

LOUISIANA PURCHASE COUNCIL 2026 POPCORN LEADERS' GUIDE



Planning • Promotion • Technology
• Resources



Welcome

- This guide is designed to help Unit Leaders, Popcorn Kernels, and volunteers plan, promote, and manage a successful popcorn sale. It combines proven sales strategies, CAMP MASTERS technology, and Council resources to help Units maximize participation and achieve their fundraising goals.
- Many of the tools, templates, training materials, and marketing resources referenced throughout this guide can be found through your Council's website, social media channels, Council communications, the CAMP MASTERS website, and the CAMP MASTERS Knowledge Base.



Where to Find help

Resources and support may be available through:

✓ Council Website

✓ Council Facebook & Social Media Pages

✓ Council Email Communications

✓ CAMP MASTERS Website

✓ CAMP MASTERS Knowledge Base

✓ Council Popcorn team

IMPORTANT CONTACTS

LPC Field Staff

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District Director
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Office Support Staff

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District Kernels

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Attakapas District Kernel
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WAREHOUSE #1

Gulf South
Warehouse
2930 Commerce St.
Monroe, LA 71201
318-388-3113

WAREHOUSE #2

Food Bank of
Central Louisiana
3223 Baldwin Ave,
Alexandria, LA
71301

2026 POPCORN PROGRAM

July 14th or July 16th	District Popcorn Kickoffs
August 1st-December 31st	Online Sales Period
August 3rd	Unit Show and Sell Orders Due in System
August 20th/21st	Show and Sell Distribution Popcorn Sales Begin
August 21st thru October 26th	Popcorn Selling Season
October 26th	Any Eligible Returns are Due
October 26th	Unit Popcorn Orders and Prize Orders Submitted All Payments are Due in Council Service Center (checks can be postdated) Submissions for <i>Top Salesperson</i> Due
November 12th/13th	Popcorn Distribution
December 6th	(<u>all</u> post-dated checks will be deposited on this date)

Council Products

ZZ Support the Military and Scouting Too! \$30 Military Donation  Choose from ZZ and CAMP MATELL will send \$30 worth of popcorn to one military personnel.	WW Support the Military and Scouting Too! \$50 Military Donation  Choose from WW and CAMP MATELL will send \$50 worth of popcorn to one military personnel.	JK Chicago Style Snack Attack Tin A legendary Chicago-born combo of Caramel Corn, White Cheddar, and Yellow Cheddar - packaged in individual bags so you can mix it your way or choose each flavor solo. Crave-worthy. Customizable. Classic. — 16 oz.   \$50	MM 18 Pack Movie Theater Extra Butter Microwave Popcorn Popcorn perfectly seasoned with EXTRA Butter flavor just like the movie theaters. America's #1 selling flavor!   \$30
G 12 Pack EXTRA BUTTER Roasted Summer Corn If you like buttery corn on the cob, you'll LOVE this EXTRA BUTTER flavor microwave popcorn!   \$20	DC Sea Salt & Dark Cacao Sunflower Seeds Crispy roasted sunflower seeds coated in rich dark cacao and finished with a touch of sea salt for the perfect sweet-and-salty crunch. — 5.5oz.   \$20	KT Cinnamon Crunch Popcorn Bag All the cozy flavors of your favorite cinnamon cereal, now in a light, crunchy popcorn snack. Sweet. Crunchy. Cinnamon-y goodness. — 12 oz.   \$20	YY 12 Pack Sweet & Salty Kettle Corn Microwave Popcorn Sweet and Salty old-fashioned Kettle Corn that tastes like the popcorn at old-time county fairs!   \$20
ZD White Cheddar Cheese Bag Cheesy goodness of white cheddar cheese on light, crunchy, crispy popcorn. — 4.5 oz.   \$20	V Purple Popping Corn Jar Light. Crispy. Fun to eat! This gourmet purple kernel corn pops up white with a crisp salty taste and is virtually butterless, so it won't get stuck in your teeth. Comes in a resealable jar — just pop and enjoy! — 10 oz.   \$15	DD Caramel Popcorn Bag Mouthwatering taste of delicate and crispy gourmet caramel popcorn. — 9 oz.   \$15	 SCAN FOR ALLERGEN INFORMATION

Council Commissions

**Commission is paid on total sales of Show and Sell,
and Take Order.**

**Online sales are a flat 30%
BASE COMMISSION 30%**

ADDITIONAL COMMISSION TO BE EARNED

Performance	-- \$150 sold per Scout	1%
	-- \$250 sold per Scout	2%
	-- \$350 sold per Scout	3%
	-- Based on 6/30 membership #	

Attend your District Product Sale Kickoff	2%
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Host and Share Unit Kickoff Video/Pictures	2%
To Richard or Robin to share on the Council Facebook	

Total Commission Potential	37%
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PRIZES



LOUISIANA PURCHASE COUNCIL REWARDS

BUY PRIZE(S) YOU WANT WITH AN AMAZON.COM GIFT CARD

Sell \$7,500

Earn a \$550 Amazon.com Gift Card

Sell \$750

Earn a \$30 Amazon.com Gift Card

Sell \$5,000

Earn a \$350 Amazon.com Gift Card

Sell \$500

Earn a \$20 Amazon.com Gift Card

Sell \$3,500

Earn a \$225 Amazon.com Gift Card

Sell \$300

Earn a \$10 Amazon.com Gift Card

Sell \$2,500

Earn a \$150 Amazon.com Gift Card

Sell \$100

Earn a Louisiana Purchase Council Special Popcorn
Shoulder Patch

Sell \$1,500

Earn a \$75 Amazon.com Gift Card

Sell \$1,000

Earn a \$45 Amazon.com Gift Card

Amazon.com Gift Card Order Form

Scouts Name: _____ Pack/Troop/Crew #: _____
Parent's Name: _____ Phone #: _____
Parent's email: _____
\$ Amount Sold (Includes Show and Sell, Take Home, & Online Sales): _____
Submit this Form to your Unit Leader with your Scout's popcorn order!

REWARDS ARE NOT CUMULATIVE. WHERE INDICATED, SCOUTS MUST REACH OR SURPASS STATED SALES TOTAL, FACE-TO-FACE AND ONLINE SALES COMBINED, TO BE ELIGIBLE FOR THE AMAZON.COM GIFT CARD AMOUNT STATED AT THAT LEVEL. PRIZES EARNED ARE BASED ON INDIVIDUAL SALES. NO COMBINING OF SALES WITH OTHER SCOUTS.

Top Council Salesperson

1st Place--\$150 Amazon Gift Card

2nd Place--\$100 Amazon Gift Card

3rd Place--\$50 Amazon Gift Card

High Achiever Program

- **Why Promote It**

- Motivates goal setting.
- Recognizes achievement.
- It's above and beyond other Incentives

- The CAMPMASTERS High Achiever Program recognizes Scouts who Achieve a minimum of \$3,000 in Sales

High Achiever Program

- Along with a 2-person tent, we have you covered with a hanging hammock and a set of Walkie-Talkies that can be recharged from any USB port. Also included is an Aluminum Flashlight, 5pc Stainless Steel Mess Kit (with large pot, lid/frying pan, small pan, and 2 mugs) and the Swiss Army Fieldmaster Knife (15 features, from blades to a bottle opener, scissors to screwdrivers and wire strippers to a saw).

OR

Visa Gift Card for 4% of total sales.

Example: \$3000 = \$120 debit card

Visa Debit Card will be rounded to the nearest \$10.



POPCORN

POLICIES/RECOMENDATIONS

- The Louisiana Purchase Council will accept up to 10% of show and sell products that are in full cases for returns by October 26th to the office or their District Executive.
- All Payments must be turned in to the office or your Executive by October 26th. Only checks from the unit can be postdated; no personal postdated checks.
- If you need to cancel a show and sell and would like to offer the location to another unit, please contact your district Popcorn Kernel.
- If you need your CampMaster's login reset, please let Richard or Robin know. For those selling show and sell, it will need to be done ASAP.
- When making take home popcorn orders door to door or to family and friends it is good to give a receipt of Scout's name and when delivery is to be expected.
- Units will receive their take home orders on November 13th so that Scouts can distribute over Thanksgiving if needed.

Register in the CAMP MASTERS System

REGISTER YOUR SCOUTS

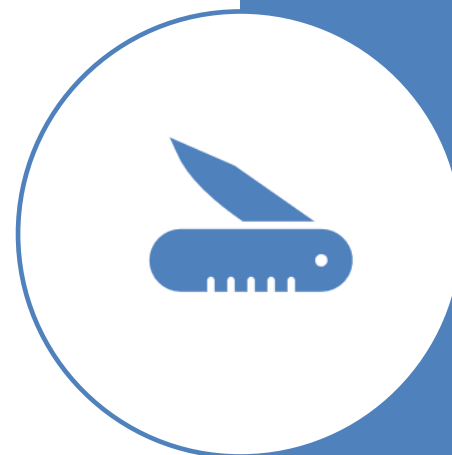
Before Scouts can register, your **Unit must first register with the Council. If you need your unit registered, please email Richard @ Richard.crise@scouting.org**

Once your Unit has been registered:

- ✓ Log into the CAMP MASTERS system
- ✓ Register your Scouts
- ✓ Complete Scout Profiles
- ✓ Start Selling

Need Help?

Contact your Council Popcorn Team.



Set a Budget – Two different examples



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Best Seller Tips

Successful popcorn sales don't happen by accident. The most successful Units and Scouts begin with a goal, develop a plan, and stay focused throughout the sale.

- Set clear goals.
- Learn and practice the CAMP MASTERS Sales Script.
- Know your products.
- Tell your Scouting story.
- Use every available selling method.
- Stay positive.
- Be prepared.

Remember

People support Scouting first. Popcorn is the thank-you gift

Engage Their Support

Share the purpose and build relationships

Make sure Scouts, parents, and leaders understand:

- Why the Unit is selling popcorn.
- How funds support the program.
- What opportunities the sale makes possible.

Encourage Scouts and families to:

- Thank supporters.
- Follow up with repeat customers.
- Share success stories.
- Celebrate milestones.

Every purchase helps create opportunities for Scouts to learn leadership, develop confidence, experience the outdoors, and build character.

Promote Early & Often

Build excitement and use resources

Use kickoff meetings to:

- Set goals.
- Share prize opportunities.
- Explain the sales plan.
- Build enthusiasm.

The most successful Units begin promoting their sale before popcorn arrives

Complete Scout Profiles

Encourage
every Scout
to:

✓ Upload a
photo.

✓ Complete
their profile.

✓ Share a
goal.

✓ Tell their
story.

Keep The Momentum Going

Celebrate success and communicate

Recognize:

- First sale.
- First DTC sale
- Top participation.
- Weekly achievements.
- Best Stories

One of the biggest challenges during any popcorn sale is maintaining enthusiasm after kickoff.

Communicate Frequently

Share:



- Unit updates.



- Contest information.



- Upcoming storefronts.



- Important deadlines.

Take advantage of the resources available through your Council, the CAMP MASTERS website, and the Knowledge Base.

EVENTS & STOREFRONTS

Storefront sales continue to be one of the most effective ways for Scouts to reach supporters and generate sales.



- Grocery Stores



- Retail Centers



- Home Improvement Stores



- Community Events



- Sporting Events



- Shopping Centers

Storefront Best Practices

Making \$500/hour a Reality!!

Prep

- Enough Popcorn to sell \$500/hr
- Fully Charged Phone with Campmasters App
- Bluetooth Credit Card Reader
- 6-Foot Table & Banner
- Cash Box with Small Bills
- **Scout should Wear Class A** and use Restroom before shift
- Place Products highest to lowest
- NEVER put prices on table

Scout Role

- Stand in front of table
- Smile and Greet Everyone
- Look the customer in the eye and give your pitch
- Guide them to the table to pick their products
- It helps to memorize the prices!
- Let your parent handle the money so you can get more customers

Parent Role

- Encourage your Scout to keep asking. No's will happen, that's okay!
- Handle table and products setup.
- Stand and Thank Everyone!
- Share what your Scout will get with the consumers' support.
- Enter orders so your Scout can get more customers
- Submit all donations in App

The CAMP MASTERS Sales Script

Hi sir/ma'am my name is _____

I'm a Scout with Pack/Troop _____

I am earning my way to go to Camp(or other unit need).
Can I count on your support?

If you don't have cash, don't worry I take credit cards.

My Favorite Flavor is _____ You'll help us, won't you?

Have the Scouts (and supervisors) practice until they don't have to think about what they are going to say.

Direct-to-Consumer Sales

Direct-to-Consumer Sales help Scouts connect with supporters anywhere in the United States

Benefits

Reach Supporters Nationwide
Expand Beyond Storefronts
Allow out-of-state family members to participate.
Increase fundraising opportunities

Encourage Scouts To:

Complete their profile.
Upload a photo.
Share their story.
Share their link throughout the sale.

The simplified \$7.99* shipping structure makes ordering easier for supporters and creates a better purchasing experience.

*pricing subject to change

CAMP MASTERS Technology

•Available Tools

- Tap To Pay
- Storefront Scheduler
- Inventory Management
- Scout Profiles
- Unit Dashboard
- Reporting Tools
- Direct-to-Consumer Sales

Learn More

The Knowledge Base provides access to training materials, articles, and frequently asked questions. Located on the Left of your CAMP MASTERS dashboard

Encourage

Encourage Scouts To send to at least 20 friends and family:

Share

Share their link.

Follow up

Follow up with supporters.

Participate

Participate throughout the sale.

Sell \$400 Direct to
Consumer Shipments
and receive a \$10
Amazon Gift Card

Direct-to- Consumer Prize



CAMP MASTERS

Promotions & Contests

Promotions will pop up on your CAMP MASTERS dashboard. Make sure you login to see the opportunities to win!



Picking up my Popcorn

Picking Up My Popcorn

Picking up popcorn is an important step in having a successful sale. Taking a few minutes to prepare before distribution day can help make the process smooth and efficient for both your Unit and Council.

Before Pickup

Confirm your pickup date, time, and location.

Review your order and know what products to expect.

Bring enough vehicles and volunteers to safely transport your order.

Be prepared to load and unload product quickly.

At Pickup

Verify your order before leaving the distribution site.

Count products and confirm quantities match your order.

Report any discrepancies immediately to Council staff or volunteers.

Secure product to prevent damage during transportation.

After Pickup

Store popcorn in a clean, dry location.

Organize inventory for easy distribution to Scouts.

Maintain accurate inventory records throughout the sale.

Distribute product to Scouts as soon as possible so they can begin selling.

Distribution Day Tip

Take a few extra minutes to verify your order before leaving the pickup location. It is much easier to resolve questions while Council staff, volunteers, and inventory are still available.





Picking up my Popcorn

Vehicle Type	Estimated Case Capacity
Car / Sedan	10–20 cases
Small SUV	30–35 cases
Large SUV	40–50 cases
Minivan	50–60 cases
Mid-Size Pickup Truck	45–55 cases
Full-Size Pickup Truck	60–75 cases
Cargo Van / Large Trailer	100+ cases