



Narragansett
Council

2025 Popcorn Kickoff

Fall 2025





Thank you!

How do Scouts benefit from Selling Popcorn



Provides Key Life Skills

Build Self-Confidence
Build Self-Esteem
Teaches the Scouts how to
communicate a message to
adults



Scouts avoid feeling FOMO

FOMO = Feeling of Missing Out

Scouts interact more closely with
their peers

Scouts become better teammates



Scouts learn to EARN THEIR WAY

Scouts feel a great sense of pride
when their popcorn sale results in
Free Summer Camp / a Unit trip
together

Scouts learn that if they want
something, they have to EARN it

Key Steps to a Successful Sale

- Plan your annual program & budget
 - Set a Unit and Per Scout Goal
 - Educate your Scouts and parents
 - Hold an Exciting Unit Kickoff
- Use All 3 Sales Methods – Show & Sell, Take Order, and Online Sales
- Have Fun & Keep the Excitement Going – Weekly Unit Prize Program and/or Incentives

PLAN FOR SUCCESS!

USE ALL 3 WAYS TO SELL TO MAXIMIZE YOUR
SUCCESS!



Show and Sell

- Establish sales locations at local storefronts or special events
- May have a limited number of items vs. those on Take Order
- Average \$65- \$150 per scout hour (2- 3 Scouts/location)



Take Order

- Use the Take Order Form in the Family Guide
- Take Pre- Order/Show and Sell products if you can
- Average \$200- \$400 per scout hour



Online Sales

*Online Sales can be ordered at
Popcornordering.com

- Reach out for support from the comfort of your home
- Zero risk for Units and doesn't impact other activities
- Average online sale >\$80 in 2024!

Show and Sell

Have a plan:

- Secure your sites in advance
- Be aware of safety requirements
- More locations will net more sales
- Look for any location with high traffic to increase opportunities, be open/creative

Setup and Run Properly:

- Display your products colorfully like a store end-cap would be
- Scouts out in front of product displayed in their Class A uniforms
- Don't put pricing on boxes or signs
- Keep area clean and inviting
- DO NOT use donation boxes/jars
- Limit number of scouts at a location

Draw Attention:

- For this year consider signage that promotes Scouts helping the community
- Emphasize this is a LOCAL fundraising event
- May need to have music or some other attention getter due to allowed setup location



TAKE ORDER

**Door to Door Sales net the highest sales
dollars per hour!**



- **Coach Families/Scouts to approach the houses on their block as a start**
- **Have Scouts practice their 'sales pitch'**
- **Promote a set presentation and be in Class A uniforms so Scouts are recognized**
- **Schedule community 'blitz days' to get all families involved**
- **Be effective by selling in a group, covering an entire neighborhood as a Unit**
 - **Great way to move unsold Show and Sell product/inventory**
 - **Use Door Hangers for a leave behind at homes where you miss the residents**
- **Coach them on your area's safety requirements**

AVERAGE \$250-\$400 per Scout Hour!

Door to Door and Show and Sell Delivery

Sell to the People Scouts are already safely interacting with Family members:

- Immediate Neighbors & local neighborhoods
- Parents' Workplace

Creative ideas:

- Door hangers – leave behind for people not home or if they don't want direct contact with others – drives them to call and place order and order on-line
- Place order forms in Mom or Dad's office (hard copy or digital)
- Schedule Blitz Days to get all families started on the sale



ONLINE SALES

- EVERY Scout is capable of participating from the comfort of their own home
- Scouts must be registered in the system to gain access to the online store and get sales credit
- Instructions on how to load/register scouts is located at www.campmasters.org/how-to-order-popcorn
- Scouts/Families can also register themselves with instructional videos at www.campmasters.org/video
- Social Media links built into the Scout's account
- Average sale in 2024 was more than \$80.00!

- Sell Popcorn to family and friends out of the area
 - Product is shipped directly to buyer's door
 - Counts toward the Prize Programs
- The safest and easiest way that EVERY Family can sell even if they aren't comfortable with other methods



TRAINING



ON OUR WEBSITE

Training Videos are located at campmasters.org



Webinars hosted by Camp Masters

Throughout the summer, Camp Masters will host Webinars through Zoom that will train on a variety of topics

Q+A will also be available



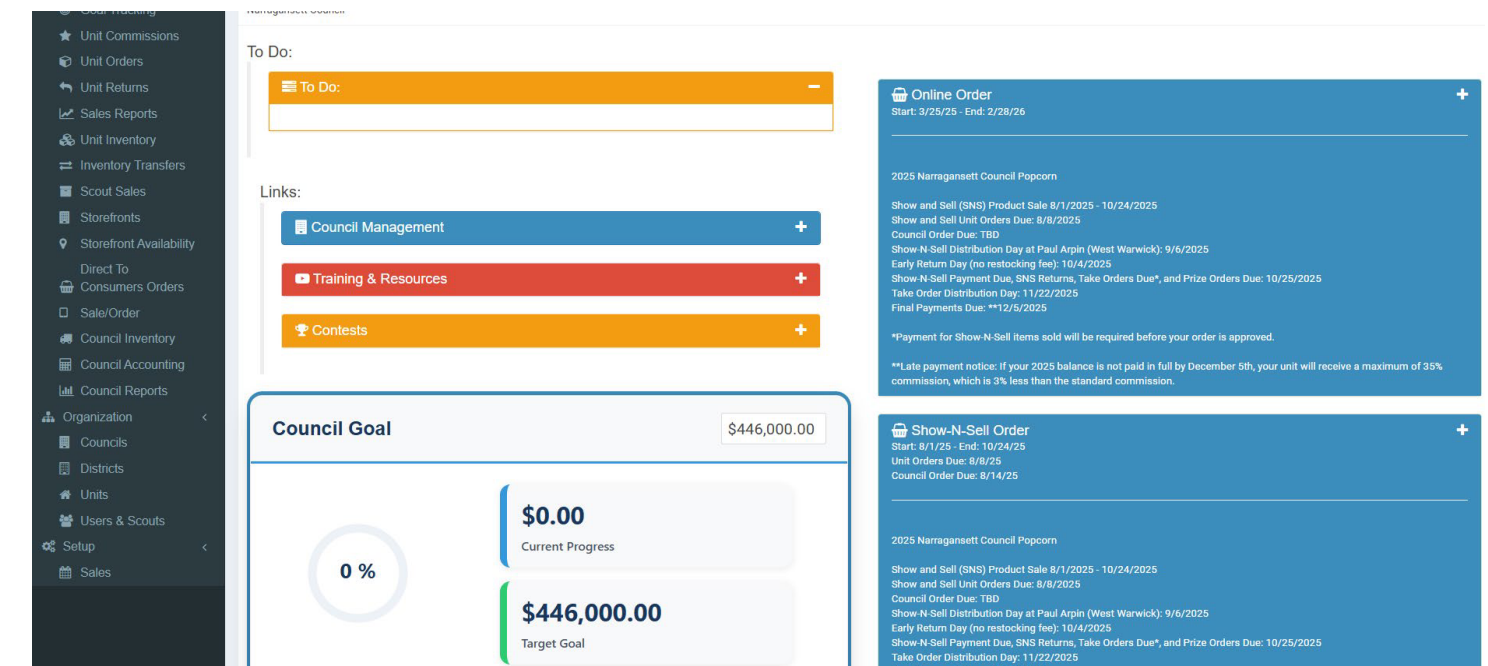
Training videos embedded into ordering system

In the ordering system, there will be training videos embedded into the site as you are working along

Utilizing the Ordering System

<https://ordering.campmasters.org/CampMasters/Home/Index>

- Become familiar with the Popcorn System
 - Where do I commit to the sale (do it now!)
 - Where do I enter orders
 - How do I manage Scouts
 - Reports availability
- Set Up your Sale in the System
 - Cleanup your Scout Information
 - Scouts moving to new Unit can transfer themselves to that Unit
 - Add any new Scouts
- Tracking Scout S&S Credits and Take Order Sales
 - Units apply S&S Credits Manually to Scout
 - Scout credits reflect as running total
 - Will Scouts enter their Take Order information on own or will Unit?



Campmaster Training for 2025?

Tuesday, July 1, 2025 🕒 7:00 PM EST (Unit Leaders - Beginners): Setting Up Your Account, Terminology, and How to Place Orders

Thursday, July 17, 2025 🕒 7:00 PM (Experienced Unit Leaders): What's New + 2024 Program FAQs

Saturday, July 26, 2025 🕒 7:00 PM (Unit Leaders): Show & Sell Training with Michael Beck How to Sell \$10,0000 in a Weekend TM

Thursday, July 31, 2025 🕒 7:00 PM (Unit Leaders): How to Take Credit Card Sales

Wednesday, September 4, 2025 🕒 7:00 PM (Unit Leaders): Understanding CAMP MASTERS Technology from a Unit Perspective

Sunday, October 5, 2025 🕒 7:00 PM (Unit Leaders): Unit Take Order Training

What's New in 2025?

Key Product Changes

- ✓ Pre-Popped Popcorn – We've made adjustments to improve production efficiency, resulting in a slight reduction in ounces per bag on a couple of products. However, the quality, flavor, and freshness remain the same.
- ✓ Microwave Popcorn – To enhance efficiency and reduce waste, we are increasing the ounces per microwave bag while reducing the total number of bags per carton in three of the 4 products. This ensures a better popping experience while optimizing production.
- ✓ Tin Products – We are removing two existing tin items and introducing a new tin product that better aligns with customer demand.
- ✓ New Packaging & Branding – With the recent rebrand from Boy Scouts of America to Scouting America, we are updating all packaging to reflect this change. While the look will be new, the same high-quality popcorn remains inside.

What's Improved in 2025?



Easier to Access Training

Training Videos are now embedded directly into the ordering system and will be available per task you are completing



Tap to Pay Functionality

New way to check customers out! Tap to Pay functionality will allow customers to tap their payment method directly to the scout's phone



Goal Tracking is BACK

Goal tracking meters are back on the ordering site. Once a goal is entered you will be able to track its progress throughout the sale

In a nutshell...

- Plan your annual program & budget
 - Set a Unit and Per Scout Goal
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- Use All 3 Sales Methods – Show & Sell, Take Order, and Online Sales
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Narragansett Council

Key Dates and Info sites:

<https://www.narragansettbsa.org/volunteers/volunteer-resources/popcorn/76500>

<https://ordering.campmasters.org/CampMasters/Home/Index>

Narragansett Council Contact

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