

2026 POPCORN LEADERS' GUIDE

Planning • Promotion • Technology • Resources



Welcome

Popcorn Fundraising Fuels Adventure!

Every Scout deserves the chance to experience unforgettable adventures, learn new skills, and make memories that last a lifetime. The popcorn fundraiser is more than just a way to raise money - it's the key to making those experiences possible.

When Scouts and families work together to support popcorn sales, they help fund camping trips, outdoor adventures, service projects, awards, equipment, and a full year of exciting Scouting activities. Units that plan their program year in advance and actively participate in fundraising are better equipped to deliver the fun, adventure-filled program that Scouts deserve.

Selling popcorn teaches valuable life skills, too. Scouts build confidence, practice communication and goal-setting, learn the value of hard work, and take ownership of funding their own adventures.

The more successful your unit's popcorn sale, the more opportunities your Scouts will have throughout the year. Together, we can create a program packed with adventure, leadership, friendship, and memories that will last a lifetime.

Sell popcorn. Fund adventure. Build character. Create memories.

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.





People support Scouts first.

Popcorn is simply the way they do it.

DBC Key Popcorn Dates



Online Sale

- Sale starts: 8/1/26
- Sale ends: 11/15/26

Show-n-Sell

- Order due: 8/31/26
- Order delivery: 9/16/26

Take Orders

- Sale starts: 9/1/26
- Sale ends: 10/29/26
- Orders due: 10/30/26
- Order delivery: 11/19/26



All money & prize orders are due on/before 12/1/2026.

Unit Popcorn Timeline



- August
 - Build budget & set goals
 - Register your unit for the sale with Council
 - Order Show-n-Sell products from CampMasters (once access is granted)
 - Host Unit kickoff
 - Secure Storefronts
- September
 - Storefront sales
 - Wagon sales
 - Online sales
- October
 - Continue sales
 - Final push
 - Take Order submission
- November
 - Take Order distribution
 - Prize distribution
 - Celebrate a successful sale

Commission Structure

Base Commission	30%
Attend 2026 Scout Show	5%
Beat Your Last Year's Sale	5%
No Prizes	5%
MAX TOTAL	45%

All participating units receive the base commission.

Units that participate with a booth at the Scout Show receive an additional 5% commission.

Units that sell more than their last year's sales total received an additional 5% commission.

If units elect not to order prizes, they may receive another 5% in commission. This is a decision for the whole unit, not a decision that can be different for each scout of the same unit.



Build Your Unit Annual Budget

Don't start with a sales goal. Start with an adventure goal.

Consider camping trips and outdoor activities, summer camp, awards and advancement, program supplies, equipment purchases, service projects, and special activities/events.

Once you know what your program will cost, you can determine how much popcorn you need to sell to fund it. **A budget-driven goal creates buy-in because families understand exactly what they're helping Scouts achieve.**

Set Your Unit Sales Goal

Your sales goal should be based on your annual program budget.

Example:

Annual Program Budget: \$10,000

Unit Commission Rate: 30-45%

$\$10,000 / 35\% = \$28,572$

Unit Sales Goal: \$28,600 minus expected unit dues income

A goal tied to your program helps families understand what they're working toward.

Steps to a Successful Sale

- Build your annual program budget
- Set your unit sales goal
- Recruit and train your Popcorn Team
- Schedule storefronts early
- Conduct a great unit Kickoff
- Communicate every week
- Celebrate Success and say Thank You



Engage Every Family

- Set expectations early
- Make sure parents understand:
 - Why the unit sells popcorn
 - How funds support the program
 - The unit sales goals
 - Important sale dates
 - Ways families can help



Families who understand the “why” are more likely to participate.

Host a Great Kickoff



A successful kickoff should:

- Build excitement
- Explain the unit goal
- Introduce prizes and incentives
- Demonstrate the sales pitch
- Engage both Scouts and parents
- Register Scouts
- Give families a clear action plan

The first week of the sale often determines the final result.

Top Popcorn Sales Tips for Units

- 💡 **Start with the “Why”** – people don’t buy popcorn because they need popcorn. They buy because they want to support Scouting. Make sure every Scout and family can explain how popcorn sales help fund adventures, campouts, awards, equipment, and program activities.
- 💡 **Set a Goal and Make a Plan** – successful sales start with a clear goal. Decide what your unit wants to accomplish, determine how much needs to be raised, and create a plan to get there.
- 💡 **Ask Everyone** – the biggest reason people don’t buy popcorn is simple: they were never asked. Encourage Scouts to reach out to family, friends, neighbors, coworkers, and community supporters.

Top Popcorn Sales Tips for Units

- 💡 **Share Your Scouting Story** – a personal story is more powerful than a product pitch. Teach Scouts to talk about their favorite Scouting experience and what they're excited to do next.
- 💡 **Use Every Selling Opportunity** – combine storefronts, wagon sales, online sales, and direct asks. Units that use multiple selling methods consistently achieve the best results.
- 💡 **Keep the Energy High** – celebrate successes throughout the sale. Recognize participation, personal bests, milestones, and creative selling stories. A little recognition goes a long way.
- 💡 **Always Say Thank You** – every purchase is an investment in Scouting. Encourage Scouts to thank supporters, follow up with repeat customers, and show appreciation for every sale.

Sample Scout Sales Pitch

“Hello!

My name is _____ and I’m a Scout with Pack/Troop _____.

I’m selling popcorn to help pay for camping trips, outdoor activities, and other Scouting adventures.

Would you like to support Scouting today?”

“Thank you for helping Scouts in our community!”

Storefront Best Practices



Before a Show n Sell

- ✓ Confirm location
- ✓ Confirm inventory
- ✓ Test payment options
- ✓ Practice sales pitch

During a Show n Sell

- ✓ Smile
- ✓ Make eye contact
- ✓ Ask everyone
- ✓ Thank every supporter

After a Show n Sell

- ✓ Count inventory
- ✓ Record sales
- ✓ Celebrate success

Online Sales Start Here

Every Scout should be registered in Camp Masters to take advantage of online selling opportunities. Scouts with complete profiles consistently have greater success reaching supporters and generating sales.

Getting Started:

- ✓ Register your unit with the Council
- ✓ Log into the Camp Masters systems and register every participating Scout.
- ✓ Ensure each Scout has access to their online selling tools.
- ✓ Encourage families to begin sharing their Scout's online store immediately.

Complete every Scout profile:

- ✓ Upload a photo
- ✓ Share a Scouting story
- ✓ Set a sales goal
- ✓ Explain what adventure you're fundraising for

Completed profiles create stronger connections with supporters.

Online Sales Tips for Scouts



- 📧 Share your Scout's link with family and friends
- 📧 Start with at least 20 personal contacts
- 📧 Include a brief personal message about your Scouting adventures and goals
- 📧 Share on social media, email, and text messages
- 📧 Follow up with supporters who haven't responded
- 📧 Continue sharing throughout the sale, not just once
- 📧 Thank every supporter who makes a purchase

Remember: people are supporting your Scouting experience, not simply buying popcorn.

Keep the Momentum Going

Celebrate:

- ✓ First sale
- ✓ First online sale
- ✓ First \$100 sold
- ✓ Weekly top seller
- ✓ Scout success stories



A popcorn sale is a marathon, not a sprint.

Avoid Roadblocks to Success

- 🔊 Starting late
- 🔊 Not setting a goal
- 🔊 Poor communication
- 🔊 Not training Scouts
- 🔊 Waiting for families to participate
- 🔊 Not scheduling enough storefronts or promoting online sales
- 🔊 Failing to celebrate wins
- 🔊 Focusing on popcorn instead of Scouting



2026 Product Lineup

ZZ Support the Military and Scouting Too! \$30 Military Donation  Choose Item ZZ and CAMP MASTERS will send \$30 worth of popcorn to our military personnel.	WW Support the Military and Scouting Too! \$50 Military Donation  Choose Item WW and CAMP MASTERS will send \$50 worth of popcorn to our 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 savor each flavor solo. Crave-worthy. Customizable. Classic. — 18 oz  \$50	MM 18 Pack Movie Theater Extra Butter Microwave Popcorn Popcorn perfectly seasoned with EXTRA Buttery 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. Crunchy. Flavor-ready! This gourmet purple kernel corn pops up white with a crisp nutty taste and is virtually hullless, so it won't get stuck in your teeth. Comes in a resealable jar – just pop and enjoy! — 30 oz   \$15	DD Caramel Popcorn Bag Mouthwatering taste of delicate and crispy gourmet caramel popcorn. — 9 oz   \$15	 SCAN FOR ALLERGEN INFORMATION

2026 Prize Lineup



MY PRIZE GOAL IS: CHOOSE A PRIZE AND GO FOR IT!

MY POPCORN GOAL IS: ↓

\$5,000 LEVEL 14

- 53 - LEGO Harry Potter Hogwarts Castle: The Main Tower #76454
- 54 - Carrera Evolution Nascar Champions at Homestead
- 55 - 100 Foot Zip Line
- 56 - \$175 Amazon Card

\$4,000 LEVEL 13

- 49 - Klymit Cross Canyon 2 Tent & Footprint
- 50 - Adventure Camp Package
- 51 - LEGO Police Train Heist #60508
- 52 - \$125 Amazon Card

\$3,000 LEVEL 12

- 45 - Eagle Claw Fishing Set
- 46 - LEGO Family Vacation Beach Resort #42673
- 47 - Case Boning Folding Hunter Knife w/ Leather Sheath
- 48 - \$100 Amazon Card

\$2,150 LEVEL 11

- 41 - LEGO Hogwarts Castle: Hospital Wing #76463
- 42 - Foldable Drone w/ WiFi Camera
- 43 - HEXBUG Battlebots Arena Max
- 44 - \$75 Amazon Card

\$1,650 LEVEL 10

- 37 - Youth Pickleball Set
- 38 - Lego Planet Earth and Moon in Orbit #42178
- 39 - NorthFace Backpack
- 40 - \$50 Amazon Card

\$1,250 LEVEL 9

- 33 - Transformers Rise of the Beast - Bumblebee
- 34 - Snoopy Snow Cone Machine
- 35 - Lego Ninjago Kai's Mech Storm Rider #71830
- 36 - \$40 Amazon Card

\$850 LEVEL 8

- 28 - Hydration Pack - 2L
- 29 - 2-Person Waterproof Tent Assorted Colors
- 30 - Rubik's Cube 3pc Set - 2, 3, & 4 Tile
- 31 - Hip Shot Spiral Bomber
- 32 - \$30 Amazon Card

\$625 LEVEL 7

- 23 - Telescope - 40X Magnification
- 24 - LEGO City F1 Williams Racing & F1 Haas Race Cars
- 25 - Waiver Talkie Set w/ Facetime Ability
- 26 - 5-in-1 Survival Tool w/ Shovel
- 27 - \$20 Amazon Card

\$425 LEVEL 6

- 18 - 5pc Stainless Steel Mess Kit
- 19 - Light Saber w/ Stand
- 20 - Adventure Duffel Bag w/ Scouting America™ Branding
- 21 - Dinosaur Egg (Assorted Colors/Styles)
- 22 - Grab Bag E

\$325 LEVEL 5

- 13 - Catapult Plane w/ Stickers
- 14 - White Handle Lock Blade Knife w/ Scouting America™ Branding
- 15 - Zing Air Zooterball
- 16 - Zing Air Hunterz Zano Bow w/ 2 Zarts
- 17 - Grab Bag D

\$250 LEVEL 4

- 9 - Dry Bag - 5 liter - Assorted Colors w/ Scouting America™ Branding
- 10 - Brass Compass
- 11 - 4x30 Binoculars
- 12 - Stuffed Animal, Assorted

\$190 LEVEL 3

- 5 - Cinch Backpack w/ Scouting America™ Branding - Assorted Colors
- 6 - Magic Sand Set w/ 6 Molds
- 7 - Mini Dual LED Dynamo Flashlight w/ Scouting America™ Branding
- 8 - Mini Multi-Tool

\$90 LEVEL 2

- 1 - Fire Starter and Steel
- 2 - Compass Thermometer Whistle
- 3 - Tony Hawk Box Boarders - Assorted
- 4 - Fidget Spinner w/ Scouting America™ Branding

LEVEL 1

- 0.1 - Popcorn Sale Patch (Sell any item)
- 0.2 - Military Sale Pin (Sell One Military Donation)
- 0.3 - Online Sale Pin (Sell One Online Order)
- 0.4 - Top Seller Pin (Sell over \$1,000)

\$850 Bonus Club
Scouts who sell \$850 in product will receive their choice of:
0.5 - Hanging Hammock - Assorted Colors
0.6 - LEGO Friends Friendship Movie Night
0.7 - HEXBUG Mechanical Bugs - Wasp
0.8 - Multi-tool w/ Hammer & Case

Scout Name: _____ Pack/Troop: _____ Total Sales: _____

Prize #	Prize Description	Quantity

List all Patches, Pins, and Prizes earned above and turn in to your Unit Leader.

TURN IN YOUR PRIZE SELECTIONS AT THE SAME TIME AS YOUR POPCORN ORDER FORM.



Scan the QR Code to the left for a detailed description of the prizes or visit www.kellerprizeprogram.com

CAMP MASTERS 2026 High Achiever Prizes \$3,000 & Up Club

This year's High Achiever Camp Package contains the essentials for camping: a 2-person waterproof tent, 2L Hydration Pack, 5-in-1 Survival Tool with Shovel (including Shovel, Compass, Saw, Axe, Pick and Case), 80x80 Binoculars with Case, Telescope w/ 40x Magnification and Telescopic Fishing Pole with Reel and Case.

OR

Visa Debit Card for 4% of total sales
Example: \$3000 = \$120 debit card.
Visa Debit Cards will be rounded to nearest \$10.

CM High Achiever prizes are not cumulative. Select only ONE prize. See prize form for more details at campmasters.org.

DID YOU KNOW?
Scouts Online Sales at PopcornOrdering.com count towards your prizes!

SELL \$400 ONLINE amazon
EARN \$10 GIFT CARD!

Daniel Boone Council
www.danielboonecouncil.org
Council ID: 414DBC
For Popcorn Related Questions:
Council Office: (828) 254-6189
For Prize Related Questions
GCC/Keller Marketing: (888) 351-8000

- GUIDELINES to Select Prizes**
- Prizes earned based on individual sales. No combining of sales with other Scouts.
 - Sell any item & receive the Popcorn Sale Patch.
 - Sell \$90 & select your choice of prize at the \$90 level.
 - Sell \$190 or more & select a prize from the level you achieve or select prizes from the lower levels as long as the total of the prize levels does not exceed the prize level achieved. Example: If you sell \$625 in popcorn, you may select ONE prize from the \$625 Level or ONE prize from the \$325 Level and ONE prize from the \$250 Level.
 - Parent's permission is required to order a knife.
 - All prizes will ship to your Unit Leader.
 - If a prize is no longer available a substitute of equal or greater value will be shipped.
 - Turn in your prize order with your popcorn order.



LEAD THE WAY

TURN EFFORT INTO OPPORTUNITY

HAVE FUN SELLING!

Practice the following script to MAXIMIZE your sales.

“Hello. My name is _____. I'm a Scout with Pack / Troop # _____. We're selling popcorn to help raise money for our Pack / Troop. You can help us by trying some of our delicious popcorn. You'll help us, won't you?”

YOUR PURCHASE POWERS SCOUTING

Scouts Register or
FIND YOUR ACCOUNT HERE



Join Our Facebook Group
FUN CONTESTS & MORE

Need help?

Daniel Boone Council Popcorn Support

Paul Hollier – paul.hollier@scouting.org

Julie Pacilli – julia.pacilli@scouting.org

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Webpage: www.danielboonecouncil.org/Popcorn

CampMasters Support & Knowledge Base

www.campmasters.com



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