



2026 PRODUCT SALES

September 12th - October 23rd

LEADERS GUIDE



**SMOKED
SNACK
STICKS**



WELCOME

Hello Scout Leaders,

I am thrilled to announce the start of our annual product sales! This year, we have many exciting options for your unit: Popcorn, Meat Sticks and Krispy Kreme Donuts.

Not only will you be able to earn money for your Pack or Troop, but you will also be helping to support your adventure and the Mississippi Riverlands Council and all the important programs and initiatives it funds.

By participating in the popcorn sale, you are not only helping yourselves, but you are also helping to make a positive impact in your community. Every item sold helps support your unit and the Council, and our mission is to provide quality programming and opportunities for Scouts of all ages.

So, let's get out there and sell! Whether in a Pack or a Troop, I encourage you to embrace this opportunity and make the most of it. Together, we can make a difference and help support your adventure and the Mississippi Riverlands Council for years to come. Thank you for your dedication, commitment, and support!

Yours, in Scouting,

Kenneth "Ken" Kercheval
Scout Executive/CEO
Mississippi Riverlands Council, Scouting America

TABLE OF CONTENTS

KEY DATES	4
WHY SHOULD YOUR UNIT SELL?	5
LEADING YOUR UNIT SELL	6
WEEKLY DRAWINGS - NEW FOR 2026	8
POPCORN SPECIFICS	9
MEAT STICK SPECIFICS	27
KRISPY KREME DONUT SPECIFICS	32

KEY DATES

AUGUST 2026

- Commit to selling popcorn, meat sticks and/or Krispy Kreme Donuts.
- Complete online training for popcorn sales at www.campmasters.org
- Attend the sales kick-off on Tuesday August 11th.
- Popcorn and Meat Sticks Show & Sell orders are due by Friday, August 21st.
- Place your popcorn orders online at www.campmasters.org
- Email your Meat Stick Order to joshua.fisher@scouting.org
- Ensure the unit is collecting money upfront for take orders.

SEPTEMBER 2026

- Show & Sell Popcorn Pick-up - Friday, September 11th - Holmes Logistics (307 Walker Circle, Building D, Richland, MS).
- All sales officially start for Popcorn and Meat Sticks on September 12th.
- Get out and Show & Sell, Show & Deliver and Take Order.
- Have a fun kickoff party at your unit to promote and then keep exciting announcements to about 5 minutes at each meeting until the sale is complete.

OCTOBER 2026

- Popcorn Push... get excited for the final run.
- Popcorn Sale Ends on October 23rd
- All Popcorn take orders due, Meat Stick Reorders and Prize Orders due, and payments on Show & Sell are due to Council Service Center on October 23rd.

NOVEMBER 2026

- Popcorn Take Order & Meat Sticks Pick Up November 13th.
- Deliver all products before Thanksgiving.

DECEMBER 2026

- All Unit popcorn accounts are closed out and paid December 11th. Prizes will only be shipped after the unit is paid in full.

WHY SHOULD YOUR UNIT SELL?

Builds and Improves Confidence • Develops Leadership Qualities

The annual fall product sales remains an excellent opportunity for Scouts and units to fund their entire Scouting program for the year. With the rising cost of membership fees, a successful popcorn sale is critical to the stability of our units. All proceeds stay right here to help support local Scouts. It helps each unit as well as helps pay for prizes and is reinvested into the council to support your unit and program with professional staff members and scholarship programs for camps and helps maintain Camp Binachi and Hood Scout Reservation. So, by selling, you are helping your unit and Scouts, but you are also helping the council's Scouting program as a whole.

How does a Scout benefit from selling?

It is proven that when a Scout participates, they gain **organizational skills, time management, money management, salesmanship, self-confidence, people skills/social awareness, goal setting, business ethics**. These skills will prepare them for life and are invaluable for young people to learn. speaking in public, being able to self-advocate, and sharing their thoughts clearly will increase self-confidence and faith in one's abilities. Scouts gain self-confidence by overcoming fears, interacting with customers, and sharing their Scouting stories and why those customers should purchase popcorn, meat sticks or donuts.

LEADING YOUR UNIT

Keys to Success

Program Planning is the first step for a successful Scouting program and for goal setting.

- This should take place during the summer before fall recruitment.
 - Don't wait until the last minute to find and recruit your unit's Product Sales Captain! Recruiting the right person is very important in a successful sale.
 - HAVE FUN & MAKE THE SALE FUN! It is important to have fun.
 - Make sure that you build in fun from the unit's kick-off through the sale. It will help motivate and make the sale meaningful!
 - Make your goal achievable. Ensure that your goal is customized to meet the needs of your unit.
 - Share ideas. Look for new ways to motivate your Scouts, new ways to sell, and ways that you can improve your sales.
 - Pass down Unit Leader's Knowledge.
 - Ensure that past leaders and volunteers share their knowledge with the current team and be a resource to them.
-

MOTIVATE SCOUTS & FAMILIES

Unit Culture – This is what we do! This is a part of our program.

ONE Fundraiser – Remind parents that if the unit meets its fundraising goal, then there would only be one fundraiser and that this sale would pay for their unit dues, their Scout's summer camp experience, advancements, and so much more!

HELP SCOUTS GROW – Let the Scouts know about the awards they can earn. Let them know about council prizes. Have a prize system and recognition for Scouts on the unit level.

LEADING UNIT SALES GOALS

Leading their Unit's sales goals is the best part. This includes:

- Encouraging Scouts to Earn Their Way
- Developing the Overall Sales Strategy for the Unit
- Establish Relationships with community businesses
- Helping parents support their Scout
- Guiding the unit's progress toward the goal
- Gathering and distributing information
- Running logistics for product and sales earnings
- Rewarding Scouts efforts
- Hosting an EPIC kick-off

LEADING YOUR UNIT

Build a Team

Product Sales Team - There are a lot of volunteers needed for this sale,

The Product Sales Captain oversees operations of the Fall Product Sales. This is a critical leadership role within the Unit. The Chair ensures distribution, promotion, reporting, and payments for the Unit's entire sale period. They also work closely with their Unit committees and District Captain. There are a lot of ways that can add value to the sale. Here are just a few of those volunteer positions:

Unit Committee Members help develop the plans and budgets to ensure your unit has the best program and can deliver the promise of Scouting to a Scout and their family.

Show & Sell Lead organizes the show and sell part of the sale. They set dates and locations. They also ensure enough products are there to sell and the Scouts are registered to work the booth.

Inventory Lead works with Product Sales Captain to ensure that unit ordered the correct amount of product, that product gets picked up from the Council, and works with the council and other units to get the additional product needed.

Kick-off Lead works with Product Sales Captain to ensure that kick-off is fun and motivating for both the Scouts and their families. They also ensure that the party at the end of the popcorn sale is just as fun.

Prize Lead works with Product Sales Captain to ensure that Scouts know about all the exciting and fun prizes they can earn. They coordinate the unit prize program.

Communication Lead works with Product Sales Captain and the others to ensure that all the Scouts and their families are informed about what's going on with the sale.

PRO TIP

As exciting as this position title is, people tend to be more receptive when asked to execute a specific task, not just serve a role in the fall product sales. When asking for help, be sure to say what you specifically NEED help with and how much time you think it will take them.

For example, instead of: Hey Sarah, will you volunteer as Kickoff Lead this year? Ask: Hey Sarah, your creativity and crafting skills are top-notch. Would you help me with decorations and games for the Kickoff? I think it will take about 5 hours to plan and decorate the day of, plus whatever time you'd estimate to create them.

LEADING YOUR UNIT

The Best Part

The best part is leading your unit to reach their sales goal for the overall sale! This includes things like...• Encouraging Scouts to Earn Their Way and set and reach their goals

- Helping parents support their Scout
- Rewarding Scouts for their hard work with great prizes
- Helping your Scout unit reach its overall goal and fund their Scouting Experience
- Hosting an EPIC Unit Kick-off party and a unit celebration at the end!

WEEKLY DRAWINGS!

- Tag the Mississippi Riverlands Council on Facebook with pictures of your Scouts selling. List unit type/number and first names only of Scouts in the picture.
- Each Monday from September 12th through October 23rd a drawing will take place for a **2-person tent**. Winner will be announced on Facebook.
- Each different picture/tagging is an entry.
- Entries will not rollover from week to week. Please tag new pictures.
- If you are unable to tag, photos can also be emailed to Joshua.Fisher@Scouting.org for posting to Facebook and entry into the drawing.



POPCORN SPECIFICS



POPCORN PRIZES & COMMISSIONS

Unit Commissions

Amount of Sales	Commission
\$10 - \$4,999	30%
\$5,000 - \$9,999	32%
\$10,000 - \$14,999	34%
\$15,000 - \$19,999	36%
\$20,000 & Above	38%

Prizes

Prize levels are based on total sales. Scouts can select from different prize levels, but the different levels must add up to the total sales level. Prizes must be ordered using Campmaster's online portal.

BONUS PRIZE FOR ALL SCOUTS SELLING \$650 OR MORE

In addition to Council incentives, Camp Masters offers prizes to recognize Scouts' popcorn sale efforts.

Online Sales Bonus: Sell \$400+ online and get a \$10 Amazon Gift Card

HIGH ACHIEVER PRIZE

Sell \$3,000 or more and choose from a Camping Package or Visa Debit Card for 4% of total sales (Example: \$3,000 = \$120 debit card)

POPCORN PICKUP

What Size Vehicle Will I Need?

Mid Size Car — 20 Cases

Standard SUV — 40 Cases

Standard Van — 60 Cases

Full Size SUV — 70 Cases

Full Size Pickup — 90 Cases

WE DO NOT
RECOMMENDED

SPORTS CARS
or
MOTORCYCLES

Damaged Product

AT PICK-UP refuse to take the damaged popcorn. Make a note on **BOTH** copies of the invoice/pickup slip.

When you get to the unit warehouse or storage area:

Please do not bring it back to the Council Service Center. Take pictures of the damaged product and contact the Council Service Center. We will ensure your unit gets a replacement.

SELLING POPCORN

Show & Sell

This method is the "old school" lemonade stand. Your unit gets permission to have a booth in a high-visibility area and your Scouts sell popcorn there on the spot. This method is highly effective for many units. A unit can plan a Show & Sell day and split Scouts/families into shifts so that everyone has a turn. Talk with local store managers to setup a time to sell. You can also setup a drive-up tent in a parking lot. **SELL ALL THREE PRODUCTS!**

PRO TIP: Use the opportunity to recruit new Scouts. It is an opportunity to share what Scouts are doing to those families that are buying popcorn from you. Let people know about the fun and adventure in Scouting. Make sure that you have either youth applications or a sign-up list so the unit can follow up with these future Scouts and their families later.

Door-to-Door

Show & Deliver (Wagon Sales) or Take Orders

Your neighbor would definitely support your Scouting experience by buying popcorn, Meat Sticks or Krispy Kreme Donuts. But did you know a large percentage of homeowners say that no Scout has come to their door to sell them anything? This method is one of the most effective sales methods! In this case, a unit will sign out product to a Scout and their family who takes it throughout their neighborhood, selling it as they go. A customer can buy the product instantly or if the Scout doesn't have an item that their neighbor wants they place an order, and the Scout can deliver it later.

Online Direct

Online sales are the easiest ways to sell popcorn. Using the Campmasters App, Scouts can sell from the safety of their own homes. There is no handling of money or products.

How Does Online Direct Work?

TWO WAYS CUSTOMERS ORDER ONLINE DIRECT:

1. VIRTUAL STORE — Scouts and their families share the Scout's fundraising page via email, text, or social media.
2. SCOUT RECORDED — Record customer directly on the Scout's phone (credit or debit only). Campmasters ships products to customers, and the unit never handles products or cash.

ORDERING & INVENTORY

Show & Sell is a great way to raise money for your unit and is a very popular method. Here are a few helpful hints when ordering your Show and Sell inventory.

- Be Conservative in your order. The council will maintain inventory at the warehouse and be happy to provide you with more product.
- Keep your goals in mind. If you have an exceptional event coming up that will require more money, you might want to schedule extra opportunities.

Keep the Lines of Communications Open

If it looks like you will have extra popcorn that you may not be able to sell, remember the council will maintain a need it / got it list where we will share your needs or wants with other units.

If you have questions or concerns, don't hesitate to contact the council service center for help and assistance. You can also text Josh Fisher directly at 909.255.2013 or email at joshua.fisher@scouting.org

Placing Your Order

All orders must be placed using the Campmaster online system. Before your order is approved, it will be reviewed. If changes are needed, we will contact your unit's Product Sales Chair. **When you place your Take Order in October, you will also need to pay for all show and sell orders.**

If your unit sold last year, look at your history of what your unit ordered and sold.

- Compare the number of Scouts you have this year versus last year
- Adjust your order based on your unit goal and your goal per Scout
- Adjust your product mix if you had an item that sold better
- Review the number of Show & Sell dates/locations you have, adjust your order or add additional locations

Checkout www.campmasters.org for "How to Order" Demo.

MAINTAINING INVENTORY AND UNIT TO UNIT TRANSFERS

Additional product may be available. Contact the Council Service Center for more information. Inventory is not guaranteed and will be sold at pickup time at unit invoice amounts.

If your unit transfers products with another unit, follow the process below. The online system provides a mechanism to move products between units; however, we recommend contacting the Council Service Center first.

The Mississippi Riverlands Council provides this service to our units and collects no fees. All negotiations are strictly between units. After the sale is complete, Council will assist in locating units that may still need product through a need it/got it posting.

Transfer and payment of popcorn will be the responsibility of the units.

Our goal is that your unit will not have any inventory left over after the sale. Here are some things that can be done to help:

- Do your best to sell your extra inventory (additional show and sell or take orders)
- Contact the Service Center to let us know what you have left over. We will gladly add it to our need it/got it listing so if other units need what you have, you can work with them.

Contact Information

Josh Fisher – Council Advisor
joshua.fisher@scouting.org

Bogue Chitto River District
Chunky River District
Mississippi River District
Pear River District
Reservoir District

Traci.Osborn@scouting.org
Rachael.Daleo@scouting.org
Kimberly.Paul@scouting.org
Traci.Osborn@scouting.org
Kimberly.Paul@scouting.org

601-948-6111

ADDITIONAL TIPS

Additional Selling Strategies

- Making Sales POP!
 - Selling Strategies
 - Show & Sell Scheduling
 - Think outside the box
 - Sales Script
 - Customer Objections
 - Geo-Fencing with Facebook
-

- Unit Goal Setting & Kick-off information
- Registering Scouts in the Campmasters Popcorn System
- Setting up the Campmaster APP on your mobile Device
- Taking Cash, Check, & Credit Card sales

SELL SELL SELL – Keep Scouts motivated! Do one fundraiser per year and do it well! Some ideas to keep Scouts motivated: arrange den/patrol competitions, continuously share what prizes and incentives are available at each sales level, remind parents about how the popcorn sale pays for their program, and give regular updates on your unit's progress towards your sales goal.

FIND A HOOK – Make the sale fun. Have adults dress up in costume, cook and give out free hotdogs, silly signs, pictures of Scouting events, an excellent popcorn cheer, be a little silly and fun, and have a “game” a customer could participate in.

CREATE A GOAL – Units that have written down an expected goal sell more. Scouts with either a goal assigned by the unit OR one they've selected sell MUCH more.

INSPIRE COMPETITION – Award a special prize to the Den or Patrol with the highest average sales per Scout, trophies, or ribbons to the Individual Sales leaders in each Den or Patrol.

USE YOUR TEAM – Assistant Kernels, Den Kernels (Cub Scouts), or Patrol Kernels (Scouts BSA). Make them responsible for the sale communication and “energy” in their respective Den or Patrol. They keep track of their Scouts' weekly sales and use that info for weekly prizes (your unit offers those!). They also check out the popcorn for Show and Sells and collect forms & money when Take Orders are due. They balance and double-check it before giving it to the Unit Kernel.

HAVE ORGANIZED NEIGHBORHOOD “BLITZ” DAY – Scouts meet with unit product in a parking lot or nearby location with designated streets for each den, patrol, etc., to canvas.

DECIDE IN ADVANCE HOW YOUR UNIT IS GOING TO DIVVY UP SALES – Either give each Scout an equal share or pro-rate on a time basis.

HAVE UNIT-LEVEL REWARDS THAT COMPLEMENT THE REWARDS FROM CAMP MASTERS

TIPS FOR MAKING SALES POP

Some ideas: Gift cards for the top seller or top den(s)/patrol(s), pie in the CM/SM face, free camping trip, dues refunded, unique unit activity if they sell above X dollars, free pizza party for the highest selling den, etc. Find freebies at local stores, such as free oil change, free massage, free day spas, etc. for the parents! Parents who are motivated will get their scouts selling.

TRAIN THE SCOUTS: Set aside part of a Pack or Troop meeting to train the Scouts on their sales pitch, how to deal with all types of potential customers, teach them how to “ask for the business/order,” take some time to “role play” and have the Scouts practice in front of the group. Give them the skills that will inspire confidence.

CHEER THE PROGRESS: Send weekly updates about your unit's sales progress, celebrate the successes and big sales, monitor and measure your sales each week and chart your progress publicly and praise the Scouts that are excelling in their sales efforts.

MAKE IT FUN: The scouts that have the most success are the ones that view this as a FUN way to earn and win fantastic prizes, help their Pack or Troop, and have some friendly competition with their fellow Scouts. Leaders should make sure to create a fun and supportive environment that rewards sales success while supporting every Scout's efforts regardless of their sales.

COMMUNICATE WITH SCOUTS AND FAMILIES OFTEN: Check up on how they are doing, keep them informed of the great CAMP MASTERS rewards and unit incentives. Not a high-pressure email, just updates and reminders.

SELLING STRATEGIES

Door-to-Door

aka Wagon Sales – One of the most effective sales methods! In this case, a unit signs out popcorn to a Scout who takes it throughout their neighborhood, selling as he/she goes. Product is brought along (in wagon or vehicle), making it a quick and easy process for the customer. So, it is like a mobile show & sell booth. Units should order for this as part of their show & sell order. A large percentage of homeowners say that no Scout has ever come to their door, missing this great opportunity. If the desired product is not on hand, an order can be taken and product delivered later, but you don't have to make the return trip back to houses! You bring along the product as you sell it door-to-door. When a sale agreement is reached, the Scout goes to the car or wagon, gets the product and delivers it on the spot while the customer pays. If the desired product is not on hand, the Scout uses the Take Order method and returns with the ordered product later. To participate in Show and Deliver, you need to order Show & Sell popcorn.

Super Triangle

Have your Scouts complete the SUPER TRIANGLE! The SUPER TRIANGLE is the 15 neighbors that surround their home. Make a triangle from your home by selling to the first 4 neighbors down, cross the street and sell to 7 houses back toward your home, cross back to your side of the street and stop by 4 neighbors on your way back home. Find a simple prize to encourage your Scouts. We've seen tremendous success from units who just have each Scout do this simple task.

Neighborhood Blitz & Blitz Day

A Blitz Day is an organized day for a group of Scouts to go out selling in a specific area together. Scouts have fun with their friends as they travel to a neighborhood. A neighborhood can be covered very quickly with several Scouts each going door to door.

Helpful Sales Suggestions

- **First, Start a conversation:** Instead of saying, "Do you want to buy some popcorn?" Instead, ask, "Do you like popcorn?" This will quickly lead to a broader conversation.
- **Qualify your lead with an open-ended question:** "What kind of popcorn do you like?" The Scout has already established that I like popcorn, but then they needed to find out more about my underlying needs—did I like caramel corn, cheese popcorn, or what?
- **Ask for the sale**

See sample script on page 22

Corporate Sales

There are many ways to sell to businesses, some will allow you to sell to their employees; some will let you post an order form in a lobby or breakroom. Focus on companies who give out year-end holiday gifts to employees or customers.

SELLING STRATEGIES

Show and Sell

This method is a lot like an "old school" lemonade stand. Your unit gets permission to have a booth in a high-visibility area, and your Scouts sell actual popcorn products there on the spot. This method has been highly effective for many units. A unit can plan a Show & Sell day and split Scouts/families into shifts so that everyone takes a turn. Talk with local stores to set up a time to sell.

Steps to Success

Identify Locations – Look for high traffic locations with good visibility for potential customers to find you. Great spots might include stores, parking lots, movie theaters, shopping centers, ball fields, after-church on Sunday, or your chartered organization!

Initiate conversation with location – Contact the desired location where you would like to have a Show & Sell, set up a location in a high traffic area in front of the store. If they don't allow a sale in front of the store, see if you can make a Drive Thru Sale in the back of the parking lot!

Pop Up Shops

Encourage Scouts to set up a local Show & Sell type stand in their driveway or another location in their neighborhood. This is similar to a lemonade stand, where interested customers can come and purchase.

Marketing & Promotion – Be sure to let everyone in the neighborhood know you are selling popcorn when & where.

Social Media – Utilize social media apps like Next Door or Facebook to market the sale.

Yard Signs – Set out signs directing potential customers to your Pop-Up Shop, like promoting a Garage Sale.

Drive Thru Booth

Hosting a drive-thru event so people can buy popcorn from the convenience of their cars. The drive thru sale plan can be done anywhere. By asking retail locations, your chartered organization, or other venues to provide space in the parking lot where customers can drive up, place and receive an order, then drive away, provides convenience and a low-pressure option to customers.

- Have customer remain in vehicle
- Utilize the door hanger for the customer to write down their order or create a simple order form
- Keep stock of product on table to limit & only pull-out product requested by customer
- Encourage cashless transactions if possible
- Assign jobs for the entire day (i.e., 1 person is handling money, 1 is handling popcorn)
- Make a poster to show unit's sale goal and update throughout the day

Online Direct

- Safe for Scouts – fundraise from the safety of home
- No handling of products or cash – all credit
- Assign jobs for the entire day (i.e., 1 person is handling money, 1 is handling popcorn)
- Make a poster to show unit's sale goal and update throughout the day

How Does Online Direct Work?

Two Ways Customers Order Online Direct: 1. Virtual Store – Scouts share their fundraising page via email, text or social media. 2. Scout Recorded – Record customer orders directly on the Scout's phone (Credit/debit only). CAMP MASTERS ships products to customers, and unit never handles products or cash.

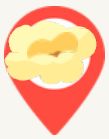
THINK OUTSIDE THE BOX

The obvious places are probably outside grocery stores, Walmart, Target, big membership stores like Costco and Sam's Club.

Less Obvious Places

Set Up at a High School or Local College/University Game

Set-up outside the high school stadium and sell as students and families come in. College students love popcorn and meat sticks. Go door-to-door down frat row. Mid-week snacks and weekend treats are always welcome—research busy times on campus and setup outside the student union or in front of the library.



PRO Tip

Some other good ideas are Parent and Family Weekends, Football games on Friday evenings/weekend mornings/after exams/after late-night parties

LOCAL EVENTS

Craft fair, a gathering of food trucks at a local farmer's market, local parade, golf tournament, strawberry picking/pumpkin festivals, community pool, block parties, school sporting events, company events, retail events like Bass Pro shows, car shows, car dealerships, sports club, gym or range (with permission of course)—also, large train or bus stops.

Local Businesses

Approach businesses in your area and ask if you can set up a popcorn booth in their lobby or breakroom.

THE DMV (Department of Motor Vehicles) HOST A

GARAGE Sell • POPCORN & MEAT STICK BOOTH

Host a pop-up booth in a leader's driveway/garage. Scouts would go around the neighborhood the week before, hang door hangers, and put up signs with the day and time of their booth, encouraging people to stop and buy.

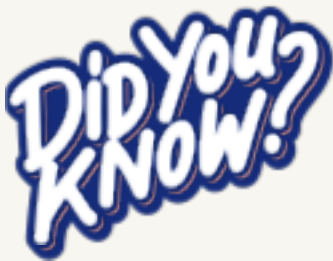
SAMPLE SCRIPT

It's important to practice in sales. On the way out the door, practice your pitch to make sure you have a strong intro, value prop, and call to action that you can deliver in a short time. As you practice, you will get more and more comfortable with it, and by the 3rd or 4th door you will have the delivery nailed.

"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?"

Tip: Use your order forms from last year to ask repeat customers!

Hi! My name is _____ and I'm with Pack/Troop _____. This is my _____ year selling popcorn! Would you like to buy popcorn to support me and my Pack/Troop? My favorite popcorn is _____. I love being a Boy Scout because _____. I aim to sell _____ (number of products or dollar amount). I can't wait to use my profits to _____.



Selling Tips from the pros

- ALWAYS wear your uniform
- Practice your sales pitch and role play with other Scouts
- ALWAYS smile and introduce yourself
- ALWAYS tell your customers why you are selling popcorn
- KNOW the different kinds of popcorn you are selling
- ALWAYS say "Thank You"
- ALWAYS make a copy of your order form
- ALWAYS have a clean order form with a pen - The MORE you ask the MORE sales you have!
- BE SURE to get customer email addresses to send them a "Thank You" email after the sale, reminding them they can re-order online.

Safety Tips from the Pros

NEVER enter anyone's home
NEVER sell after dark unless you are with an adult
DON'T carry large amounts of cash with you
ALWAYS walk on the sidewalk and driveway
ALWAYS sell with another scout or with an adult

CAPTAIN CHECKLIST



My #PopcornSquad

- Attend Sales Trainings
- Plan Annual Scout Program (with Unit Committee)
- Review Commission Structure & Prizes
- Determine Additional Unit Prizes
- Set Budget for Program (Use unit fillable budget form)
- Recruit Your Team
- Update Scout Roster
- Director Scouts to Self-Register or to update
- Determine per-Scout goal using Scout Goal Worksheet
- Secure Storefronts
- Create Unit Timeline for Sale
- Establish unit guidelines for pickup, returns and money
- Confirm Show and Sell Locations and Times
- Place Unit Popcorn and Meat Stick Orders
- **HOST AN EPIC KICKOFF**
- Prepare and Distribute Handbooks
- Share Tips and Ideas for selling
- Provide Selling Incentives & Games for Scouts
- Coordinate pickup of product from council warehouse
- Encourage Scout and Parent Participation
- Share Selling and Marketing Strategies Encourage Scout & Parent Participation
- Share Selling & Marketing Strategies
- Help Scouts Share Their Online Selling Link
- Place Final Orders
- Order and Distribute Prizes
- Remit Product Payments to Council
- Contact District Captain as Needed for Assistance
- **CELEBRATE!**

ANNUAL PROGRAM PLANNER

Involvement is critical in the successful planning of your annual program. We recommend allowing Scouts and their families to express their ideas during a Troop brainstorming session. The older the scout, the more benefit they get from participating in this planning. It also keeps everyone more engaged in the popcorn sale because they know the rewards of their efforts.

[illegible]

UNIT KICKOFF CHECKLIST



LOGISTICS

- ☐ Location
- ☐ Date & Time
 - Send invitations!
- ☐ Recruit Help

ATMOSPHERE

- ☐ Theme
- ☐ Games & Activities
- ☐ Music
- ☐ Decorations

CONTENT

- ☐ Media
 - Training videos
 - Motivational videos
- ☐ Printed Materials
 - Family Guides
 - Program Calendar
 - Parent Handouts
 - Unit-Specific Literature
- ☐ Presentation
- ☐ Product Samples
- ☐ Rewards / Incentives

Pick a theme



Sample Kickoff Agenda

Grand Opening (5 mins)

Play music, dim the lights and have fun!

Share your Scouting program & promote upcoming adventures (10 mins)

Make sure families understand the benefits of selling and how it pays for their program. Highlight key dates that are important to your product sales.

Train your Scouts (10 mins)

Explain the different ways Scouts can sell: Show-N-Sell, Show & Deliver, Take Order. Digital Take Order and online at CAMPMASTERS.org

Showcase your Scout Rewards (5 mins)

Introduce your unit incentive program, including the CAMP MASTERS High Achiever program.

Big Finish

Have top sellers from last year spray the leaders with silly string.
Send everyone home motivated.



Keep it FUN! Keep it MOVING! Keep it SHORT!

Store Front Recruiting

You can never start too early in securing storefronts. Make sure you approach the store/company manager. Do research and find out the policies in place to adapt your approach and relate how Show-N-Sell will meet these guidelines. Think of other high-traffic, essential businesses in your area to contact.

CAMP MASTERS Plans to have a Storefront scheduling tool for every Council where you can manage your sites and volunteers. Once we have this, we will schedule a Webinar and make resources available.

STOREFRONT CODE OF CONDUCT

All Scouts will wear their Scout Uniform. It is recommended that at least one leader or adult volunteer also wear the uniform or unit T-shirt.

Scouts and/or adults will not participate in panhandling (asking directly for money)

All storefronts will be set up in the area designated by the store manager

Scouts should be in front of the display table. Only use cell phones to record sales.

Should two units show up for the same storefront, unit leadership will work out the issues without involving the store manager. No more than one unit per storefront.

Be Scout like at all times. Do not use profanity, put-downs, punching, play-fighting, throwing objects, etc.

Remove all display items and trash before leaving for the day.

Abide by all store rules and store management requests.

MEAT STICKS SPECIFICS





Meat Sticks

Sales Guide

Scouting families have been asking for an additional fundraising option that will help their Scouts be more engaged and involved in earning their way. Country Meats is meeting those requests with one of the hottest products in the retail market. They've developed a multi-stick packaging format with scouting in mind, to help us add to our sales successes with a great entry-level product that presents great value for our supporters. Through increased successes, our hope is that our scouts can extend their sales throughout all our product options to help earn even more to fund an awesome scouting program. 31 units took advantage of this sale last year, not only helping support the units but the council as well.

Meat Sticks Background:

- Scout Units have been selling Country Meats products for over 10 years with over \$20 million in sales
- Traditionally, groups sold Country Meats sticks individually but this innovative packaging creates more value that translates into higher profits for us in less time
- Each individual stick is high in protein, low in calories, has great shelf life, and is perfect for an on-the-go snack or a packed lunch
- We've centered in on the three best selling flavors to keep it simple for you in reaching your fundraising goals
- Include it in your Show and Sells to increase sales success and earn even more while building your Scout's confidence



Every Multipack sold helps fund **adventures, campouts and unforgettable Scouting experiences** for your unit while giving your scouts a product with more appeal and value

Product and Packaging FAQs you'll want to know:

\$10 retail price for each multipack

5 individually vacuum sealed sticks to each multipack

40 multipacks to a case – that's \$400 retail value

9grams of protein per stick

1 yr shelf life from date of packaging

Get Started

1. Consider your number of sellers and how many storefront sales you will conduct
2. Set a per youth goal (number of Meat Sticks they should sell)
3. Clearly communicate unit needs with all youth and parents:
 - Explain how participating in the sale teaches youth the value of earning their way
 - Explain how the unit will use profit generated from the sale
4. Clearly communicate the sales calendar with everyone
 - Conduct a sales kickoff with your unit
 - Ordering and reordering dates
5. Share money handling techniques and identify payment due dates

Commission

30% Unit Commission on all sales.

NOTE: Meat Sticks are non-refundable. Order only what you need and submit request if more are needed.

Sell
20
Packs

Cub Scout Family Camp

\$60—the estimated registration cost for a youth & adult to attend family camp

Sell
25
Packs

Webelos Resident Camp

\$75 – the estimated total cost for a youth & adult to attend Webelos Camp

Sell
30
Packs

Scouting Registration Fee

\$85 – the total registration cost for a youth to be registered member in Scouting

Sell
60
Packs

Scouts BSA Winter Camp

\$180—the estimated total cost for a youth to attend Winter Camp

Sell
100
Packs

Scouts BSA Summer Camp

\$310 – the estimated total cost for a youth to attend Summer Resident Camp

Sell
300
Packs

High Adventure Base

\$1,000+ – highest level of scout adventures with variable costs, lengths and programs. May have special Council commission plans.

- The above are translated values of individual pack sales, but don't forget to include other product sales
- The average cases sold per unit historically is 6 for a sales campaign period

Important Dates:

Unit Initial Order due to Council:

Initial Council Order to Country Meats

Product Distribution Date

Unit Replenishment #1 Order Due:

Replenishment Order #1 Distribution:

Total Unit Invoice Payments Due to Council:

Friday, August 21, 2026

Monday, August 24, 2026

Friday, September 11, 2026

Friday, October 23, 2026

Friday, November 13, 2026

Friday, December 11, 2026

BE PREPARED TO PAY FOR PRIOR ORDER INVOICES WHEN PICKING UP ANY REPLENISHMENT ORDERS

Additional Best Practices

Scouts are unique for many more than one reason and yes being able to raise money from our community is a skill that many of us have honed over the past many years. Remember your past key trainings on how to run an effective product sale and you'll already be half-way to exceeding your goal! In support of continued learning, here are some best practices that will be sure to assist everyone, both new and old to product sales, in having a successful sale:

- **Create Sales Plan and Goal** for what you want to achieve Set your goal from your budgetary needs and how many members are in your Unit
- Identify how much investment of time you are thinking you will need (use a simple measure of 10 sales per hour minimum)
- If you are going to conduct store front sales, be sure to talk to **store managers in advance** just as you may have done with fundraisers in the past.
- A forgotten but still tried and true option is to schedule a **Unit Blitz Day** for members to sell as a group door to door in specific neighborhoods, community events or festivals, or at similar locations.
- **Hold a Unit Kickoff** This is where we share our goal with everyone and most importantly gain support from our most critical members, our parents.
- Share a **simple sales presentation or script** that all your members can memorize and use: Who you are, what you're doing, how they can help, and close with an ask of support (won't you?).
- Taking time to **teach and coach your Scouts** will pay huge dividends in their development and public speaking skills, and that will also create more success with your sale.
- Make sure to **communicate** any specific Unit guidelines, group activities surrounding the sale, and overall operating procedures to make this simple for all.
- Be sure to **order the right amount of product** While there is an ability to reorder product throughout the sale, help yourself and your Scouts out by ensuring you have enough inventory to cover your planned activities.
- No one wants to have left over product to deal with. While this is a great product if we take a little care to ensure we align our orders with our goals, then it ultimately makes it a better experience for all. Particularly when you sell out and have exceeded your expectations! Bottom line, use the replenishment orders to keep your sellers stocked and engaged.
- Make sure your sellers are in their **Class A uniform** so that people can easily recognize your Scouts.
- **Safety of our Scouts** is paramount. Be sure to keep this in mind and instruct sellers: If you are selling in a neighborhood or an apartment area always have a parent with you. Never enter a person's home. If selling in front of a store, don't enter the store alone.

Always look customers and supporters in the eye and be sure to use your most powerful weapon – your smile!

To really boost your Scouts individual sales, promote that they sell to the families that live right around them. Wouldn't you agree they could easily approach 15-20 of their neighbors in very little time during your sale? Historically 7 out of 10 people approached at home will support a Scout based on results from years of Scouting product sales, use this information to leverage your Unit's fundraising success.

2026 Mississippi Riverlands Council

Meat Sticks Unit Commitment Form

Sign up by completing this form, initial product orders are due by August 21, 2026

☐ YES! Our unit would like to sell Country Meats \$10 Multipacks!

Unit Information:

Unit Type: Pack

Troop

Crew

Post

Ship

(Please circle one)

Unit #: _____ District: _____

Of Active Scouts: _____ Our Gross Sale Goal is: _____

How many cases would your unit like to start the campaign with (40 multi packs/case)?

Original Smoked Hickory - _____

Sweet BBQ - _____

Hot Cajun - _____

Total Cases on Initial Order - _____ x \$400 = _____ Total Retail Sale Value

Date of unit Kickoff: _____ Time: _____

Location: _____

Product Sales Captain:

Name: _____ Position in Unit: _____

Address: _____

City: _____ State: _____ Zip: _____

Best Contact Number: _____

E-Mail Address: _____

Please return to Council so we can include you in this year's sale

Scan & Email to Joshua Fisher at Joshua.fisher@scouting.org

KRISPY KREME SPECIFICS

NEW FOR 2026



Krispy Kreme Donut Cards is an easy way to supplement your Popcorn & Meat Stick Sales.

This sale is 100% online - No risk to your unit.

Scouting America X Krispy Kreme

MISSISSIPPI RIVERLANDS COUNCIL

Fuel Scout Adventures
WITH EVERY BOX OF
Original Glazed®

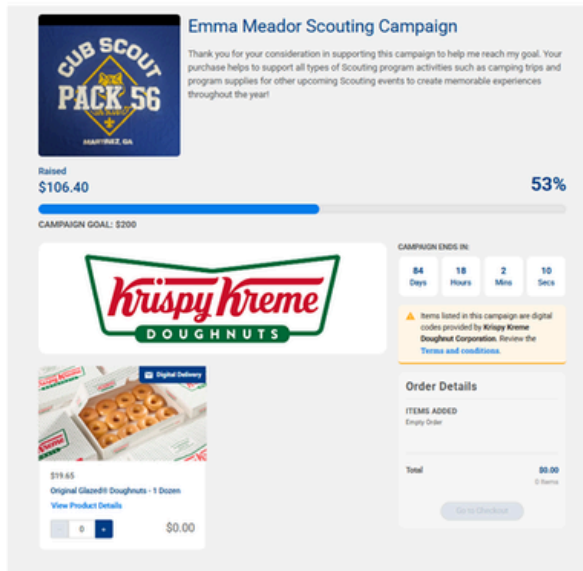
Online Selling made easy:
Units earn up to
40% PROFIT
per sale

ALL ONLINE. INSTANT DIGITAL DELIVERY. NO SHIPPING.

SIGN UP TODAY!

The graphic features a green diagonal path with several orange-glazed donuts. Along the path are various circular Scout patches, including the fleur-de-lis, a globe, a mountain, and a swimmer. The background is a light tan color with faint silhouettes of trees.

Featured Product Sale Opportunity

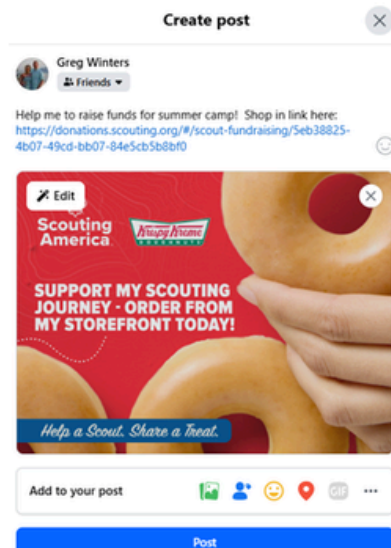


Krispy Kreme Launch

- Dozen Glazed Doughnuts
- Instant Digital Delivery
- No Expiration Date
- Valid at all Krispy Kreme retail locations nationally (excluding CT and PR)
- \$5.00 Unit Commission



Individual and Scout Social Sharing Assets



Pre-Built Individual Social Sharing Assets available to promote product sale

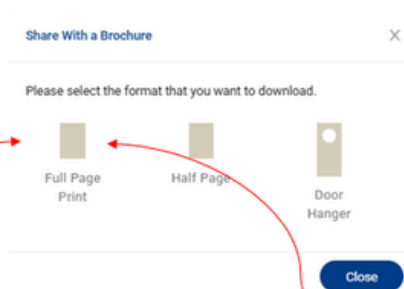
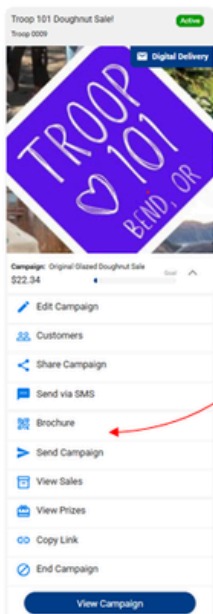
- Graphics formatted for Facebook and Instagram
- Create a call to action to have your Supporter visit your digital storefront in message and why you are raising funds
- Maintain digital engagement with your community (i.e. Now available, Two weeks only, One week remaining, Last Call, etc.)
- Rotate Social Sharing Graphics



Social Digital Assets



Digital Product Sale Extension Tools



Digital Product Sale Extension Tools

Digital Brochures (QR Codes)

- Brochures can be printed on home printer
- QR Codes are automatically generated to that Scout digital store front where orders can be placed
- Can be used to put in neighborhood mailboxes, office locations, or for an in-person storefront



The Following pages will walk you through how to setup your unit and each Scouts online Krispy Kreme sales account

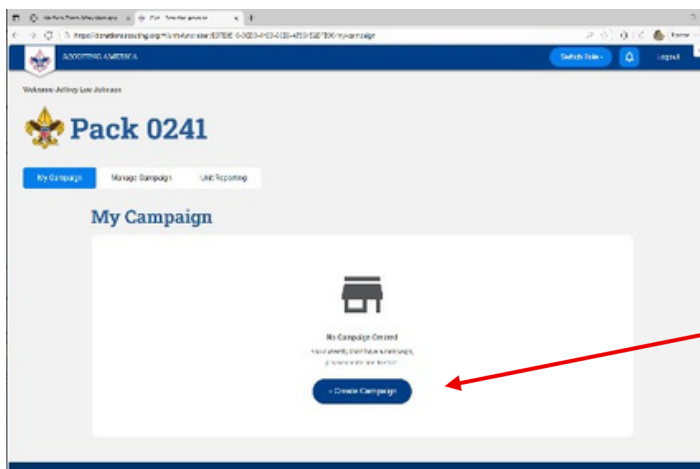
UNIT LEADER DIGITAL PRODUCT SALE SET-UP

INSTRUCTIONS TO MAKE AVAILABLE FOR YOUR SCOUTS

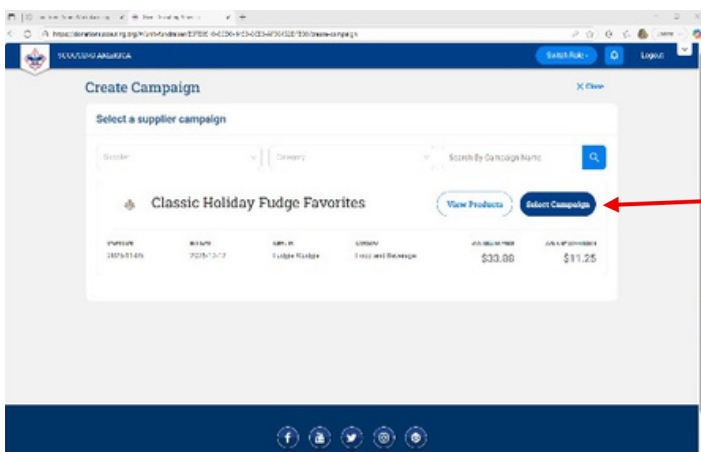
To view the Unit Leader Campaign Set-Up, please visit:

<https://donations.scouting.org/#/sales-platform>. Click the “Join Unit Campaign” button.

This is linked to your “My.Scouting.Org” account and data. Use that user ID and password to log in. Select the “Switch Role” drop down button in the banner in top right hand corner. If you are registered in multiple positions, select the Unit that you are creating the sale for. DO NOT SELECT THE “PEER TO PEER” option.

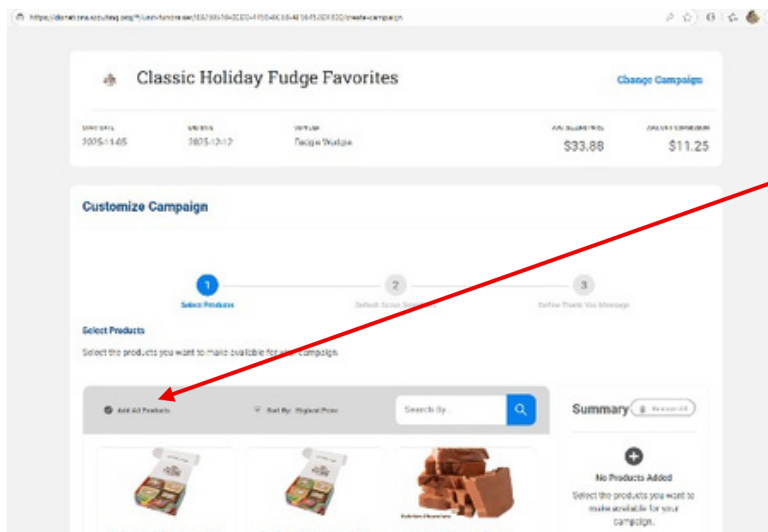


Click on “Create Campaign”



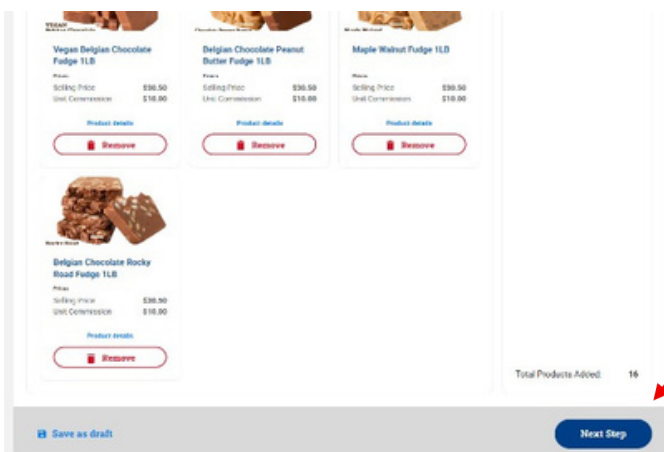
This page lists the campaigns that have been set up for your Unit. Click on “Select Campaign.”

A window will pop up (not pictured) where you Name Your Campaign. The default campaign name will appear. You may edit this if you'd like.



This window is next, be sure to click on “Add All Products.” All products approved for the campaign will show up. You may remove products from your campaign if you’d like.

Scroll Down



Scroll down and click on “Next Step”

After you hit “Next Step,” a pop up window (not pictured here) will appear that offer you advice and help in conducting your sale and creating your storefront. Click on the “I have read” button and click on “Continue.”

This page is where you customize your storefront. You can upload a Unit logo here if you'd like which will become a default logo option to all Scouts in your Unit.

Then update or modify your campaign message. This message will be the default boilerplate that all Scouts in your Unit can potentially use to promote the sale to their supporters. Scouts can further tailor message if they like when they create their storefront. Finally, set the individual sales goal for each Scout. Please note that once a sales goal has been set for the Scout, it cannot be amended.

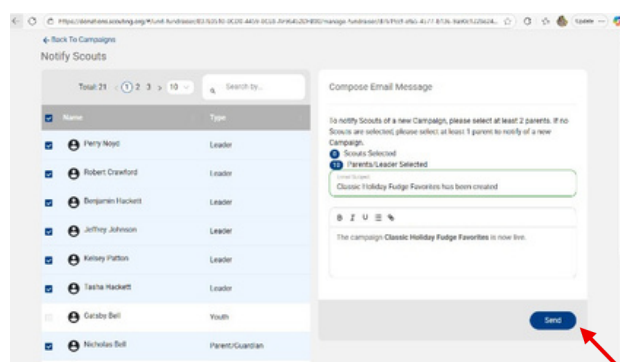
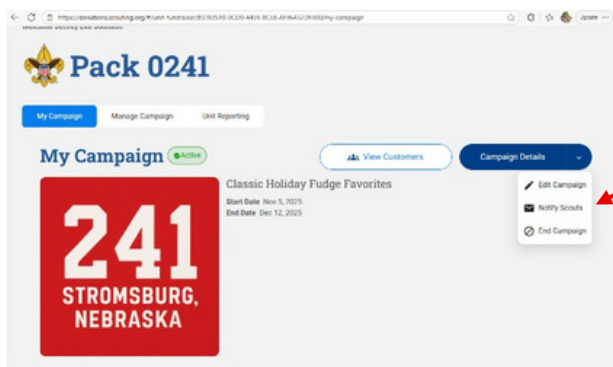
Scout Sales Goal Setting Tip:

Establish the individual sales goal by the number of products you want them to sell by the Scout Selling Price (i.e. 15 units of fudge at \$30.00/per unit = \$450 scout sales goal).

Note: In this example, the window says "your Unit has 11 Scouts." That is the number of Scouts who have registrations in My.Scouting.org. If you have more Scouts on your roster, you have unregistered Scouts in your Unit.

Write your Thank You message and select "Send to Approval." This will notify the Council your Unit campaign needs to be approved. Next step, add Scouts!

Once the Council approves your Campaign, you will receive a notification. Log back to "Join Unit Campaign" at <https://donations.scouting.org/#/sales-platform> using your My.Scouting.org login info.



Select the drop down menu under “Campaign Details,” then select “Notify Scouts.”

Of note, if you need to edit your campaign (the welcome note, the thank you note, etc. you can do that here).

Select the names of the Scouts/parents that will participate in the campaign. Select the box next to “Name” and they all will be selected.

Note: unselected probably don’t have an email listed with their official registration or they may not have a My Scouting Account set-up.

Anyone who wants to participate in a Digital Product Sale must have a My Scouting Account set-up.

Select “Send”

Unit Leaders will need to approve a Scout digital storefront before they can share.

To view Video Training Tutorials for:

1. Create My Scouting Account
2. Unit Leader Instructions
3. Parent and Scout Instructions

Visit:

<https://donations.scouting.org/#/sales-platform/resources>