



CAMP MASTERS POPCORN & COUNTRY MEATS SAUSAGE



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▲ 25

GUIDEBOOK

FUNDRAISER

The best proven Scouting fundraiser to fundraise your Scouting adventures for the year!

DEVELOPMENT

Scouts gain countless skills as they learn how to communicate and strive for goals!

IMPACT

Create the Scouting program of your dreams while benefitting Scouting in our region!



Order Due Dates: July 25th and October 28th
Distribution Dates: Aug. 14 & 15, Nov. 20 & 21



Scouting  America
Chattahoochee Council

www.91bsa.org



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THANK YOU



Scouters,

The annual Fall Product Sale is one tradition that our communities look forward to each year. For many, as they think about Scouting, the fall is synonymous with Scouts selling popcorn and other products door-to-door or in front of storefronts. This long-time tradition is so well regarded because of its ability to provide Scouts with a year's worth of adventures and its success in connecting Scouting to the community.

Thank you for taking part in the 2025 Product Sales Program this year and for allowing your Scouts to get engaged in this important legacy and tradition. Since last year's sale, there have been several conversations with Scouting volunteers to make improvements to the 2025 program easier than ever and to give you the best tools available to make the program a success. If you have any questions throughout the season, our team of staff, Council Product Sales Team, and the Campmasters customer service team are all dedicated to helping your unit achieve success with the 2025 Product Sales Program!

On behalf of the Chattahoochee Council, thank you for participating in this year's Product Sales Program. The funds raised will not only make all of your unit's greatest plans and dreams possible, but they will also significantly contribute toward local Scouting in the Chattahoochee to support and strengthen our Scouting programs and properties for the youth that we serve. Thank you!

Tonya Dobbins - Williams
Scout Executive





WHY PARTICIPATE IN PRODUCT SALES

The Product Sales Program is an important part of Scouting. The program has the potential to generate enough revenue to financially support your Scouting program for the entire year!

Some of the great benefits of selling products include:

- NO up-front costs to your unit
- A built-in prize program to support the unit and Individual Scout goals
- Participating in the Product Sales Program can complete requirements for rank advancement and multiple merit badges
- Products are supported by the local community
- Supports military and first responders through donations of popcorn
- Builds invaluable confidence and public speaking skills in our Scouts

More importantly, participating in Product Sales teaches Scouts the value of earning their own way, setting goals, and supporting their unit program budget. This is an essential part of the character development learned through Scouting.





These skills can't be taught by parents writing checks.

All product sales commission supports local Scouts!



WHAT MAKES PRODUCT SALES POSSIBLE



▶▶▶ Product Sales uniquely supports programming and support for all Chattahoochee Council youth while simultaneously providing a funding opportunity for Scouts in every program level!

Benefits provided to units through Product Sales:

- Awards
- Pinewood Derbies
- Camp Fees
- Gear, Books & Uniforms
- Courts of Honor
- Camporees
- Program Materials
- High Adventure Bases
- Rain Gutter Regattas
- Training Expenses
- Blue & Gold Banquets
- National/World Jamborees
- Anything your Unit decides!

How the Chattahoochee Council supports units through Product Sales:

- Maintaining camp properties for year-round camping and outdoor events
- Providing scholarships or “camperships” for Scouts who need assistance due to financial hardship
- Program, training, and recruiting resources
- Planning and conducting various Council-wide activities and events like Scouting for Food
- Support from a full-time professional staff and Service Center is available to help all Chattahoochee Council members!
- Accident, sickness, and liability insurance for chartered organizations, members, and leaders



PRODUCT SELLING METHODS



- ▶ **Storefront Sales** Unit Leaders place an order for bulk products in advance. Units set up a display at a storefront or in their neighborhood. Scouts sell Campmaster popcorn and Country Meats sticks and hand it to customers at time of purchase.



- ▶ **Wagon Sales** Scouts take bulk product ordered at the beginning of the sale door-to-door to sell individually. Payment and product is immediately exchanged removing the necessity for follow up delivery.



- ▶ **Take Order** Scouts accept an order for future delivery via the product order form. Forms are then collected and one order is placed for the products sold by the entire unit. Scouts deliver remaining product to their customers.




- ▶ **Online (Direct to Customer) Sales** Scouts can sell popcorn to out-of-town family and friends online. Each Scout will have the ability to set their own sales page, goal, and video highlighting their sale.





HOW TO RUN PRODUCT SALES



STEP 1: Find locations for your sale: Beginning this summer, book as many sites possible to host your sale. Get permission from local businesses, churches, gas stations, banks, malls, restaurants or other locations to set up a table and sell products on their property.

STEP 2: Order products in advance for storefront sales.

Pre-order with no money due upfront your wagon and storefront inventory. Orders will be distributed locally and additional product will be available during the sale.

**Orders at beginning of sale are by the case. You may return unsold/unopened cases according to policy (page 11).*

STEP 3: Pick up your storefront products

You can find your district's pick-up location on page 16. Continue to promote to your Scouts that 6 to 8 hours of storefront sales can average \$1,000 in sales!

STEP 4: Host a Unit Kickoff and share excitement At a unit meeting, enthusiastically share the Product Sales Program. Highlight incentives, ways to sell, deadlines, and goals. See page 8 for kickoff ideas.


STEP 5: Hold your sale Scouts can start accepting orders door-to-door immediately after your unit kickoff. Have a schedule ready for your storefront sales and work with parents to layout the storefront shift schedule. Communicate often with families on upcoming opportunities.






HOW TO RUN PRODUCT SALES

STEP 6: Collect the Scouts' orders Set a deadline to turn in orders a week before you place your unit's order. This gives you time to follow up with missing orders and to tally the total order. You do not need to collect payment for the popcorn at this time. Utilize the product left from storefront sales to fill order form requests before placing the last order.




STEP 7: Place your unit's last product order Order the exact amount of product by container needed to ensure no excess inventory. This is different than bulk order at beginning of the sale when you ordered by case.

STEP 8: Sort products and distribute to Scouts Find a space for your unit's products, and divide it up for each Scout. Scouts will then deliver the products to their customers and collect payment. Checks should be made out to your unit. If you need more product than ordered, contact your District Kernel.



STEP 9: Close out your Scout's product inventory You may return unsold UNOPENED cases of popcorn by October 28, per the Return Policy which is detailed on page 11. OPENED cases are your unit's responsibility. You can use excess product to fill Take Order sales, try to sell it door-to-door or set up additional storefront sales.



STEP 10: Pay for your product Close out your product sales account by sending a check to Chattahoochee Council or through your District Executive. Accounts must be cleared before units can submit the order for their rewards.



KICK OFF TEMPLATE



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

1. Explain the Product Sales Benefits (5 min.)

- Your unit: Can fund your entire year of Scouting by paying for special activities, registration fees, badges, equipment, and summer camp.
- Your Scouts: Builds personal sense of responsibility, sales and leadership skills, develops confidence and communication skills.
- Your Council: Supports program for at-risk youth, investment in camp properties, supports council-wide activities like Scouting for Food.

2. Review Sales Goals and Ways to Sell (10 min)

- Distribute forms and discuss 4 ways to sell.

3. Review Prizes and Incentives (5 min.)

- Distribute prize brochure and discuss levels and options.

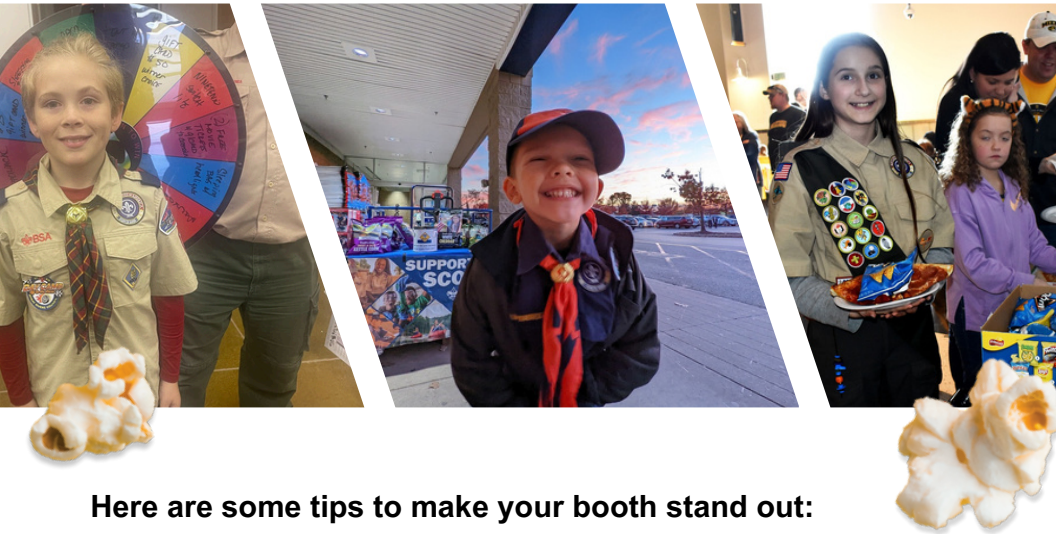
4. Review Delivery and Collection Process (10 min)

- Make checks payable to the Scout unit.

5. Close with a Big Finish and Excitement. (5 min)



TIPS FOR A GREAT STOREFRONT SALE



Here are some tips to make your booth stand out:

- When you confirm your location, ask if they need a copy of the Council's insurance coverage. If yes, you can request one using a form available from your District Executive.
- Allow 1 or 2 Scouts and parents to work the booth in hour long shifts. Recommend no more than 3 consecutive hours per Scout.
- Stack the product neatly to create an appealing display
- Have the Scouts wear their field uniform during the sale.
- Stand in front of the table to engage with the customers.
- Be polite and speak in a loud, clear voice.
- Track sales, manage inventory, and accept credit card payments by using the Campmasters app. (*Country Meats products are not able to be tracked utilizing the app*).



ONLINE (DIRECT TO CUSTOMER) SALES



Your Scouts can sell popcorn online anytime! For online sales, the customer orders popcorn through each Scout's personal page. Product is shipped directly to the customer.

- Personalize an email to family and friends across the country.
- Record a video message highlighting your sales goal and favorite products.
- Share and track online sales through desktop platform of Campmasters App (*Country Meats products are not able to be tracked utilizing the app*).
- All online sales count toward all prize levels
- Online Direct available in the app allows for direct to customer shipping from door to door or storefront sales.

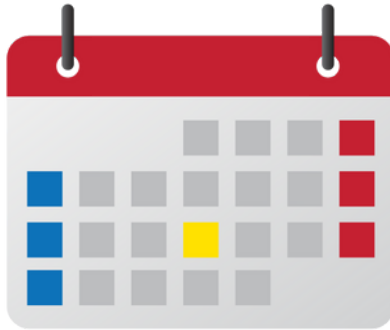


RETURN POLICIES

Only full, unopened cases of Campmasters products may be returned. Country Meats products are not returnable.

Units are allowed to return up to 10% of its entire popcorn retail order (all orders combined). Additional product may be available throughout the sale to replenish unit inventory.

Fill take orders from unit inventory before returning product to the council.



Returns will be accepted by: October 28, 2025

No returns will be accepted after October 28th

UNIT COMMISSION

▶▶▶ 30 - 40% commission on products sold

30% Unit Base Commission

Unit's Total Sale (Popcorn and Meat Sticks, including all online sales) will be divided by the number of registered Scouts in the unit as of July 31, 2025

- if per Scout sales is under \$174.99: 30% Unit Base Commission
- if per Scout sales is \$175 - \$299.99: 30% Unit Base Commission + 2% Bonus
- if per Scout sales is \$300 - \$449.99: 30% Unit Base Commission + 5% Bonus
- if per Scout sales in \$450+ or unit sells at least \$15,000 in total sales: 30% Unit Base Commission + 10% Bonus

Online Commission: 40% commission of online sales

Online Commission appears as a credit on the amount the unit pays the council.





COUNCIL OFFERED INCENTIVES



The Chattahoochee Council provides a range of exciting incentives to recognize and reward our top-performing Scouts who excel in selling Country Meats Sticks and Campmasters products during the fundraising campaign. These incentives are designed to motivate Scouts, celebrate their hard work, and encourage friendly competition. From exclusive patches to special experiences, these rewards aim to inspire Scouts to set ambitious goals and achieve success in their sales efforts.



SCOUT PRICE WHEEL: On designated weeks of the sale, Scout units will be able to report their Scout's sale totals to be entered into the Scout Prize Wheel Competition.

The Scout with the highest sales total will be able to spin the prize wheel at their unit meeting and will receive the resulting prize.

Prizes could include movie tickets, sporting event tickets, outdoor gear, and more.

Have your Scout start selling fast to have the best opportunity to win some great stuff.

COUNCIL OFFERED INCENTIVES

Unit Ice Cream Float Party: The unit in the council with the highest total gross sale as reported by the unit and verified by the council will receive an Ice Cream Float Party at a unit meeting of their choice in 2025 for the registered youth members. Units must submit their sales total on the following dates to be qualified for this incentive.

Friday, September 5
Friday, September 26
Friday, October 17

Best Performing Unit: At the end of the sale, the pack and troop that has the highest average sales per Scout receive a pizza party for all registered Scouts provided by the Chattahoochee Council.



ORDERS & DISTRIBUTION



July: Early Bird Early Order Due: July 25
Distribution: August 14 & 15

October: Final Unit Orders Due: October 28
Distribution: November 20 & 21

On the distribution date:

- Pick up your order at 301 20th Avenue (Columbus). Be prepared with enough cars and volunteers. For planning purposes, here is how much you can reasonably expect to fit in an empty vehicle:
 - Car: 20 cases
 - SUV/Minivan/small truck: 30-40 cases
 - Full Size Van/large: 50-60 cases
 - Truck: 50-70 cases
- Check your entire order at the distribution site to ensure no products are damaged and that your order is complete. If any products are damaged, exchange it before you leave.
- Sign your unit's delivery slip to show that you received your complete order.



Storing popcorn and distributing to your unit:

- Find a clean, cool, dry location large enough to separate orders by patrol, den, or Scout. Avoid hot, humid, or damp areas where popcorn might melt or be damaged.
- Have an accounting for each patrol, den, or Scout to verify the amount of product they received. The Campmasters app can help you track the inventory needed by each Scout.





REPLENISHMENTS



Limited additional product will be available at certain times throughout the sale. Units are asked to use the Unit Order Change Form to make additional product orders after their initial order is placed.

Product can not be guaranteed through replenishments and will be available on a first come, first served basis.

There may be limited additional product available. Contact the kernel team and your District Executive to inquire. Pick-up does not need to be a unit kernel. Work with your parents/leaders to help assist with additional product pick up when necessary.





PAYING YOUR BALANCE



Units can check invoice status online under their unit dashboard (only for Trail's End products)

Units pay 50% of the total pre-order product received by the unit by Friday, October 3, 2025

Reminder: credit card transactions will come through as credits to the unit invoice. This will cause your balance due to Council to decrease during the sale. **Unit invoices will need to be closed prior to the approval/release of your unit's Scout Prize Order.**

Checks should be made payable to "Chattahoochee Council". Unit accounts need to be settled by Friday, December 5, 2025.

Payments made by credit card will incur a 3% processing charge.

Units not paid in full by December 5, 2025 will have their unit base commission reduced by 5%.



UNIT KERNEL CHECKLIST



One way to help make sure you are on track for the sale is to read this guide and follow this checklist. Feel free to add important dates/information related to your unit!

July

- If your unit is not yet committed, commit to the sale TODAY!
- Attend your District Sale Orientation & Kickoff
- Plan your unit kick-off
- Schedule your Show and Sell Storefronts
- Place your initial product orders by July 25

August

- Hold your unit kick-off!
- Make sure your parents have the information they need. Sign up for additional storefronts
- Have Scouts create accounts through the Campmasters website
- Pick up your initial orders August 14 or 15

September

- Check-in on your families to make sure their sale is going well
- Place any needed replenishment orders

October

- Make your unit's pre-order product payment by October 3
- Place any needed replenishment orders
- Continue to check in on your families!
- Make your unit's final product order by October 28
- Complete any product returns by October 28

November

- Wrap up your sale & make sure everything is final in the system
- Pick up any final order popcorn November 20 or 21
- Collect money from Scout families
- Collect Scout prize selections
- Place your unit's Scout prize order

December

- Pay your final invoice amount by December 5
- Celebrate your awesome sale with your unit!



KEY DATES



July 25: Unit deadline for pre-order product

August: Unit Kick-offs for Scouts

August 14 & 15: Pre-order product picked up by Scout units

October 1: Campmaster Popcorn System opens for unit Take Order product orders

October 3: Pre-order payment due from units

October 28: Deadline for unit returns of Show and Sell product following the council return policy

October 28: Unit deadline for submitting Take Order product orders

November 20 & 21: Take Order product picked up by Scout units

December 5: Final payment due from units for full unit commission

December 5: Individual Scout prize orders are due

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Chattahoochee Council



WHY SELL & HOW SCOUTING IS FUNDED

Spend Less Time Fundraising and More Time Scouting

What's up with the Popcorn Sale? Why this sale?

- No up-front cost to the unit
- High return rate to unit in commission
- Multiple Scout Reward Programs
- Unit leader portal
- Marketing and support from the Council
- Maximize return on volunteer/unit efforts
- Turn key unit fundraiser

Why Sell?

A strong unit program keeps Scouts and families engaged, and funding is crucial. The annual product sale is recommended for boosting unit accounts, providing income for badges, events, and camp fees, and supporting council programs. Include popcorn sales in your budget and set goals—units with goals often raise twice as much, enabling a more enriching, affordable year-round program.



WHY SELL & HOW SCOUTING IS FUNDED

Spend Less Time Fundraising and More Time Scouting

How Scouting is Funded?

Local Unit

Units can use a variety of fund-raising methods as long as they meet the guidelines set by the National Council and their local council and are approved by their unit committee and chartered organization. Most commonly, units are funded through:

- Weekly or monthly dues paid by the member
- Unit product sales such as popcorn or thrifty tickets
- Chartering organization contributions
- Other money-earning projects approved by the chartered organization

Council

Local councils are funded through:

- Program, camping & activities
- Direct support such as donations
- Grants/foundations/sponsorships/special events/United Way
- Product sales such as popcorn
- Investment income and endowment
- Scout Shop

National Council

The National Council is funded by:

- Scout supply sales
- Membership registration fees
- Grants from foundations
- Legacies and bequests
- Corporate sponsorships