



2023 POPCORN SALE LEADER GUIDE



Volume : September 2023

We are on the Web
scoutingvermont.org

Popcorn Information & Resources

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A Note From Your Council Popcorn Kernel

August 2023

Dear Unit Kernels & Leaders,

To call Vermont's weather of late "unexpected and unusual" might be a bit of an understatement. Let's give the citizens of our state some joy with an expected and usual event while we raise money for Scouting through the annual popcorn sale.

2022 was a successful sales year and we hope your unit will participate in this important fundraising event this year. Selling popcorn is a proven way to fund your unit's *Ideal Year of Scouting*. With just a little preparation and planning you can help your Scouts with advancement and fun.

What can you expect from this year's sale:

- A great assortment of top selling popcorn products and the ability for customers to include donations for summer camp camperships
- Great support and training for how to make your sale a success
- Outstanding financial return on your unit sales including a bonus for units that surpass targets based on prior sales amounts

It is hard to believe we are already into the second half of summer so here are some key dates:

- Show and Sell sign up August 21th
- Show and Sell orders are due to Council by August 25th
- Show and Sell pickup (one location statewide) will be September 15th
- The traditional take order sale will be September 16th through October 15th
- Popcorn deliveries (three sites statewide) will be on Friday November 10th



Whether you are a new Unit Kernel this year, or especially if you have many years of experience to share, plan to join us for one of the on-line training sessions we will be holding in September. We want you to meet the team and get all the latest information to help make this your best sale ever. Please feel free to contact myself or Laurie Sneed at laurie.sneed@scouting.org if you have questions or ideas.

Yours in Scouting,

Dan

Dan Manz, Popcorn Kernel



2023 FALL
POPCORNSALE



BOY SCOUTS OF AMERICA
GREEN MOUNTAIN COUNCIL

2023 FALL PRODUCT UNIT TIMELINE



SHOW N SELL SIGN UP DUE AUGUST 21ST, 2023
SHOW N SELL ORDER DUE BY NOON, AUGUST 29TH, 2023
 (IN ORDER TO PARTICIPATE IN SHOW N SELL ORDER MUST BE RECEIVED BY THIS DATE)

TAKE ORDER SIGNUPS & BUDGETS DUE SEPTEMBER 1ST, 2023

All 3 Popcorn Kernel Training will be Zoom
6:30pm to 8:30pm

Wednesday, September 6th, Thursday, September 7th Wednesday, September 13th

Unit Kickoffs	Start September 8th
Show N Sell Pickup	September 15th Jet Envelope
Take Order Sale Starts	September 16th
Product Sale Ends	October 15th
Popcorn Take Order & Prize Summaries Due	October 19th
Counts as 2% of Unit Commission	
High Achiever Prize form & Full Sheet Copies Due	Nov 3rd
Take Order Pickup	November 10th
Show N Sell & Take Order Full Payment Due at Pickup	November 10th

**REMEMBER, SCOUTS ARE ASKED NOT TO
 BEGIN SELLING UNTIL SEPTEMBER 16TH,
 AND NOT AFTER OCTOBER 15TH**

YOUR POPCORN KICKOFF

A great popcorn sale starts with a great popcorn kickoff! Follow these simple steps to start your popcorn sale with a BANG and motivate your Scouts, parents and other volunteers.

1. **Set the Agenda.** Think of things that are fun and fast-paced. This helps build energy and excitement for the popcorn sale. Scouts will leave ready to earn their way selling delicious popcorn!

- Grand Opening (5-10 Minutes) Play Music; play games have fun.
- Share your Scouting Program & Upcoming Adventures (5-10 Minutes)
- Train your Scouts – Explain different selling methods (5-10 Minutes)
- Showcase Scout Rewards (5 Minutes)
- Review the Safety Tips (5 Minutes)
- Big Finish Have last years top sellers throw pies in leaders face!

Send everyone home motivated to sell!!



1. **Ask for Help.** Enlist others to help you pull off a fun and exciting popcorn kickoff! No need to try and take it all on yourself.
2. **Know Your WHY.** Share the exciting Scouting Program that this fundraiser will support. Talk about the activities and what the Scouts will experience. And reiterate that it can all be paid for by POPCORN! (See pg 4 for additional info to share.)
3. **Review the Forms.** Show Scouts the forms they'll be using in detail so they understand how to use them to promote the products and capture orders.
4. **Build their Profile.** Have each Scout register or update their profile at CAMPMASTERS.org.
5. **Ready to Sell!** Add CAMP MASTERS to their phones.
6. **Sharing is Caring.** Explain how they can share their CAMP MASTERS profile link with friends, family and through social media.
7. **Cover What's Critical.** Spend some time explaining the different ways to sell, key dates for the program and show and sell locations.
8. **Focus on the Goal.** Motivate Scouts to take on the Unit Scout goal and to pick an awesome prize as part of their goal!
9. **Create a Memory.** End the night with a fun and memorable event. Scouts love to be part of the action. And they always love a good pie to the face of their Unit Leader!



BEST SELLER TIPS

Successful popcorn sales do not rely solely on “cuteness”. It comes down to:

- Establishing a clear goal.
- Organizing a plan to reach this goal.
- Executing the steps of this plan with determination.

Consistency -- not cuteness -- gets you to the finish line. This guide is designed to help you every step of the way.

In the following sections, you'll gain insight into the various tools and resources available to you. Remember to adapt these for the COVID-19 guidelines in your area.

TOP TIPS FOR SALES SUCCESS!

Show your pride for Scouting. Wear your clean, neat uniform. Share with customers why you love being a Scout and what the popcorn fundraiser supports. Be polite, professional and respectful towards others and the property you are on. You are an ambassador of the Scouting movement. Don't just sell popcorn. Show your customers what Scouting has done to help you grow.”

Set a clear goal. Whether it's an amount you need for an activity or a specific prize you want to earn, be sure to set a clear sales goal prior to the start of the popcorn sale.

Practice ahead of time. Know your CAMP MASTERS script and develop your skills in making conversation, greeting strangers and engaging others with your storytelling. Learn how to take a personal interest in people of all ages. Finally, be ready to address common objections like “I don't have cash” and “popcorn has too many calories.”

Give customers options. Know your products and be able to comfortably explain the value of larger products to your customers. This includes offering the military or food bank donation options for those who don't like or want to purchase popcorn.

Never give up. Ask those you meet to support the Scouts through popcorn. Help them understand you're earning your way to exciting opportunities. Don't be afraid of those who may say “no” because every no eventually leads to a yes!

Always be prepared. Have a filling meal, get a good night's rest and do something fun to energize you before heading out to sell. This helps you excite customers about Scouting and popcorn. Wear some bright, colorful shoes to spark conversations. You'd be surprised how well this works. And don't forget to stay hydrated!

HOW MUCH POPCORN TO SELL

The mission behind the unit program planning philosophy is to help Scouting units fulfill young people's need for adventure and deliver on this promise. Units that operate under an annual program plan, that young people help construct, are proven to be more successful and make a more profound impact on the lives of their members. We promise young people the most exciting adventures they can imagine, and we had better be prepared to make it happen. How do you get buy-in and commitment from your unit's families when it comes to annual programming and fundraising needs? Your answer to this question is the key factor to the level of success your Scouting program will enjoy.

Brainstorming Ideas to Get You Started - The unit might plan and fund some of the following:

<u>Program Ideas:</u>	<u>Other</u>
<u>Considerations:</u>	
Summer Camp	BSA
Registrations & Life Magazine	
Cub Scout Council Events	Meeting Supplies/Awards &
Recognitions	
Monthly Unit Activities	Den/Patrol Expenses/Training
Courses	
Pinewood Derby	Unit Equipment
Patrol/Den Activities	
Uniforms/Personal Camping Equipment	
Assistance for Low-income Scout Families	

Once there are several ideas under consideration, filter them to allow the most realistic ones to surface. Be cautious not to discount Scouts ideas. Do provide them with enough information to decide which are most in creating their best program year.

Next, add key dates to a unit calendar that will be shared with Scouts and parents. Be sure to account for vacations, holidays and other school functions.

You now know what you're doing and when. It's time to budget! You can use the planner to help you organize activities and determine your fundraising goal.

Scouting teaches Scouts to earn their way. And a organized popcorn sale helps them learn to plan and meet their goals. Studies show your Scouting families appreciate a well planned sale that helps them coordinate it within their already busy lives.

Show them how the Unit and Scout sales fund the planned activities within the program. Present them with a clear fundraising goal. And offer an approach that allows them to achieve their goal.

A little time spent organizing now, means more participation and success in the fall!

“Keep the Change” Camperships

Did you know that Green Mountain Council distributed over \$10,000 in camperships in 2023..... During the 2022 Fall Popcorn Sale units raised over \$1,700 towards the 2023 campership program!!!

Do you know any scouts that need help going to summer camp next year? Here is an opportunity for your unit and their customers to help needy scouts across Vermont go to summer camp in 2024.

Here's how it works:

- Say a customer purchases a Chocolate Drizzle for \$27 and says keep the change.
- Just like military the Scout would note donation on the take order form
- Units that report these campership donations would still receive the commission on this donation. In addition it would count towards Scout prizes.
- Remaining amount would be added to payment invoice.
- Then when applying for campership in 2024 (in the spring) the Scout would need to say that their unit participated in the Fall 2023 popcorn sale.
- 100% of these campership donation proceeds will be distributed to Scouts from units that sold popcorn in the 2023 Fall Popcorn Sale
- The IRS does not allow for direct donation distribution to the Scout from their sales, otherwise they would have to pay tax on it.
- The funds would be used completely each year with no carry over to the next year.



Keep the Change for Camperships

Customers that say
“keep the change” from
their popcorn purchase
can now help needy
Scouts go to summer
camp in 2024.

Show N Sell Tips



- ☐ Show N Sell should be outside (Can use a popup tent or tarp)
- ☐ Have sale signs or banners
- ☐ Use 2 folding tables one in front of other to create 6 feet spacing
- ☐ Limit the number of Scouts & Adults at anytime to 2 each (same family) - Rotate every hour or so to minimize contacts
- ☐ Wear uniforms
- ☐ Have a product list taped to table good idea to laminate so can be cleaned
- ☐ Assign one person to handle money and one to handle popcorn
- ☐ Do not shake hands with customer, Say thank you!

- Use Take Order forms from prior years – Call customers & ask them to buy this year
- Drop off order forms at local business with envelope to collect payment – pick up later
- Sell at houses of people you know (Neighbors & Family)
- Canvas neighborhoods with the door hangers
 - Put door hanger on door, ring bell and then stand back at least 6 feet
 - If they answer point to hanger and explain popcorn sale
 - Give them opportunity to order immediately and pay at the same time
 - Or tell them they can mail order.

Say
**THANK
YOU!**

- ❖ Always wear uniform
- ❖ Never sell alone
- ❖ Sell with parent or one other scout not big group
- ❖ Never go into anyone's home; stay on sidewalks or driveways
- ❖ Wear masks
- ❖ Use hand sanitizer frequently
- ❖ Can use fishing pole idea for extending reach

Be Prepared
Do your Best!

Door to Door Selling Tips

Take the Popcorn Challenge

Sell \$850
EARN THE BONUS PRIZE

Selling Tips

- CONTACT LAST YEARS CUSTOMERS
- GIFTS FOR TEACHERS, AND NEIGHBORS & COWORKERS,
- COLLECT PAYMENT WHEN TAKING THE ORDER-CHECKS ARE MADE OUT TO UNIT

Weekend

BLITZ DAY

Challenge your fellow Scouts to see who can sell the most!



Friday

SELL TO COWORKERS

Ask your Mom & Dad to take You or a form to their workplace

Thursday

SELL TO RELATIVES

Call your Grandparents, Aunts & Uncles and ask if they want to support Scouting!

Tuesday

SELL TO NEIGHBORS

On both sides of your house & across street

Wednesday

SELL TO LOCAL BUSINESSES

Wear your uniform and go to banks, realtors & other service clubs. Leave a form to pick up later.

Monday

SELL TO MOM & DAD

Make sure they get your favorite!

Fill Your Order Form

HELP PAY FOR YOUR SCOUTING PROGRAM AND EARN A \$10 SCOUT BUCK TOWARDS SUMMER CAMP

Did You Know?

- LESS THAN 20% OF HOUSEHOLDS HAVE BEEN ASKED TO SUPPORT SCOUTING
- SCOUTS HAVE REPORTED SELLING AS MUCH AS \$300 IN AN HOUR
- MOST PEOPLE WHEN ASKED WILL SUPPORT SCOUTING!

Units are encouraged to commit a percentage of their commission to individual Scouts in the form of program fee reimbursement, a special unit outing, or camp. They also should have some way of recognizing their unit's top sellers.

Online Selling Tips

Online sales are going to be a bigger part of the popcorn sale this year. Here are a few tips for creating a great impression with your community online.

- The most important aspect is the Scout profile it is important to see a smiling Scout face and well composed bios
- Work with your Scouts to ensure safety and a good picture
- Help them signup through your unit page on CampMasters

1. Primary online customer family & friends who live far away
2. Parents can forward to their online contacts too.
3. Plan on a "sharing" Day that Scout shares online page weekly
4. Remember product is more on the online sales site
5. Free shipping to customers
6. Commission for unit is 29%
7. Online sales count towards Scout prizes



Setting Up Scout Profile for Online Sales

It is important to make a strong first impression by having a rock star bio and personal photo. Here are some tips and a template to help you out.

Consider these questions before you begin writing your profile bios.

- ◆ Why did you become a Scout?
- ◆ Why are you fundraising?
- ◆ How will my purchase support Scouting?
- ◆ What will my donation be used for?
- ◆ What does my support mean to you?

Remember, you're not just listing a bunch of facts. You're telling the story of your personal experience of Scouting, why you're fundraising and what their donation will support.

A story has 3 parts: the beginning, the middle and end. And you're the hero of this story! Here's a template you can use to write your bio.

Hi and thanks for visiting my popcorn page.

My Scouting adventures began at the age _____

I became interested in Scouting because _____

My biggest accomplishment/adventure so far is _____

I'm currently fundraising to earn my own way to _____

Your popcorn purchase here is a donation that helps me and my fellow Scouts _____

Your support means very much to me because _____

You'll help me out today, won't you?



SAMPLE ONLINE PRODUCTS 2023 AVAILABLE ONLINE

TO SCOUTING



Caramel Popcorn Two Pack

\$40 | \$24 returned to scouting

Mouthwatering taste of delicate, crispy gourmet caramel popcorn.

10oz each



Supreme Caramel with Almonds, Pecans & Cashews

\$35 | \$21 returned to scouting

Buttery sweet gourmet caramel corn with nuts.

18oz



Chocolate Drizzled Caramel

\$35 | \$21 returned to scouting

Buttery gourmet caramel popcorn with chocolate drizzle.

14oz



Sea Salt Popcorn

\$30 | \$18 returned to scouting

Light & crispy with a hint of sea salt. 35 calories per cup.

3.7oz



White Cheddar Popcorn

\$30 | \$18 returned to scouting

Cheesy goodness of white cheddar on light, crispy popcorn.

5oz



Movie Theater Extra Butter + White Cheddar Popcorn

\$75 | \$45 returned to scouting

Cheesy, delicious white cheddar and EXTRA buttery flavor popcorn.

5oz / 22 pack



Caramel + White Cheddar

\$40 | \$24 returned to scouting

Buttery caramel and white cheddar cheesy.

10oz / 5oz



Caramel + Supreme Caramel

\$50 | \$30 returned to scouting

Buttery caramel popcorn two ways - with or without nuts.

10oz / 18oz



Movie Theater Extra Butter + \$30 Military Donation

\$75 | \$45 returned to scouting

EXTRA Buttery flavor just like the movie theaters.

22 pack



\$50 Military Donation + Sea Salt Popcorn

\$65 | \$39 returned to scouting

Light & crispy with a hint of sea salt with a \$50 military donation.

3.7oz



\$25 Military Donation + Caramel Popcorn

\$45 | \$27 returned to scouting

Buttery caramel popcorn with a \$25 military donation.

10oz



\$25 | \$30 | \$100 Military Donations

Product Line Up

Product

Retail Price

**Military Donation Gold Level	\$50
**Military Donation Silver Level	\$30
Tasty Trio Tin Chocolately Pretzels; Sweet & Salty Kettle Corn, Chocolate Caramel with sea salt candy	\$55
**Cheese Lovers Collection White Cheddar Cheese Corn; Yellow Cheddar Cheese Corn Zesty Cheesy Salsa Popcorn	\$40
Movie Theater Extra Butter Microwave 22PK	\$27
Chocolate Drizzled Caramel Tin	\$27
**Supreme Caramel Crunch w/Almonds, Pecans & Cashews	\$25
**Classic Trail Mix	\$23
**Extra Butter Roasted Summer Microwave 14PK	\$23
**Cinnamon Crunch Popcorn Bag	\$20
**White Cheddar Cheese Corn Bag	\$20
Sweet & Salty Kettle Corn Microwave 12PK	\$20
Chocolate Pretzels Bag	\$20
**Caramel Corn	\$13
**Purple Popping Corn	\$13
** (Show N Sell options)	



Fundraising for the future!

Keller Prize Incentive Program

Keller popcorn prize company is returning in 2023. They have more new choices of prizes with in the levels and more prize levels.

- ♦ Sell \$100 get patch
- ♦ You can earn a series of 3 pins to put on your patch - Sell 2 Military Donations; Sell 2 Online Sales and the final pin is earned by Selling over \$1,500.
- ♦ Descriptions of prizes available at www.kellerprizeprogram.com
- ♦ No multiple prizes. Each scout picks one prize at the level of his take order sales total only.



- ♦ No combining of sales with other scouts to earn prizes.
- ♦ Parents permission required to order a knife.
- ♦ Online sales count towards popcorn prizes.
- ♦ Simple to manage, total the prizes on the excel sheet list each boy and his prize and then enter the prize order on the Keller website. Link to the order page will be on the unit page on the Campmaster webpage.

Popcorn Kernel Training Incentives

If the Unit Kernel attends one of the zoom trainings and the Unit retail sales are between \$3,000 and \$5,000 \$25 will be put into the Unit Account, at the Council Store. If the Unit Kernel attends the zoom training and the unit sells over \$5,000 then \$50 will be put into the Unit Account. These rewards are based per unit, not per attending person. All of the deposits into the Unit Accounts will happen after the sale is over and payment has been made.

CAMP MASTERS PROGRAM ALTERNATIVE TO SCHOLARSHIP FUND

- ⇒ Established a Visa Rewards Card Program to award high sales
- ⇒ Current Scouts in the 6% scholarship fund can continue through CM They must submit past sales achievement to CM (See instruction sheet)

CAMP MASTERS High Achiever Prizes

CAMP MASTERS has rewards to motivate and congratulate Scouts who sell \$3000 or Up! Choose a prize below and GO FOR IT!

High Achiever prizes are not cumulative!



\$3,000 Sales Achievement - Choose the NEW Camping Package OR Visa Debit Card

2-person tent, 3W-200 Lumen COB LED Headlamp, 4x30 Binoculars, 6-in-1 Cooking Multi-Tool, Cooler Chair Backpack, Metal Campfire Mug w/BSA Branding and Sleeping Bag

Download Prize Form



Reward equaling 4% of Total Sales.
Example: \$3,000 would equal \$120 Visa Card. Visa cards are rounded to the nearest \$10 and may be sent via email.

DID YOU KNOW? Scouts Online Sales at PopcornOrdering.com count towards your prizes!

Sell \$400 online - and CAMP MASTERS will email you a \$10 AMAZON gift card!



\$850 Bonus Club Choice of 3 Different Prizes



When unit popcorn kernels conduct the kick off for the unit, they should **PRO-MOTE** the \$850 club

to create excitement. This will help increase sales of even the small units because if 4 scouts sell \$850 the unit retail sales would be a minimum of \$3,400. (This would earn the unit \$25 on the unit account, if the popcorn kernel attended training.) This is an easy way to increase unit's

sales. Even Scouts whose units did not participate in the Prize Program are eligible for the \$850 Bonus Club Prizes.

Every Scout who sells at least \$850 face-to-face **ONLY** take order sales will earn a choice of 3 different prize options from Keller Prize.

The prizes to choose from are a cooler chair backpack, Rosewood Multi-Tool w/case and Telescopic Fishing Pole w/Reel and case.

This is in addition to a reward of the Scout's choice from the Fall Sale Keller Prize Program.

- ♦ The Scout will turn in his full order form to the Unit Popcorn Kernel.
- ♦ Unit Popcorn Kernel will order correct prize when placing unit patch and prize order.
- ♦ \$850 club prizes will be shipped to the Unit Kernel with the rest of the Unit Prizes.



FULL SHEET PRIZE RETURNS

\$10.00 Scout Buck For 2024 Resident Camp!!!

Scout Bucks can be used for Day Camp Too.

The best thing about this FULL Sheet Prize is that Every scout who fills a sheet with 30 different household orders will earn a \$10.00 Scout Buck towards either 2024 Cub or Scout BSA Resident Camp or Day Camps throughout the state. The Popcorn Kernel should copy one of the Scouts full sheets and return all qualifying scouts form to Green Mountain Council Service Center. When copies of the full sheets are sent to the Council Service Center at the end of the popcorn sale, a scout buck will be filled out for each scout who filled a sheet and sent to the Unit Popcorn Kernel. Only Take order form sales count towards the Full Sheet Prize.

Unit's May choose extra 2% instead of Prizes

Or Unit's may decide to take an additional 2% instead of gift cards.

Some units take the option of additional commission instead of choosing the prize program. Units have the option of prizes or commission. The unit must choose at the time of signing up for the 2023 fall popcorn sale.

Even if units choose the extra 2% the Scouts within the unit will be eligible for the Bonus Prizes

including: patches, \$850 prize from the Keller Prize Incentive Program, as well as the Full Sheet Prize from Green Mountain Council and Campmasters High Achiever Prizes as well as the Alternative to the Scholarship program

The unit would still need to submit their prize form to laurie.sneed@scouting.org and enter their prize order online.



PATH TO ADVANCEMENT

Cub Scout Advancement Opportunities



TIGERS



Curiosity, Intrigue and Magical Mysteries

Create a secret code to use during your Popcorn Sale **(Req. 4)**



Stories in Shapes

Create an art piece advertising your Popcorn Sale **(Req. 1b)**



Tiger Tales

Create your own Tall Tale about your Popcorn Sale **(Req. 2)**



WOLVES



Howling at the Moon

Pick one of the four forms of communication **(Req. 1)** and create a Popcorn Skit **(Req. 2)**



Paws on the Path

Tell what the Buddy System is and why you need to use it during your Popcorn Sale **(Req. 2)**



BEARS



Baloo the Builder

Select and build one useful and one fun project for your Popcorn Sale **(Req. 3)**



WEBELOS



Art Explosion

Create a Popcorn Sale poster **(Req. 3f)** or a T-shirt or hat **(Req. 3g)** for display at your Show 'n' Sell



Build It

Create and build a carpentry project to advertise your Popcorn Sale **(Req. 2)**
List all the tools you used to build it **(Req. 3)**
Check which ones you've used for the first time **(Req. 4)**



Movie Making

Create a story about your Popcorn Sale and do ALL requirements for Movie Making **(Req. 1-3)**

Merit Badge Opportunities



Art

For requirements 5a – Produce a Popcorn Sale poster for display



Communication

For requirement 2b – Make a Popcorn Sales presentation to your counselor
For requirement 6 – Show your counselor how you would teach others to sell Popcorn



Digital Technology

For requirements 6d – Create a report on what you and your troop can do with the funds earned from selling Popcorn



Graphic Arts

For requirements 3 and 4 – Design a poster for use during the Popcorn Sale, and follow the various steps described for ONE of the printing methods to produce copies of the poster



Journalism

For requirement 3d – Create a 200 word article about your Troop's Popcorn Sale



Movie Making

For requirement 2 – Create a storyboard and video designed to show how to sell popcorn



Personal Management

For requirements 5, 8, 9 – Define your Popcorn Sales Goal. Create a plan, and make a calendar for how you will achieve your goal with all your other activities



Photography

For requirement 5a, b, f – Take photographs of popcorn, Scouts selling popcorn, and other activities related to the sale. Then, arrange the prints with captions to tell a story of the sale **(Req. 7)**



Plant Science

With Counselor permission, use Trail's End educational materials to show how popcorn hybrids are grown and processed **(Requirements 8a and 8b-Corn Option)**



Public Speaking

For requirement 2 – Prepare and give a speech to your troop describing the benefits of the Popcorn Sale to the troop



Salesmanship

All requirements for this merit badge may be completed through the Popcorn Sale



Truck Transportation

For requirement 10 – Describe what kind of truck would be needed to ship popcorn from the factory to your Council, tell how the popcorn would be packed, estimate the time for the trip and explain what would be the best way to unload the shipment

SPECIAL INSTRUCTIONS FOR CHOCOLATE POPCORN:

Do not store the popcorn at temperatures above 75 degrees Fahrenheit; 65 degrees is ideal if possible.

Do not store in direct sunlight.

Do not handle in a rough manner.

Do not store the product in damp conditions or against a damp wall

Popcorn Pick Up

This year, the popcorn delivery sites for pick up are projected to be the listed locations below. These are subject to change:

Rutland

Williston

Barre

Locations:

Pick up unit's popcorn along with other units/groups. Bring some other adults to assist in loading your order. Bring enough vehicles or a vehicle large enough to pick up your order. A good rule of thumb is a mid-size car holds 20 cases, a Jeep Cherokee holds about 40 cases, and a mini van holds 60 cases. Please plan accordingly. A Dock High Ryder type truck is the best for Large Orders.

**Popcorn
Pickup
Made
Easy**

Popcorn Pick Up Times



In order to make the Popcorn Pickup the most efficient possible, please schedule your popcorn pick up times with

your District Popcorn Kernel. The unit order is pulled and ready upon arrival, then the order is be verified with the Unit Kernel for its accuracy. Each delivery location has its own individual procedures. Please work with the District Popcorn Pickup Kernel to make sure what is the best

time and method for picking up the units popcorn product.

When picking up popcorn be sure to arrive at the scheduled pickup time.

Pay Unit Popcorn Invoice at Pickup

Invoices will be available to the Unit Kernel on the Wednesday prior to product pickup. Units should bring a Check which includes show n sell and take order amounts to the product pickup and pay for the popcorn at that time. The Unit has now completed all requirements with the Service Center and there is no chance of forgetting or having to pay late fees.



STANDARD COMMISSION PROGRAM

EARN UP TO 35%

- 29% Base Commission for Show N Sell & Take Order
- 1% Each for Signing Up to Sell by September 1st and Turning in Unit Budget
- 2% Extra Commission may be chosen instead of Prizes
- 2% for turning in Unit Popcorn Summary Order & Prize order by October 19th to GMC Service Center -Laurie Sneed .(Even if you choose extra commission instead of prizes unit must turn in prize order form.) Kernel must also submit orders online by October 19th.

INCREASE UNIT SALES OVER 2022

EARN ADDITIONAL COMMISSION

To Qualify:

- Unit must have sold at least \$1,500 last year*
- Unit must sell at least \$2,500 this year
- Then Unit must increase sales at least 7% over last year
- Unit will earn 7% of the increased amount

Example 1

- 2022 Sales = \$1,500
- 2023 Sales = \$2,500
- Increase of sales \$1,000 x 7%
- Extra commission \$70 Plus standard commission \$2,500 x 33% = \$825
- Total Commission \$895 Increase is \$495

Example 2

- 2022 Sales = \$10,000
- 2023 Sales = \$15,000
- Increase of sales \$5,000 x 7%
- Extra commission \$350 Plus standard commission \$15,000 x 33% = \$4,950
- Total Commission \$5,300 Increase is \$3,000



2023 UNIT COMMISSION STRUCTURE

Green Mountain Council

Questions- Please Contact Laurie Sneed

laurie.sneed@scouting.org or 802-244-5189

Green Mountain Council-Boy Scouts of America
2023 FALL POPCORN SALE

Container Price List to use when filling out Unit Order and Settlement Form

ITEM	CONTAINERS PER CASE	CONTAINER RETAIL \$	29 % BASE COMMISSION	2% Signup & Budget	2% FORMS Overtime	2% INSTEAD OF PRIZES
Military Support		\$ 50.00	\$ 14.50	\$ 1.00	\$ 1.00	\$ 33.50 \$ 1.00
Military Support		\$ 30.00	\$ 8.70	\$ 0.60	\$ 0.60	\$ 20.10 \$ 0.60
Tasty Trio Tin	1	\$ 55.00	\$ 15.95	\$ 1.10	\$ 1.10	\$ 36.85 \$ 1.10
3-Way Cheesy Cheese Tin	1	\$ 40.00	\$ 11.60	\$ 0.80	\$ 0.80	\$ 26.80 \$ 0.80
Chocolate Drizzled Caramel	8	\$ 27.00	\$ 7.83	\$ 0.54	\$ 0.54	\$ 18.09 \$ 0.54
22 PK Movie Theater Extra Butter Microwave	8	\$ 27.00	\$ 7.83	\$ 0.54	\$ 0.54	\$ 18.09 \$ 0.54
Supreme Caramel Crunch With Nuts	8	\$ 25.00	\$ 7.25	\$ 0.50	\$ 0.50	\$ 16.75 \$ 0.50
Classic Trail Mix	8	\$ 23.00	\$ 6.67	\$ 0.46	\$ 0.46	\$ 15.41 \$ 0.46
14 PK Roasted Summer Micro	8	\$ 23.00	\$ 6.67	\$ 0.46	\$ 0.46	\$ 15.41 \$ 0.46
Cinnamon Crunch	8	\$ 20.00	\$ 5.80	\$ 0.40	\$ 0.40	\$ 13.40 \$ 0.40
White Cheddar Cheese Bag	8	\$ 20.00	\$ 5.80	\$ 0.40	\$ 0.40	\$ 13.40 \$ 0.40
12 PK Sweet & Salty Kettle Microwave Popcorn	8	\$ 20.00	\$ 5.80	\$ 0.40	\$ 0.40	\$ 13.40 \$ 0.40
Chocolate Pretzel Bag	9	\$ 20.00	\$ 5.80	\$ 0.40	\$ 0.40	\$ 13.40 \$ 0.40
Purple Popping Corn Jar	6	\$ 13.00	\$ 3.77	\$ 0.26	\$ 0.26	\$ 8.71 \$ 0.26
Caramel Popcorn	12	\$ 13.00	\$ 3.77	\$ 0.26	\$ 0.26	\$ 8.71 \$ 0.26

(***YOU WILL BE ABLE TO GO TO YOUR UNIT WEB PAGE AND PRINT AN INVOICE THAT WILL REFLECT ALL THE COMMISSION THAT YOUR UNIT IS ELIGIBLE FOR ON WED, NOVEMBER 8TH SO THAT PAYMENT CAN BE MADE AT THE POPCORN PICKUP NOV 10TH

Reminder Only ONE (1) Check for full amount per Unit.

Late fees for Payments received starting November 17th, 2023

1 to 30 Days Late	3%
31 to 60 Days Late	8%
Over 61 Days Late	Sent to Collections

Any Questions????
Laurie Sneed
802-244-5189 or
lsneed@bsaemail.org

Order Containers instead of a Case

You will be allowed to order by container on your order. After the Order is sent in, a shipping and handling fee will be included on any additional popcorn ordered. **Please double-check your orders.** This is why the summary forms are required, so that we can verify that your Unit has ordered the correct amount of popcorn. The unit is responsible for any extras. There are **NO RETURNS** for either Show N Sell or Take Order.

Training Aids and Resources to help Kernels:

The following links to help kernels with the unit popcorn sale will be available to view and use on the scoutingvermont.org/popcorn.html website page. Scroll down the page to see Sale Resources.

- | | |
|--|---------------------------------|
| ⇒ The Unit Kernal Guidebook | |
| ⇒ Popcorn Timeline | |
| ⇒ Top Salesman Pledge | ⇒ Take Order Form |
| ⇒ Parent Handout Form | ⇒ Case Price List |
| ⇒ Unit Kickoff Presentation | ⇒ Excel Order Form for Popcorn |
| ⇒ Kernel Popcorn Skit | ⇒ Excel Order Form for Prizes |
| ⇒ Helps to Load Scouts into Campmaster | ⇒ High Achiever Form |
| ⇒ 2023 Scouts Only Sales Tools Guidebook | ⇒ How to place unit order Video |
| ⇒ Fill a Sheet Flyer | |
| ⇒ Scout Business Card Template | |
| ⇒ Using Credit Card App Video | |
| ⇒ Unit Commitment Power Point | |

Online Sales

It is the Unit's decision whether or not to use this option. On line Sales is where Scouts ask customers who live faraway to purchase popcorn online and get it shipped directly to their house. This method of selling comes in handy when relatives live outside of your delivery area, such as Grandparents living in California. These customers receive an email request from their grandson/Scout with a link to the popcorn website where they can order pop-

corn. By using the link it is credited to the correct Scout and Unit.

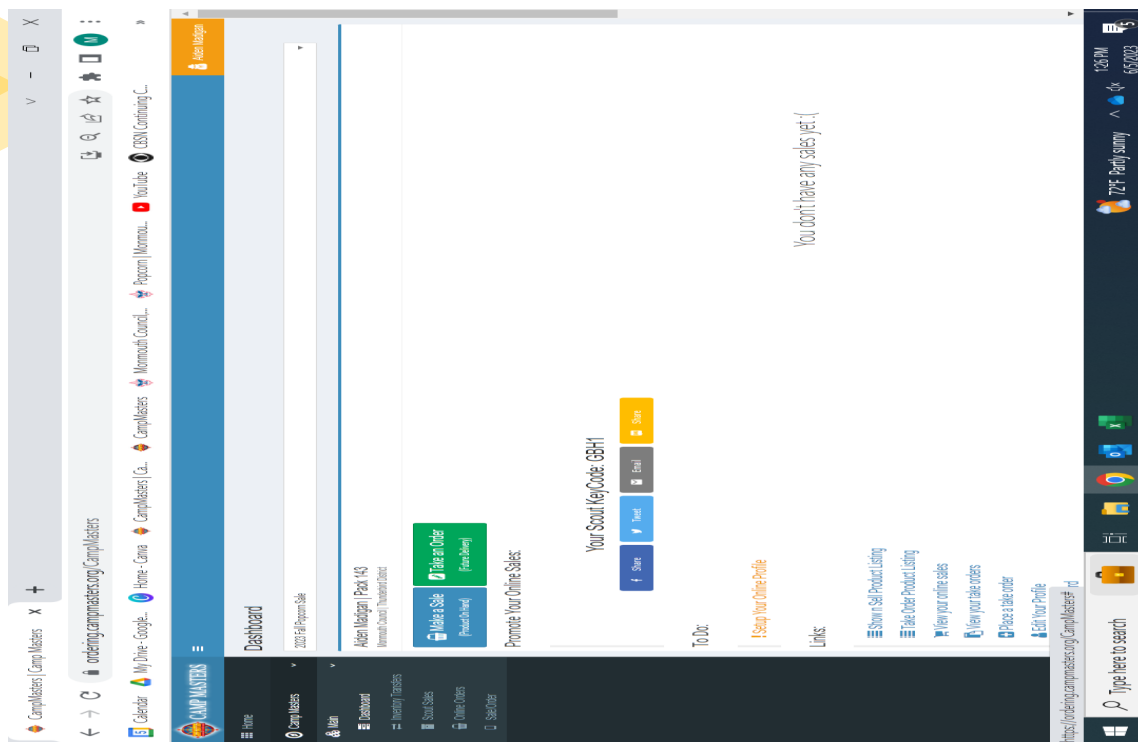
This method is **not generally** recommended for local use. Due to the increased cost of this program, the commission structure is not the same. The unit share of the commission for the online sales is 29%. The customer pays for the popcorn online and the commission is then applied to the Unit Invoice for Show N Sell and Campmasters. Online sales will count

towards the prize program Leaders get their instructions for using the online sales from the Unit Leader's Reference Guide or the new App online instructions.

Due to the continuing COVID Virus we expect that more units and scouts will be still participating in the online Sales.

ACCEPTING CREDIT CARDS

Scouts CAN NOW ACCEPT CREDIT CARDS
when **SELLING DOOR-TO-DOOR**





CAMP MASTERS

Popcorn Ordering System

Scout's Register / Find Your Account Here!

All other users contact your Council for access.

Email*

Password*

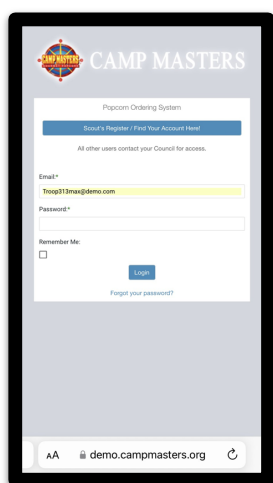
Remember Me: ☐

[Forgot your password?](#)

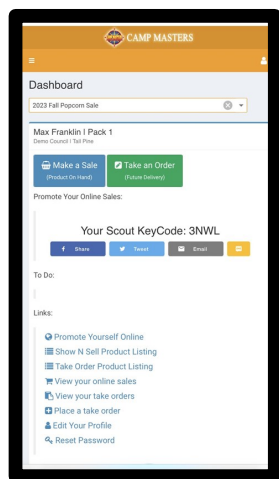
TAKE ORDERS by Cash and Credit Cards

SCOUTS, PARENTS & LEADERS

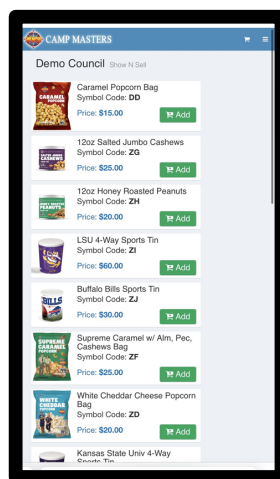
Follow these instructions to easily take orders and payment on your smartphone.



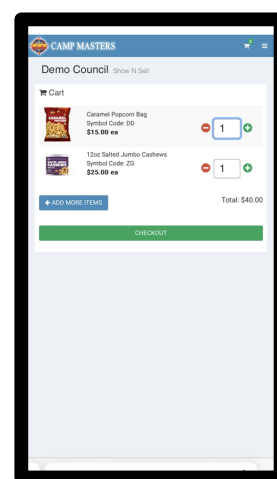
Login to CAMP MASTERS Dashboard



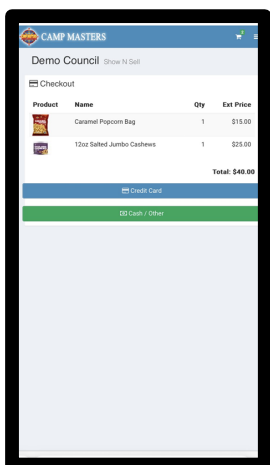
Click "Place a Take Order" from the dashboard



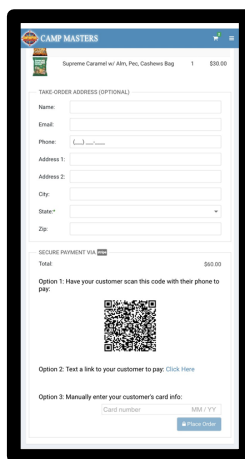
This will take you to the products page. Scroll down to find the requested product. Then click "Order" to add the item to the shopping cart



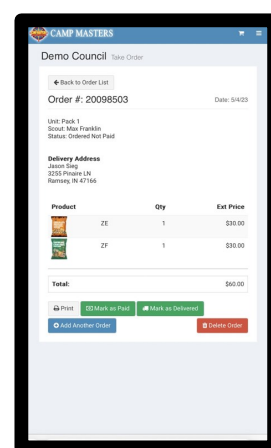
Scroll down to find the requested product. Then click "Order" to add the item to the shopping cart.



A confirmation window will appear. You can either take cash or Credit card for payment



To take payment, you can:
1. Have the customer scan QR code for them to enter payment.
2. Text them so they can enter payment.
3. Enter Information manually.



Mark as paid and delivered if applicable.



CAMP MASTERS
GOURMET POPCORN

Popcorn Resources

Reports & Forms



CAMP MASTERS PROGRAM ALTERNATIVE TO SCHOLARSHIP FUND

We offer an alternative program to the scholarship program. CM have established a Visa Rewards Card Program to award high sales achievement at the \$3000 level. There is extra value in this type of program as the Scout gets the reward immediately and it can be used for anything (with ATM withdrawal option). With a scholarship-type program, if the Scout chooses not to further their education after high school then they forfeit the entire scholarship fund.

As a courtesy to our customers, for Scouts that are current participants in a 6% scholarship fund through past sales achievement with another company, they can continue to receive benefit through CAMP MASTERS or receive the CAMP MASTERS prize at the corresponding level, they will not receive both.

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

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

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

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

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

Ramsey Popcorn Co. Inc.
5645 Cross Valley Rd. NW
Ramsey, IN 47166

DATE: 12/19/19

CAMP MASTERS HIGH ACHIEVER PRIZE FORM**PRIZE FORM DUE TO UNIT LEADER AT END OF SALE**

To order, the following information MUST be printed **LEGIBLY** or typed. Altered forms will not be accepted.

Parents & Scouts Please fill out this Section for 2023 SALES

Scout's

Name _____ DATE _____

Email

Address _____

TOTAL SALES \$ _____ Age _____

Please submit Order Forms to your Unit Leader to verify sales.

SELECT ONLY ONE PRIZE BELOW!**UNIT LEADER ORDER FROM COUNCIL**

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

Please submit Scout Order Forms to Council to verify sales.

☐

I SOLD \$3000 or more of Popcorn this Year! – (check 1 box only) Visa Card - 4% of total sales

Example: \$3000 = \$120 visa card/e-card (card rounded to nearest \$10)

OR

☐

Description: High Achiever Camp Package contains: 2-Person Tent, 3W-200 Lumen COB LED Headlamp, 4x30 Binoculars, 6-in-1 Cooking Multi-Tool, Cooler Chair Backpack, Metal Campfire Mug w/ BSA Branding, and Sleeping Bag. Image not to scale, items shown larger to show detail.

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

District _____ Unit type and Number _____

Unit Leader or Kernel signature _____

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

Council Name _____ City / State _____

Council Office Authorization Signature _____

Program Rules & Regulations

1. Scouts who sell \$3000 and up receive Visa Reward Card or Camping Package. MUST select **1** from list above.
2. Select ONE Prize only.
3. ABSOLUTELY NO COMBINING OF MULTIPLE SCOUTS ORDERS WILL BE ALLOWED. Verification of Sales through individual Take Order Forms is required.
4. Scout must attach Order Form when submitting this form to the Unit Leader.
5. Upon receipt of the signed form from the Council, the \$3000 prizes will be ordered and shipped directly to the Scout. **Incomplete or illegible forms will delay processing.**
6. Questions? Please contact your Council office.
7. **CAMP MASTERS WILL NOT ACCEPT FORMS AFTER 12/31/23.**

2023 POPCORN SALE



Important Popcorn Dates:

Sale begins on: _____

Popcorn Kickoff: Date _____ Location _____

Popcorn Pickup: Date _____ Location _____

Sale ends on: _____

Money turn in date: _____

Please make all checks payable to: _____



Sales Goals and Fun Adventures

Remember to "Do Your Best!" Practice selling with your Scout. See sample script below.

Our unit's popcorn sales goal is \$ _____

Each Scout's sales goal is \$ _____. By reaching this goal, the following will be paid for...



Here are a few of our upcoming Scouting adventures and some of the main reasons WHY our unit is fundraising:

- Date _____ Adventure/Activity _____
- Date _____ Adventure/Activity _____
- Date _____ Adventure/Activity _____

Unit Incentives

In addition to the prize program provided by the council, our unit is offering the following Scout incentives:

- Sell _____ and earn _____
- Sell _____ and earn _____
- Sell _____ and earn _____

Have questions about the Popcorn Sale?

Name _____ Email _____ Phone _____

Name _____ Email _____ Phone _____

Sample Scout Script

"Hello, my name is _____ and I'm with pack/ troop _____. I am trying to earn my way to _____ and support our camp programs. I have many DELICIOUS flavors of popcorn and _____ is my favorite because _____. Can I count on your support to help fund my adventures?" (Hand pen and Order form to customer)

then you have completed your presentation, be sure to thank everyone, even if they didn't buy anything!



SCOUTS GOT GOALS!

Check off the boxes as you complete each activity with your family.

1 ☐ MY GOALS

My personal goal is: _____

My unit's goal is: _____

Goal setting is the first step to making dreams a reality.

Look at the CAMP MASTERS Prize Program with your family, think about your goal, and pick a reward to try for.

2 ☐ DECISION MAKING

Decide how to reach your goal. Who do you want to sell popcorn to?

Practice decision making by choosing who to reach out to first and in what way. Write a list or draw a picture of the people you'd like to sell popcorn to. Put a star by your first customer!

MY CUSTOMERS



3 ☐ MONEY MANAGEMENT

Practice with money.

Use your math superpowers to count and identify coins and bills with a grownup in your life. Don't worry if you need help at first—that's what your family is for.

4 ☐ PEOPLE SKILLS

Learn to talk to customers.

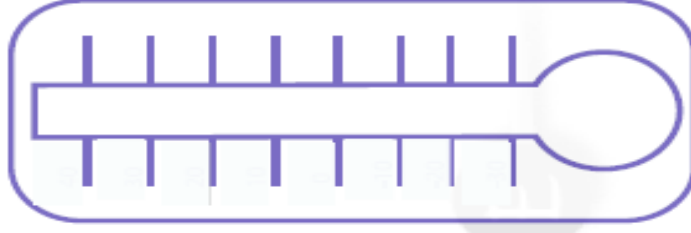
Ask a family member to pretend to be a customer. Many customers would like to learn about your popcorn goal and what your Pack/Troop might do with the money.

5 ☐ BUSINESS ETHICS

Think like a Scout.

The Scout Law reminds us to be responsible for what we say and do. You can do this by keeping track of orders and turning in money on time.

IMPORTANT DATES



District
Pack
Troop
Other

Popcorn Kernel _____
Address _____
Daytime # _____
Email _____

[illegible]

Prize Order Form Fall Product Sale 2023

 Prize Ordering Website: www.kellerprizeprogram.com

 Council ID: **592GMC**

 Council Name: **Green Mountain Council**

 Unit Type: Pack / Troop / Crew / Post
(circle one)

Unit # _____

 Council Headquarters City: **Waterbury, VT**

Retail Sales Dollars \$ _____

District Name: _____

of Scouts Selling _____

Shipping Address
Mailing Address (If Different than Shipping Address)

Name: _____

Name: _____

Street: _____

Street: _____

City: _____ State: _____ Zip: _____

City: _____ State: _____ Zip: _____

Phone: _____

Email: _____

Description	Order	Description	Order
Level 1		Level 7 - Sell \$1,300	
0.1 Popcorn Sale Patch - Sell \$100	_____	24 Hydration Pack 2L	_____
0.2 Online Sale Pin - Sell Two Orders Online	_____	25 126 Piece Tool set	_____
0.3 Military Sale Pin - Two Military donations	_____	26 Zing Bow w/4 Arrows Assorted Colors	_____
0.4 Top Seller Pin - Sell over \$1,500.00	_____	27 2 Person Waterproof Tent	_____
		28 Grab Bag G	_____
\$850 Bonus Club		Level 8 - Sell \$1,650	
0.5 Rosewood Multi-Tool w/Case	_____	29 LEGO Batman-Batcycle	_____
0.6 Cooler Chair Backpack	_____	30 Swiss Army Fieldmaster Knife	_____
0.7 Telescopic Fishing Pole w/ Reel & Case	_____	31 HEXBUG VEX Motorized Robotic Arm	_____
Level 2 - Sell \$350		Level 9 - Sell \$2,100	
1 Knife/Fork/Spoon Combo w/Bottle Opener	_____	32 HEXMODS Pro Series Elite	_____
2 Cinch Backpack w/BSA Branding	_____	33 LEGO Hogwarts Magical Trunk	_____
3 Watt 200 Kumen COB LED Headlamp	_____	34 North Face Stalwart Backpack	_____
4 Watch/Pedometer-Assorted Colors	_____	Level 10 - Sell \$2,600	
Level 3 - Sell \$475		35 LEGO Ariel's Underwater Palace	_____
5 Teal Dry Bag 5 Liter	_____	36 Skullcandy Wireless Earbuds	_____
6 Waboba Fly Pies 6" Silicone flying Disc	_____	37 Foldable Drone	_____
7 4x30 Binoculars	_____	Level 11 - Sell \$3,300	
8 Stuffed Animal w/BSA Branding	_____	38 Carrera DTM High Speed Showdown	_____
Level 4 - Sell \$600		39 LEGO Technic 2022 Ford GTO	_____
9 Zing Air Zooperball	_____	40 Coleman Sundome 4 Person Tent	_____
10 Duncan Limelight Yo-You	_____	Level 12 - Sell \$4,100	
11 LockBlade Knife w/BSA Branding	_____	41 Adventure Camp Package	_____
12 Catapult Plance w/Stickers	_____	42 Dart Zone Pro MK 3	_____
13 Grab Bag D	_____	43 LEGO The Justifier	_____
Level 5 - Sell \$775		Level 13 - Sell \$6,000	
14 PlusPlus Saturn V Rocket	_____	44 LEGO Technic 4x4 Mercedes-Benz Zetros	_____
15 5 PC Stainless Steel Mess Kit	_____	Trial Truck	_____
16 USB Rechargeable Headlamp w/Motion	_____	45 Carrera Evolution Supercars	_____
17 Air Hunterz Zano Bow w/2 Zarts	_____	46 Lionel Junction North Pole Central	_____
18 Grab Bag E	_____	LionChief Set w/Bluetooth	_____
Level 6 - Sell \$1,000		Parents Permission required and a Whittling Chip or	
19 80x80 Binoculars w/Case	_____	Totin' Chip to order a knife	
20 Telescope 40x Magnification	_____		
21 Multi Tool w/Shovel & Axe	_____		
22 Isee Freeze Pop w/Syrup	_____		
23 Grab Bag F	_____		

 List Scouts and their Sales total on back
See tab below

of Scouts Selling _____

Email: _____

Unit total Sales _____

Unit Training Materials

Each unit will receive at the popcorn training a Popcorn Sales Kit, which contains:

- ♦ Green Mountain Council Popcorn Sale Guide
- ♦ Military Donation Receipts
- ♦ Take order forms
- ♦ Unit Goal Posters
- ♦ Prize Flyers
- ♦ Money Collection Envelopes
- ♦ Product/Prize Order forms/Excel forms available online
- ♦ Family Fact Sheet Handout
- ♦ Unit Popcorn Kickoff Powerpoint
- ♦ Scout Popcorn Guide
- ♦ Campmaster's System Guide for Leaders
- ♦ There is also a virtual planner and email library for unit kernels to use at Campmasters.org

Take Order Sales Suggestions

A Scout, dressed in their uniform, equipped with take order form and an envelope goes to local business. The Scout asks to speak to the manager/owner. They ask if they can leave the take order form with the business name on that form and envelope to collect payment for a week so that employees can purchase popcorn and put payment in the envelope. Scout collects take order form and payment envelope in a week. Then when the product arrives the Scout takes that locations product and copy of the take order form and delivers it to the business for employees to pick up. This is a good method for the following reasons... Many sales but one delivery location and safety during this COVID time.

Business Suggestions:

Banks	Real Estate Offices	Restaurants	Factories
Town Offices	Fire Stations	Police Stations	Hotels
Car Dealerships	Doctors, Dentists & Eye Doctors		

Other take order sale options:

Be sure to take forms to Family, School, Church, Hair Salons, Post Office, Neighbors etc....

We are on the Web
scoutingvermont.org

The banner features a dark, starry background. On the left, two young boys are shown from the chest up. The boy on the left is wearing a tan Boy Scouts of America uniform with a red neckerchief and a green hat, saluting with his right hand. The boy on the right is wearing a blue and yellow Camp Masters uniform with a matching cap, also saluting. In the bottom left corner, there is a red and blue container of popcorn and a black bowl filled with popcorn. To the right of the boys, the text "So much more than Popcorn!" is written in a large, white, sans-serif font, followed by "Support local Scouts." in a slightly smaller font. Below this text, there are two logos: the Boy Scouts of America logo (a fleur-de-lis with an eagle) and the Camp Masters Gourmet Popcorn logo (a circular logo with a target design). Below the Boy Scouts logo is the tagline "Prepared. For Life.™".

So much more than Popcorn!
Support local Scouts.

Notes

SCOUTS POPCORN IS HERE!



**Green Mountain Council BSA
(802) 244-5189 Fax (802) 244-5259
PO Box 557
Waterbury, VT 05676**

**We are on the Web
scoutingvermont.org**

Campmasters.org