



2025

A sign with white text

Description automatically generated



**Welcome!!!**

Juniata Valley Council is pleased to offer the **2025 Popcorn Sale** for units to fund their programs and to help financially support their local council.   This fundraiser is held annually each fall and is a ready-made, turn-key, simple product sale that offers **32% commission** to participating units.  We hope that through this sale we can provide a safe, easy way for Scouts to raise money for their future Scouting Adventures.

**Strengthens Both Units and Your Council!**

In addition to the funds that will directly benefit units, the proceeds of this sale provide critical financial resources that the Juniata Valley Council depends upon to reinvest in providing service and support to units:

* Support for Seven Mountains Scout Camp so that camping fees are kept low.
* Full-time professional support of all Scouting Units - Cub Scout Packs, Scouts BSA Troops, Explorer Posts, and Venture Crews
* District and council-wide activities
* Operation of the Juniata Valley Council Service Center where volunteer leaders can obtain literature, insignia, advancement badges, and other items vital to their program,
* A full-service Scout shop where Scouters of all ages can obtain uniforms, camping supplies, crafts and more!
* Training for volunteer leaders

**Participation in this product sale helps build a strong and healthy local unit and local council, which will build strong and healthy Scouts who will become tomorrow’s leaders!** *Thank you and best wishes for a successful sale!*



Text

Description automatically generated

**Earning our way is part of Scouting!**

**Personal Management Merit Badge**

Req. 2. Do the following:

* (a) Prepare a budget reflecting your expected income (allowance, gifts, wages),
* expenses, and savings for a period of 13 consecutive weeks.
* (b) Compare expected income with expected expenses.

**Venture Crew**

The Crew treasurer is responsible for keeping accurate records of the income and expenditures of the Crew’s funds. The principal responsibilities of this position:

* Serve as the financial officer and, in that position, maintain financial records, and the crew budget.
* Collect and disburse Crew funds.
* Communicate with the officers and members on a regular basis to keep them informed about the Crew’s finances.

****

**A close-up of a document

Description automatically generated**

**Parents and Unit Leaders - A reminder that checks written by customers for Show and Sell and Take Orders should be made payable to your unit. *One check per unit*** *payable to Juniata Valley Council for payment for Take Order and Show and Sell.  Payments by credit cards are subject to a 3% service charge.*



**KERNEL CHECKLIST**

❏ Plan Annual Scout Program (w/ Unit Commitee)

❏ Review Commission Structure, Prizes & No Product Return Policy

❏ Determine Additional Unit Prizes (pizza party, gift cards etc)

❏ Set Budget for Program

❏ Update Scout Roster

❏ Direct Scouts to Self-Register or Update Bio/Account

❏ Help Scouts Share Their Online Selling Link

❏ Determine Per-Scout Fundraising Goal

❏ Secure Storefronts (as/where possible)

❏ Create Unit Timeline for Popcorn Sale

❏ Establish Guidelines for Popcorn Pickup & Money

❏ Confirm Show & Sell Locations & Times

❏ Host Unit Kickoff Meeting - Encourage Scout & Parent Participation

❏ Prepare & Distribute Handouts

❏ Share Tips & Ideas for Selling Popcorn

❏ Provide Selling Incentives & Games for Scouts

❏ Collect order forms and payment from Scouts. Checks from customers should be payable to the unit.

❏ Remit Product Payments to Council. **ONE UNIT CHECK payable to Juniata Valley Council. Payment must be made prior to pickup.**

❏ Coordinate Pick-Up at District Warehouse & Distribution at Unit Level

❏ Order & Distribute Prizes.

❏ Contact Council Contact (Doug Baker) as needed for Assistance



*Popcorn System Instructions for Kernels*

How to Access the System

Council will create a user account for each unit’s popcorn kernel and will send a logon link to the unit’s popcorn kernel email address. PLEASE MONITOR YOUR JUNK MAIL FOLDER – THANK YOU!!!

How to Import Your Scout Roster

<https://docs.google.com/presentation/d/14VfTmjivbrOTUevM3qwk64mN-ZScpKzK/edit#slide=id.p1>

Scout Import Template Available here

<https://drive.google.com/drive/folders/1UebJmGp7ChtNTUdqkzlWzCbvpi8Rt6iF>

How to Place Unit Show & Sell Order

<https://docs.google.com/presentation/d/1fO_rBN-na0jmZCKHCGZYR1C-ReB00DUE/edit#slide=id.p1>

How to Place a Unit Take Order at Scout Level or Unit Level

<https://docs.google.com/presentation/d/1PTu9cA5n54OWqiqINEDxvwKPTNMp5hZN/edit#slide=id.p1>

How to Order Prizes <https://www.campmasters.org/prizes#:~:text=IF%20YOU%20ARE%20THE%20UNIT,PAGE%20FOR%20THE%20PRIZE%20COMPANY>.

Training Videos

## [How to Place Unit Take Order | CAMP MASTERS POPCORN](https://youtu.be/Z2tiONOElRk)

## [Place Your Unit Show-N-Sell Order | CAMP MASTERS POPCORN](https://youtu.be/dRbNpQDhZm8?list=TLGGXOaN3DkbNkgyNzA0MjAyMw)

## [Importing Units | CAMP MASTERS POPCORN](https://youtu.be/sVlACXVuc2Q?list=TLGGSa8DqNMEFlMyNzA0MjAyMw)



**YOUR POPCORN KICKOFF**

**A great popcorn sale starts with a great popcorn kickoff!** Follow these simple steps to start your popcorn sale with a BANG and motivate your Scouts, parents and other volunteers.

1. **Set the Agenda.** Think of things that are fun and fast-paced. This helps build energy and excitement for the popcorn sale. Scouts will leave ready to earn their way selling delicious popcorn!
2. **Ask for Help**. Enlist others to help you pull off a fun and exciting popcorn kickoff! No need to try and take it all on yourself.
3. **Know Your WHY.** Share the exciting Scouting Program that this fundraiser will support. Talk about the activities and what the Scouts will experience. And reiterate that it can all be paid for by POPCORN! *(See pg 4 for additional info to share.)*
4. **Review the Forms**. Show Scouts the forms they’ll be using in detail so they understand how to use them to promote the products and capture orders.
5. **Build their Profile**. Have each Scout register or update their profile at Camp Masters.org.
6. **Ready to Sell!** Add CAMP MASTERS to their phones.
7. **Sharing is Caring**. Explain how they can share their CAMP MASTERS profile link with friends, family and through social media.
8. **Cover What’s Critical**. Spend some time explaining the different ways to sell, key dates for the program and Show & Sell locations.
9. **Focus on the Goal**. Motivate Scouts to take on the Unit Scout goal and to pick an awesome prize as part of their goal!
10. **Create a Memory**. End the night with a fun and memorable event. Scouts love to be part of the action. And they always love a good pie to the face of their Unit Leader!

**Plan Ahead with these tools at** [**https://www.campmasters.org/sales-tools**](https://www.campmasters.org/sales-tools)

* [Why Popcorn](https://www.campmasters.org/_files/ugd/f47f99_33285ad5f546408f87b28308c93f86e9.pdf) - (116KB PDF download)
* [Unit Kickoff Skit](https://www.campmasters.org/_files/ugd/4ff071_21c4d66ac73e4f3ebe1bbe6778c67db1.docx) - (76 KB PDF download)
* [Set Up Display for Show and Sell -](https://static.wixstatic.com/media/cbed46_a9a7da2fc8844c6ebaeb3aa54b54e7ce~mv2.jpg)(100 KB PDF download)
* [Dear Scouting Family](https://www.campmasters.org/_files/ugd/4ff071_ac62d4de7c4149209e1e1f6ef65462f7.docx) - (112 KB PDF download)
* [Key Contacts Form](https://www.campmasters.org/_files/ugd/f47f99_ac42455c555f4939b61812fcb0cda73e.doc) - (268 DOC download)
* [POPCORN SAFETY SELLING TIPS](https://www.campmasters.org/_files/ugd/f47f99_e8fbd27846874d178a82ec29bf92eead.pdf) - (60 KB PDF download)
* [2022 Unit Kickoff Presentation -](https://www.campmasters.org/_files/ugd/573b61_4e0a24df086d4fb786a785680716687b.pptx)(2.95 MB PPTX download)



**PARENT INFORMATION SHEET** (TO BE COMPLETED BY THE UNIT POPCORN KERNEL)

Our Sale Begins NOW and ends on:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

*\*Please have all orders and money returned to the Unit Popcorn Kernel this date. Kernels please allow for time to process and submit the order to council by the council due date of 10/20/23.*

Our popcorn kickoff will be:

Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Time: \_\_\_\_\_\_\_\_\_\_\_\_\_\_ Location:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Goals:

Our unit sales goal is\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Each Scout has a goal of\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Money raised will be used for the following unit activities

1. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
2. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
3. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Unit incentives

1. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
2. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
3. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Council incentives

1. Popcorn Prizes
2. Take Order “Blitz” drawing for Scout Shop gift certificates
3. Other prizes available at: [www.kellerprizeprogram.com](http://www.kellerprizeprogram.com)

Key Contacts

1. Name\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_Phone\_\_\_\_\_\_\_\_\_\_\_\_\_Email\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
2. Name\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_Phone\_\_\_\_\_\_\_\_\_\_\_\_\_Email\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
3. Name\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_Phone\_\_\_\_\_\_\_\_\_\_\_\_\_Email\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_



Table

Description automatically generated

* [Fund Your Adventure Worksheet](https://www.campmasters.org/_files/ugd/f47f99_6d4b887138914fcfbf7ac76b852c23fa.xlsx) - (128 KB XLS download)



**SALES TIPS**

CAMP MASTERS POPCORN SAFETY TIPS

• When selling popcorn in your neighborhood always have an adult or buddy with you.

• Never enter a stranger’s house without an adult.

• Keep checks and cash in a separate envelope with your name on it.

• Always walk on the sidewalk whenever possible.

• Never sell at night.

• Always be courteous.

CAMP MASTERS POPCORN SALES TIPS Ten ways to make a popcorn sale.

1. Ask your parent(s) to be the first to buy CAMP MASTERS popcorn.

2. Ask your relatives to buy CAMP MASTERS popcorn. (Grandparents, Aunts, Uncles, Brothers, Sisters…)

3. Ask your neighbors to buy CAMP MASTERS popcorn.

4. Ask the parents of your friends (not in Scouts) to buy CAMP MASTERS popcorn.

5. Take a CAMP MASTERS popcorn order form to your place of worship and ask people to buy CAMP MASTERS popcorn during coffee/fellowship hour (get permission first).

6. Ask your parents if they can take a CAMP MASTERS popcorn order form to work and ask their co-workers to buy popcorn. (They may need to get permission first.)

7. Ask your patrol or den to schedule a “Super Sale Day”. This is a day when your fellow Scouts select a neighborhood and go door-to-door as a group to ask people to buy CAMP MASTERS popcorn.

8. Ask a parent or fellow Scout to go door-to-door with you in your neighborhood to ask people to buy CAMP MASTERS popcorn.

9. Ask your parents or relatives if they give out gifts during the holiday season. If yes, ask them to consider giving out CAMP MASTERS popcorn (in a tin decorated for the holidays) as a holiday gift.

10. ALWAYS WEAR YOUR UNIFORM! Don’t forget last year’s customers.

**SAMPLE SCRIPT**

(first name only) I'm a Scout with Pack/Troop \_\_\_\_\_\_\_\_\_ here in \_\_\_\_\_\_\_\_\_ (city). We're selling popcorn to raise money to \_\_\_\_\_\_\_\_\_. By buying popcorn today, you'll help me earn my way and do fun things with my Pack/Troop all year-long. This product is my favorite (point to favorite mid-priced item).

**Juniata Valley Council | Show N Sell Product Listing**



**INDIVIDUAL SCOUT REGISTRATIONS**

Graphical user interface, text, application, chat or text message

Description automatically generatedGraphical user interface, text, application

Description automatically generated



**Doug Baker |  Popcorn Council Contact**

**Juniata Valley Council**

9 Taylor Drive

Reedsville, Pennsylvania 17084

(717) 667-9236 (office)

(717) 903-5441 (mobile)

(717) 667-9798 (fax)

[douglas.baker@scouting.org](mailto:douglas.baker@scouting.org)

[www.jvcbsa.org](http://www.jvcbsa.org/)

***Our Partner Contacts***

**Camp Masters Popcorn**

**Austen Carney**

*Regional Sales Manager – Ramsey Popcorn*

412-613-9181 (C)

[austen.carney@ramseypopcorn.com](mailto:austen.carney@ramseypopcorn.com)

**GCC/Keller Marketing**

Product Prize Program

Brad Siefke

(888) 351-8000 x241

Brad\_Siefke@gcc-usa.com