Dear Scout and Parents,

I am so excited to serve as your Popcorn Kernel this year. It’s my job to help you understand why we sell popcorn and to help you be successful throughout this sale.

**Why do we do this? What’s in it for us?**

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Description automatically generated This is our designated method for obtaining financial support from our community.

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Description automatically generated When we sell a lot of popcorn, our Pack can offer more activities for scouts, minimizing the need to ask for additional funds from families.

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Description automatically generated Skill development – through this process, our scouts learn 1) public speaking; 2) goal setting AND working hard to achieve a goal; and 3) personal responsibility.

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Description automatically generated As parents, we get to see our scouts be successful.

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Description automatically generated Sales can help defray the cost of annual dues (recharter fees) in the following ways:

- Scouts will have 10% of sales deposited into their scout account

- Sell **$1,000+** and that percentage moves from 10% to dues being completely covered

- $10 in scout account dollars for participation in a 2-hour Show & Sell shift

**What’s in it for my scout?**

Besides valuable skills, there is some extra FUN to be had!

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Description automatically generated **Patches!** Sell just one item for the 2023 Popcorn Sale Patch.

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Description automatically generated **Pins!** Military donations, online sales, and sales of $1,000 or more earn special pins

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Description automatically generated **Prizes!** All scouts can select prizes from the prize form. Assist your scout to set a goal

and help them work to achieve it. Access the prize page here.

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Description automatically generated **Riding in Style!** The top seller from each den *and* the top selling den (by average per scout) will ride on the Pack 15 float at the Jones Creek Christmas Parade. **A 2.4 mile value!**

**Icon

Description automatically generated If the Pack achieves sales and participation goals, some special incentives will be unlocked!**

**What are the ways can my scout sell?**

This year, we have three ways to sell. We know not all three ways will be possible for you and your family; we ask that 100% of you participate in **at least one way**.

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Description automatically generated **Online**: set up your scout’s online account, share the special URL and/or use your “business

card” and all sales are attributed to your scout.

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Description automatically generated **Door-to-door**: familiarize your scout with the products, use the paper form, the tips and script, and have fun!

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Description automatically generated **Show & Sell**: we will set up a display of products at local businesses in October. Scouts can sign up for two hours shifts.

**How does my scout sell online?**

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Description automatically generated **Set Up** your scout’s online profile at ordering.campmasters.org.

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Description automatically generated **Log In** and update your scout’s profile and picture; grab the online sale link and share!

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Description automatically generated **Reference** the Istrouma Area Council Scout Popcorn Guide for additional details & tips.

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Description automatically generated **Notes:** online orders ship immediately to customers; selections differ from Take Orders; prices are higher to account for packing & shipping

**How does my scout sell door-to-door (a.k.a. Take Orders)?**

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Description automatically generated **Complete** the top of your scout’s form, including goal/prize. Delivery date is after 11/15.

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Description automatically generated **Prepare:** always accompany your scout, wear Class A uniform, never sell at night, and don’t forget a pen/device/QR code (see below).

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Description automatically generated **Promote** spread the word at work and/or where you spend a lot of time; share on social media, and have your scout follow up.

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Description automatically generated **Receive payment:** you will need to submit payment for **100%** of your Take Order payments at the 10/18 Pack Meeting, less any credit card payments in Camp Masters. It is highly recommended to get payment at the time of sale. Payment options:

- Cash

- Checks made out to Pack 15 – note: checks will not be cashed until after 10/18  
 - Checks made out to you – if you prefer to submit a single payment on 10/18

- Venmo/Zelle/other payment apps to your personal account. These payments will need to be transferred and included in your cash/check payment on 10/18.

- and…

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Description automatically generated **…NEW FOR 2023!** Customers can pay viaCredit Card! In your scout’s Camp Masters account, you have two options:

- Option #1: download your scout’s QR code from their Camp Masters dashboard (the smaller **GREEN** button), print a copy or save to your phone, and have your customer scan the QR code at the time of sale. Verify the customer has added the correct product(s) and have them complete the credit card information.

- Option #2: Use the larger **GREEN** button found on the dashboard, add the correct product, and a QR code *specific to the purchase* will be generated. Have the customer scan from your device and complete credit card information. You can also text a code or receive payment manually

- Note: service charge = 2.9% of sale + $0.30

**How does my scout participate in Show & Sells?**

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Description automatically generated **Check** email for an announcement of Show & Sell locations and shifts.

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Description automatically generated **Sign Up** for shifts. Note: a scout’s parent or guardian must remain on site for the entire shift.

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Description automatically generated **Dress** in complete Class A

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Description automatically generated **Bring** some **BIG** energy and be ready to sell to strangers.

**Important dates**

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Description automatically generated **September 20 –** Official Popcorn kick-off meeting at monthly Pack meeting; **set up your online profile** and start selling!

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Description automatically generated **October (weekends) –** Show & Sell Dates; watch your email and our Facebook group for more details soon.

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Description automatically generated **October 18 –** Pack meeting: turn in your forms, money, and prize selections.

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Description automatically generated **November 15 –** Pack meeting: popcorn distribution date

If you have any questions, please reach out. Let’s get POPPIN!

**Lynn Livingston, Popcorn Kernel**

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