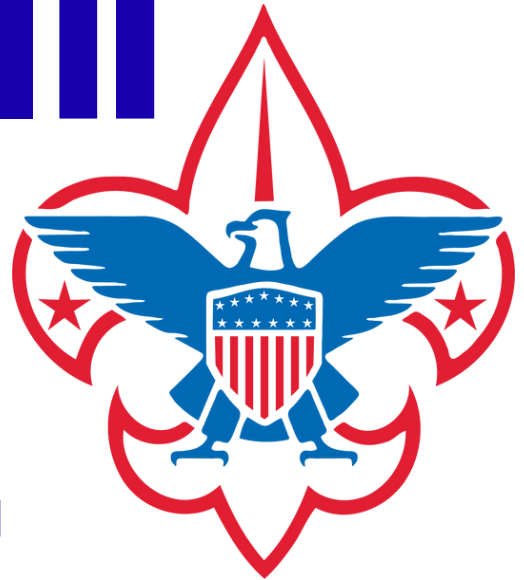


BUCKSKIN COUNCIL



A Leaders Guide for Product Sales

Created July 2025

READY, SET, GO!



WELCOME TO THE PRODUCT SALES TEAM!

Product sales are more than just a fundraiser; they are a vital part of helping your unit succeed. Each dollar raised supports exciting opportunities like camping trips, leadership training, service projects, and essential program costs. More importantly, product sales teach Scouts valuable life skills: goal setting, communication, responsibility, and perseverance.

This guide is designed to help product leaders prepare for a successful sales season. Whether you're new to Scout fundraising or looking to take your efforts to the next level, this introduction will provide the tools and strategies to help your unit thrive.

In This Guide, You'll Learn:

- Selling Strategies
- Purpose of Fundraising
- Product Options
- Product Sales Schedule
- Ordering, Inventory, and Pick Details
- Unit Commission and Product Payment Options

Your leadership plays a direct role in shaping each unit's experience. By building a strong sales foundation, you're not just raising funds; you're building confidence, character, and community.

Let's make this season the best yet for your Units and Scouts!

SELLING STRATEGIES

Show-N-Sell

Show-N-Sell is used when your Unit has pre-ordered the product and you have product on hand.

Storefront Sales

Sales taken in front of local stores or high traffic areas. Your unit gets permission to have a booth in a high visibility area and your Scouts sell actual popcorn and/ or meat stick product there on the spot. This method has been highly effective for many units. A unit can plan a Show & Sell day and split Scouts/ families into shifts so that everyone takes a turn. Talk with local stores to setup a time to sell.

Door-to-Door (aka Wagon Sales)

One of the most effective sales methods! In this case, a unit signs out product to a Scout who takes it throughout their neighborhood, selling as they go. Product is brought along (in wagon or vehicle), making it a quick and easy process for the customer. So, it is like a mobile show & sell booth. Units should order for this as part of their show & sell order. A large percentage of homeowners say that no Scout has ever come to their door, missing this great opportunity. You bring along the product as you sell it door-to-door. When a sale agreement is reached, the Scout goes to the car or wagon, gets the product and delivers it on the spot while the customer pays. If the desired product is not on hand, a Take Order can be made and product delivered later (Scouts would enter this under "Scout Delivery" on their dashboard for popcorn at least).

What's Take Order?

Take Order is used when product is not on hand and you must order it for future delivery. This method involves Scouts going door-to-door to take orders for popcorn and meat sticks. Research shows that about 3 in every 5 doors knocked on will result in a sale. Moreover, only about 20% of houses are contacted about buying popcorn. There is plenty of untapped market for the sale. This method is also preferred for mom and dad's co-workers and close friends and relatives to whom it will be easy to deliver the product at the end of the sale.

For popcorn, Scouts can also send their Take Order link out to nearby friends and family. This is only used for cases where the scout will deliver the product in person.

Door Hangers

Door hangers are a great "Leave Behind" that a potential customer can complete to place their order. A customer can review products, complete their order on the door hanger, and hang back on their door for a Scout to pick up for a contactless transaction. They can be used to drive potential customers to visit an upcoming Show and Sell or with an online Seller ID label created added to the door hanger. (**Visit CAMP MASTERS website for a Free template**)

Signs

Set out signs directing potential customers to your house to pick up popcorn, like promoting a Garage Sale.

Sample Script

"Hello. My name is _____. I'm a scout with Pack / Troop # _____. We're selling popcorn/meat sticks to help raise money for our Pack / Troop. I have many DELICIOUS flavors of popcorn/meat sticks and _____ is my favorite because _____. Can I count on your support to help fund my adventures?"



FUNDRAISING TO FIT YOUR UNITS NEEDS

MORE OPTIONS. MORE FLEXIBILITY. MORE SUPPORT

Every unit is different, and your fundraising approach should reflect that. This year, the Buckskin Council is offering units more flexibility by providing an additional product option to help you meet your goals and fund your adventures.

In addition to our traditional popcorn sale, units now have the opportunity to enhance their fall fundraising efforts by also selling Country Meats Meat Sticks.

Why Offer Two Product Options?

- Increased flexibility for your families and sellers
- Broader appeal to a wider range of supporters
- More opportunities to raise the funds your unit needs
- Customizable strategy to fit your unit's size, goals, and community

Whether you choose to focus on one product or both, our goal is to support your unit's success and empower every Scout to participate, contribute, and grow.





WHY COUNTRY MEATS MEAT STICKS?

The Country Meats Meat Stick Sale can be run in conjunction with the traditional popcorn sale.

Some insights as to why we are partnering with Country Meats:

- Country Meats has been supporting Scouting nationwide with more than \$20 million in sales over the past 10 years
- Help get more Scouts participating and funding their Scouting Adventure through community support versus impacting family budgets
- Innovative packaging that meets Scouting needs at a price point that Units, Scouts and families have been asking for
- A shelf-stable product that provides nutrition and value to our supporters
- A product that presents a great return for your Units' investment of time in using to fundraise with to pay for awesome scouting experiences
- Selling Country Meats 5-stick multi-pack meat sticks provides a more efficient program option for both the Council and participating Units, with a product category that consumers are aware of and is in high demand.



2025 COUNTRY MEATS PRODUCTS



**SMOKED
SNACK
STICKS**

Fundraising for a Great Cause

A delicious, protein snack you can feel good about!

**9g
PROTEIN**
PER STICK

5 STICK MULTIPACKS \$10.00 RETAIL PRICE



ORIGINAL SMOKED HICKORY

Savor the rich, smoky blue hickory flavor in this mild and satisfying snack stick.

Nutrition Facts	
Serving Size 1 package (28g)	
Amount Per Serving	
Calories 70	Calories from Fat 25
% Daily Value*	
Total Fat 3g	4%
Saturated Fat 1g	5%
Trans Fat 0g	
Cholesterol 25mg	8%
Sodium 450mg	21%
Total Carbohydrate 1g	0%
Dietary Fiber 0g	0%
Sugars less than 1g	
Protein 9g	
Vitamin A 0%	Vitamin C 0%
Calcium 0%	Iron 0%



HOT CAJUN STYLE

This medium-spicy treat is the essence of Cajun cuisine, and its kick comes from a perfectly balanced combination of white, black and red peppers.

Nutrition Facts	
Serving Size 1 package (28g)	
Amount Per Serving	
Calories 70	Calories from Fat 25
% Daily Value*	
Total Fat 2.5g	4%
Saturated Fat 1g	4%
Trans Fat 0g	
Cholesterol 25mg	8%
Sodium 450mg	19%
Total Carbohydrate 4g	1%
Dietary Fiber 0g	0%
Sugars 3g	
Protein 9g	
Vitamin A 2%	Vitamin C 0%
Calcium 0%	Iron 0%



SWEET BBQ

Infused with the richness of brown sugar, this snack stick captures the essence of classic barbecue and delivers a delicious burst of flavor.

Nutrition Facts	
Serving Size 1 package (28g)	
Amount Per Serving	
Calories 70	Calories from Fat 25
% Daily Value*	
Total Fat 3g	5%
Saturated Fat 1g	5%
Trans Fat 0g	
Cholesterol 25mg	8%
Sodium 450mg	19%
Total Carbohydrate 1g	0%
Dietary Fiber 0g	0%
Sugars less than 1g	
Protein 9g	
Vitamin A 4%	Vitamin C 0%
Calcium 0%	Iron 0%

- Each multipack is comprised of five (5) great tasting meat sticks
- Each meat stick contains:
 - 9 grams of protein with only 70 calories!
 - 1-4 grams of carbohydrates depending on flavor
 - Soy and Gluten free, with no other known allergens
- Individually vacuum sealed within the package with best by date provided on each stick and the multi pack as well
- No need for refrigeration, shelf stable for a year from production!





2025 CAMP MASTER PRODUCTS

Code	2025 Show and Sell Products	Items / Case	Cost Item	Cost Case
JK	Chicago Style Snack Attack Tin	1	\$50	\$50
E	Supreme Caramel Tin	8	\$30	\$240
MM	18-pack Movie Theater Extra Butter Microwave Popcorn	6	\$30	\$180
X	Classic Trail Mix	8	\$25	\$200
G	12-pack Extra Butter Roasted Summer Corn	8	\$20	\$160
KT	Cinnamon Crunch Popcorn Bag	12	\$20	\$240
YY	12-pack Sweet & Salty Kettle Corn Microwave Popcorn	8	\$20	\$160
ZD	White Cheddar Cheese Bag	9	\$20	\$180
V	Purple Popping Corn Jar	6	\$15	\$90
DD	Caramel Popcorn Bag	12	\$15	\$180
U	5-pack Butter Microwave Popcorn	8	\$10	\$80
ZZ	\$30 Military Donation	N/A	\$30	N/A
WW	\$50 Military Donation	N/A	\$50	N/A
Code	2025 Take Order Additional Products	Items / Case	Cost Item	Cost Case
ZE	Chocolate Drizzle Caramel Bag	N/A	\$25	N/A



ORDERING INVENTORY



Unit orders for CAMP MASTERS are placed online in the CAMP MASTERS system.

The Council combines those orders and submits them to CAMP MASTERS.

Here are a few helpful hints when ordering your show-and-sell inventory:

- If you sold last year, look at your history of what was ordered.
 - Compare the number of Scouts you have this year versus last year.
 - Adjust your order based on your goal per Scout
 - Adjust products if you had more of one item that sold better
 - Attend a CAMP MASTERS Webinar hosted by Michael Beck.
- If you did not sell last year, work with your council to get started. They should have a good idea of what you can accomplish.
 - Join our Facebook group to get some ideas.
 - Make sure you schedule your storefronts early.
 - Make sure you create excitement around this program. It is an amazing program for Scouts and parents to see the success.
- Keep your goals in mind; if you have a large event coming up that will require more product and person-power, you may want to order extra product or schedule additional slots for Scouts to sell.
- Go to your CAMP MASTERS Unit dashboard for How to Order Demo
- Keep the lines of communication open; if it looks like you will have extra popcorn that you may not be able to sell, share your needs or wants with the council and other units.



Unit orders for Country Meats are placed by submitting the order form to the Council. The council combines those orders and submits them digitally to Country Meats.

Country Meats recommends an initial meat stick order of three (3) cases, one (1) of each flavor, to get started. Then use replenishment orders to fill in additional needs for product as you approach and exceed your unit sales goal. Replenishment orders will allow units to reduce exposure to unsold inventory, as well as to go above and beyond any goal you may set. To be eligible for any replenishment orders, units must submit payment of their invoice for the previous order.

For show and sell, units will only be able to order in full case configurations, at the flavor level.

All orders are subject to Council approval. If you have questions or problems, don't hesitate to contact the Council Service Center for assistance.



PICKING UP PRODUCT

You will receive an email prior to the pick-up day letting you know to schedule your window. We try to maximize this time to get you in and out as soon as possible. If you need to change your location, time, or make other arrangements, reach out to the contacts on page 7 before placing your order.

Units will be contacted if any changes with the pick-up location or time are made.

To pick up your product, follow these vehicle recommendations:

- Midsize sedan holds about 20 cases
- Luxury sized sedan holds about 30 cases
- Minivan holds about 60 cases
- Large SUV holds about 70 cases
- Large Pickup bed holds about 90 cases

All of the capacity estimates are very dependent upon the products, which affect the shapes of the cartons.

In all of the examples, it is recommended that all seats behind the front driver and passenger seats be stowed into the car floor or removed.

If you receive damaged popcorn at distribution, you must:

1. Refuse to take it if you see the damage right away. We will make sure you get a replacement.
2. Report the damage to the Council Service Center immediately upon finding it after getting it home.



INVENTORY & PAYMENTS

For Show and Sell orders, units will be given an inventory sheet when they pick up the product. Products and quantities will be reviewed and signed for. Units are responsible for tracking sales and inventory from then on. The sale ends October 28th, and units will turn in any unsold Show and Sell product on October 29th. The unsold product will be compared to the inventory sheet and what the unit sold during the sale period.

The CAMP MASTERS system has a feature that allows units to track inventory and assign it out to Scouts and storefronts. Please remember the physical product needs to be accounted for and should be where the online system says it is.

Payment for both Show and Sell and Take Order sales is due at the time of Take Order product pick-up on November 13th. Units need to come to the pickup location with a check made out to Buckskin Council. Invoices will be sent out prior to the pickup date. If there are any questions regarding the amount owed, leave the amount blank, and there will be a copy of the unit invoice to review at pickup.

Note: Be sure to encourage Scouts as they sell; their confidence makes a difference! When taking orders, it's best to collect payment at the time of the sale. Cash and credit cards are preferred. If accepting a check, please only do so from someone you know and trust.



COMMISSION & PRIZES

Units participating in the Fall 2025 Product Sale will receive a base commission of 31%. An additional 2% commission of gross sales can be earned if the unit does all of the following:

1. Attend one of the product sale trainings or kickoff events hosted by the Council or Districts.
2. Submit an annual calendar and budget to the Council Service Center by October 1st. (Don't forget to share with parents too!)
3. Submit 100% of the money at product pick-up.

Scouts sell more when they have an objective! We're partnering with Keller Marketing again to offer the traditional prize program! The prize program is tied to the CAMP MASTERS popcorn sale.

There is no prize program for the Country Meats meat stick sale.

Units participating in the popcorn sale will need to submit their prize order forms, along with their Take Order forms, by **October 29th**. Submit them online on the CAMP MASTERS system or to the Council Service Center. Units participating in the meat stick sale will still need to submit their Take Order forms on October 29th but will not have a prize order form to submit.



PRODUCT SALE CHECKLIST

Numbers to Know



Shanté Ellis
Council Product Chair

678.478.2583
shanteellis525@gmail.com

Ellen Blackwood
District Executive

304.993.8648
ellen.blackwood@scouting.org

- ☐ Recruit Unit Product Chair
- ☐ Attend Trainings
- ☐ Host Unit Kickoff Meeting
- ☐ During Kickoff, Share Tips & Ideas for Selling Product
- ☐ Distribute Order Forms
- ☐ Plan Annual Scout Program (w/ Unit Committee)
- ☐ Submit Budget for Unit (**Use Unit Fillable Budget**)
- ☐ Update Scout Roster (**to make CAMP MASTERS set up easier**)
- ☐ Encourage Scouts to Self-Register in CAMP MASTERS System, update bio, and share selling link
- ☐ Review Commission Structure
- ☐ Review Prizes (**Popcorn Only**)
- ☐ Determine Per-Scout Fundraising Goal
- ☐ Secure Storefronts with your District Executive
- ☐ Establish Schedule for Unit Money Collection
- ☐ Confirm Show-N-Sell Locations & Times
- ☐ Place Unit Show and Sell Order
- ☐ Coordinate Pick-Up and Return of Show and Sell Product
- ☐ Place final unit Popcorn and/or Country Meats Order
- ☐ Order Prizes (**Popcorn Only**)
- ☐ Submit Product Payments to Council by Take Order Pick-Up Date
- ☐ Celebrate!

FALL PRODUCT SALE SCHEDULE

JULY 2025

IMPORTANT DATES

7/15 7pm: Council Fall Product Sale Zoom w/ District Product Chairs

7/17 7pm: CAMP MASTERS Webinar- What's New & FAQs

7/26 7pm: CAMP MASTERS Webinar- Show and Sell Training

7/31 7pm: CAMP MASTERS Webinar- How to Take CC Sales

SUN	MON	TUE	WED	THU	FRI	SAT
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15 Council Fall Product Zoom	16	17 Popcorn Webinar	18	19
20	21	22	23	24	25	26 Popcorn Webinar
27	28	29	30	31 Popcorn Webinar		

AUGUST 2025

8/8: Unit Show and Sell Orders Due to Council

8/11: Council Submits Orders to CAMP MASTERS and Country Meats

8/21: Show and Sell Product Delivered to Tyler Mountain Water

8/22: Unit Show and Sell Product Ready for Pick Up at Tyler Mountain Water

8/23: Council Fall Product Sale Kickoff at Council Service Center

8/29: Popcorn and Meat Sticks Sale Begins

SUN	MON	TUE	WED	THU	FRI	SAT
					1	2
3	4	5	6	7	8 Units Submit S&S Orders	9
10	11 Council Submits S&S Orders	12	13	14	15	16
17	18	19	20	21 S&S Product Delivered	22 Units Pick Up S&S Product	23 Council Fall Product Kickoff
24	25	26	27	28	29 Popcorn and Meat Sticks Sale Begins	30
31						

FALL PRODUCT SALE SCHEDULE

SEPTEMBER 2025

IMPORTANT DATES

9/1-30: Popcorn and Meat Stick Sale Continues

9/4 7pm: CAMP MASTERS Webinar- Understanding the Technology from a Unit Perspective

SUN	MON	TUE	WED	THU	FRI	SAT
	1	2	3	4 Popcorn Webinar	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

OCTOBER 2025

10/1-28: Popcorn and Meat Stick Sale Continues

10/29: Unit Show and Sell Product Returned to Council

10/29: Unit Take Orders and Prize Orders Due to Council

10/31: Council Submits Take Orders to CAMP MASTERS and Country Meats

SUN	MON	TUE	WED	THU	FRI	SAT
			1	2	3	4
5 Popcorn Webinar	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28 Last Day of Sale	29 Units Return S&S Product and Submit Order Forms	30	31 Council Submits Order Forms	

FALL PRODUCT SALE SCHEDULE

NOVEMBER 2025

IMPORTANT DATES

11/13: Take Order
Product Delivered to
Tyler Mountain Water

11/14: Unit Take
Order Product Ready
for Pick Up at Tyler
Mountain Water

11/14: Payment Due

SUN	MON	TUE	WED	THU	FRI	SAT
						1
2	3	4	5	6	7	8
9	10	11	12	13 TO Product Delivered	14 Units Pick Up TO Product and Submit Payment	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

Highlighter key:

Trainings

Unit Responsibility

Council

Responsibility

Sale Start Date

Sale End Date



IMPORTANT CONTACTS

Product Chairs

Shanté Ellis
**Buckskin Council
Product Chair**
678.478.2583
shanteellis525@gmail.com

Melanie Young
Adena Product Chair
melanie.young@scouting.org

Debra King
**Chief Cornstalk
Product Chair**
debralking2013@gmail.com

Contact Name

Kootaga Product Chair
Phone
Email

Contact Name

**Mtn. Dominion and Seneca
Product Chair**
Phone
Email

Dave Duncan
Shawnee Product Chair
dduncan@nitrocs.com

Professional Staff Support

Ellen Blackwood
**Shawnee District Executive
Product Sales Staff Advisor**
304.993.8648
ellen.blackwood@scouting.org

Larry Wunderly
Assistant Scout Executive
304.545.2178
larry.wunderly@scouting.org

Janet Smith
Finance Secretary
304.340.3663
janet.smith@scouting.org

Carl Sullivan
Adena District Executive
carl.sullivan@scouting.org

Billy Bryant
**Field Director/
Chief Cornstalk District**
bill.bryant@scouting.org

Andrew Murphy
Kootaga District Executive
andrew.murphy2@scouting.org

Samuel Bosley
**Mtn. Dominion and Seneca
District Executive**
samuel.bosley@scouting.org

Product Pickup Locations

Tyler Mountain Water
Company
*for units in Chief Cornstalk
and Shawnee*
159 Harris Drive
Poca, WV 25159

Huntington Scout Shop
for units in Adena
1037 Sixth Ave.
Huntington, WV 25701

Bob's Market
for units in Kootaga
2514 Washington Blvd,
Belpre, OH 45714

Lifeline Church of God
*for units in Mtn. Dominion
and Seneca*
250 Oakvale Rd, Princeton,
WV 24740



Thank You, Product Chairs

On behalf of the Buckskin Council, we extend our deepest gratitude to you, our dedicated Product Chairs, for your time, leadership, and unwavering commitment to Scout fundraising.

Your efforts behind the scenes ensure our units are supported, our families are informed, and our Scouts are equipped to succeed.

You are the driving force that keeps the momentum going, from coordinating resources to answering questions, troubleshooting challenges, and cheering on every sale.

Thanks to your dedication:

- Units across the council are empowered to fund unforgettable experiences
- Scouts gain life-changing skills in goal setting, communication, and teamwork
- Families and communities see the impact of Scouting in action

Your leadership is not just appreciated; it's essential. We simply could not do this without you.

Thank you for all that you do to help our Scouts grow, thrive, and achieve their goals.

We look forward to another successful fundraising season together.

Yours in Scouting,
The Buckskin Council Product Sales Team

