



Hot  
outside?

Ya think?!?!

Steff

0000



# Partnering Together for Better Scouting

In addition to support for your unit,  
our product sale funds ...

- ▶ Outstanding unit-level adventures and outings
- ▶ Year-round Council operations
- ▶ Ongoing improvements at camps
- ▶ Membership growth initiatives
- ▶ Keep camp costs affordable for all units (even those who aren't selling)









How NOT  
to sell!



# Best methods to selling success!

- ▶ Always wear a proper uniform and a smile!
- ▶ Have a product in your hand
- ▶ Be prepared for different methods of payment
- ▶ Set a goal
- ▶ Take immediate payment
- ▶ Say “thank you” every time
- ▶ Always end with a “yes”

# Thank You!







Thank you to our Sale Partners

Mika  
Boone





# POPCORN Online Ordering – Direct Shipping to Customer

- ▶ [www.popcornordering.com](http://www.popcornordering.com)
- ▶ Designed for out-of-town family/friends
- ▶ Promote on social media
- ▶ “Free Shipping”
- ▶ Follow steps in CAMPMASTERS System Guide #5
  - ▶ Enter Take Order and Sell Online
- ▶ Current Scouts – Unit Leader will email single-sign on link
- ▶ Email will be from [customerservice@campmasters.org](mailto:customerservice@campmasters.org)

Jonathan  
Hewitson



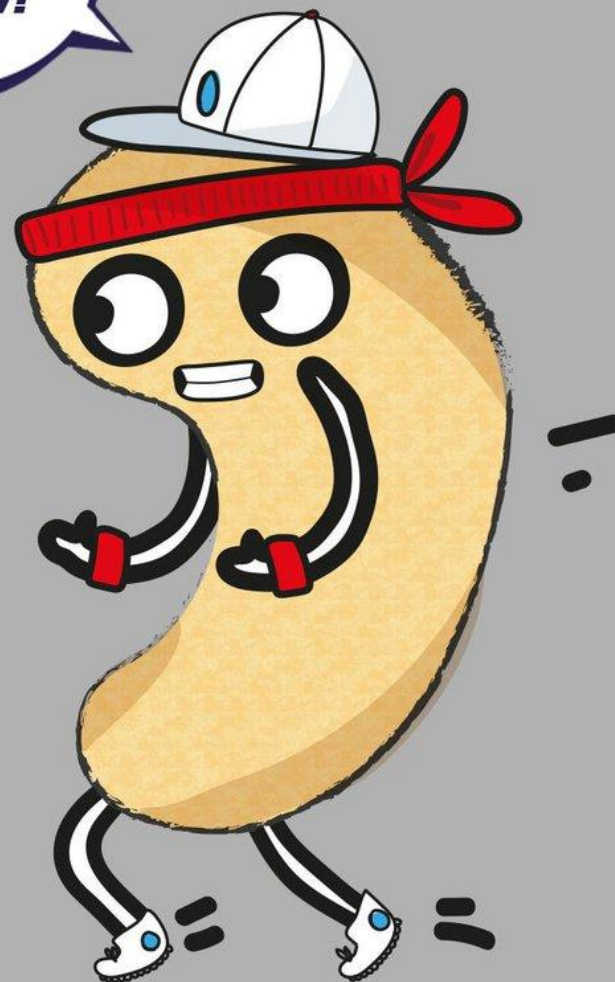
# Thank You!





**WHAT DID ONE  
NUT SAY TO THE  
OTHER NUT?**

**RUN BEFORE  
I CASHEW!**



# 2023 Changes!

- ▶ Changed product packaging to keep price points the same
- ▶ Reduced overall nut skews
- ▶ Maximize net return to Scouting on every product

# Write These Down!

Show & Sell Orders due Friday!

9/6 - First \$625 Club Drawing

9/8 - Show & Sell Distribution

10/23 - Take Order Deadline







**Distribution Site (Friday, Sept. 8)**  
**1565 Jefferson Road #460**

# Bills Tins Are Back!

\$40 per tin

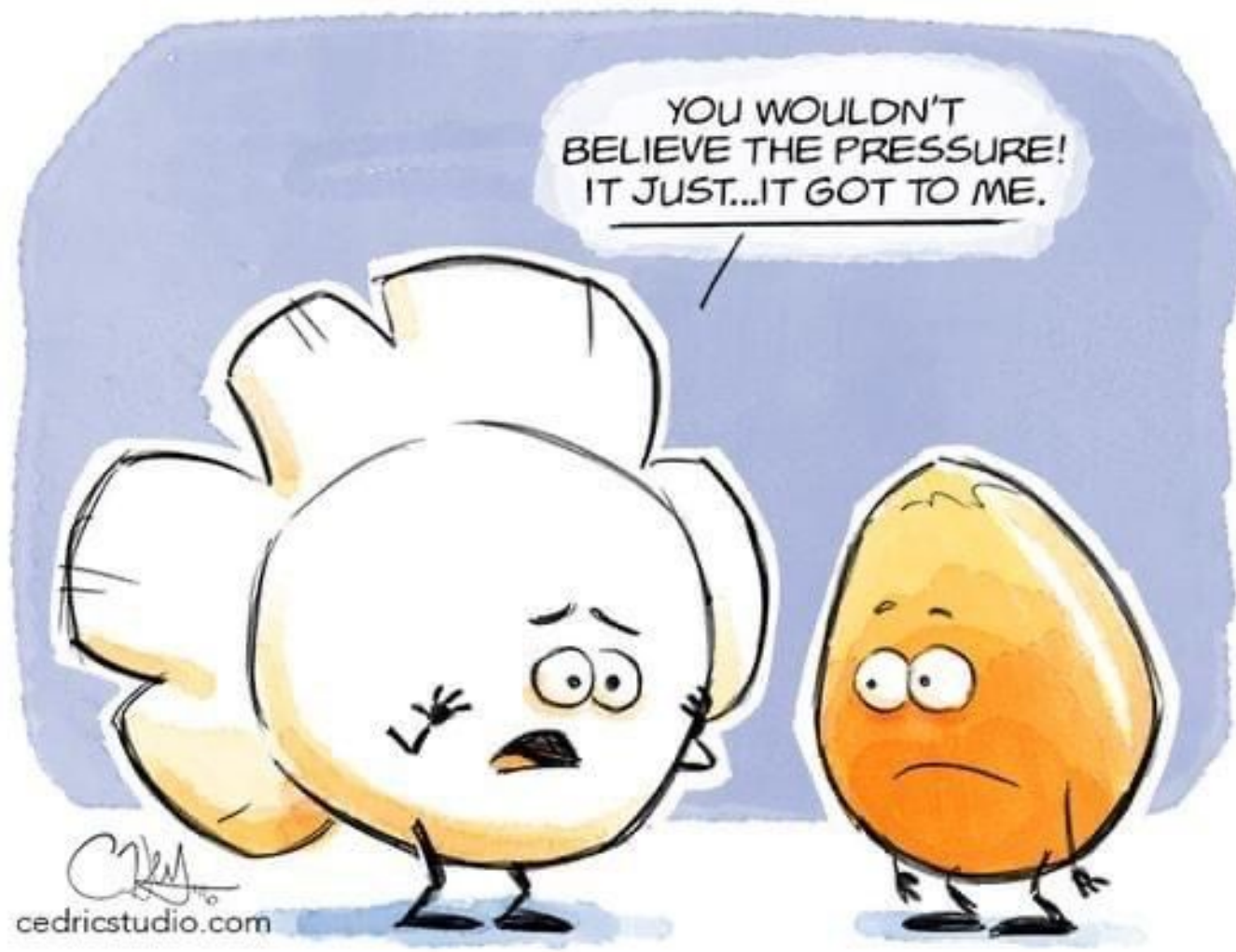
Show & Sell only





YOU WOULDN'T  
BELIEVE THE PRESSURE!  
IT JUST...IT GOT TO ME.

  
cedricstudio.com







[www.senecawaterways.org/popcorn-nuts](http://www.senecawaterways.org/popcorn-nuts)




Let's Play –

Are you  
a kernel  
or a nut?!

What is the scientific name for popcorn?

- A. Zea Mayacopus
- B. Maya Cornucopa
- C. Zea Mays Everta
- D. Mea Culpa





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- B. Maya Cornucopa
- C. Zea Mays Everta**
- D. Mea Culpa

True or False -

Peanuts aren't really nuts after all!

A. True

B. False

True or False -  
Peanuts are nuts!

A. True

**B. False. They are legumes.**




On average, what percentage does SWC invest in our Scout Rewards program?

- A. 2-4%
- B. 4-5%
- C. 5-7%
- D. 7+%

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Which of the following are popcorn-only prizes sponsored by Campmasters?

- A. High Achiever Prize
- B. Online Top Seller
- C. Practically Perfect Popcorn Patrol
- D. \$625 Club



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How much do you need to grow  
your sale to earn 3% bonus  
commission?

A. 15%

B. 20%

C. 25%

D. Just grow.



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# What's a great place to find resources to grow your sale?

- A. [senecawaterways.org/popcorn-nuts](http://senecawaterways.org/popcorn-nuts)
- B. [campmasters.org](http://campmasters.org)
- C. Calling Tony or Bryan at Scout Service Center
- D. Searching the web

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# What kind of coffee should you bring to the distribution site?

- A. medium hot hazelnut with cream and splenda
- B. medium iced hazelnut with cream and splenda
- C. large ...



# What are the payment deadlines?

- A. Show & Sell Nov. 3, Take Order Dec. 1 and Holiday Sale Dec. 14
- B. Pay anytime you want.

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Which is the best method to grow your unit's product sale?

- A. Show & Sell
- B. Take Order
- C. Online Sales
- D. A combination of all of the above.





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**What did  
the baby  
corn call  
his dad?**

**... Pop-corn!**



# Maximize Your Commission!

- ▶ Commit to sell – 25%
- ▶ Pay on time – +5%
- ▶ Attend training & kickoff – +3%
- ▶ Average sales of \$500 per registered youth?? +1%
- ▶ 25% Growth or \$2,500+ total sales for new units? +3%

Earn Up To **37%** Commission





Every unit can earn  
37% Commission!



# What could your unit do with an extra \$324.75\*?

**25% Growth Incentive** ..... 3%

*Units with total gross sales of 25% over your unit's 2020 and 2021 sales, whichever is higher*

*\*\*\* NEW IN 2022 \*\*\**

Set a goal to sell \$10,825.00 in popcorn and nuts for your unit. If you exceed that goal, you'll earn an extra 3% bonus!

Have a pizza party! Kickstart a new Pinewood Derby track! Upgrade your Troop equipment! *It's up to you!*

**Pick up  
Worksheet at  
Product Sales  
Table**



**CAMP MASTERS**  
My popcorn goal is: \_\_\_\_\_  
Scouts can qualify for BOTH standard prizes AND an additional CAMP MASTERS High Achiever Prize

<b>\$5,000</b> <b>LEVEL 14</b> 54 - LEGO Technic 4x4 Mercedes-Benz Zetros Trial Truck 55 - Carrera Evolution Supercars 56 - Leatherman® Surge 57 - \$225 Amazon Gift Card	<b>\$425</b> <b>LEVEL 6</b> 18 - PlusPlus Saturn V Rocket 19 - 4" Wood Handle Knife w/ Case & BSA® Branding 20 - USB Recchargeable Headlamp w/ Motion Activation 21 - HEXBUG Nature Babies - Snow Leopard 22 - Grab Bag E
<b>\$4,000</b> <b>LEVEL 13</b> 50 - Adventure Camp Package 51 - Dart Zone Pro MK-3 52 - LEGO Millennium Falcon 53 - \$150 Amazon Gift Card	<b>\$325</b> <b>LEVEL 5</b> 13 - Zing Air ZooperBall 14 - Micro Dome Terrarium 15 - Fred the Flytrap 16 - Indoor Sticky Baseball w/ BSA® Branding 17 - Grab Bag D
<b>\$3,000</b> <b>LEVEL 12</b> 46 - Swiss Army CyberTool M 47 - HEXBUG Arena MAX w/ 2 Bots 48 - Coleman Sundome 49 - \$125 Amazon Gift Card	<b>\$250</b> <b>LEVEL 4</b> 9 - Black Dry Bag - 5 liter 10 - Waboba Fly Fies 6" Silicone Flying Disc 11 - Knife/Fork/Spoon Combo w/ Bottle Opener 12 - Stuffed Animal w/ BSA® Branding
<b>\$2,150</b> <b>LEVEL 11</b> 42 - LEGO Ariel's Underwater Palace 43 - Skullcandy Indy Evo True Wireless Bluetooth Earbuds 44 - Foldable Drone 45 - \$100 Amazon Gift Card	<b>\$190</b> <b>LEVEL 3</b> 5 - Survival Band w/ Fire Starter, Compass, & Whistle 6 - Cinch Backpack w/ BSA® Branding 7 - Single Lock Blade Knife 8 - Color Changing Watch/Pedometer
<b>\$1,650</b> <b>LEVEL 10</b> 38 - North Face Groundwork Backpack 39 - HEXMODS Pro Series Elite 40 - LEGO Hogwarts Magical Trunk 41 - \$75 Amazon Gift Card	<b>\$90</b> <b>LEVEL 2</b> 1 - Fire Starter 2 - Pop It Rocket 3 - Compass Thermometer Whistle 4 - Pop Up Phone Stand Holder (Phone not included)
<b>\$1,250</b> <b>LEVEL 9</b> 34 - LEGO Speed Champions Aston Martin 35 - HEXBUG VEX RC Black Widow 36 - Rechargeable 3-in-1 Lantern w/ Wireless Speaker 37 - \$45 Amazon Gift Card	<b>\$625 Bonus Club</b> Scouts who sell \$625 in product will receive their choice of: 0.5 - LEGO Elsa and the Nokk's Ice Stable 0.6 - Sluban Model Bricks Cobra GT40 Car 0.7 - Hanging Hammock w/ Hardware <b>Free Week of Camp Drawing</b> Scouts earn one entry for each \$625 increment they sell. Details will be posted at <a href="http://www.senecawaterways.org/prizes">www.senecawaterways.org/prizes</a>
<b>\$850</b> <b>LEVEL 8</b> 28 - HEXBUG VEX Ambush Striker 29 - 126-piece Tool Set 30 - Zing Bow w/ 4 Arrows Assorted Colors 31 - 2-Person Waterproof Tent 32 - Grab Bag G 33 - \$40 Amazon Gift Card	<b>\$425 SUPER ACHIEVER PRIZE</b> Scouts earn admission to our exclusive "Super Achiever

**CAMP MASTERS 2022**  
**High Achiever Prizes**  
**\$3,000 & Up Club**

Camping Package!  
2-Person Waterproof Tent, Sleeping Bag rated at 20 degrees, Silicone Banded Headlamp... new with multiple changes in lighting, rechargeable through USB, durable 5 piece stainless steel camp cooking set with mesh bag for storage, Emergency Survival Kit OR Visa Debit Card for 5% of total sales.

Example: \$3000 = \$150 debit card. Visa Debit Cards will be rounded to nearest \$10.

CM High Achiever prizes are **not** cumulative. Select only **ONE** prize. See prize form for more details at [campmasters.org](http://campmasters.org).

**DID YOU KNOW?**  
Scouts Online Sales at [PopcornOrdering.com](http://PopcornOrdering.com) count towards your prizes!

**SELL \$400 ONLINE amazon® EARN \$10 GIFT CARD!**

**Seneca Waterways Council**  
www.senecawaterways.org  
Council ID: 397SWC  
For Popcorn Related Questions: Council Office: (585) 244-4210  
For Prize Related Questions: GCC/Keller Marketing: (888) 351-8000

**GUIDELINES to Select Prizes**

- (1) Prizes earned based on individual sales. No combining of sales with other Scouts.
- (2) Sell any item receive the Popcorn Sale Patch.
- (3) Sell \$90 & select your choice of prize at the \$90 level.
- (4) Sell \$190 or more & select a prize from the level you achieve or select prizes from the lower levels as long as the total of the prize levels does not exceed the prize level achieved. Example: If you sell \$625 in popcorn, you may select ONE prize from the \$625 Level or ONE prize from the \$325 Level and ONE prize from the \$250 Level.
- (5) Parent's permission required and a Whittling Chip or Totin' Chip to order a knife.
- (6) All prizes will ship to your Unit Leader.

**CAMP MASTERS GOURMET POPCORN**

**Fundraising for the Future!**

**ON AVERAGE 73% GOES TO SCOUTING**

**Have fun selling!** Use the following script to MAXIMIZE your sales. "Hi Sir / Ma'am, my name is \_\_\_\_\_. I'm a Scout with Pack/Troop # \_\_\_\_\_. We're selling popcorn to help raise money for our Pack/Troop. You can help us by trying some of our delicious popcorn. You'll help us, won't you?"

**SCOUT DIGITAL TAKE ORDER FORM**

**Customize your profile - share it - CAMP MASTERS delivers it!**

- ★ Each Scout can reach friends and family anywhere/anytime by sharing your Scout Account via email and social media.
- ★ Sign up/register or find your Scout account @ [ordering.campmasters.org](http://ordering.campmasters.org)
- ★ Customers order & pay on our shopping cart: [www.popcornordering.com](http://www.popcornordering.com)

**Use your MOBILE DEVICE to take customer orders anywhere!**

Average Online Sale: **Door-to-Door ★ \$85.50**

# Set a goal to earn Awesome Prizes!

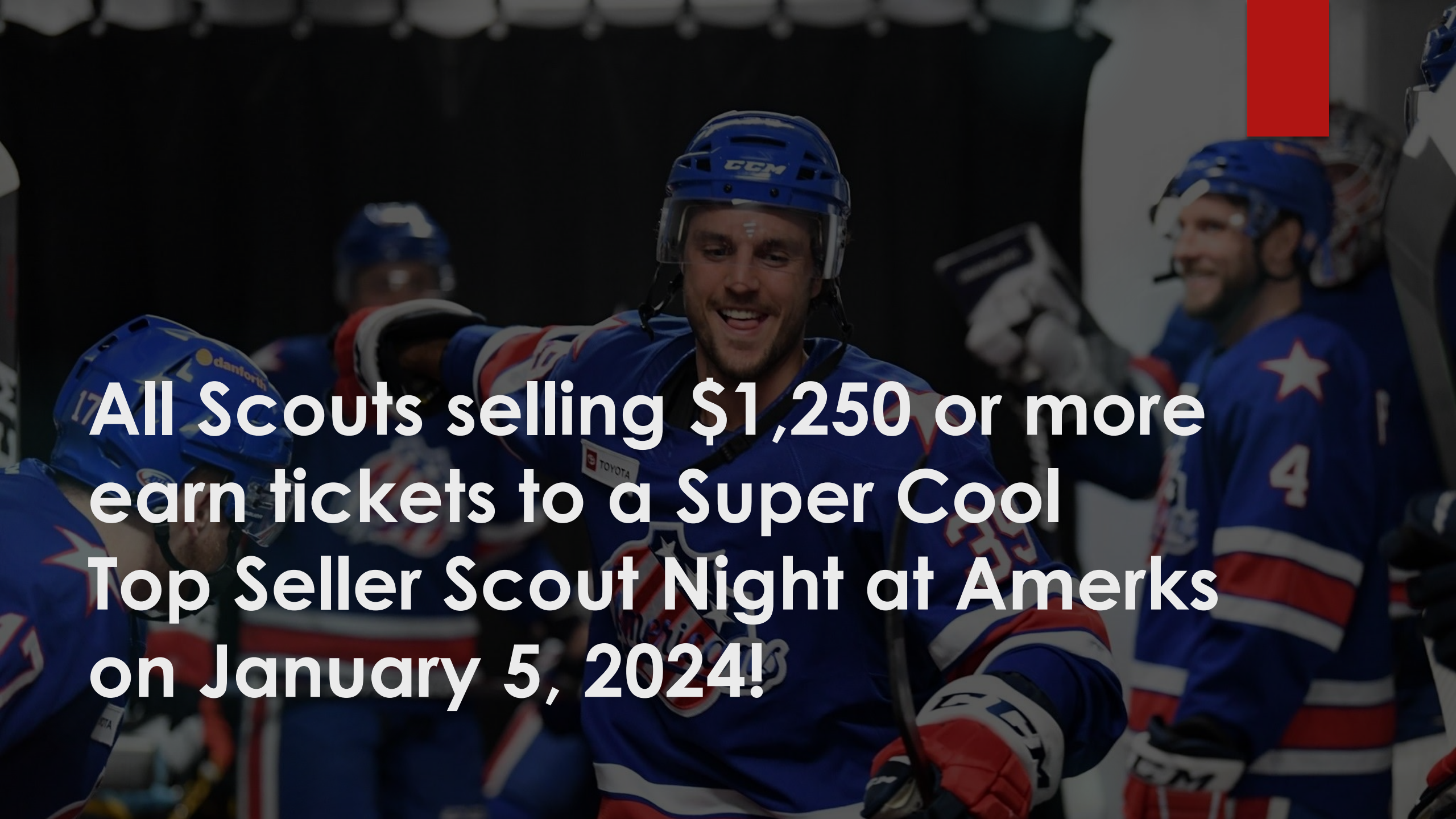


# Scout Incentives

- ▶ Bonus Club (\$625) – weekly drawings!
- ▶ Super Achiever Club (\$1,250)
- ▶ Council Top Sellers by Rank
- ▶ **CAMPMASTERS** High Achiever Prize (\$3,000+)
- ▶ Online Sales Incentive (\$400 in online [www.popcornorder.com](http://www.popcornorder.com) popcorn sales)







**All Scouts selling \$1,250 or more  
earn tickets to a Super Cool  
Top Seller Scout Night at Amerks  
on January 5, 2024!**

# Key factors for your success

01

Set a goal  
(unit and  
per Scout)

02

Get Scouts  
and families  
excited

03

Use all tools  
available

04

Remember  
deadlines

05

Make it  
FUN!



# HELP!?

## Council Committee

- [www.senecawaterways.org/popcorn-nuts](http://www.senecawaterways.org/popcorn-nuts)

## District Executives

## Key Product Sales Staff Contacts

- [Bryan.Urquhart@scouting.org](mailto:Bryan.Urquhart@scouting.org)
- [Christine.Crittenden@scouting.org](mailto:Christine.Crittenden@scouting.org)
- [Anthony.Vogl@scouting.org](mailto:Anthony.Vogl@scouting.org)

[www.senecawaterways.org/popcorn-nuts](http://www.senecawaterways.org/popcorn-nuts)

Order Forms, Leader Guides,  
Goal Worksheets and  
SAMPLES are available at  
Product Sales booth!





Thank  
You!