



Dear Unit Leader:

Funding the future of Scouting, from the unit level all the way to the Council level, is made possible due in large part to our annual Campmasters Popcorn Sale.

No other fundraising effort in the history of Scouting has provided more dollars for activities, equipment and adventure than has our popcorn sale. The popcorn sale will once again offer you an opportunity for an "Ideal year of Scouting" to your Scouts and families by providing the dollars necessary to do the things our Scouts want to do.

This guidebook was designed to assist the Unit Popcorn Chairman and key unit leaders with all the essential information necessary to conduct a great popcorn sale.

If you follow this guidebook, attend your Council Popcorn Kickoff, and then throw in a dash of good old Scouting enthusiasm, you should be on your way to Rock your Sale!

If at any time you need assistance please don't hesitate to call on your District Popcorn Kernels, your District Executive or council popcorn personnel. We have some tremendously talented and dedicated volunteers who will be willing to assist you in any way they can.

This Guidebook was designed for you to make copies from the council web site at www.scoutingny.org

Good luck, and let's make this a great year of popcorn sales and quality Scouting here in the Revolutionary Trails Council.

Yours in Scouting,
Council Popcorn Staff

Revolutionary Trails Council, 1401 Genesee Street, Utica, NY, 13501
Phone: 315-735-4437 Fax: 315-735-9184 Web Site: www.scoutingny.org

www.campmasters.org

2011 Products & Pricing

| Product Name | Product name | Upc code | Symbol Code | Containers Per Case | Retail Price |
|--|--|-------------|-------------|---------------------|------------------------|
|  | 5-Way Chocolatey Treasures Tin 12 oz Chocolatey Peanut Brittle, 20 oz Chocolatey Caramel Popcorn, 20 oz White Frosted Caramel Popcorn, 18 oz White Frosted Pretzels, 18 oz Chocolatey Pretzels. This is a Chocolate Lovers Dream. 88 oz | 75201-00820 | A | 1 | \$50.00 |
|  | 3-Way Premium Tin Chocolate Caramel, Butter Toffee, Supreme Caramel with whole & crushed Almonds, Pecans & Cashews 40 oz | 75201-00818 | B | 1 | \$40.00 |
|  | 3-Way Cheesy Cheese Tin United We Stand - collectible tin - 3 BIG BAGS: White Cheddar Cheese, Yellow Cheddar Cheese, and Cheesy Salsa Popcorn 18 oz | 75201-00822 | P | 1 | \$30.00 |
|  | 24pk Movie Theater Extra Butter Microwave Popcorn perfectly seasoned with Extra Buttery flavor just like the movie theaters, 24- 3.0 oz bags | 75201-00811 | C | 1 | \$25.00 |
|  | 24pk Variety Microwave Popcorn A pack that is bursting with flavor. White Cheddar Cheese, Kettle Corn, Movie Theater Extra Butter, 94% Fat Free Butter 24 – 3 Oz bags | 75201-00810 | D | 1 | \$25.00 |
|  | 22 oz Supreme Caramel w/Almonds, Pecans, & Cashews Delight your taste buds with the buttery sweet taste of caramel corn with whole & crushed almonds, pecans & cashews. Enough for the whole family to enjoy inside this decorative collectible tin. | 75201-00816 | E | 8 | \$160.00 |
|  | 22 oz Chocolate Covered Caramel Corn Delicious caramel corn liberally covered with rich chocolate. Kept fresh-tasting in a decorative collectable tin | 75201-00817 | F | 8 | \$160.00 |
|  | 20pk Snack Size 94% FF Btr MW 100 Calorie Great flavor AND portion control. Only 100 calories per bag and TRANS FAT FREE | 75201-00804 | S | 1 | \$20.00 |
|  | 15pk Extra Buttery Roasted Summer Corn MW If you like BUTTERY corn on the cob, you'll love this popcorn. 15 – 3.0 oz bags. | 75201-00807 | G | 8 | \$120.00 cs \$15.00 pk |
|  | 14pk Kettle Corn Microwave A sweet old fashioned kettle corn taste like the popcorn once prepared in black kettles at fairs and social events, 14-3.0 oz bags. | 75201-00809 | J | 8 | \$120.00 cs \$15.00 pk |
|  | 9oz Caramel Corn The mouth-watering taste of this wonderful caramel corn treat is kept fresh inside its decorative collectible tin. | 75201-00815 | L | 8 | \$80.00cs \$10.00 pk |
|  | 2lb Popping Corn 2 pounds of our original gourmet popping corn, ready to pop and sprinkle with your favorite flavorings. | 75201-00819 | O | 8 | \$80.00 cs \$10.00 pk |

*Tin designs may vary

Popcorn Sale Dates

Sale Begins

September 1, 2011

Orders Due to Council

November 5, 2011

Popcorn Distribution Day

November 18, 2011

Teals warehouse Marcy

Popcorn Payment Due to Council Office

December 13, 2011

(Please submit one check for the Unit payable to Revolutionary Trails Council)

Campmasters online ordering system

To order for your unit

Click her to sign in <http://www.campmasters.org/>. then enter your unit id. Then your password. If you need to reset you password contact us and we can do it for you. It will always be reset to **hello**. Once you log in you will be prompted to change it

Your unit id will never change it will be the First letter of the typed of unit you are for example if you are Troop 59 your id would be T followed by the number 59. **Unit id T59**

What if there is another unit with the same number?

The following numbers will used to separate matching numbers

Moca 1
Seta 2
Aplin 4
Diamond 5

For Pack 20 Camden in old Moca their unit id would be P1020

For Pack 20 Poland in old Diamond their unit id will be P5020

Steps for a Successful Sale

- Establish an annual Plan and Budget with input from your Scouts and parents.
- Set a Unit Popcorn Sale Goal, and break that goal down to a Per Scout goal based on the plan and budget.
- Conduct a Unit Popcorn Kickoff to communicate the Program and Scout Popcorn Sale Goal to the Scout Families.
- Sell in the neighborhoods using the following methods:
 - Take Order
 - Show and Sell
- Practice role-playing with the boys on the proper selling techniques, and the script to be used at the door.
- Have prizes/incentives on hand for the Scouts to earn. Try the following ideas:
 - Give a gift certificate to the 1st week top seller
 - All Scouts who reach their sales goal get to throw pies in the leaders' faces
 - A pizza party for the top selling Den
 - Have a prize drawing for all the boys who fill up a take order form
 - Monitor the sale each week and give awards as you go
 - Offer a mystery house and clues throughout the sale in a new Neighborhood yet to be covered .

2011 Commission Structure

– ***28% Base commission***

– **2% when unit pays their total popcorn bill on time**

30% Total Commission

Plus prizes

– **3% BONUS** to units who increase their sales at least **20%** over last year's sale

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- **Camp Masters High Achiever Prizes**
- **Sell \$1,500**
 - get \$50.00 gift card to Wal-Mart or Target
- **Sell \$2,000**
 - get Camping Package or 8G iPod Nano™
- **Sell \$3,000**
 - get Nintendo 3DS or 5% total sales Savings Bond

- **Fill a Sheet**
 - 2 Free ticket to Utica College Hockey game
 - 1 marshmallow blaster (limit one per scout)
 - 1 entry* into the Grand prize drawing for a Sony PS3 with Guitar hero 5 video game

**you may enter the drawing as many times as you fill a sheet 1 Grand prize per district.*



GRAND Prizes for Filled Up Order Sheet

Popcorn Kernel Staff

Council Kernel

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