasoned with EXTRA Buttery flavor just like the movie theaters. America's #1 selling flavor! ☺




\$30

ZE Chocolate Drizzle Caramel Bag

Buttery gourmet caramel popcorn with chocolate drizzle — 14 oz. ☺




\$30

X Classic Trail Mix

Delicious wholesome goodness includes peanuts, cranberries, raisins, chocolate candies and cashews — 16 oz ☺




\$25

G 14 Pack EXTRA BUTTER Roasted Summer Corn

If you like buttery corn on the cob, you'll love this EXTRA BUTTER flavor microwave popcorn! ☺




\$20

YY 12 Pack Sweet & Salty Kettle Corn Microwave Popcorn

A sweet and salty old fashioned kettle corn taste, like the popcorn at old time county fairs! ☺




\$20

ZD White Cheddar Cheese Bag

Cheesy goodness of white cheddar cheese on light, crunchy, crispy popcorn — 5 oz ☺




\$20

ZW Chocolatey Covered Pretzels Bag

Melt in your mouth Chocolate Covered Pretzels




\$20

V Purple Popping Corn Jar 

This delicate popcorn contains antioxidants, has virtually no hulls and TASTES GREAT! No Artificial Anything. — 30 oz ☺




\$15

DD Caramel Popcorn Bag 

Mouthwatering taste of delicate and crispy gourmet caramel popcorn. — 10 oz ☺




\$15

* 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



Honey Cinnamon Almonds

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

13 oz. \$30 ♦



Salted Jumbo Cashews

These crisp, crunchy jumbo cashews are extra large, plump, meaty and roasted to perfection to bring out their delicious flavor.

12 oz. \$30 +



Dark Chocolatey Almond Clusters

Lightly salted almonds coated in our rich dark chocolatey coating to create the perfect cluster.

10 oz. \$25 ♦

Milk Chocolatey Peanut Clusters

We hand dip our "Home Cooked" Virginia Peanuts in a rich milk chocolatey coating to form a melt-in-your-mouth cluster.

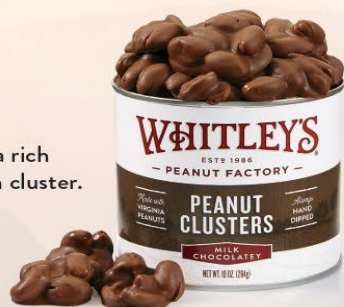
10 oz. \$20 ●



Dark Chocolatey Peanut Clusters

We hand dip our "Home Cooked" Virginia Peanuts in a rich dark chocolatey coating to form a melt-in-your-mouth cluster.

10 oz. \$20



Honey Roasted Virginia Peanuts

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

12 oz. \$20 ♠



Homemade Peanut Brittle

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

10 oz. \$20 ★



Salted Virginia Peanuts

The famous "Home Cooked" Virginia Peanut! Crunchy, fresh and distinctive. One bite and you'll taste why these peanuts are our most popular selection.

12 oz. \$20 ☾



Hot Jalapeño Ranch Virginia Peanuts

Our spicy Jalapeño Ranch flavored Virginia Peanuts have just the right amount of heat and tangy flavor that has you craving for more.

12 oz. \$20 ⚡



Whit's Party Mix

This tasty snack mix has the perfect combination of sweet and spicy! Enjoy the flavorful blend of hot Cajun sticks, almonds, smoky habanero chili lime peanuts, honey roasted sesame sticks, pumpkin seeds, butter toffee peanuts, toasted corn nuts and taco sesame sticks.

10.5 oz. \$20 🐾



The Whitley's Difference

Whitley's "Home-Cooked" peanuts have 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 cooked with proven, traditional recipes to ensure the crisp, fresh flavor and unique taste for which our peanuts are famous.



70%
goes directly to
your organization!

Unit Incentives / Commission

- ▶ Base Commission = 25%
- ▶ Unit On-Time Payment Bonus = 5%
- ▶ Attend Kernel Training (tonight) = 1%
- ▶ Attend Council Kickoff (2 volunteers) = 2%
- ▶ Participation Bonus = 1% (All sales count)
 - ▶ Average sales of \$500/registered youth as of 8/30
- ▶ Unit Bonus = 3%
 - ▶ New Unit Bonus - Units new to the sale (haven't sold in past two years) that achieve >\$2,500 in total product sales.
 - ▶ Growth bonus – Units with total gross sales of 25% over your units 2021 and 2022 sales (whichever is higher)
- ▶ Maximum Commission = 37%



Scout Incentives

- ▶ **Bonus Club (\$625)**
 - ▶ Choice of prize + entry into drawing for free week of camp
- ▶ **Super Achiever Club (\$1,250)**
 - ▶ Qualify for admission to an exclusive Super-Cool Top Seller Incentive Event
- ▶ **Council Top Sellers by Rank**
 - ▶ Earn a special prize (yet to be determined)
- ▶ **Popcorn Only High Achiever Prize (\$3,000+)**
 - ▶ Camping Package or Visa Debit Card (4% of total popcorn sales)
- ▶ **Online Sales Incentive (\$400 in online www.popcornorder.com popcorn sales)**
 - ▶ \$10 Amazon Gift Card



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

\$625
LEVEL 7

23 - 80x80 Binoculars w/ Case
 24 - Telescope - 40x Magnification
 25 - Multi-Tool w/ Shovel & Ax
 26 - Isee Freeze Pop w/ Syrup
 27 - Grab Bag F

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




 Online Sale
Pin


 Military Sale
Pin


 Top Seller
Pin

\$625 Bonus Club
Scouts who sell \$625 in product will receive their choice of

- 0.5 - Hanging Hammock w/ Hardware
- 0.6 - Sluban Model Bricks Cobra GT40 Car
- 0.7 - LEGO Friends Lego Set - Assorted



Free Week of Camp Drawing Scouts earn one entry for each \$625 increment they sell. Details will be posted at www.senecawaterways.org/prizes

\$1,250 SUPER ACHIEVER PRIZE
All Scouts who sell \$1,250 or more in product earn admission to our exclusive "Super Achiever Recognition Event." Details for Scouts and parents will be announced in August and made available at www.senecawaterways.org/superachiever.

(7) If a prize is no longer available a substitute of equal value will be provided.



Challenges will be released on Facebook with chances to win Big giveaways.

Key Success Factors – PRE-SALE

- ▶ Commit to the sale!
- ▶ Share link to SWC ordering website (lead generation).
- ▶ Develop Unit Goal (Fund Your Adventure Worksheet)
 - ▶ Per Scout goal
- ▶ Place Show & Sell Order on time (on or before 8/18)
 - ▶ www.campmasters.org
 - ▶ www.senecawaterways.org/nutorder
- ▶ Create a Unit timeline for your sale
- ▶ Line up Show & Sell Sites
- ▶ Prepare for your FUN-FILLED Unit Kickoff
 - ▶ Think outside the box – maybe virtual?
 - ▶ Possibly two kickoffs – one for parents, one for Scouts

Fund Your Adventure

- ▶ Work with unit leaders to establish a unit budget (program elements, equipment, special events/trips)
- ▶ Share vision of success



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

2

ANNUAL COSTS:
Enter other annual Unit expenses:

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

3

Enter the number of Scouts and your 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 Kickoff

- ▶ Conduct an enthusiastic Unit Kickoff
 - ▶ Make it FUN!
 - ▶ Communicate the unit goal and what it means for the Scouts
 - ▶ Discuss prizes and incentives, including any unit prizes
- ▶ Focus on Skill Development
 - ▶ Public speaking, goal setting, personal responsibility, advancement
- ▶ Establish Best Practices
 - ▶ Demonstrate what good looks like, and train/practice
 - ▶ Talk about safety and precautions
 - ▶ Possible rejection
 - ▶ Remind: Never enter a stranger's house, Never sell at night, Always have an adult with you, Always BE COURTEOUS.
- ▶ Encourage ALL your Scouts to go out and sell
- ▶ Always remember we are selling Scouting not Popcorn and nuts.

Goals of Unit Kickoff

Get everyone on board to fund your entire Scouting program.

Parents understanding how the sale benefits their children and his/her Scouting program

Leaders understanding how the sale provides a better Scouting experience.

Key Success Factors – During the Sale



Use ALL Sales
Methods



Staffing Show &
Sell Locations



Keep Accurate
Records –
inventory and \$



Reinforce Key Unit
Timelines



Coordinate
Product
Distribution



Check your online
ordering reports



Safety



Cashless Payments



Why?

- ↓ Reduces purchase barrier for customers
- ↓ Customers typically spend more when paying cashless
- ↓ Increasingly less people are carrying cash
- ↓ Less cash on hand to get stolen/lost
- ↓ Modern payment systems are much simpler than before

What is needed to start?

- ↓ Unit bank account info (account and routing numbers)
- ↓ Tax ID number from Chartered Organization
- ↓ Select a service provider

What resources are available?

- ↓ PayAnywhere has a program available for scouts - go to www.payanywhere.com/campmasters
- ↓ Lots of other companies with similar rates exist (Square, Venmo, PayPal, Quickbooks)
- ↓ Number of users using devices to pay is increasing fast (Apple Pay, Google Pay), so consider those as well when choosing reader devices
- ↓ Consult other popcorn kernels to gain insight into systems/devices/bookkeeping
- ↓ Google is your friend - research products and read reviews easily

Example:

\$3,540 of the sales that Troop 48 had last year were cashless
(17% of total sales of \$21,200)

After fees the profit from that portion is \$1062.16
Fees were only \$106.04

Enough for a couple weeks of camp!



Key Success Factors – Sale Conclusion



Prize Orders



Invoice Payment

5% commission impact
Coordinate with Charter Org



Celebrate Your Success

Recognize Hard Work
Distribute Prizes
Unit Incentives
(Pizza Party)
Reinforce what sale supports

Tips

- ▶ Allow yourself one week between your Unit due dates and Council due dates. Example Council Take Order Due on 10/23 set your Unit due date to 10/16
- ▶ Collect all payments at time of sale. Required to be turned in with order.
- ▶ Have members consolidate all cash payments and write a check from family or get a cashers check.
- ▶ Record keeping is key
- ▶ Don't reinvent the wheel
- ▶ Reach out to District and Council Kernels with questions
- ▶ Reach out to Council Staff – Bryan Urquhart, Chris Crittenden

HELP!?

- ▶ District Kernels / Council Committee
 - ▶ www.senecawaterways.org/popcorn-nuts
- ▶ District Executives
 - ▶ www.senecawaterways.org/contacts-staff-listing
- ▶ Key Product Sales Staff Contacts
 - ▶ Christine.crittenden@scouting.org
 - ▶ Anthony.vogl@scouting.org
 - ▶ Bryan.Urquhart@scouting.org



Thank
You!

Questions

