

POPCORN & PEANUT 2026 LEADER'S GUIDE



Heart of Virginia Council
Scouting  America

in partnership with

CAMP MASTERS
GOURMET POPCORN

WHITLEY'S
ESTD 1986
— PEANUT FACTORY —

WELCOME & THANK YOU!

Dear Popcorn Kernels and Nut Captains,

Welcome to the **2027 Popcorn & Peanut Sale** and the launch of this year's fun theme: **Lead the Way!**

Scouting is all about adventure - on the trail, in our communities, and in the everyday moments where leadership, service, and spirit shine. Whether you're a Scout knocking on doors, a parent running a Show & Sell booth, or a family sharing our mission with friends and neighbors, **every bag of popcorn (and can of peanuts!) sold fuels the adventures that define Scouting.**

Over the years, you've helped create an amazing legacy - **unloading deliveries, sharing storefronts, trading inventory, and cheering each other on.** That unity and dedication are what make our Council strong and successful.

We're proud to introduce your returning **2026 District Kernels: Amanda, Stacey, Sandy, and Kimberly.** They're ready to support you every step of the way - please don't hesitate to reach out to them or to me for help or guidance throughout the sale.

There are so many ways to get involved:

- 🍿 Walk your neighborhood with a wagon
- 🍿 Host or support a Show & Sell booth
- 🍿 Send your online sales link far and wide
- 🍿 Encourage friends and family to donate popcorn and peanuts to our military and veteran heroes

Every sale makes a difference. Funds raised help keep Scouting affordable and support camps, service projects, and essential year-round programs. Your efforts ensure every Scout can participate in life-changing experiences.

Let's make this our **boldest, most successful popcorn and peanut season yet!** Thank you for your continued commitment, energy, and heart.

Here's to big goals, delicious snacks, and making an impact - together.

Yours in Scouting,



Jim Croom
Council Popcorn Kernel

Heart of Virginia Council
Scouting  **America**

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LET'S MAKE THIS YOUR BEST SALE EVER!

Congratulations on choosing to have your Unit fund its program through the Popcorn and Peanut fundraiser. You've likely heard many times that *"it's not about selling popcorn and peanuts, it's supporting Scouting."* But what does this mean? And how does it impact each individual Scout?

Scouting is here to help youth become ethical adults that make good decisions. Popcorn and peanuts serve an important role in this mentorship. It's a learning activity, just like any other, designed to build important skills towards this goal. Specifically:

Association with Adults

Kids are sometimes shy or fearful around adults, even ones they know. For most, this doesn't resolve itself as they age. They gain the opportunity for exposure and practice communicating with adults by participating in the sale. They build the confidence that will make future things like college essays, job interviews and talking to their boss so much easier. It sounds like a simple interaction, but it's a way for them to overcome a tough barrier and learn how to navigate an adult-run world.

Salesmanship and Entrepreneurship

Learning to set and reach goals through action helps Scouts develop important business skills. They learn how to best represent themselves and persuade others. In the future, they can use these tools to gain funding for a revolutionary business idea or be a strong team leader within their organization.

Grow and Sustain Scouting

Scouting is not just an activity, but also a future career path. The mission of the organization needs strong leaders to carry the mentorship and impact forward into future generations. Everything they learn by participating prepares them to teach others what they know in Scouting or whatever future career they choose. Popcorn and peanuts also bring Scouting to the attention of many others who may not be familiar with all that Scouting has to offer.

Fund Membership and Activities

The funds you raise can be used to cover registration fees, trips, activities, day camps, summer camps, and high adventure experiences within the program. Fewer out-of-pocket expenses for families equals better-equipped kids and more participation.

Help all your families save money by encouraging 100% participation! This year's popcorn and peanut fundraiser can be the best fundraiser EVER!

2026 PRODUCT SALE TRAINING

DATE	LOCATION	TIME	ATTENDEES
July 22nd	Early Bird Kick-off Council Leadership Center 8090 Villa Park Drive Henrico, VA 23228	7:00 PM	Product Sale Unit Popcorn Kernels and team
August 3rd	Crater District Kick-off Wesley UMC 3701 Conduit Road Colonial Heights, VA 23834	7:00 PM	Product Sale Unit Popcorn Kernels and team
August 4th	Arrohattoc District Kick-off St. David's Episcopal 1801 Camborne Road North Chesterfield, VA 23236	7:00 PM	Product Sale Unit Popcorn Kernels and team
August 5th	Dogwood District Kick-off New Hanover Presbyterian Church 10058 Chamberlayne Road Mechanicsville, VA 23116	6:30 PM	Product Sale Unit Popcorn Kernels and team
August 11th	Huguenot Trail District Kick-off St. Michael's Episcopal 2040 McRae Road Bon Air, VA 23235	7:00 PM	Product Sale Unit Popcorn Kernels and team
August 13th	James River District Kick-off Council Leadership Center 8090 Villa Park Drive Henrico, VA 23228	7:00 PM	Product Sale Unit Popcorn Kernels and team
August 27th	Last Chance Kick-off Council Leadership Center 8090 Villa Park Drive Henrico, VA 23228	7:00 PM	Product Sale Unit Popcorn Kernels and team

2026 POPCORN SELECTIONS

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

To pick up your product, follow these vehicle recommendations:

- Midsize car holds about 20 cases
- Luxury sized car holds about 40 cases
- Minivan holds about 60 cases
- Large SUV holds about 70 cases
- Small Pickup bed holds about XX cases
- Large Pickup bed holds about XX cases
- Rental Truck holds over 70 cases

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

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



CAMP MASTERS
GOURMET POPCORN

2026 PEANUT SELECTIONS

— Home-Cooked — VIRGINIA PEANUTS

#1 BEST
Seller



"HOME-COOKED" SALTED VIRGINIA PEANUTS IN AMERICA'S 250TH COMMEMORATIVE TIN

Slowly roasted to a golden, crunchy perfection. One bite and you'll taste why these peanuts are our most popular selection. Contains: 🌿

♥ 20 oz. Tin \$29

◀ 12 oz. Tin \$21

— Sweet — PEANUTS & CANDIES

HOMEMADE PEANUT BRITTLE

Our old-fashioned peanut brittle is made in small batches using farm-fresh Virginia peanuts and sweet, crunchy brittle. Contains: 🌿

★ 10 oz. Tin \$23



HONEY ROASTED VIRGINIA PEANUTS

Our super extra large Virginia peanuts are coated with honey, sweet sugar and a dash of salt. We guarantee these will be the best candied peanuts you've ever had. Contains: 🌿

● 20 oz. Tin \$34

◆ 12 oz. Tin \$22

HOMEMADE — Confections —



MILK CHOCOLATEY PEANUT CLUSTERS

"Home-Cooked" Virginia Peanuts covered in a rich milk chocolatey coating and formed into oversized clusters. Contains: 🌿 🍫 🍫

● 10 oz. Tin \$23



DARK CHOCOLATEY PEANUT CLUSTERS

"Home-Cooked" Virginia Peanuts covered in a rich dark chocolatey coating and formed into oversized clusters. Contains: 🌿 🍫 🍫

▲ 10 oz. Tin \$23



DARK CHOCOLATEY ALMOND CLUSTERS

Lightly salted almonds, covered with a luscious dark chocolatey coating and a white chocolatey drizzle for a little added decadence. Contains: 🌿 🍫 🍫

◆ 10 oz. Tin \$28

— SNACK Mixes —



WHIT'S PARTY MIX

Grab a handful and enjoy the flavorful blend of hot cajun sticks, almonds, smoky habanero chili lime Virginia peanuts, honey roasted sesame sticks, pumpkin seeds, butter toffee peanuts, toasted corn nuts and taco sesame sticks. Contains: 🌿 🍫 🍫 🍫

🐾 10.5 oz. Tin \$26



VIRGINIA TRAIL MIX

Teeming with salted jumbo cashews, salted Virginia peanuts, salted almonds, candy-coated chocolatey gems and plump, sweet raisins, our trail mix is the best around. Contains: 🌿 🍫 🍫 🍫

♥ 14 oz. Tin \$26

— Specialty & Seasoned —



SALTED JUMBO CASHEWS

Our crisp, crunchy cashews are extra large and roasted to golden perfection, bringing out all the scrumptious flavor. Contains: 🌿

✦ 12 oz. Tin \$31



HOT HONEY VIRGINIA PEANUTS

Our "Home-Cooked" Virginia peanuts are covered in the perfect spicy and sweet combination, sure to give you a burst of flavor you've been craving. Contains: 🌿

♥ 12 oz. Tin \$21

WHITLEY'S
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— PEANUT FACTORY —



COMMISSION & PRIZES

Units can earn 30 - 35% commission on popcorn and peanut sales. The base commission is 30% and Units can earn a 5% bonus commission for attending training. Units who do not meet order and payment deadlines will incur a 5% fee.

This year we are working with Keller Marketing. Descriptions of prizes are available at www.kellerprizeprogram.com. If you have prize-related questions, contact Keller Marketing at 888-351-8000. See your prize order form for GUIDELINES to select prizes.



MY PRIZE GOAL IS:

MY POPCORN GOAL IS:

CHOOSE A PRIZE AND GO FOR IT!

\$5,000 LEVEL 14

- 53 - LEGO Harry Potter Hogwarts Castle: The Main Tower #70454
- 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 Bonestag 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 #71835
- 36 - \$35 Amazon Card

\$850 LEVEL 8

- 28 - Hydration Pack - 2L
- 29 - 2-Person Waterproof Tent
- 30 - Rubik's Cube 3pc Set - 2, 3, & 4 Tile
- 31 - Hip Shot Signal Bomber
- 32 - Grab Bag G

\$625 LEVEL 7

- 23 - Telescope - 40X Magnification
- 24 - LEGO City F1 Williams Racing #42103
- 25 - White Trail Set w/ Facetime Ability
- 26 - 5-in-1 Survival Tool w/ Shovel
- 27 - Grab Bag F

\$425 LEVEL 6

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

\$325 LEVEL 5

- 13 - Catapult Plane w/ Stickers
- 14 - White Handle Lock Blade Knife w/ Case & Scouting America™ Branding
- 15 - Zing Air Zooterball
- 16 - Zing Air Hunter 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 Grab Bag

\$190 LEVEL 3

- 5 - Cinch Backpack w/ Scouting America™ Branding - Assorted Colors
- 6 - Magic Sand Set w/ 8 Modes
- 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
- 0.2 - Peanut Sale Patch
- 0.3 - Military Sale Pin
- 0.4 - Online Sale Pin
- 0.5 - Top Seller Pin

\$700 Bonus Club
Scouts who sell \$700 in product will receive their choice of

- 0.6 - Hanging Hammock - Assorted Colors
- 0.7 - LEGO Friends Friendship Movie Night
- 0.8 - HEXBUG Mechanical Bugs - Wasp
- 0.9 - Multi-tool w/ Hammer & Case

\$5,000 Hall of Fame
Sell \$5,000 in Popcorn and/or Peanuts and get your name engraved on a brick out at camp as a lasting tribute of your accomplishment!

Popcorn and Prize Orders are Due to your Unit Kernel by _____

Scout Name:	Pack/Troop:	Total Sales:	Quantity
Prize #	Prize Description		

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

In addition to these incentives, CAMP MASTERS offers High Achiever Prizes below to recognize Scouts' Popcorn Sale efforts (the items below are NOT for peanut sales).

Scouts must have \$3,000 or more in sales recorded in the Camp Masters Popcorn system to qualify for the High Achiever Award.

All sales will need to be credited to the Scouts weekly.

Camp Masters will contact the email on the qualifying Scout's account when the sale is over to pick the prize.



**SELL \$400+ ONLINE
GET A \$10 AMAZON
GIFT CARD**



**SELL \$3000+ TOTAL
GET 4% BACK ON A
VISA DEBIT CARD OR**

**OR THIS CAMPING
PACKAGE**

2-person waterproof tent, 2L Hydration Pack, 5-in-1 Survival Tool with Shovel (including Shovel, Compass, Saw, Axe, Pick and Case), 80x80 Binoculars w/Case, Telescope w/40x Magnification and Telescopic Fishing Pole with Reel & Case.



MORE SCOUT PRIZES!

Every Scout who sells one Popcorn item and one Peanut item will earn the popcorn and peanut patches.



When you sell \$700, choose a BONUS prize from the \$700 Bonus Club! Choose from either a hanging hammock, Lego Friendship Movie Night, Hexbug Mechanical Bug, or a multi-tool with hammer and case!



Sell \$5,000 in Popcorn and/or Peanuts and get your name engraved on a brick out at camp as a lasting tribute of your accomplishment!



The Top 250 Sellers in the Council will earn a special edition Council Strip Patch! The top three Scouts in your Unit will be awarded the patch at a future Unit meeting to celebrate your accomplishment!

2026 PRODUCT SALE CALENDAR



REGISTER HERE

AUGUST 2026

JULY 22 -
Early Bird Kick-Off,
Council Leadership
Center, 7 PM

July 27 - UNIT ORDERS
DUE by
11:59 PM

AUGUST

August 3 - Crater
Kick-off & Training

August 4 - Arrohattoc
Kick-off & Training

August 5 - Dogwood
Kick-off & Training

August 11 - Huguenot
Trail Kick-off & Training

August 13 - James River
Kick-off & Training

August 14 & 15 - Show
& Sell Distribution of
Popcorn & Peanuts

August 19 - Additional
Product Pick-up

August 26 - Additional
Product Pick-up

August 27 - Last Chance
Kick-off (7 PM, Council)

August 29 -
Consignment Weekend

SEPTEMBER

September 2, 9,
16, 23 & 30
Additional Product
Pick-up Days
12 Noon - 2 PM

September 5
Popcorn Costume-
Making Workshop
9 AM - 12 Noon

September 19
Consignment Weekend!

SUN	MON	TUE	WED	THU	FRI	SAT
AUGUST 30	AUGUST 31		JULY 22 - Early Bird Kick-off!	JULY 27 - Unit Orders Due!		1
2	3 Crater Kick-off, 7 PM	4 Arrohattoc Kick-off, 7 PM	5 Dogwood Kick-off, 6:30 PM	6	7	8
9	10	11 Huguenot Trail Kick-off, 7 PM	12	13 James River Kick-off, 7 PM	14 Show & Sell Distribution at Council Leader. Ctr.	15 Show & Sell Distribution at Council Leader. Ctr.
16	17	18	19 Additional Pick-up 12n - 2 pm	20	21	22
23	24	25	26 Additional Pick-up 12n - 2 pm	27 Last Chance Kick-off, 7 PM	28	29 Consignment Weekend (Return 4-6pm)

SEPTEMBER 2026

SUN	MON	TUE	WED	THU	FRI	SAT
		1	2 Additional Pick-up 12n - 2 pm	3	4	5 Popcorn Costume Making
6	7 Labor Day Office Closed	8	9 Additional Pick-up 12n - 2 pm	10	11	12
13 National Peanut Day!	14	15	16 Additional Pick-up 12n - 2 pm	17	18	19 Consignment Weekend! (Return 4-6pm)
20	21	22	23 Additional Pick-up 12n - 2 pm	24	25	26
27	28	29	30 Additional Pick-up 12n - 2 pm			

2026 PRODUCT SALE CALENDAR Updated 8/5

OCTOBER 2026

OCTOBER

October 7, 14 & 21

Additional Product
Pick-up Days
12 Noon – 2 PM

October 10 & 17

Food Lion
Consignment Sale

October 19

Show & Sell Unit
Payments Due
for Popcorn & Peanuts

October 26

Final Unit Take Orders
DUE for Popcorn &
Peanuts by 11:59 PM



SUN	MON	TUE	WED	THU	FRI	SAT
				1	2	3
4	5	6	7 Additional Pick-up 12n - 2 pm	8	9 Additional Pick-up 2 - 4 pm	10 FOOD LION Consignment Sale (Return 4-6pm)
11	12	13	14 Additional Pick-up 12n - 2 pm	15	16 Additional Pick-up 2-4 pm	17 FOOD LION Consignment Sale (Return 4-6pm) + CREEPY
18	19 Show & Sell Unit Payments Due	20	21 Additional Pick-up 12n - 2 pm	22	23	24 CREEPY HOLLOW!
25	26 Final Unit Orders Due 11:59 PM	27	28	29	30	31 Halloween

NOVEMBER 2026

NOVEMBER

November 9

Prize Orders & Unit Top
Sellers Report Due

November 13 & 14

Final Product Distribution,
Heart of Virginia Council
Leadership Center

November 6

Final Unit Payments Due
for Popcorn & Peanuts

DECEMBER

December 31

Online Sale Ends

SUN	MON	TUE	WED	THU	FRI	SAT
1	2	3	4	5	6 Final Unit Payments Due	7
8	9 Prize Orders & Top Sellers Report Due	10	11	12	13 Final Distribution at Council Leadership Center	14 Final Distribution at Council Leadership Center
15	16	17	18	19	20	21
22	23	24	25	26 Thanks- giving Day	27 Office Closed	28 Office Closed
29	30					

KERNEL CHECKLIST

My #PopcornSquad

District Kernel

Phone
Email

Assistant Kernel

Phone
Email

Kickoff Kernel

Phone
Email

Show-N-Sell Kernel

Phone
Email

Pickup Kernel

Phone
Email

Prize Kernel

Phone
Email

Communications Kernel

Phone
Email

- ☐ Attend Popcorn & Peanut Trainings
- ☐ Plan Annual Scout Program (w/Unit Committee)
- ☐ Review Commission Structure & Prizes
- ☐ Determine Additional Unit Prizes
- ☐ Set Budget for Program (Use Unit Fillable Budget)
- ☐ Recruit Your #PopcornSquad #PeanutSquad
- ☐ Update Scout Roster (w/Membership Chair)
- ☐ Direct Scouts to Self-Register or Update Bio
- ☐ Determine Per-Scout Fundraising Goal (Use Scout Goal Worksheet)
- ☐ Secure Storefronts
- ☐ Create Unit Timeline for Popcorn & Peanut Sale
- ☐ Establish Guidelines for Product Pickup & Money
- ☐ Confirm Show & Sell Locations and Times
- ☐ Place Unit Product Order
- ☐ Host Unit Kickoff Meeting
- ☐ Prepare and Distribute Handouts
- ☐ Share Tips & Ideas for Selling Popcorn & Peanuts
- ☐ Provide Selling Incentives & Games for Scouts
- ☐ Coordinate Pick-Up / Drop-Offs at Warehouse
- ☐ Encourage Scout & Parent Participation
- ☐ Share Selling & Marketing Strategies
- ☐ Help Scouts Share Their Online Selling Links
- ☐ Place Final Product Order
- ☐ Order and Distribute Prizes
- ☐ Remit Product Payments to Council
- ☐ Contact District Kernel as Needed for Assistance
- ☐ Celebrate!

POPCORN & PEANUT SQUAD

The Popcorn Kernel (or Nut Captain) oversees operations of the Unit's popcorn and peanut sale. This is an important leadership role within the Unit. The PK ensures distribution, promotion, reporting and payments for Unit's entire sale period. They also work closely with their Unit committees and District Popcorn Kernel.

The best part is leading their **#PopcornPeanutSquad** in the Unit's goals for the sale by:

- ★ Encouraging Scouts to Earn Their Way
- ★ Developing the Overall Sale Strategy for the Unit
- ★ Establishing Relationships with Community Businesses
- ★ Helping Parents Support Their Scout
- ★ Guiding the Unit's Progress to Their Sales Goal
- ★ Gathering and Distributing Important Information
- ★ Running Logistics for Product and Sales Earnings
- ★ Rewarding Scout Efforts with Great Prizes
- ★ and Hosting an EPIC Unit Kick-Off Celebration

Your **#PopcornPeanutSquad** includes *(based on your Unit and District Size)*:

- ★ District Popcorn Kernel (or Nut Captain) - Your right-hand in all things product sale!
- ★ Unit Committee Members - Helping you develop the plans and budgets
- ★ **Assistant Popcorn Kernel / Nut Captain – A MUST have (ask for help)!**
- ★ Kickoff Kernel - Your party planning partner
- ★ Show & Sell Kernel - Your logistics coordinator (preferably with a truck!)
- ★ Pickup Kernel - Your warehouse watchdog for product inventory
- ★ Prize Kernel - Your fun-lovin' prize patrol buddy
- ★ Communications Kernel - Your social media / email master spreading popcorn & peanut love

As exciting as these position titles are, people tend to more receptive when asked to execute a specific task, not just serve a role in the sale. **When asking for help, be sure to say what you specifically NEED help with and how much time you think it will take them.**

For example, instead of: Hey Sarah, will you volunteer as Kickoff Kernel this year?

Ask: Hey Sarah, your creativity and crafting skills are top notch. Would you help me with decorations and games for the Popcorn & Peanut Kickoff? I'm thinking it will take us about 2-3 hours in planning and decorating day of, plus whatever time you'd estimate for creating them.

HOW MUCH PRODUCT TO SELL

The mission behind the unit program planning philosophy is to help Scouting Units fulfill young people's need for adventure and deliver on this promise. Units that operate under an annual program plan, that young people help construct, are proven to be more successful and make a more profound impact on the lives of their members. We promise young people the most exciting adventures they can imagine, and we had better be prepared to make it happen. How do you get buy-in and commitment from your unit's families when it comes to annual programming and fundraising needs? Your answer to this question is the key factor to the level of success your Scouting program will enjoy.

Brainstorming Ideas to Get You Started - The unit might plan and fund some of the following:

Program Ideas:

Summer Camp
Cub Scout Council Events
Monthly Unit Activities
Pinewood Derby
Patrol/Den Activities
Assistance for Low-income Scout Families

Other Considerations:

Scouting America Registrations & Scout Life Magazine
Meeting Supplies/Awards & Recognitions
Den/Patrol Expenses/Training Courses
Unit Camping Equipment

Once there are several ideas under consideration, filter them to allow the most realistic ones to surface. Be cautious not to discount Scouts ideas. Do provide them with enough information to decide which are most in creating their best program year.

Next, add key dates to a unit calendar that will be shared with Scouts and parents. Be sure to account for vacations, holidays and other school functions.

You now know what you're doing and when. It's time to budget! You can use the planner to help you organize activities and determine your fundraising goal.

Scouting teaches Scouts to earn their way. And a organized popcorn and peanut sale helps them learn to plan and meet their goals. Studies show your Scouting families appreciate a well planned sale that helps them coordinate it within their already busy lives.

Show them how the Unit and Scout sales fund the planned activities within the program. Present them with a clear fundraising goal. And offer an approach that allows them to achieve their goal.

A little time spent organizing now, means more participation and success in the fall!

ANNUAL PROGRAM PLANNER

Involvement is key in the successful planning of your annual program. We recommend allowing Scouts and their families express their ideas during a Troop brainstorming session. The older the scout, the more benefit they get from participating in this planning. It also keeps everyone more engaged in the Product Sale because they know the rewards of their efforts.

[illegible]

CREATING / MANAGING MOMENTUM



Fundraising is not a sales pitch but a long-term partnership between your Unit and the people in your community. Perhaps the hardest part of any fundraiser is creating and keeping the momentum up before and during the sale. Families are busy and Scouting may not be their only after-school activity. We've compiled a list to help you keep excitement and spirits high throughout the popcorn and peanut sale:

- Ensure everyone knows the purpose of the fundraiser. Spread the word in every way possible
- Send letters home with your Scouts.
- Talk to the parents individually. Share what the proceeds will be used for.
- Use a game board for Scouts to help them reach their sales goal.
- Promote popcorn and peanuts as great gifts for teachers, coaches, employees, and business associates.
- Give an award/reward for the first, second, and third place Scouts to reach a specific objective you set during your sale.
- Use a "Make A Difference" flyer explaining how a purchase benefits Scouts and their units. This helps make people feel good about making a difference.
- Have a goal guide with tips on keeping fundraisers motivated by setting weekly or monthly goals. You can also include bonuses or prizes for incentives.
- Use a printable progress chart to keep Scouts and families informed.

STOREFRONT RECRUITING

You can never start too early in securing storefronts. Here are some of the best tips to help you do just that:

- Grocery stores and home improvement stores - Make sure you approach the store/company Manager. Do some research and find out the policies in place so you can adapt your approach and relate how Show & Sell will meet these guidelines.
- Think of other high-traffic, essential businesses in your area to contact. As other businesses begin reopening, reach out to them as well.
- CAMP MASTERS has storefront scheduling. See your Popcorn System dashboard for storefront training videos. For Unit information, start the Storefront Availability video 2 min & 45 seconds in.



SAMPLE / SCRIPT

Hello my name is (Name), our (Unit) is located right here in (Name of location). Our Scouts want to raise their own money to (Go to Summer Camp). You can help by letting us use your store front so our Scouts can earn their salesmanship merit badge and earn their own way to camp. We appreciate your willingness to support us as members of the same community.

Make sure you get on their schedule. Bring a letter that they can sign if necessary, that says the same thing. It should have a place to put their store Name and Store Number, Signature Spot as well as a written name spot so you can show this on the day of the Show & Sell event if needed.

Make sure you follow up a few weeks before as well as a few days before.

There is a LETTER on the Heart of Virginia Council website that you can use.

SHOW & SELL SCHEDULING

You can manage your Show & Sell dates and volunteers within this table. Or look below for instructions to use an online management tool.

DATE	LOCATION	SHIFTS	NEEDED ADULTS & SCOUTS
			Adult 1: Adult 2: Scout 1: Scout 2: Scout 3:
			Adult 1: Adult 2: Scout 1: Scout 2: Scout 3:
			Adult 1: Adult 2: Scout 1: Scout 2: Scout 3:
			Adult 1: Adult 2: Scout 1: Scout 2: Scout 3:
			Adult 1: Adult 2: Scout 1: Scout 2: Scout 3:

ONLINE SIGN UP INSTRUCTIONS

1. Create a free account at [SignUpGenius.com](https://www.signupgenius.com).
2. Then follow these step-by-step instructions:
<https://www.signupgenius.com/faq/create-sign-up.cfm>

ORDERING POPCORN INVENTORY

If you sold last year, look at your history of what was ordered the year before.

- 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 Product Sale Team to get started.

- Join the Camp Masters 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!

Check CAMP MASTERS Website for the “How to Order” demo.

ORDERING PEANUT INVENTORY

Council manages the Peanut Sale through the Black Pug software. Visit the Council's Popcorn & Peanut page at www.PopcornVirginia.org for help or contact heather.Dunton@scouting.org.

Place your Whitley's Peanut Order for Show & Sell by using the link below:
<https://scoutingevent.com/602-2026WhitleysShowSell>

All Peanut items for Show & Sell are ordered in FULL cases of 12 cans each.

The Whitley's Peanut Final Order link will be available at www.PopcornVirginia.org closer to the end of the sale. All Peanut items for the Final Take Order can be ordered INDIVIDUALLY or in FULL cases of 12 cans each.

No payment is needed at the time that you place your Peanut orders.



POPCORN & PEANUT INVENTORY

Popcorn & Peanut Product Orders and Order Forms

How much product should my unit order for Show & Sells?

Units are encouraged to order at least 50% of the previous year's total sales in their first order if participating in Show & Sells; but also keep in mind your circumstances: Do you have a new Unit Kernel? Do you have more or fewer Scouts selling? Will you be setting up more or less Show & Sell events than you did the year before? Did you have Top Sellers who moved up and out of your Unit?

Any remaining product not sold for Show & Sell can be used for Wagon or Take Order sales. Council is not able to accept any product returns. Please consult with Heather Dunton if you have questions or need help with your order.

Additional order forms can be picked up at the Council Office, District Roundtable or by contacting Heather at heather.dunton@scouting.org.

Product Pick-up Location & Information

Show & Sell Product can be picked up on your designated pick-up days at the rear of the Heart of Virginia Council Leadership Center at 8090 Villa Park Drive, Henrico, VA 23228.

Additional inventory can be picked up each Wednesday during the sale from 12:00 noon to 2:00 p.m. To pick up additional inventory, you should place an order for Peanuts in the Black Pug System or for Popcorn in the Camp Masters Popcorn system -OR- email the Additional Inventory Sheets to Heather Dunton at heather.dunton@scouting.org by 10:00 AM on the day of pick-up. Same day pick-up requests can be honored as long as inventory is available.

PAYMENTS & WRAPPING UP

Billing

The Unit Treasurer or another member of your Product Sale Team can also have access to the Camp Masters Popcorn system (for popcorn) so you and another Unit Leader can review and print product orders and invoices. Peanut invoices can be downloaded from the Black Pug software. **Please note that the Unit will have separate invoices for Popcorn and Peanuts.** Visit www.PopcornVirginia.org for the link for ordering Peanuts and accessing your invoices.

We have two payment due dates for the Product Sale. Vendors are requiring payment earlier than before, so we need the funds to be able to support earlier payments. **Unit Show & Sell payments will be due for Popcorn and Peanuts on October 19, 2026. Final Unit Payments for Take Order will be due November 6, 2026.** It is imperative that Unit Payments are made on time because Council is responsible for paying vendors on time. Council incurs fees when we cannot pay on time and therefore fees will be passed on to the Unit.

Please return one copy of your statement along with your Unit's payment to the Council by the settlement date shown for each order above.

IMPORTANT NOTE: Personal checks from your customers cannot be accepted by Council for payment of the Unit Product invoice. All personal checks should be deposited into the Unit bank account and then payment for the Unit popcorn/peanut invoice should be a Unit check, cashier's check, or money order. There is a 3% credit card processing fee if you choose to pay by credit card. If the Unit does not yet have a bank account, then money and checks should be deposited into the chartered organization's bank account and have the chartered organization issue a cashier's check or money order to pay the Unit popcorn/peanut invoice.

Prize Ordering

Your Scouts' prize orders are IMPORTANT! Don't let your Scouts lose out by forgetting to place your order on time! We are working with Keller Marketing for our prize program. Descriptions of prizes are available at www.kellerprizeprogram.com. If you have prize-related questions, contact Keller Marketing at 888-351-8000. See your prize order form for GUIDELINES to select prizes.

Order prizes must be placed online by the deadline in the Product Sale Schedule. Council pays the bill for all prize orders, but orders placed after the deadline will be billed directly to the Unit.

IMPORTANT CONTACTS

ARROHATTOC DISTRICT

Amanda Kirby

District Popcorn Kernel

804-512-3234

amandan3kids@gmail.com

Gene Haynie

District Executive

804-938-7329

Thomas.Haynie@scouting.org

CRATER DISTRICT

Heather Dunton

Senior District Executive

757-870-3977

Heather.Dunton@scouting.org

Vacant (Your Name Here?)

District Popcorn Kernel

DOGWOOD DISTRICT

Stacey Garnett

District Popcorn Kernel

804-370-9016

StaceyGarnett@Verizon.net

Luke Bennett

District Executive

Luke.Bennett@scouting.org

JAMES RIVER DISTRICT

Kimberly Campbell

District Popcorn Kernel

richmondsahm@gmail.com

804-400-8741

Zachary Hite

District Executive

703-409-3925

Zachary.Hite@scouting.org

HUGUENOT TRAIL DISTRICT

Sandy Sanders

District Popcorn Kernel

804-502-4290

jelloqn@gmail.com

Emelia Davenport

District Executive

813-545-6329

Emelia.Davenport@scouting.org

COUNCIL

POPCORN KERNEL

Jim Croom

804-399-3610

Jim.Croom@Verizon.net

COUNCIL

LEADERSHIP CENTER

8090 Villa Park Drive

Henrico, VA 23228

www.hovc.org

Heather Dunton

Product Sale Staff Advisor

757-870-3977

Heather.Dunton@scouting.org

Pamela Hancock

Accounting Assistant

804-204-2615

Pamela.Hancock@scouting.org

WAREHOUSE

Heart of Virginia Council

Leadership Center

8090 Villa Park Drive

Henrico, VA 23228

(rear of building at garage door)

YOUR PRODUCT SALE KICKOFF

A great popcorn & peanut sale starts with a great kickoff! Follow these simple steps to start your product 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 and peanut sale. Scouts will leave ready to earn their way selling delicious popcorn and peanuts!
2. **Ask for Help.** Enlist others to help you pull off a fun and exciting popcorn and peanut kickoff! No need to try and take it all on yourself.
3. **Know Your WHY.** Share the exciting program that this fundraiser will support. Talk about the activities and what the Scouts will experience. Reiterate that it can all be paid for by POPCORN & PEANUTS!
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 www.CAMPMASTERS.org.
6. **Ready to Sell!** Have your Scout families 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 and 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!



GOAL SETTING

Goal setting is the key to a successful sale! How do you get buy-in and commitment from your Unit's families when it comes to annual programming and fundraising needs?

Ideas to Get You Started – the unit might plan and fund some of the following, in whole or part:

- Summer Camp / High Adventure Trips
- BSA Annual Registration and Scout Life Magazine
- Patrol / Den Activities / Unit Activities / Council Activities
- Meeting Supplies / Awards and Recognition
- Youth and Adult Training Courses
- New Unit Equipment
- Uniforms / Personal Camping Equipment
- Assistance for Low-income Scout Families
- A Trip the Unit Always Wanted to Take

Scouting teaches Scouts to earn their way. The popcorn and peanut sale helps them learn to plan and meet their goals:

- Show them how the Unit and Scout sales fund the planned activities within the program.
- Present them with a clear fundraising goal
- Offer an approach that allows them to achieve their goal.

How to Create Per Scout Goals:

- Unit Sales Goal = $\frac{\text{Total Program Dollars}}{\text{Popcorn Commission Goal}}$
- Scout Sales Goal = $\frac{\text{Unit Sales Goal}}{\text{Number of Scouts}}$
- Scout Container Goal = $\frac{\text{Scout Sales Goal}}{\$16.62}$ (average container cost) example

[Scout Sales Goal Worksheet](#)



SELLING STRATEGIES

Door-to-Door

Door-to-Door (also known as Wagon Sales) is one of the most effective sales methods! In this case, a Unit signs out popcorn and peanuts 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. If the desired product is not on hand, an order can be taken and product delivered later, but you don't have to make the return trip back to houses! 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, the Scout uses the Take Order method and returns with the ordered product later. To participate in Show and Deliver, you need to order Show & Sell popcorn.

Super Triangle

Have your Scouts complete the SUPER TRIANGLE! The SUPER TRIANGLE is the 15 neighbors that surround their home. Make a triangle from your home by selling to the first 4 neighbors down, cross the street and sell to 7 houses back toward your home, cross back to your side of the street and stop by 4 neighbors on your way back home. Find a simple prize to encourage your Scouts. We've seen tremendous success from units who just have each Scout do this simple task.

Neighborhood Blitz Day

A Blitz Day is an organized day for a group of Scouts to go out selling in a specific area together. Scouts have fun with their friends as they travel to a neighborhood. A neighborhood can be covered very quickly with several Scouts each going door to door.

What's Take Order?

This method involves Scouts going door-to-door to take orders for popcorn. 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 and peanuts. 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.

SELLING STRATEGIES

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. 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 and peanuts, like promoting a Garage Sale.

Sample Script

“Hello, my name is _____ and I’m with Pack/Troop _____. I am trying to earn my way to _____ and support our camp programs. I have many DELICIOUS flavors of popcorn and peanuts and _____ is my favorite because _____. Can I count on your support to help fund my adventures?”

Show & Sell

This method is a lot like an “old school” lemonade stand. Your Unit gets permission to have a booth in a high visibility area and your Scouts sell actual popcorn and peanut 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 into shifts so that everyone takes a turn. Talk with local stores to setup a time to sell.

SELLING STRATEGIES

STEPS TO SUCCESS

Identify Locations

Look for high traffic locations with good visibility for potential customers to find you. Great spots might include stores, parking lots, movie theaters, shopping centers, ball fields, after church on Sunday, or your chartered organization!

Initiate Conversation with Location

Contact the desired location where you would like to have a Show & Sell sale and see if you can set up a location in a high traffic area in front of the store. If they won't allow a sale in front of the store, see if you can do a Drive Thru Sale in the back of the parking lot!

Marketing & Promotion

Scouts should be in uniform and have product on hand.

POP UP SHOPS: A Neighborhood Show & Sell

Be sure to let everyone in the neighborhood know you are selling popcorn and peanuts and let them know when & where.

Social Media:

Utilize social media apps like Next Door or Facebook to market the sale.

Door Hangers:

As Scouts go door to door selling, leave behind the door hangers at homes who aren't home. Be sure, to clearly mark that the customer can purchase popcorn and peanuts at your Pop-Up Shop with the date, time, and location of your Pop Up. Don't forget Yard Signs! Set out signs directing potential customers to your Pop-Up Shop, like promoting a Garage Sale.

Encourage Scouts to set up a local Show & Sell type stand in their driveway or another location in their neighborhood. This is similar to a lemonade stand, where interested customers can come and purchase if interested!

DRIVE THRU SALES:

The drive thru sale plan can be done anywhere. By asking retail locations, your chartered organization, or other venues to provide space in the parking lot where customers can drive up, place and receive an order, then drive away, provides convenience and a low-pressure option to customers.

POPCORN GAMES

Have fun playing these games at your Unit Product Sale Kick-off!

POPCORN RACE:

Form two teams. To set-up the game, put two buckets on one side of the play area and have both teams line up on the other side. All the players should attach a cup to their foot. To do this, poke a hole in the bottom of the cup and push a rubber band through the hole. This will keep the rubber band from slipping out. Players should put the rubber band around their foot and fill the cup with popcorn. To play, players race to the bucket and dump the popcorn from the cup attached to their foot into the bucket without using their hands. Then, they race back to their team and tag the next person in line. The team with the most popcorn in their bucket in one-five minutes (you will decide based on the number of players), wins!

POPCORN STRAW BLOW:

Place a piece of popcorn at the end of a table for each player. Using a drinking straw, blow the popcorn to the other end of the table. The first popcorn to arrive at the finish line wins.

CHOPSTICK POPCORN:

Give each Scout a pair of chopsticks, one bowl of popcorn and an empty cup. Boys have one minute to fill the cup with as many kernels of popped popcorn as they can using only the chopsticks.

POPCORN CUP DROP:

Drop pieces of popcorn into a cup on the ground. Try to get as many pieces as possible into the target.

POPCORN DISTANCE THROW:

Throw a piece of popcorn as far as you can. Farthest throw wins.

POPCORN RELAY:

Divide into two teams and give each team a non-breakable bowl or plate of popcorn. Have each player take turns walking with the cup of popcorn on their heads, across the room, around a chair and back to their team. Play for a specified amount of time such as 2 minutes or more. The team that has the most popcorn in their cup wins!

POPCORN CHEER:

Pop, pop, popcorn... popping in the pot! Pop, pop, popcorn... eat it while it's hot!
Pop, pop, popcorn... butter on the top! When I eat popcorn, I can't stop!



“I’M A NUT” SONG

I’m a peanut small and round

Lying on the cold, cold ground

Everyone walks over me

That is why I’m cracked you see

I’m a nut! *(Click, click with tongue)* I’m a nut! I’m a nut! I’m a nut!

Called myself on the telephone

Just to hear my golden tone

Asked me out for a little date

Picked me up at about half past eight

I’m a nut! *(Click, click with tongue)* I’m a nut! I’m a nut! I’m a nut!

Took myself to the movie show

Stayed too late and said: “Let’s go!”

Took my hand and led me out

Drove me home and gave a shout!

I’m a nut! *(Click, click with tongue)* I’m a nut! I’m a nut! I’m a nut!

