



## 2020 Fall Product Popcorn and Nuts Sale

### What's New for 2020

#### Products

- Fire Roasted Garlic and Onion Virginia Peanuts

#### New Commission Structure

- Easier Commission Structure, no bonuses
- Straight 33% with 2% additional if the No Prize Bonus is selected
- Up to 35% to your unit

#### New Prizes

- New Prizemania options

#### Technology

- New Power Point training opportunities covering ordering and Scout pages
- New Online Tools

#### Sales Training

- A Special Training with Michael Beck,  
This training will definitely increase your sales, if you follow what Michael Teaches you.



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# Have a Great Sale!!!

Welcome,

...to our new as well as our seasoned Kernels to the 2020 Fall Product Sale. Thank you for your dedication and commitment to continue to make this sale one of the main fundraisers for your unit and the PA Dutch Council. This sale is extremely important to funding your unit's Scouting program. It is equally as important to our council. We are able to fund and maintain camps, provide service to units, develop new programs, and much more with your efforts.

This is definitely a challenging time in Scouting and our lives in general. We have learned how to do a lot of things differently the past few months. How we work, shop, celebrate and interact with each other has completely changed. There are new ways of doing that things that we took for granted and we will have to be open to new ways of handling the Popcorn Sale.

With that being said our core values have not changed! In addition to the fundraising aspect the Popcorn Sale assists in the proactive development of our Scouts. Lessons learned include; time and money management skills, how to interact with others, and just as important how to handle rejection. We call it the Popcorn Sale but our Scouts really are not selling popcorn and nuts, they are selling Scouting and it's principles. People support our sale because of what our programs do and what Scouting represents.

We hope to make this the most successful sale ever and have added new incentives and products to help your sale. Included in this guidebook you will find highlights of the program for 2020 the products, some selling techniques, and a calendar with all the important dates.

This Product Sale Guidebook highlights the key steps for success and should be reviewed carefully. Some of the information included is general information about best practices from across the country while other information is specific to the sale here in the Pennsylvania Dutch Council. We ask you to be open to trying new ways of approaching this year's sale. Receiving credit card payments and working with scouts to set up on-line sales could open new opportunities to increase your sales.

We hope you have a great sale and an even better year in Scouting. If you have any questions during the sale, please reach out to the members of the team and we will be happy to assist.

Thank you again for your efforts and support of the 2020 Fall Product Sale.

The 2020 Popcorn Sale Team

## Calendar for 2020 Fall Product Sale

Date	Action	Show and Sell	Take order	Combined
1-Jun	Units submit their Unit Commitment Forms and RSVP for Kickoff	X	X	X
1 July-August 22	Contact local venues for Show and Sell Opportunities. Schedule early!	X		
8-Jul	Michael Beck Training	X	X	X
22-Jul	Kickoff	X	X	X
1-Aug	Sale begins	X	X	X
3-Aug	Show & Sell Orders due at Council Support Center or Online.	X		
10 Aug – Sep	Units conduct individual kickoffs to share information about the Product sale with their Scouts and their parents.	X	X	X
28-Aug	Units pick-up their Show & Sell product. The unit kernel will be emailed information regarding the pick-up location & time.	X		
18 & 19 October	Product sale return date. Returns are made to the warehouse by district. <b>Early Show and Sell payments made. Please do not return to service center.</b>	X		
21-Oct	Product sale campaign ends. Unit Orders for the Take Order Sale are due.	X	X	X
30-Oct	Show & Sell Payment due. <b>Unit retains commission on all Show and Sell sales.</b>	X		
1-Nov	Prize order completed online or form and incentive sheet due.	X	X	X
13-Nov	Unit's pick-up their Take Order product. The unit kernel will be emailed information regarding the pick-up location & time.	X	X	X
23-Nov	Product sale money Due - <b>Final deadline. Unit retains commission on all sales.</b>	X	X	X
25-Nov	Any missed or additional orders due. The unit kernel will be emailed information regarding the pickup location and time.	X	X	X
Feb. 2021	Hershey Bears Game	X	X	X

## Running Your 2020 Fall Product Popcorn and Nuts Sale

### Instructions:

This guide has been compiled to take you through the entire 2020 sale and help you plan and execute your plan in order to achieve your *Ideal Year of Scouting*. Whether you are a brand- new kernel or a seasoned veteran, this guide has been designed to take you step-by-step to help you achieve your goals! It is broken into 3 main areas; the responsibilities of the unit, the kernel and the youth. To reach your selling potential you will need to be successful in all categories.

## Fundraising During Covid

### Recommended Show and Sell Guidelines

- Reiterate before the event that anyone exposed to Coronavirus should find an alternate person to take their place at the sale, contact the Popcorn Kernel.
- Take everyone's temperature before and/or after arrival to the store.
- Everyone should wear masks and gloves to minimize the spread of germs.

- No more than 3 youth and 2 adults should be at any single location.
- Always wash your hands a minimum of 20 seconds.
- 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 product.
- Use signs to help customers know you are fundraising and provide directions for safe interactions between Scouts and customers.
- Do not shake hands with customers and maintain social distance with customers as well as other booth participants.
- Do not have open food or drinks in the area. Do not share drinks, cups, or utensils. There is a high potential for the spread of the virus with these items.
- If you have to sneeze or cough, do it away from the booth or other people. If you must sneeze or cough, do it into your elbow.
- Avoid engaging with anyone exhibiting symptoms.

## Unit Responsibilities:

### Step 1: Commit your Unit

If you have not already done so get committed to the sale!

#### Complete your Unit Commitment Form

- This may be done through the emailmeform on the council website at <https://www.emailmeform.com/builder/form/bEePd9a3lIZLdjiuaY8qg6W7>
- The Unit Commitment Form provides important details for coordinating your sale:
  - Contact information for the Kernel
  - Contact information for the Unit Treasurer
  - Information on what parts of the sale your unit will be participating in
  - Preferred location to pick-up product
  - Unit Goal (These are not binding. A unit goal helps the Kernel Team know what your unit is planning to do during the sale year so they can support you in reaching your goal!)
- Once you have completed your commitment you will receive an email from Camp Masters. When you accept this link you will have access to the ordering system. Your unique email will be your log-in. The system allows for only one Kernel per unit. This one person has all rights within the system. Others can be granted look rights, but not permissions.
- If you change Kernels from the person who originally signed up contact Robin at [Robin.Kotzmoyer@scouting.org](mailto:Robin.Kotzmoyer@scouting.org). Unless changed **all communication** will go to the Kernel of Record, the person who originally committed the unit. The new Kernel will then be sent the link.
- All Kernels will be automatically added to the *What's Poppin'* Newsletter for the sale. Anyone is welcome, and we encourage multiple readership within units. To sign up for the bi-monthly communication that has lots of great information about the sale, contact Robin, at [Robin.Kotzmoyer@scouting.org](mailto:Robin.Kotzmoyer@scouting.org) We suggest having at least two people in the unit receiving this communication.
- **Whether you have sold before or this is your first sale you must commit, otherwise you will be unable to place your product order in the Camp Masters System.**

### Step 2: Recruit your Unit Kernel

Your Unit Kernel is your lead contact for the sale. All **Primary communication** regarding the sale will be conducted with your kernel of record, that is the person who signed the unit up for the sale unless we are otherwise notified. Pickup times, missing orders etc. will all be communicated through them. While the most successful units have a team of parents and leaders assisting, one person will need to be the unit contact. It is

strongly suggested that this person does not hold another position of responsibility, Scoutmaster, Den Leader, Committee Chairman etc. While sometimes this may be unavoidable the position of Unit Kernel can be overwhelming if the person is performing other duties within the unit. Things to look for in a kernel prospect are: organizational skills, an eye to detail, a cheerleader. With proper unit support this position can be fun as well as essential.

### Step 3: Establish a Unit Budget and Set a Goal

#### Plan Your Ideal Year of Scouting:

As a leader, what does your Ideal Year of Scouting look like to you? Does it look the same for your Cub Scouts or your Boy Scouts? What do the parents in your unit think about when you mention an Ideal Year of Scouting? One of the great things about Scouting is your Ideal Year of Scouting can be whatever you can dream of and the 2020 Kernel Team wants to help you DREAM BIG! How big? Maybe it's taking your Troop to the Battleship New Jersey for a weekend. Maybe it's taking your Pack to the National Aquarium for an overnigher. Maybe it's taking your unit to Hawaii or Space Camp! ALL have been done before with the help of Popcorn.

#### Hold a Unit Planning Conference:

Between May and August bring together leaders, parents, and even Scouts to plan the upcoming Scouting year! Review the prior year:

- What events did the unit do last year?
- What went well? What didn't?
- What are the key unit, district, or council dates to put on your unit calendar?
- What should we definitely do again? What didn't we have a chance to do?

Brainstorm. All ideas are great and welcome! The number one rule in brainstorming is never say no to an idea. NO ideas are too big. From your list agree on what events/activities/programs/dreams will be part of your next year of Scouting

#### Build a Budget:

Once you know WHAT you want to do, the next step is to figure out HOW you are going to do it. One of the first questions regarding HOW involves how you are going to pay for it.

Considerations for building your budget include: Registration Fees, *Boys' Life* Subscriptions, Advancement, Activities, Camping, and Program Materials and Equipment. To help you build your budget, consider using the *Unit Planning and Goal Setting Spreadsheet on the council Web Page*, [www.padutchbsa.org](http://www.padutchbsa.org), under forms in the Fall Product Sale.

- Using this tool, you can establish: A unit fundraising goal for the year, a per boy fundraising goal, and a goal for the popcorn and nuts sale

Ideally when building your budget you want to create it so that as long as goals are met you will not need to ask parents for additional funds.

#### Setting a unit goal;

- Once you have figured out how much you need to generate from the Fall Sale you need to set a goal. Goal setting creates something to strive for that can then be communicated to Leaders, Parents and Boys. Without a goal it is much harder to gauge your success. To set your goal you need to know how the Commission Structure works. In general:
  - All our products return over 70% back to Scouting
  - Units keep a minimum of 33% of Commission on every item in the sale
  - Units can achieve as much as 35% of Commission on every item in the sale
  - To see the details of the Commission Program (Appendix I)



## Step 4: Decide How Your Unit Will Participate

As a part of the commitment process you will be asked how your unit plans to participate. Units have 5 options for participating in the sale. Units can use any or all of these methods, **but the most successful units use a combination of all of the options below:**

1. Show and Sell
2. Show and Deliver (Wagon Dragin')
3. Take Order
4. Online Sales (Popcorn Only)
5. Combined using any of the Show and Sell, Take Order and Online Sales methods

### Show and Sell (August 29<sup>th</sup> – October 21<sup>st</sup>, Distribution August 28<sup>th</sup>)

Show and Sell is designed for units to set up at locations such as grocery stores, local events, Wal-Mart, etc.... where they can display and sell product. You will need to estimate how much product you anticipate you will sell. Lower dollar items such as the small Carmel Corn sell the best. Show and Sell successes are determined by location and the youth sharing with people what the money is being raised for. **Units must order full cases for the Show and Sell** and any leftover product (individual containers or cases) can and should be used in your Take Order sale or returned for credit (see the **Sale Calendar** for due dates). Units retaining product may conduct additional Show and Sells, but any product not returned by the final return date of October 19<sup>th</sup> will be assumed to be kept by the unit and will need to be paid for to the council. **New in 2020 Show and Sell product must be paid for by October 30<sup>th</sup>.**

### Show and Deliver: "The Family Preferred Method of Selling" (August 29<sup>th</sup> – October 21<sup>st</sup>)

This is similar to a Show and Sell except a unit selects a neighborhood(s) and goes door-to-door with the product. This way a customer can receive and pay for the product on the spot. You will need to organize this a little different than a Show and Sell so that someone has a supply of the product to follow the boys around with. Product for Show and Deliver should be ordered with Show and Sell product and must be paid for by October 30<sup>th</sup>. For people who are not home or are unable to come to the door use the "We Missed You" Call sheet in the forms file on the Council Web Site.

***"A Scout can sell 5 times as much product in Show & Deliver vs. Show & Sell"***

### Take Order (Order Form Distribution – October 21<sup>st</sup>)

The Take Order Sale may begin as soon as a unit receives its packet of materials at kickoff. The youth go door-to-door selling to friends, family, and neighbors. Starting right away include what your unit has sold so far in your Show and Sell order. Not knowing what the Fall will bring the sooner you have your youth start selling the more optimum your sale will be. Contact your families and let them know they can take orders right away, but initially have them focus on the products available for Show & Sell. That way you can be delivering their products to them within a month and have the possibility for a second sale. Work with your popcorn team and this will not count towards your 40% order. **ONLY SHOW AND SELL ITEMS WILL BE AVAILABLE FOR EARLY TAKE ORDER. CHOCOLATE AND CANDY PRODUCTS WILL NOT BE SHIPPED PRIOR TO NOVEMBER DUE TO HIGH CHANCES OF PRODUCT GETTING DAMAGED DURING TRANSPORTATION OR STORAGE.** Set a deadline within your unit for the youth to turn in their orders, orders are **due to the council by midnight October 21<sup>st</sup>**, so be sure to give yourself enough time to gather and collate orders. Orders for the Take Order sale can be made in container count and not just by case, when ordered in October. For people who are not home or are unable to come to the door use the "We Missed You" Call sheet in the forms file on the Council Web Site.

### Online Sales (Popcorn Products Only-August 1<sup>st</sup>-December 31<sup>st</sup>)

Scouts contact friends and family members via e-mail, phone, or social media and invite them to visit their page. There the customer can read about the Scout and their goals, order product, pay by credit card, and have product delivered to their home. As a kernel this is the easiest method of selling because



you never have to account for product. Camp Masters has an Online Sales Prize program for all Scouts who sell online, sell \$400 and receive a \$10.00 Amazon gift card. The average online sale is \$65.00 compared to \$18.00 for a face-to-face sale. Commission received for Online Sales will be sent to the unit in a Commission Check at the end of the sale! Online sales after October 21<sup>st</sup> do not count towards prizes, but do count towards unit commissions.

This year Whitley's Peanut Factory also has an online option. This will not be the same product that is being sold in our sale and the price points are larger. The positive with this is that means increased commissions for your unit.

**Advantage: Allows Scouts to sell to friends and family members who live out of state.**

## Combined Show and Sell/Deliver, Take Order and Online Sales (Order Form Distribution-December 31)

This combined sale is the most effective method of selling, allowing units to display and sell product at a store front as well as each individual youth taking orders from neighbors, friends, and family. When ordering product for the combined sale, the Show and Sell/Deliver order is by full case only and any leftover product should be used to fill your Take Order sale needs or returned for credit. You can place the second order (Take Order Sale) by containers. Please note that while orders placed after October 21<sup>st</sup> will count towards units commission, they will not count toward prizes.

### What about Military Sales with Show and Sell?

Many Scouts are successful with Military Sales as part of their Show and Sell. You do not have to pre-order military sales the same way that you order the other product. Any military sales made during the Show and Sell portion of the sale should be totaled up and the order placed when you place the Take Order portion of the sale. If your unit participates only in the Show and Sell portion of the sale you will still need to place military sales as part of the Take Order portion of the campaign. Remember though that the most successful units participate in Show and Sell, Take Order and On-Line sales.

### Credit Card Readers

Fewer and fewer people carry cash on them these days. Because of that Credit Card Readers can be a great way to increase your sales. Storefront Sales and Wagon Draggin's are where they are most handy. Some units, nationally, have reported increased sales of over \$5,000 during the sale taking credit cards on site. Here are some thoughts regarding Credit Card Readers when considering them:

- Ability to take credit card payments
- Use multiple readers at different locations at the same time
- While most companies offer a "salesman" mode, where you can invite others in your unit to the main account and keep track of sales they have via their credit card readers. Some have additional fees associated with them, be careful.
- Be sure to turn them on or off
- Fees are the responsibility of the **unit**
- Remember, the fees are on sales you would not normally have gotten, not all of your sale. While you may have some increased expenses, your increased net means more money for the unit.
- You should attach the deposits to your unit's bank account, but depending on the vendor it is not mandatory.
- Individual parents can have an account to collect dollars, and then they can pay the unit directly. Individuals can NOT sign up for nonprofit status accounts, which may have a better transaction % rate.

The Pennsylvania Dutch Council and Whitley's Peanut Factory do not endorse any specific Credit Card Reader company, here are three of the most popular;

Square – [www.squareup.com](http://www.squareup.com)

Intuit – <http://payments.intuit.com>

Paypal – [www.paypal.com](http://www.paypal.com)

Camp Masters has formed a partnership with PayAnywhere. This partnership includes Free card reader(s) and app, next day funding, barcode scanning, sales and metrics and tracking, Campmasters inventory and stock management, Live, U.S.-based customer support. See the flyer on our website and in your packet for additional details or go to [www.payanywhere.com/campmasters](http://www.payanywhere.com/campmasters).

Make sure to research and see what matches up with your unit's needs.

#### Step 4: Plan your sale into your unit calendar

One item to remember is that while planning your unit calendar for the fall to make sure you include Popcorn into your plans. By putting your sale into your calendar, you let your parents and leaders know what they need to plan around. Any Show and Sell dates that you have set up should be included as well as your unit and council kickoffs, turn in and distribution dates and of course your celebration. While we need to make sure that the "Outing" is in "Scouting," any campouts and weekend activities may remove a potential weekend of sales decreasing your financial outcomes of the sale. An average Show and Sell sale is about \$110.00 an hour. So, if you had 3 locations set up for 4 hours each you would be sacrificing \$1320.00 for the weekend, so close to \$450 from your budget. Remember the more time your Scouts can put into an early sale, the more time they will have later in the year for Scouting activities.

#### Step 5: Have a unit kickoff

The Unit Kickoff is one of the most important parts of having a successful sale. Kickoffs should be scheduled for one of the unit's first meetings in August or September. Kickoffs can happen as soon as you have your sale forms or later in September if the unit is only going to participate in Take Order and/or Online Sale.

##### Objectives of the Kickoff

1. Emphasize what the Scouts will receive for hitting their goal; prizes, Scouting programs, camp, etc.
2. Educate parents so they know:
  - i. The purpose of the sale
  - ii. How the money raised by the sale will be used
  - iii. What the expectations of the parents and the youth are from the unit.
  - iv. What the "per-Scout goal" is. (*They will be much more interested when they know this information.*)
3. Get Scouts and families excited! Consider using some of the Unit's commissions to offer additional incentives that your Scouts really want. If you have selected the "No Prize Option" this will give you even more flexibility.

#### Step 6: Communicate with your leadership

Another key to success with your Product Sale is communication. For this to work it should be from two directions. From the Kernel to the Unit, typically the Committee Chair or Fundraising Chair and the unit leader. Also, from the Unit to the Kernel. Questions and statements like:

1. Are all Show and Sells covered for the weekend?
2. Has Den Three reported in their Wagon Dragin' results?
3. Jimmy Jones has already sold \$2000. Way to go Jimmy!!!

4. Here is the information for the end of the week for the Bear Patrol 2.
5. How are things going? Do you need any other help?

These are just a few ideas, but the main idea is to keep an open line of communication so there are no surprises. You want to make sure that the committee and the leaders who have the most contact with parents all know what is going on.

### Step 7: Have a Celebration

Be sure to have a celebration with your unit to recognize their efforts for the sale. Think about recognizing your top sellers. This is a great time to distribute any prizes earned through the Prizemania program. Be sure to let everyone know the results of your sale.

### Step 8: Make your payment

Invoices will be sent to your Kernel of record unless otherwise specified. **On-time Payment is due to the council office Monday November 23<sup>rd</sup>**. Payment will need to be made for all Show and Sell and Take Order product. If you place a late order you will be notified when payment is due for that order. Invoices will reflect your base commission, Early signup and kick-off bonus, return bonus and if you have selected the “No Prize” option. Invoices will not reflect above and beyond or online sales. Payment should be on **one** unit check, made payable to PA Dutch Council, BSA. Units that have not paid will be assessed a fee of 3% weekly after the payment deadline. To be eligible for your bonus commission, if any, payment must be made on-time. Bonuses and Online sale commission checks will be sent to the Kernel of record, unless otherwise specified January 31<sup>st</sup>.

### Kernel Responsibilities:

#### Pre Sale

#### Step 1: Ensure Unit is Signed up

Same as in step 1 Unit responsibilities

#### Step 2: Attend Council Training for Leaders

We will have a special training for Kernels July 22<sup>nd</sup>. Unit kernels and key leadership will be contacted with details. Leaders who are Key to sale should attend.

- Receive and learn about your support materials for the sale including: kernel packets, order forms, etc.
- Meet the Council Kernel Team and ask them ANY questions that you may have
- Learn about what is new for this year’s sale (i.e. products, incentives, programs)
- Free samples

If you attended the Michael Beck Training on July 8<sup>th</sup> or with one of our partnering councils, New Birth of Freedom or Hawk Mountain included in your packet is a copy of the presentation. If you follow the steps he has laid out you will see an increase in your sales.

If you are a brand New Kernel, feel free to reach out to your District Executive or Popcorn Kernel, or your district popcorn team for additional help.

#### Step 3: Line up Show and Sell Locations

If you are participating in the Show and Sell Portion of the sale, you will want to contact the locations you wish to sell at early. Some of the high performing units start contacting locations in May or even earlier. Locations are not managed by the council. Many high traffic locations fill up on a first come, first served basis. You will want to have a sense of how long you wish to sell at each location. For planning purposes figure roughly

\$110.00 an hour per location, some will be more and some less, but this is an average. So, if you plan to sell \$4,000 in Show and Sell plan on about 37 hours worth of locations, or 4 locations for a little over 10 hours. Think out of the box when setting up locations. If your unit is sponsored by a church a Show & Sell, either before, after, or in between services can be great. It also reinforces that the church sponsors a Scout unit(s). While it may seem harder to set locations up during the week, don't count it out. Many people grocery shop Wednesdays and Thursdays, giving you a great opportunity that many units don't do. Think about where people gather and when.

#### Step 4: Work with Unit Committee to Establish Goal

See above under Unit Responsibilities on how to build a budget and set a goal.

#### Step 5: Ensure Youth have Order Form and Start Preorder Take Order Selling

All registered youth will be bulk mailed a copy of the order forms. If the unit has chosen the "No Prize" option it is the duty of the unit to inform it's families. Prize brochures are included with the Popcorn order form. Your packet will also include additional copies of the Popcorn, Prize and Nut Brochures. You will want to ensure that all families have copies of the appropriate forms. If you will be doing an early Take Order Sale to include with your Show and Sell Order make doubly sure that all of your youth have their forms. We reiterate **ONLY SHOW AND SELL ITEMS WILL BE AVAILABLE FOR EARLY TAKE ORDER. CHOCOLATE PRODUCTS WILL NOT BE SHIPPED PRIOR TO NOVEMBER DUE TO HIGH CHANCES OF PRODUCT GETTING DAMAGED DURING TRANSPORTATION OR STORAGE.**

#### Step 6: Plan Unit Wagon Draggin'

If you are not familiar with Wagon Draggin', also known as neighborhood sales, this is one of the best uses of your manpower to have a successful sale. Wagon Draggin' provides the best of two worlds. Neighborhoods or routes are assigned to your various families. You will want to check with surrounding units if looking at neighborhoods outside of your traditional area. Youth take the product with them, similar to a storefront sale. Additionally, they should bring their order forms so they can also offer both the candied items and higher expense items. We suggest that money be collected at the time of order so that purchasers cannot renege on their order. With this option it is incumbent upon the unit and families to ensure that your customers do indeed get their product. Additionally, make sure that the boys are trained to explain when they can expect their orders to come in. Take Order product pickup from the council will be November 13<sup>th</sup>.

#### Step 7: Prep Show and Sell Order

One of the trickiest steps for the Show and Sell campaign is to figure out how much product to order. The two biggest questions are **How Much to Order** and **What to Order**.

##### How Much to Order:

Units are only permitted to order 40% of their total sale from the previous year. On your envelope from the kickoff you will have a label that tells you what your 40% amount is.

Example:	2019 Unit Show and Sell	\$4,000
	2019 Unit Take Order	<u>\$6,000</u>
	Total Unit 2019 Sale	\$10,000

2020 Show and Sell Maximum Order=\$10,000 x 40% or \$4,000

These totals include both Popcorn and Nuts for Scouting. If your unit runs out of product during the Show and Sell portion, you can request additional product by contacting Robin Kotzmoyer, robin.kotzmoyer@scouting.org. Any unsold product should be used to fill your Take Order or returned with no penalty by the October 19<sup>th</sup> Return Deadline. If a unit wants to request more than the 40%, the unit can fill out the **2020 Product Sale Show and Sell Orders and Return Policy** form (Appendix V)

included, but **WILL NOT BE ABLE TO RETURN ANY PRODUCT**. If your unit conducted an early take order and is using a portion of your Show and Sell order to fill those we are happy to work with you.

### What to Order:

During the Show and Sell portion of the sale it is important to remember your table space in being able to display products. You only have a few moments to catch the attention of the potential customer. Focus on the top selling products. To help you determine what products to order since you will be using 2 systems to place your order, refer to the **2020 Show and Sell Calculator, available on the website under forms**. Different products sell better in different areas. Be aware that lower priced items will sell better at Show and Sells. Items priced \$10.00 - \$20.00 will be your best seller, with a smattering of \$25.00 and above. Top sellers in 2019 were Troops Honey Roasted Virginia Peanuts, Salted Cashews, Caramel, Summer Roasted Microwave, Movie Extra Butter Microwave and Caramel Supreme. Your District Kernel is also able to work with you on suggested mixes.

## Step 8: Order Product

If your unit is participating in the Show and Sell portion of the sale, you will need to order product in order to have it available for your sale. You will need to use the Camp Masters System to order your Popcorn Product and our Nuts System on emailmeform to order your Nut Products.

### To Place Your Camp Masters Order

Visit [www.campmasters.org](http://www.campmasters.org), please use Google Chrome or Firefox as your web browser. Your unique email is your log-in. Once logged in you will be on the Homepage of your Unit Leader Account. Select the appropriate sale, Show and Sell or Take Order. If you are a kernel for more than one unit when you are logged into the system you will see the Dashboard for one Unit then when you scroll down, you will see the Dashboard for the next Unit. You will just need to make sure when placing your orders, you do it on the correct Unit. This way you only have one login for all the Units you are overseeing. It will show you on your Dashboard the Unit Type and # for the one you are on.

Select "Create Unit Order." Select "Place an Order" in the correct sale type. On the next Screen select "Products." Enter the container quantities, for Show and Sell you must enter full cases. 22 Pack Movie Extra Butter is 6 per case, Caramel is 12 per case and both Summer Roasted and Supreme products are 8 per case. Save when finished with the Order. Check your Order under Summary, make any adjustments needed. When the order is correct click "Submit to Council." You will be able to print a copy for your records from here. If you need to make a change once your order is submitted, go back to your Dashboard and click "Unit Orders," click order # to be changed. This will open up the order and allow you to make changes. All Changes must be made before the "Unit Order Due" date.

### To Place Your Nuts for Scouting Order

Visit [www.padutchbsa.org/popcorn/](http://www.padutchbsa.org/popcorn/) and click on the button for **Nuts Fall Product Order**. Enter your **name, district, unit type, unit number, email address, phone number, address, order date and pick-up location**. From the drop-down menus, select the products you want (must order in quantities of 12, there are 12 cans to a case). Click **Submit**. You will receive a confirmation email with the product that you ordered. Once you hit **Submit**, if you would like to make any changes please contact the Pennsylvania Dutch Council.

**Show & Sell Order – Due Monday August 3, 2020**

## Step 9 Pick up Product

### Pick-up Information

Whether you are participating in Show and Sell only, Take Order only, or both you will need to plan to pick-up your product at the designated warehouse space on our distribution dates. Most districts are setting times for your pickups, so please look for emails from your respective kernels or DEs.

**Pick-up Friday August 28, 2020 – Districts will Schedule**  
(directions to the warehouses will be emailed the week prior to delivery)

### *Tips for Pick-up*

- Bring enough vehicles to carry your entire order in one trip (use numbers below to determine roughly how much product will fit in your vehicle)
  - Mid-size car—10 cases
  - Jeep—25 cases
  - Mini-van—50 cases
  - Suburban—60 cases
  - Full Size Pick-Up Truck—80 cases
- Bring order documents and verify your order as it's loaded
- Bring someone to help you count your order as it's loaded – All product is verified as it is loaded, so be sure that what you are signing for is what you are receiving.

## During the Sale

### Step 1: Product Control

One of the most important items for you during the sale is Product control. Once you pick up your product you will need to decide how you want to manage it. Some Kernels parcel out all of their order to their families, some hold onto part while giving some to the families and some hold onto all the product and parcel out as needed. Please be aware that all product picked up by the unit then becomes the units responsibility to account for. We strongly recommend that you control the product for Show and Sells and that all unsold products come back to you. If you do decide to parcel out product to your families be sure that you have a mechanism to check how they are doing and replace any product that they feel they need. If you see that you have product that is not selling well consider an early return. This may help out units who are doing well with that product and the amount will be removed from your Show and Sell Total.

### Step 2: Order Additional Product as Needed

If you need additional product, please contact Robin, [Robin.kotmoyer@scouting.org](mailto:Robin.kotmoyer@scouting.org) at the Council Service Center. Email what you need and the quantity. Additional product may be picked up at the Council Service Center Monday -Friday during normal business hours, 8:30-4:30. Please make arrangements before arriving so we can have the product ready for you, at least 4 hours. You may also make arrangements with your executive outside of those times. During the Show and Sell portion of the sale all product must be reordered by cases. Additional product will be available while supply lasts. Any additional product picked up that goes over you 40% Show and Sell Order will need to be paid for in advance and may not be returned. After Take Order pick up has been distributed additional product may be requested by piece.

### Step 3: Control of Money

You will periodically want to collect money from your families as well as your Show and Sells. Be sure to turn in money to your Unit Treasurer or Committee Chair. All checks should be made out to the unit. As with product you will not want any surprises where monies and product do not reconcile.

## Post Sale

### Step 1: Return of Unsold Product

#### *Returns*

Returns are **ONLY** part of the Show and Sell portion of the sale. At the end of the Show and Sell, units who **have not** exceeded their **40%** (please see the **2020 Product Sale Show and Sell Orders and Return Policy** for additional details) are permitted to return any of their product with no penalty. Product must be returned on one of the two return dates either Sunday October 18<sup>th</sup> or the evening of October 19<sup>th</sup> or earlier at the designated warehouses. Returns are not to be made at the council office.

#### Tips for Return Night

- Make sure you have a good inventory of what you will be returning BEFORE you bring it to the warehouse
- Do not tape opened cases up. Any case that has been opened will need to be counted and verified.
- At the warehouse a volunteer will verify the quantity and the shape of your returns
- If you discover damaged product during the sale, please REPORT IT RIGHT AWAY
- Damaged product **will not be accepted at returns** and the unit will be billed for the damaged product
- You may return cases AND individual containers
- Keep products together, Mixed products will slow down your return and all returns must be verified.
- You may also pay at the warehouse for your sold Show and Sell Product.

What should I return? What should I keep?

If you are participating in both the Show and Sell and Take Order portions of the sale, you can use leftover Show and Sell product to fill your take orders. Use the **2020 Returns and Take Order Forms** to help determine which product you should keep and which products you should return. Electronic versions are available at [www.padutchbsa.org/popcorn/](http://www.padutchbsa.org/popcorn/).

### Steps 2 & 3: Prep and Place Take Order

The Major difference between Show and Sell and Take Order orders is that while you had to order full cases in Show and Sell you may order by the piece for Take Order. The process for ordering Take Order product is the same as for Show and Sell. See Show and Sell information above on how to order your Take Order Product. **Again, in order to place an order you must be registered for the sale or you will be unable to place the order through the Camp Masters System.**

**Take Orders – Due Wednesday October 21, 2020**

### Step 4: Pickup and Distribute Take Order

As with the Show and Sell order you will need to plan to pick-up your product at the designated warehouse space on our distribution dates. Most districts are setting times for your pickups, so please look for emails from your respective kernels or DEs.

**Pick-up Friday November 13, 2020 – Districts will Schedule Pick-up**  
(directions to the warehouses will be emailed the week prior to delivery)

See Show and Sell information above on approximate vehicle loads for your planning purposes.

### Step 5: Collect and Turn in Prizemania Orders and Council Prizes

Prizes are a huge incentive for our Scouts to be recognized for all their hard work. Every Scout who participates in the sale should have the opportunity to earn a prize and be recognized at a unit Victory Celebration. Prizes from our prize company are typically delivered in the month of November as long as your order is submitted by the end of October. In addition to the prizes that are on the flier in each of the order forms, the Pennsylvania Dutch Council is offering some great incentives for this year!



## Pennsylvania Dutch Council Incentives and Prizes

- **\$3,500 Club**—Every Scout who sells at least \$3,500 will be recognized as a top salesmen with Hershey Bears Tickets, a Top Seller Club Patch and entered into a special drawing for sales \$3,500 and above.
- **\$2,500 Club** – Every Scout who sells at least \$2,500 will be recognized as a top salesman with Hershey Bears Tickets, a Top Seller Club Patch and entered into a special drawing for sales between \$2,500 and \$3,500.
- **\$1,500 Club – Sponsored by the Hershey Bears** Every Scout who sells at least \$1,500 will become a member of the \$1,500 Club. Membership in the club will entitle the Scout to attend a special night at a Hershey Bears game, in February. (Tickets for parents and siblings will be available for purchase at a discount price). The Scout will also receive a Top Seller Club Patch.
- **\$1000 Club** – Every Scout who sells at least \$1000 will become a member of the \$1,000 Club and receive a top Seller Club Patch.
- **Camp Masters High Achiever Prize-Popcorn ONLY**-If a Scout sells over \$3,000 in one year, the Scout will have the option of picking a package of Camp Gear including a 2 person tent, 6-in-1 Grilling tool with case, Hammock, Cooler Chair Backpack, Camp Stove with two burners, Bluetooth Speaker w/ powerbank & Lantern or Visa Debit Card for 5% of total sales, (rounded to nearest \$10.00). Sales will need to be verified and copies of Take Order and Show and Sell sales will need to be provided to the council for verification. Camp Masters online sales count towards all prizes. Sell \$400.00 online and Camp Masters will email a \$10.00 Amazon.com Electronic Gift Card.
- **Military Sales**-There is a recognition for Scouts that help to provide popcorn to our troops through Military Sales. Scouts that have \$90 in Military Sales will receive a special Military Sales Patch. This year's patch will be the 1<sup>st</sup> in a new series and features the United States Airforce.
- **"Prize Mania" Prize Program**-We will be working again this year with National Supply to deliver this year's prizes. This enables us to offer some official BSA items as prizes this year. A complete list of prizes is available with every order form and descriptions of prizes are available at [PaDutchbsa.org/popcorn](http://PaDutchbsa.org/popcorn). **If your unit selected the No Prize Option in lieu of the additional percentage you are not eligible for Prizemanía prizes.**
- **"Camp Bucks" Prize Program**-The "Prize Mania" Prize Program is a great program, but there are some Scouts who would rather use Popcorn and Nuts to help earn their way to Summer Camp. We are offering a "Camp Bucks" program at selected levels for use at Pennsylvania Dutch Council Camps or Programs. These bucks can be used for Summer Resident Camp, Summer Day Camps, Fall District Events, National Youth Leadership Training, Spring District Events, or towards Council High Adventure Programs. The bucks ARE ONLY available for use within the Pennsylvania Dutch Council.

### How do I keep track of all the prizes?

To help you keep track of the all the different prizes and to make it easier to order, please use the 2020 Prize Order Summary Sheet available on [www.padutchbsa.org/popcorn/](http://www.padutchbsa.org/popcorn/). Start by entering the Scout Dollar Totals on the Summary page. Enter their prize selections in the Individual Scout Prizes and the Unit Prize Summary will automatically populate for you to place your order in the Camp Masters System.

### How do I submit prize orders?

- **Prize Mania Prize Orders**  
These prizes are the prizes that Scouts in units that have not selected the No Prize Option can be eligible for. Once you know which prizes and how many of each prize you need you can log into the Popcorn system at [www.campmasters.org](http://www.campmasters.org). You will access the prize site from your Dashboard under "Links". This will directly take you to the Prize Mania Site. Enter the quantity of each prize you need and submit. Prize Orders placed by the end of October will be delivered in November.

- *Club Prizes and Military Sales*

Those Scouts that qualified for the \$3,500, \$2,500, \$1,500 or \$1000 Clubs, qualified for the military patches will need to be submitted to the Pennsylvania Dutch Council using the **2020 Council Prizes emailmeform**, the link is provided on the council website. A hard copy is also available on the website.

- *Camp Bucks*

If Camp Bucks are selected the **Camp Bucks Program** form will be found on the website and will need to be submitted to the Council Service Center, or may be emailed to Robin, [robin.kotzmoyer@scouting.org](mailto:robin.kotzmoyer@scouting.org).

#### Step 6: Collect Outstanding Money

Be sure any outstanding monies have been collected from your members and turned into your Unit Treasurer.

#### Step 7: Turn in Amount due to Council

To be considered on time your invoice will need to **paid in full to the Council Service Center by November 23<sup>rd</sup>**. **After November 23<sup>rd</sup>** a penalty of 3% compounded weekly will apply. Invoices will be emailed out as well as being provided at Take Order pickup. If you would like your invoice to be directly sent to your unit treasurer, please make sure that you have given us their information as a part of the additional information we have collected and we will send it to them as well. For anyone not providing unit treasurer information the invoice will be sent to you, the kernel. Should you have a late order you will be given additional time to pay for your late order only. When the unit pays please make one check payable to the PA Dutch Council. We are also able to use your unit account at the council service center as long as you have money in your account to cover what you owe. If you have a question regarding your invoice, please contact Robin at 717-394-4063 or [robin.kotzmoyer@scouting.org](mailto:robin.kotzmoyer@scouting.org).

## Youth Responsibilities

Just like the unit and Kernel, your youth and their families have responsibilities, if you are going to have a dynamic sale.

#### Step 1: Set a Personal Goal

A key for having a successful sale is to have a goal. Every youth should have a personal goal and the totals of their goals should equal or exceed the unit goal.

#### Step 2: Sign up for Show and Sells, Wagon Draggin's and Create Online Page

If you are doing any Show and Sells or Wagon Draggin's, you will want to ensure that you have assigned available manpower to make each a success. Be sure that all safety guidelines are observed when setting up. We strongly recommend that you have a signup available at your Kickoff. Some units have had success with sending out signup.com or signup genius. Both are free and easy to use tools. Be sure to educate your parents that by participating they are able to reduce their out of pocket costs to the program.

Another key to increasing your sales is the use of technology. There are two key areas here. The first is have all Scouts create a Scout page through the Camp Masters system that can be used for Scout page and online sales. This allows a personalized webpage that youth can then send as a link to prospective supporters outside of their regular area. It also allows a Scout to use a device as their order form. You must make sure your scouts are loaded if you wish to take advantage of this system.

**IMPORTANT: YOU WILL SEE ALL OF THE SCOUT TAKE ORDERS. TO INSURE THERE IS NO DUPLICATION, DO **NOT HAVE THE SCOUT** TURN IN THE PAPER "TAKE ORDER FORM". ONLY TURN IN THE PAPER FORM IF SCOUT IS NOT ENTERING TAKE ORDERS IN THE SYSTEM.**

Online sales are different. With the new company online sales are the same price as the order form. There is a 6% handling fee. The product is paid for online and delivered by Camp Masters. At the end of the sale the council is sent money that will then be sent to the unit at the end of January for your commission on any online sales you have achieved during the sale.

To set up a personal selling page just go to [www.campmasters.org](http://www.campmasters.org). Click on "Council, Units and Scouts Log in Here." Then self-register, clicking on the blue link. Then follow the step by step instructions. Questions? Go to the council website, [www.padutchbsa.org](http://www.padutchbsa.org). Click on ONLINE LOG-IN INFORMATION and Click on Scouts. There you will find a step by step Power Point presentation on how create your Scout page, or under "How to Order Popcorn" on the Camp Masters website as a PDF.

For Whitley's Peanut Factory go to [whitleysfundraising.com](http://whitleysfundraising.com). Registration on the site is not required. Share the site with your family and friends. **Make sure they know the name of the council, unit type, unit number, and the Scouts Name in order to get credit.** Whitley's will periodically let us know how the units are doing and then we will share that with you.

The second great piece of technology is an app that allows the sales form to be loaded onto a phone or tablet and then the product can either be paid for by credit card or be paid for at delivery. A huge plus for the Kernel is that you are able to load your entire membership into a report that will let you know exactly what has been ordered so you can both keep track of how people are doing and what you will need to add onto your order to cover those sales. Please be sure to teach parents how they can do both at your at your kickoff. PDFs and Power Points are available on the Camp Master's website.

Be sure that unsold product is returned to you in time for unit returns. **NO PRODUCT MAY BE RETURNED AFTER OCTOBER 19<sup>th</sup>.** ALL PRODUCT NOT RETURNED BY THAT DATE WILL BE CHARGED TO THE UNIT.

### Step 3: Start Selling Take Order

Once everything has been organized then it time to start selling. Be sure to periodically touch base with families, provide notes for Den or Troop meeting and regular updates as to how the unit is doing towards it's goal

### Step 4: Turn in Order and Money

Be sure all your members know the key dates of your sale. Including when their order is due. Be sure to plan a little extra time because there are always those who have forgotten or had issues come up and don't have it to you on time. **The council deadline is midnight Wednesday October 21<sup>st</sup>.** Once the council order is placed you will be unable to add to it for that delivery. There is however a late order date designed for missed orders. Late orders may be placed after your Take Order product pickup giving you the opportunity to fill those missed orders. **Late orders are due November 26<sup>th</sup>.** Once the late order has been placed there will be no other orders.

Money should be turned into the unit with your orders.

### Step 5: Deliver Take Order Product

Be sure to pick up your Take Order product on time. Plan to get it into your Scouts hands quickly so they can quickly get it to their customers. All product picked up becomes the property of the unit and will need to be paid for. All product being picked up needs to be verified as it is being loaded into your vehicle(s). Should you note a discrepancy with your order and what was picked up immediately contact the council office. Customers who call the office looking for their product will be referred to the unit. Any payments for product not received by the unit will need to be paid for at this time. Again, we suggest getting payments up front. While not a big problem this reduces the number of people who have changed their mind and will not pay for and accept their order.

## Step 6: Attend Unit and Council Celebrations if earned

Your Scouts have worked hard during the sale. Make sure they know when your unit celebrations are. If you are using a prize program, either Prizemania or your own this is when we suggest you distribute your prizes. Build the excitement. Make a big deal of those youth who generated the highest funds for your unit. If they are eligible for the council celebration make sure you submit their information so we can recognize them as well.

## Step 7: Insure High Achiever and Scholarship Information has been submitted

The Camp Masters High Achiever Prizes and continuations of Trails End Scholarships are only for the sale of Camp Master Products. Whitley's nuts do not count. A Scout must achieve \$3,000 sales of popcorn to be eligible for High Achiever. This must be accomplished every year. The appropriate paperwork **must** be furnished each year to the council for verification and then forwarded to Camp Masters. Choice of recognition, either the camping package or the Visa Debit card for 5% of the sales, rounded to the nearest \$10.00 will be sent to the family by Camp Masters. For Take Order we will need copies of his sales forms. For Show and Sell we must have a summary, again popcorn only. Once verified they may then be submitted. To continue your Trails End Scholarship, you must sell every year that the council is a Camp Master's Council to continue your eligibility. You will receive 6% of Popcorn only sales. Same guidance on proof of sales for High Achiever. This is applied for the same as High Achiever. Use the High Achiever form but write in Scholarship on the form. For payouts of previous Trails End Scholarships contact Trails End at [scholarship@trails-end.com](mailto:scholarship@trails-end.com). Deadline for both is December 18<sup>th</sup>, 2020.

## Expand Your Knowledge/Get to Know the Products/Online Sales

### 2020 Popcorn Products from Camp Masters

○ Purple Popping Corn	\$10	Take Order sale Only
○ Caramel Corn Bag*	\$10	Show and Sell and Take Order
○ White Cheddar Cheese Tin	\$15	Take Order sale Only
○ 12 Pack Sweet and Salty Kettle Corn-Microwave	\$15	Take Order sale Only
○ 14 Pack Extra Butter Roasted Summer Corn-Microwave*	\$15	Show and Sell and Take Order
○ 22 Pack Movie Theater Extra Butter-Microwave	\$25	Show and Sell and Take Order
○ Supreme Caramel Crunch with Nuts Tin	\$25	Show and Sell and Take Order
○ Chocolate Drizzled Caramel Popcorn Tin	\$25	Take Order Sale Only
○ \$30 Military Donation	\$30	Take Order sale Only
○ 3-Way Cheesy Cheese Tin	\$35	Take Order sale Only
○ \$50 Military Donation	\$50	Take Order sale Only
○ 5-Way Chocolatey Treasures Tin	\$60	Take Order Sale Only

\*Denotes top selling product type in 2019

### 2020 Nuts from Whitley's Peanut Factory

We are excited to be partnering with Whitley's again this year to offer a line of nut products to our sale. Just like last year these high-quality products are sure to be a hit with your sale this year!

○ Troops Salted Virginia Peanuts	\$15	Show and Sell and Take Order#
○ Troops Honey Roasted Virginia Peanuts	\$15	Show and Sell and Take Order
○ Fire Roasted Garlic and Onion	\$15	Show and Sell and Take Order*
○ Homemade Peanut Brittle	\$15	Take Order Only
○ Milk Chocolatey Covered Peanut Clusters	\$15	Take Order Only
○ Dark Chocolatey Covered Almond Clusters	\$20	Take Order Only
○ Salted Jumbo Cashews	\$20	Show and Sell and Take Order

- |   |      |                 |
|---|------|-----------------|
| ○ Dark Chocolatey Covered Peanuts               | \$20 | Take Order Only |
| ○ Party and Pub Mix                             | \$25 | Take Order Only |
| ○ Honey Cinnamon Almonds                        | \$25 | Take Order Only |
| ○ Dark Chocolatey Covered Peanut Clusters       | \$35 | Take Order Only |
| ○ 5 Pack Gift Set, with Virginia Peanuts, Honey | \$50 | Take Order Only |

Roasted Peanuts, Salted Jumbo Cashews,  
Crabby Chesapeake and Honey Cinnamon Almonds

#limited quantities available for Show and Sell, 3 case max per unit

\*limited quantities available for Show and Sell, 2 case max per unit

#### Camp Masters Online Products

Subject to change depending on availability

- \$100 Military Donation
- \$30 Military Donation
- \$25 Military Donation
- \$50 Food Bank Donation
- \$25 Food Bank Donation
- \$75 Movie Theater Extra Butter & Military Donation
- \$65 Sea Salt & Military Donation
- \$25 Caramel Popcorn & Military Donation
- \$75 Movie Theater Extra Butter & Chocolate Drizzled Caramel
- \$50 Supreme Caramel with Nuts & Caramel Popcorn
- \$40 White Cheddar & Caramel Popcorn
- \$40 2 Pack Caramel Popcorn
- \$35 Supreme Caramel with Nuts
- \$35 Chocolate Drizzled Caramel
- \$30 White Cheddar Popcorn
- \$30 Sea Salt Popcorn

#### Whitley's Peanut Factory Online Products

Will change depending on availability.

### 2020 Unit Commissions

**All popcorn and nuts sold continue to count towards your unit's commission.** Units selling keep a minimum of 33% commission and have an opportunity to grow that to 35%.

Seller Level (33% Commission): Simple. Participate in the sale!

- Select No Prize Option (2% Commission): Select the No Prize option for your unit. We suggest that units with younger members use the Prizemaina system. Many younger youths need a visible goal that the prize sheet suggests.

### IMPORTANT WEBSITES

**Pennsylvania Dutch Council, BSA website-**[www.padutchbsa.org](http://www.padutchbsa.org)-From the Homepage follow the links for **Fall Product Sale**. The council site gives you access to important documents and support items for your unit's sale. It also provides contact information to help answer any questions you may have.

**Camp Masters Popcorn System website-** [www.campmasters.org](http://www.campmasters.org) This is where you will log-in to place your unit orders for Popcorn, your prize orders and log important information for your sale. These links have everything you need to help make your 2018 sale the best ever.

**Power Point and PDF guides for Units and Scouts-** [www.campmasters.org](http://www.campmasters.org) This link includes some great resources from Camp Masters.

## Popcorn and Nuts for Scouting Support Team

### District Teams

#### Conestoga River Kernel

Roger Harvey  
717-468-5438  
[Rharvey1300@yahoo.com](mailto:Rharvey1300@yahoo.com)

#### Harvest Kernel

Vacant

#### Horseshoe Trail Kernel

Mryna Walker  
717-644-5460  
[rexhawkes@comcast.net](mailto:rexhawkes@comcast.net)

#### Acting

#### Conestoga River District Executive

John Oechslin  
717-341-8983  
[johnoechslin@gmail.com](mailto:johnoechslin@gmail.com)

#### Harvest District Executive

Richard Garipolli  
717-553-4201  
[Richard.Garipoli@Scouting.org](mailto:Richard.Garipoli@Scouting.org)

#### Horseshoe Trails District Executive

Nichole Welch  
717-553-4202  
[Nicole.welch@scouting.org](mailto:Nicole.welch@scouting.org)

### Pennsylvania Dutch Council

#### Council Kernel

Joe Flaim  
717-768-0961  
[Joeflapsu90@yahoo.com](mailto:Joeflapsu90@yahoo.com)

#### Council Sale Support

Robin Kotzmoyer  
717-394-4063  
[robin.kotzmoyer@scouting.org](mailto:robin.kotzmoyer@scouting.org)

#### Sale Staff Advisor

Scott Arnold  
717-553-4208  
[Scott.Arnold@scouting.org](mailto:Scott.Arnold@scouting.org)

#### Council Scout Executive

Matt Adams  
717-394-4063  
[Matthew.adams@scouting.org](mailto:Matthew.adams@scouting.org)

## Frequently Asked Questions

### I had a password last year, but it won't work this year. Why?

Unit information is not supposed to carry over and the unit must be reentered, this includes logon information and passwords.

### Why are there two separate order systems for Popcorn and Nuts?

The two companies have their own ordering systems and are trademarked protected. While this does increase paperwork, we recommend that units still sell both to maximize their sales.

### **How do I check Online Sales?**

Unit Kernels can click on “Online Sales” in the black navigation bar on the left.

### **I have a problem with my Prize Order. Who do I call for help?**

If you need assistance with this process, please contact Supply Customer Service by phone 800-323-0736 or email [customer.service@scouting.org](mailto:customer.service@scouting.org). They are very good about replacing damaged prizes, tracking lost orders, and just being helpful in general. If you do not hear back from either contact, please contact Robin or Scott at the Pennsylvania Dutch Council Office.

### **I have a problem with my bill. Who do I call?**

Call the Pennsylvania Dutch Council Office at 717-394-4063 between 8:30 AM and 4:30 PM, Monday through Friday.

### **We have sold out of some of our popcorn and nuts for our Show & Sell. Can we get more?**

We are planning to have some additional product on hand during the Show & Sell portion of the sale. Simply, contact the Council Office and we will coordinate getting you the additional product. However, once the product is gone we will be unable to get additional till the Take Order. With this we strongly suggest an emphasis on Show and Deliver. If you run out of product you can order and deliver it once it comes in.

### **I ordered too much product for my Show & Sell. Can I return the extras to the council for a refund?**

Yes. You may return product prior to Tuesday, October 20<sup>th</sup>, 2020, or before. After 10/19 we cannot accept any more product and the unit will be billed for what had been signed out. Please plan accordingly. During the sale, if you know that you will have extra product, let your district kernel know. Other units in your neighborhood are often looking for extra product and they may be able to take some off your hands. We can arrange a transfer of popcorn from one unit to another with the appropriate paperwork. **Only council paperwork will be accepted for transfers. Please, remember if you sign the Popcorn Waiver when placing your order or if products are damaged and you had not previously reported them you cannot return them.**

### **I was previously enrolled in the Trail's End Scholarship program. Can I still add to it?**

No. Trails End ended their program in Spring of 2020 and is a separate Vender than Camp Masters. Contact Trails End for information on how to redeem your Scholarship. The program has been replaced by the Camp Master High Achiever program. Total Sales of **CM items** only count towards the recognition. The Scout must fully participate in the Sale. An advantage to the High Achiever program is there is no wait time for the payout, recognitions will be sent at the end of the sale by Camp Masters.

### **Can people order additional product from my unit after the official sale is over?**

Yes, they can. We generally have some additional popcorn available through the holidays so please let us know your needs. Your customers can also log onto [www.campmasters.org](http://www.campmasters.org) and purchase popcorn with a credit card. The product is shipped directly from Camp Masters with Free Shipping to the customer **AND** your unit and Scouts receive credit for the sale. The Pennsylvania Dutch Council will distribute the appropriate commission to units on sales generated online year-round based on your overall commission.

### **Are product purchases tax deductible?**

Because you receive products in exchange for your payment, only a portion of your purchase is tax deductible. The portion that is tax deductible is typically the difference in the amount you would normally pay if you bought a similar item at the grocery store vs. the price of the product you purchased. For online sales, Shipping and Handling charges are NOT tax deductible. We urge you to consult your tax professional to confirm this as well.

### **Military Donation:**

When you purchase the Military Donation you are making a charitable contribution since you don't receive actual product in exchange for your payment. This means that the purchase is 100% tax deductible. As always, make sure to double check this with your tax professional, as tax laws often change.





## 2020 Unit Commissions

2020 is another exciting year for the annual Fall Product Sale. **All popcorn and nuts sold continue to count towards your unit's commission.** Units selling keep a minimum of 33% commission and with the selection of the "No Prize Option" have an opportunity to increase that to 35%!

Here is how it works!

**Seller Level (33% Commission):** Simple. Participate in the sale!

**Select No Prize Option (2% Commission):** Select the No Prize option for your unit. We suggest that units with younger members use the Prizemaina system. Many younger youth need a visible goal that the prize sheet suggests. **\*Please note that prize sheets will be automatically mailed with the order forms this year. If you choose the "No Prize" option, communicate this with your membership so there is no misunderstanding that they are ineligible.** Units who select the No Prize Option will still have their youth recognized at the Club Level.

"Above and Beyond" will not exist for the 2020 Sale.

# Planning Your Unit Kickoff

The Unit Kickoff is one of the most important parts of a successful sale. Kickoffs should be scheduled for one of the unit's first meetings in August or September. Kickoffs can happen as early as July 23<sup>rd</sup> (the night after the Council Kickoff) or later in September if the unit is only going to participate in Take Order and/or Online Sale. Not able to do a live kickoff? How about virtual?

## Objectives of the Kickoff

- a. Emphasize what the Scouts will receive for hitting their goal; prizes, Scouting programs, camp, etc.
  - Educate parents so they know: 1) The purpose of the sale, 2) How the money raised will be used, 3) What the "per-Scout goal" is. (*They will be much more interested when they know this information.*)
- b. Insure that all families have received their product brochures, prize brochures if applicable and a parent job description or list of expectations.
- c. Explain how they can sell, Show and Sell, Wagon Draggin', Take Order and On-line sales.
- d. Get Scouts and families excited! Encourage Scouts to self-register to sell on-line at [www.campmasters.org](http://www.campmasters.org) Consider using some of the Unit's commissions to offer additional incentives that your Scouts really want.

## Tips for a Successful Kickoff

- Provide plenty of popcorn and snacks and make it exciting and fun for your sales team-The Scouts.
- Review the year's Scouting Program calendar and explain to the families how the entire program can be funded with one fundraiser: The Fall Product Sale, (Popcorn and Nut Sale.)
- Determine how much product you will need to sell to reach your goal:
  - Budget goal / commission rate = Sales goal.
  - Communicate the Unit's sales goal and each Scout's sales goal. Have the boys write their goals on the Take Order Forms.
- Show the Scouts what prizes they can earn by hitting their sales goal.
  - Have a prize for the top seller in the Unit and/or each Den/Patrol (Ticket to local amusement park, a video game, gift cards, etc.)
  - Review the Prize and High Achiever Program and all the Council Level Incentives (\$1000 Club, \$1,500 Club, \$2,500 Club, \$3,500 Club, and military sale recognition)
- Role-play with the Scouts on how to sell.
- Review sales materials and key dates.
- Do a skit or fun activity to get the youths trained and excited about the sale, and to teach them about safety when selling.
- Check out [www.campmasters.org](http://www.campmasters.org) for additional tools and resources.

**During the gathering period, have a popcorn display and samples. Use the pictures taken at camp to create a collage of activities the unit participated in last year and what you want to do this year. Have a poster with the Scout's names and a place for them to write in their goals.**

## Reserve the Popcorn Popper

- The Council has a Popcorn Machine that units can reserve for their kickoff at no cost
- Kernels, oil, and bags are provided. (each pack serves about 10 people)
- You can submit a request to reserve the Popcorn Popper by visiting [www.padutchbsa.org/popcorn/](http://www.padutchbsa.org/popcorn/)
- To check on availability, contact Robin at [robin.kotzmoyer@scouting.org](mailto:robin.kotzmoyer@scouting.org)

## Sample Story Pitch and Customer Identification

- Hi, my name is (First Name Only) and I'm a Scout with Pack/Troop # \_\_\_\_ here in \_\_\_\_\_.
- I'm trying to earn my way to (pick your activity, go to camp / pay for my Scouting program / earn a scholarship)
- You can help us by trying some of our delicious popcorn and nuts.
- You will help us, won't you?
- **Thank you!**

**\*\*More effective than asking, "Want to buy some popcorn?" don't you think? Key to remember is you are selling Scouting. The product is what someone gets for helping at that level.**

## Customer Identification

Your Top 15 Potential Customers

### Friends and Family

- 1 \_\_\_\_\_
- 2 \_\_\_\_\_
- 3 \_\_\_\_\_
- 4 \_\_\_\_\_
- 5 \_\_\_\_\_

### Neighbors

- 1 \_\_\_\_\_
- 2 \_\_\_\_\_
- 3 \_\_\_\_\_
- 4 \_\_\_\_\_
- 5 \_\_\_\_\_

### Mom/Dad's Coworkers

- 1 \_\_\_\_\_
- 2 \_\_\_\_\_
- 3 \_\_\_\_\_
- 4 \_\_\_\_\_
- 5 \_\_\_\_\_

## Refrigerator Calendar

SU	M	T	W	TH	F	SA	July
19	20	21	22	23	24	25	22nd - Leader Training on Zoom
26	27	28	29	30	31		
SU	M	T	W	TH	F	SA	August
						1	1st - Sale Officially Starts
2	3	4	5	6	7	8	3rd - Show and Sell Orders Due at Office by Midnight
9	10	11	12	13	14	15	28th - Product Pickup Determined by District
16	17	18	19	20	21	22	
23	24	25	26	27	28	29	
30	31						
SU	M	T	W	TH	F	SA	September
		1	2	3	4	5	7th - Labor Day Office Closed
6	7	8	9	10	11	12	
13	14	15	16	17	18	19	
20	21	22	23	24	25	26	
27	28	29	30				
SU	M	T	W	TH	F	SA	October
				1	2	3	Fall Events: 2nd -4th Horseshoe Trail, 10th -11th Conestoga River, 16th -18th Harvest
4	5	6	7	8	9	10	
11	12	13	14	15	16	17	18th & 19th - Product returns
18	19	20	21	22	23	24	19th - Last day product may be returned
25	26	27	28	29	30	31	21st - Take Orders Due at Office, Midnight SALE ENDS
SU	M	T	W	TH	F	SA	November
1	2	3	4	5	6	7	1st - Prizemania and council prize orders due
8	9	10	11	12	13	14	11th - Veterans' Day Office Closed
15	16	17	18	19	20	21	13th - Product Pickup Determined by District
22	23	24	25	26	27	28	23rd - Last day to be ontime for settlement to council
29	30						25th - Missing orders Due at Office by Midnight
							26nd & 27th - Thanksgiving Office Closed
SU	M	T	W	TH	F	SA	December
		1	2	3	4	5	18th Last Day for High Achievers to be filed with Council
6	7	8	9	10	11	12	24th & 25th- Christmas Eve and Christmas Office Closed
13	14	15	16	17	18	19	28th - 31st - Store closed for inventory, Office Closed
20	21	22	23	24	25	26	
27	28	29	30	31			



## 2020 Popcorn and Nuts for Scouting Sale

### Show & Sell Orders and Return Policy

In order to ensure a successful sale for both the units and the council the 2020 Kernel Team has established the following Show & Sell/Return Policy for 2020.

Units will be able to order up to 40% of their 2019 total sales order for the show & sell order and make returns to the council of any unsold product by warehouse closing time October 19<sup>th</sup>. If you did an early Take Order you will not be penalized on your 40%. This dollar figure of early Take Order must be given to your DE, in order to not count against 40% figure **\*See your Unit Leader Guide for additional details.** Additionally, if extra product is required it may be picked up during the sale, as long as supplies last. Any product picked up over the 40% of the Show and Sell limit must be paid for in advance. By midnight on October 21<sup>st</sup> units must place an order for all additional needed products.

Example:	2019 Unit Show & Sell Order	\$ 4,000
	2019 Unit Take Order	<u>\$ 2,000</u>
	Total Unit 2019 Sale	\$ 6,000

2020 Show & Sell Maximum Order = \$ 6,000 x 40% or \$2,400

Returns allowed by October 19<sup>th</sup>

2020 Take Order Due on October 21<sup>st</sup> for balance of unit needs.

#### Show & Sell without returns

Any unit choosing to order over 40% of the 2019 total sale for the Show & Sell will not be able to make returns of unsold product during the 2020 sale.

Please read and sign below if initially ordering over 40% of 2020 total sales

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#### Return Waiver

District Executive\_\_\_\_\_

I \_\_\_\_\_ of Pack/Troop/Crew\_\_\_\_\_ understand that by ordering over 40% of my 2019 total sales the **we are opting out of the council's return program and the ability to return any unsold product** and agree to the payment terms of the 2020 Sale.

Signed\_\_\_\_\_ Date\_\_\_\_\_

- No Show and Sell orders above the 40% threshold will be approved unless accompanied by a signed copy of this form

# 2020 Show and Sell Calculator

		<b>40% Dollar Figure</b>		\$ -
<b><u>Pocorn Products</u></b>	<b><u>Cases</u></b>	<b><u>Containers in a Case</u></b>	<b><u>Price Per Container</u></b>	<b><u>Total Price</u></b>
Movie Extra Butter-Microwave	0	6	\$ 25.00	\$ -
Supreme Caramel Corn W/nuts	0	8	\$ 25.00	\$ -
Roasted Summer Corn -Microwave	0	8	\$ 15.00	\$ -
Caramel Popcorn Bag	0	12	\$ 10.00	\$ -
<b><u>Nut products</u></b>	<b><u>Cases</u></b>	<b><u>Containers in a Case</u></b>	<b><u>Price Per Container</u></b>	<b><u>Total Price</u></b>
Troops Salted Virginia Peanuts#	0	12	\$ 15.00	\$ -
Troops Honey Roasted Virginia Peanuts	0	12	\$ 15.00	\$ -
Roasted Garlic and Onion *		12	\$ 15.00	
Salted Jumbo Cashews	0	12	\$ 20.00	\$ -
Top selling product 2019		<b>40% Dollar Figure</b>		\$ -
	<b>total value of product ordered</b>			\$ -
		<b>amount left</b>		\$ -

Use the above chart to help calculate your Show and Sell Order.

Step 1: Enter your 40% Dollar Figure provided on your kickoff kit, the figure is on the front of you Popcorn and Nuts Envelope

Step 2: Enter your desired number of cases

Step 3: Multiply the number of cases by the number of containers by the price per container

Step 4: Subtract your Total Prices from your 40% Dollar Figure

Step 5: Adjust quantities until you get the Less Total Order as close to zero as possible

Step 6: Place your orders in the Popcorn and Nuts for Scouting Order Systems

**#Limit of 3 cases for Show and Sell**

**\*Limit of 2 case for Show and Sell**

## Camp Bucks Program

By selecting to participate in the Camp Bucks program the Scouts listed below have declined to participate in the Prize Mania Program offered through Camp Masters and are ineligible for the No Prize option. It is understood that: **1)** Camp bucks may only be used for Pennsylvania Dutch Council Camps or Programs including Summer Resident Camp, Summer Day Camps, NYLT, Council High Adventure, district camporees and events; **2)** These Camp Bucks must be used or applied prior to January 1, 2022; and **3)** These Camp Bucks cannot be redeemed for cash.

Any questions or issues with redeeming Camp Bucks should be directed to Scott Arnold at 717-553-4208 or [scott.arnold@scouting.org](mailto:scott.arnold@scouting.org)

Camp Buck Amounts		
Prize Level	<u>Popcorn and Nuts amount</u>	<u>Camp Bucks Value</u>
Level 4	\$350	\$ 10.00
Level 5	\$450	\$ 15.00
Level 6	\$650	\$ 20.00
Level 7	\$850	\$ 30.00
Level 8	\$1,000	\$ 35.00
Level 9	\$1,500	\$ 55.00
Level 10	\$2,000	\$ 80.00
Level 11	\$2,750	\$100.00
Level 12	\$3,500	\$150.00
Level 13	\$4,000	\$175.00
Level 14	\$5,500	\$200.00

Unit Contact Name: \_\_\_\_\_ Unit Type: \_\_\_\_\_ Unit Number: \_\_\_\_\_  
(Pack, Troop, Crew)

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Scout information

F.Name	L. Name	Address	Phone	Total Sales	Camp Bucks

council  
only

received  
date

Sent date

Initials

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