

Funding Our Scouting Adventure!

2021 Popcorn Sale Kickoff

SETTING THE PLAN FOR YOUR SUCCESS

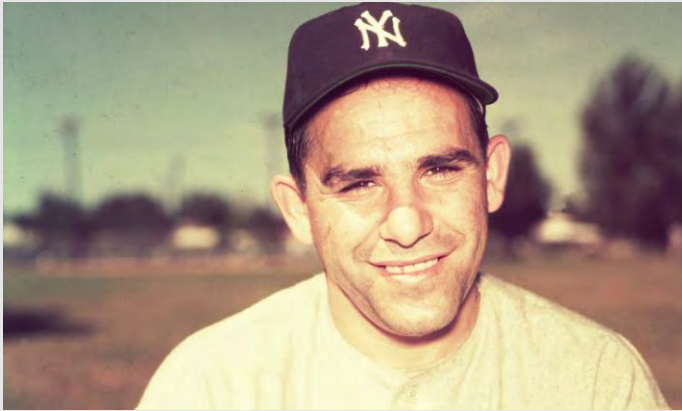


Connecticut Yankee Council



Why Are We Conducting This Campaign?





“You’ve got to be very careful if you don’t know where you are going, because you might not get there.” – Yogi Berra

2020 threw us curveballs that just about no one was prepared to hit out of the park

- Everyone was significantly affected on many different levels
- Our experiences were caused by both governmental restrictions as well as our own desires to protect ourselves, our members, and our communities

DON'T LIVE IN THE PAST – 2021 is setting up to provide GREAT OPPORTUNITY

- Our communities WILL support us as proven by 2020 results for those that could participate
- There is pent-up demand to get back to the full range of scouting activities
- We ARE the best youth-serving organization in the Country, and people recognize us
- Our limitations are only equal to what we put on ourselves

How Do Units & Scouts Benefit?

- The easiest way for Units to get financial support from their community for their Scouting Program
- Units will have more money for Scouting activities, possibly offsetting cost of the entire Program.
- Skills development for Scouts that accentuates Scouting Program goals
- Scouting Advancements opportunities for all Scouts that participate

No Financial Risk based on how YOU decide to sell!

SCOUTS
POPCORN
IS HERE!



Sales Facts

- **2020:**
- **\$184,825 in sales - \$133,130 Return to Scouting!**
- **40 Units participated**

Our Average Selling Unit = \$4,620

National Average per Selling Unit = \$5,967

2019

- **\$425,650 in sales- \$297,955 Return to Scouting**
- **76 Units participated**

Insights from 2020

- **Unequivocally COVID had a major impact on Scouting on many fronts**
 - Many Units were not able to even meet
 - Membership was affected due to loss of program opportunities
 - Additional pressures and concerns for our families to deal with
 - Plans were changed and opportunities were simply lost
- **Fundraising Activities were severely hampered**
 - Concerns over safety, access to store fronts, local regulations
 - Fewer Scouts and Scouting Activities required less budget
- **Units and Scouts who did participate had great success!**
 - Units employed creative sales approaches to raise funds important for their budgets while keeping their members safe
 - While fewer Scouts participated, consumers resoundingly supported those that did
- **Flexibility became more than a mantra**
 - Online Sales grew substantially and Take Order was a higher percentage of sale vs. Show & Sell
 - While we took a conservative approach on bringing product in early, we had access to our full product lineup
 - We were all able to work through the challenges present in the supply chain to meet each and every order supporting our Scouts



Improvements for 2021!

- All Online Orders include FREE shipping with new bundles!
- Updated Tin, Bag and Box packaging designs
- More marketing tools and How-to Videos to improve System usability at www.campmasters.org
- Units can now transfer product between one another in the system, Council review/approve still exists
- Expanded product offerings available to Councils to include more non-popcorn type products
- No removal of product categories due to COVID concerns!



The 2021 Product Lineup!

OVER 70% OF EACH DOLLAR GOES TO LOCAL SCOUTING

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.

A

***Chocolate Treasures Tin**



A Chocolate Lovers Dream. Includes: Chocolate Caramel Corn, Chocolatey Pretzels, White Frosted Pretzels, and delicious morsels of Chocolatey Covered Peanut Brittle Bites — 58 oz **Q**
**2.60 gal.



\$60

P

***3-Way Cheesy Cheese Tin**



Celebrate Scouting with a simply sensational collection of White and Yellow Cheddar Cheese along with a zesty Cheesy Salsa popcorn (3 BIG Bags!) **Q**
— 15 oz
**1.50 gal.



\$35

E

***Supreme Caramel Crunch with Almonds, Pecans, and Cashews**



Buttery sweet gourmet caramel corn with nuts — 18 oz **Q**
**1.50 gal.



\$25

MM

22 Pack Movie Theater Extra Butter Microwave Popcorn



Popcorn perfectly seasoned with EXTRA Buttery flavor just like the movie theaters. America's #1 selling flavor! **Q**



\$25

VV

***Chocolate Drizzled Caramel Popcorn**



Buttery gourmet caramel popcorn w/ chocolate drizzle — 14 oz **Q**
**1.50 gal.



\$25

X

Classic Trail Mix



Delicious wholesome goodness includes peanuts, cranberries, raisins, chocolate candies and cashews — 16 oz **Q**



\$20

KK

***Cinnamon Crunch Popcorn Tin**



Lightly sweet popcorn with warm, savory cinnamon — 13 oz **Q**
**1.50 gal.



\$20

G

14 Pack EXTRA BUTTER Roasted Summer Corn



If you like buttery corn on the cob, you'll love this EXTRA BUTTER flavor popcorn! **Q**



\$15

NN

***White Cheddar Cheese Tin**



Cheesy goodness of White Cheddar on light, crunchy, crispy popcorn! — 5 oz **Q**
**1.50 gal.



\$15

YY

12 Pack Sweet & Salty Kettle Corn Microwave Popcorn



A sweet and salty old fashioned kettle corn taste, like the popcorn at old time county fairs! **Q**



\$15

ZH

Honey Roasted Peanuts



Fresh crispy peanuts enrobed with crunch honey glaze — 12 oz **Q**



\$15

V

Purple Popping Corn Jar



This delicate popcorn contains antioxidants, has virtually no hulls and TASTES GREAT! No Artificial Anything. **Q**



\$12

U

6 Pack Butter Microwave Popcorn



A convenient way to enjoy popcorn with a rich buttery flavor anytime of the day. ONLY 35 CALORIES per cup! **Q**



\$10

DD

***Caramel Popcorn Bag**



Mouthwatering taste of delicate and crispy gourmet caramel popcorn. — 10 oz **Q**



\$10

* Package/Tin may change; subject to availability.

** Some popcorn varieties are lighter than others. Popcorn weight is measured in ounces. Volume of tins is measured in gallons.

ALL PRODUCTS TRANS FAT FREE and NON-GMO POPCORN

♥ - Contains Antioxidants & Virtually Hullless!

✎ - Feather Light / Low Calorie

Thank you for supporting Scouting

CAMPMASTERS Product Options



Chocolatey Treasures
Tin \$60

Chocolatey Caramel Corn
Chocolatey Pretzels
White Frosted Pretzels
Chocolatey Peanut Brittle Bites
Take Order Only



Chocolatey Drizzled
Caramel Corn Tin \$25

Caramel Corn with
Chocolatey Drizzle
Take Order Only

Chocolate items available for ordering after 9/30

CAMPMASTERS Product Options



**3 Way Cheesy
Cheese Tin \$35**

Yellow Cheddar Popcorn
White Cheddar Popcorn
Cheesy Salsa Popcorn
Take Order Only



**Supreme Caramel
Corn Tin \$25**

Caramel Corn with
Almonds, Pecans &
Cashews
Take Order Only



**Cinnamon Crunch
Tin \$20**

Lightly Sweet
Cinnamon Caramel
Corn



Trail Mix \$20

Peanuts, Raisins, Dried
Cranberries, Almonds,
Cashews & Chocolate
Candies

CAMPMASTERS Product Options



**White Cheddar
Cheese Tin \$15**

White Cheddar
Cheese Popcorn



**Honey Roasted
Peanuts \$15**

Honey Roasted
Peanuts



**Caramel Corn
Bag \$10**

Gourmet Caramel
Corn



CAMPMASTERS Product Options



22 Pack Movie Theater Butter Microwave \$25

#1 Consumer flavor



14 Pack Roasted Summer Corn Microwave \$15

Tastes like Buttery Corn on the Cob



12 Pack Kettle Corn Microwave \$15

Sweet & Salty



6 Pack Butter Microwave \$10

Rich Butter Flavor



Purple Popping Corn Jar \$12

Virtually Hull-less, Industry leading packaging innovation



**\$30 Military Donation
Take Order Only**

2021 Council Prize Program



My prize goal is:

My popcorn goal is:

CHOOSE A PRIZE AND GO FOR IT!

Scouts can qualify for BOTH standard prizes AND an additional CAMP MASTERS High Achiever Prize

\$5,000
LEVEL 14

- 44 - Carrera Evolution Speedway Champions
- 45 - Coleman 10'x9' DarkRoom Fast Pitch Screened Dome 6-Person Tent
- 46 - LEGO Bugatti Chiron



\$3,500
LEVEL 13

- 41 - Skullcandy Indy ANC True Wireless Earbuds
- 42 - Dart Zone Pro MK 1.1
- 43 - LEGO Technic Porsche 911 RSR



\$2,750
LEVEL 12

- 38 - Adventure Camp Package
- 39 - HEXBUG Build Blitz
- 40 - LEGO Friends Water Park & Cafe



\$2,000
LEVEL 11

- 35 - LEGO Harry Potter's Hogwarts Clock Tower
- 36 - Coleman 4-Person Tent
- 37 - Holy Stone Drone w/ HD Camera



\$1,650
LEVEL 10

- 32 - High Sierra Tactical Pack
- 33 - HEXBUG Battleground Tower w/ 2 Spiders
- 34 - LEGO Star Wars Resistance Y-Wing Starfighter



\$1,100
LEVEL 9

- 29 - Walkie Talkie
- 30 - LEGO DC Super Heroes Lex Luthor Mech Takedown w/ Batman & Wonder Woman
- 31 - HEXBUG Battlebots Sumo Bash



\$825
LEVEL 8

- 25 - 126-piece Tool Set
- 26 - LEGO Star Wars: The Mandalorian Trouble on Tatooine
- 27 - 2-Person Waterproof Tent
- 28 - Grab Bag G



\$575
LEVEL 7

- 21 - Swiss Army Classic Knife
- 22 - Telescope w/ 40x Magnification
- 23 - Telescoping Fishing Pole w/ Reel
- 24 - Grab Bag F



\$375
LEVEL 6

- 17 - 5 piece Stainless Steel Mess Kit
- 18 - Multi-Tool w/ Hammer and Axe
- 19 - Color Changing Light Saber w/ Stand
- 20 - Grab Bag E



\$275
LEVEL 5

- 13 - 3-Watt - 200 Lumen COB LED Headlamp
- 14 - Air Hunterz Zano Bow w/ 2 Zarts
- 15 - Emergency Outdoor Survival Kit
- 16 - 4" Wood Handle Knife w/ BSA® Branding



\$175
LEVEL 4

- 9 - 4x30 Binoculars
- 10 - Dry Bag - 5 Liter w/ BSA® Branding
- 11 - Indoor Squishy Sticky Baseball (2pack) w/ BSA® Branding
- 12 - 6" Steth w/ BSA® Branding



\$125
LEVEL 3

- 5 - Mini Dynamo Flashlight w/ BSA® Branding
- 6 - Cinch Backpack w/ BSA® Branding
- 7 - Camp Journal Book
- 8 - Color Changing Watch/ Pedometer



\$75
LEVEL 2

- 1 - Fire Starter
- 2 - Keyring Light w/ BSA® Branding
- 3 - Compass Thermometer Whistle
- 4 - Pop Up Phone Stand/Holder (Phone not Included)



LEVEL 1

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



\$650 Bonus Club

Scouts who sell \$650 in product will receive their choice of

- 0.5 - Adventure Duffel Bag w/ BSA® Branding
- 0.6 - Foam Strike Switchblade Boomerang
- 0.7 - LEGO Friends Olivia's Electric Car



Descriptions of Prizes Available at www.kellerprizeprogram.com

2021 CAMP MASTERS

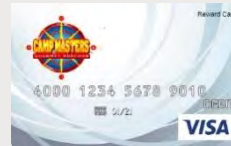
High Achiever Prizes & Incentives



Outdoor Camping Package

Multiple components including a 2-Person Tent, 6-in-1 Grilling Multi Tool, Hanging Hammock, Camping Blue Tooth Speaker & Power Bank, Metal Campfire Mug, Retractable Straw & Utensil Set, 20 Can Cooler with Speakers

OR



Visa Debit Card for 5% of total sales. Example: \$3,000 = \$150 debit card. Debit card will be rounded to nearest \$10.



Any Scout selling \$400 in online sales will receive a

\$10 Amazon Gift Card from CAMP MASTERS

**All online sales also count towards all other prize options,
High Achievers & Council Prizes**

2021 Commissions and Incentives

Basic Sale Commission: 31%

No Prize Option: 35%

Unit Prize:

Pizza & Ice Cream Party

- Unit Sets Goal
- Exceed Unit Goal by 20%

Council Top Seller:

- \$500 Gift Card

Scout Recognition

Top Seller Celebration

- 50 Top sellers in Council over \$1500
- Exclusive party on 12/18
- Prize Giveaways



Our Timeline and Dates

Date	Event	Location
6/24	June Popcorn Kickoff	Milford Elks
7/14	Popcorn Virtual Training	Online TBA
7/21	Popcorn Virtual Training	Online TBA
8/4	August Popcorn Kickoff	TBD
8/6	Show & Sell Orders Due	campmasters.org
8/27-8/28	Warehouse Pickup Show & Sell	Furniture Row
10/29	Show & Sell Returns Due	CYC Office Milford
11/6	Take Order Orders Due	campmasters.org
12/3-12/4	Warehouse Pickup Take Order	Furniture Row
12/17	Final Payments Due	CYC Office Milford
12/18	All Prize Orders Due	campmasters.org
12/18	Top Seller Celebration	TBA

Steps to Success

**Simple Action Items to have
the Best Sale possible!**



Let's Plan for Success in 2021!

Let's face it 2020 was a challenging year, and 2021 have given us some opportunity thus far, but we're not going to settle! We all fund our programs with this campaign so lets develop a solid plan to succeed!

More than ever we need to sell in all three ways:

- **Sell Online at www.popcornordering.com with SHIPPING INCLUDED!**
 - Reach out for support from the comfort of home
 - Zero risk for Units and doesn't impact other activities
 - Average online sale >\$40 in 2020!
- **Door to Door**
 - Use the Take Order Form in the Family Guide
 - Take Pre-Order/Show and Sell product if you can
 - Average \$200-\$400 per scout hour
- **Show and Sell**
 - Establish sales locations at local store fronts or special events
 - May have a limited number of items vs. those on Take Order
 - Average \$65-\$150 per scout hour (3 Scouts/location)



Have a Safe Sale !!

- **Safety is paramount to all participants**
 - **Scouts should follow Local, State, and Council guidelines**
 - **At Show and Sell locations it is recommended to have ONE adult handling all money transactions**
 - **Be creative not only with approach but with locations!**
- **Take extra time to train all participating**
 - **Keeping eye contact is paramount, and it accentuates your professionalism**
 - **Have ALL your Scouts using the same presentation, IT WILL PAY OFF!**
- **For this year it is again recommended to have signage but only if such is communicating your attempts to help the community too.**
 - **Example; “Help us to do good deeds in our community, will you help support us so we can learn and serve in our community?”**

Step #1

- Know your UNIT'S POPCORN SALE GOAL
 - What program elements you will fund
 - Equipment needs
 - Special Events/Trips
 - BUILD A BUDGET USING THIS TOOL



- Be able to COMMUNICATE the goal to everyone on board
 - What it means for the Scouts
 - What it means for the families
 - This is what a Kickoff is for!



Fund Your Adventure with CAMP MASTERS Popcorn!

3 steps for an adventure filled annual program for your Unit!
With CAMP MASTERS you can achieve your fundraising goal with just one product sale, so you can spend your time doing fun activities.

1

MONTHLY COSTS: Think of fun things to do every month and enter them below as activities. Enter activity names and costs in the highlighted cells only.

SEPTEMBER		OCTOBER		NOVEMBER	
Planned Activity	Cost	Planned Activity	Cost	Planned Activity	Cost
This Month's Total: \$0.00		This Month's Total: \$0.00		This Month's Total: \$0.00	
DECEMBER		JANUARY		FEBRUARY	
Planned Activity	Cost	Planned Activity	Cost	Planned Activity	Cost
This Month's Total: \$0.00		This Month's Total: \$0.00		This Month's Total: \$0.00	
MARCH		APRIL		MAY	
Planned Activity	Cost	Planned Activity	Cost	Planned Activity	Cost
This Month's Total: \$0.00		This Month's Total: \$0.00		This Month's Total: \$0.00	
JUNE		JULY		AUGUST	
Planned Activity	Cost	Planned Activity	Cost	Planned Activity	Cost
This Month's Total: \$0.00		This Month's Total: \$0.00		This Month's Total: \$0.00	

2

ANNUAL COSTS:
Enter other annual Unit expenses:

Registration & Insurance	\$0
Advancements	\$0
Uniforms	\$0
Scholarships	\$0
Other Expenses	\$0
Annual Total:	\$0

3

Enter the number of Scouts and your commission to calculate your goals:

Number of Selling Scouts in your Unit:	40
Your Unit's Commission	30%
Unit Total Activity Cost and Expenses	\$0.00

Unit Sales Goal	\$0.00
Scout Sales Goal	\$0.00

Download at
<http://www.campmasters.org/sales-tools/>
Unit Budgeting Tool

Step #2

- Conduct a **KICK OFF!**
 - **COMMUNICATE** the goal
 - **SHARE** the plan In person or virtually
- Make it **FUN!**
 - What it means for the Scouts
 - Skits to emphasize training
 - Talk about the Prizes and affect of reaching Goals
- Focus on **SKILL DEVELOPMENT**
 - **Public Speaking Skills**
 - **Goal Setting**
 - **Personal Responsibility**



Step #3

Train your Scouts for ALL sales approaches!

- Establishes best Practices & Builds Confidence & removes doubt
- IT WILL HAVE A HUGE IMPACT



- Promote the CAMP MASTERS approach
 - Door to Door - \$250-\$400/hr
 - Take product with you if you can
 - Use the same presentation
 - Canvas entire neighborhoods
 - Site Sales – \$300-\$450/hr
 - No tables or chairs, teams of 3
 - Stack product in a colorful display
 - Scouts in front talking to customers

Step #4

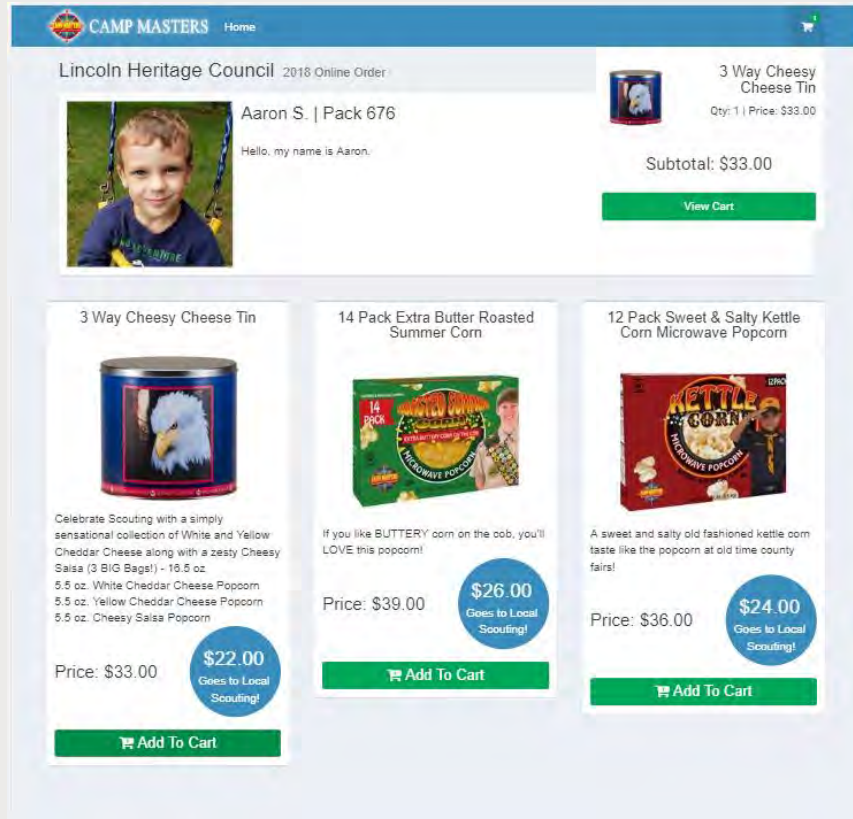
Get full participation!

- Not every Scout wants to sell all three ways
- Not every Scout can sell all three ways
- Every Scout can participate in Online and Take Order sale



Online Sales

We have an amazing opportunity to grow our sales in the safest manner available.



- EVERY Scout is capable of participating from the comfort of their own home
- Scouts must be registered in the system to gain access to the online store and get sales credit
 - Instructions on how to load/register scouts is located at www.campmasters.org/how-to-order-popcorn
 - Scouts/Families can also register themselves with instructional videos at www.campmasters.org/video
- No additional shipping fees for consumers!
- Social Media links built into the Scout's account

Average sale in 2020 was more than \$35.00!

Take Order

Door to Door Sales net higher sales values and we can control social distancing in a more comfortable manner



- Coach Families/Scouts to approach the houses on their block as a start
- Promote a set presentation and be in Class A uniforms so they are recognized
- Be effective by selling in a group, covering an entire neighborhood as a Unit
 - Great way to move unsold Show and Sell product/inventory
 - Use Door Hangers for a leave behind at homes where you miss the residents
- Coach them on your area's safety requirements

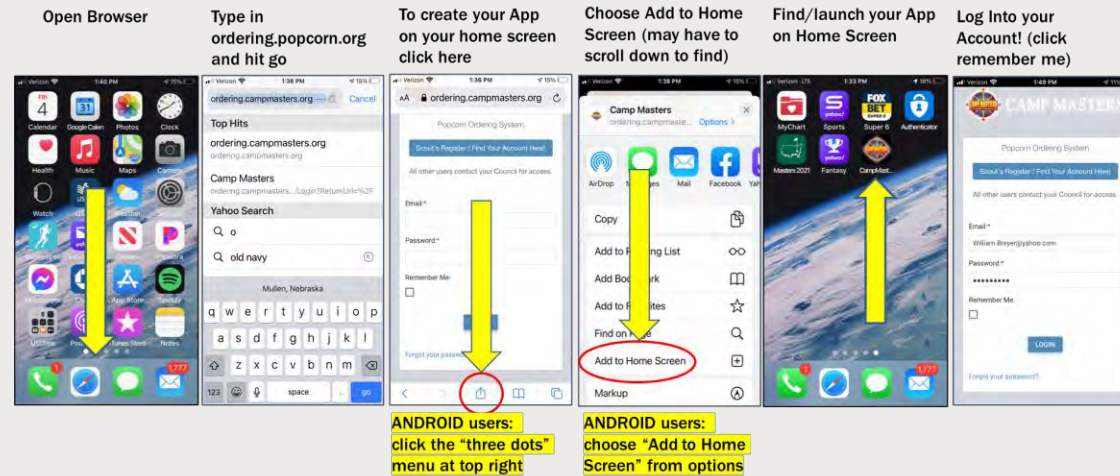
AVERAGE \$200-\$400 per Scout Hour!

Best Practice: Collect Money at point of sale

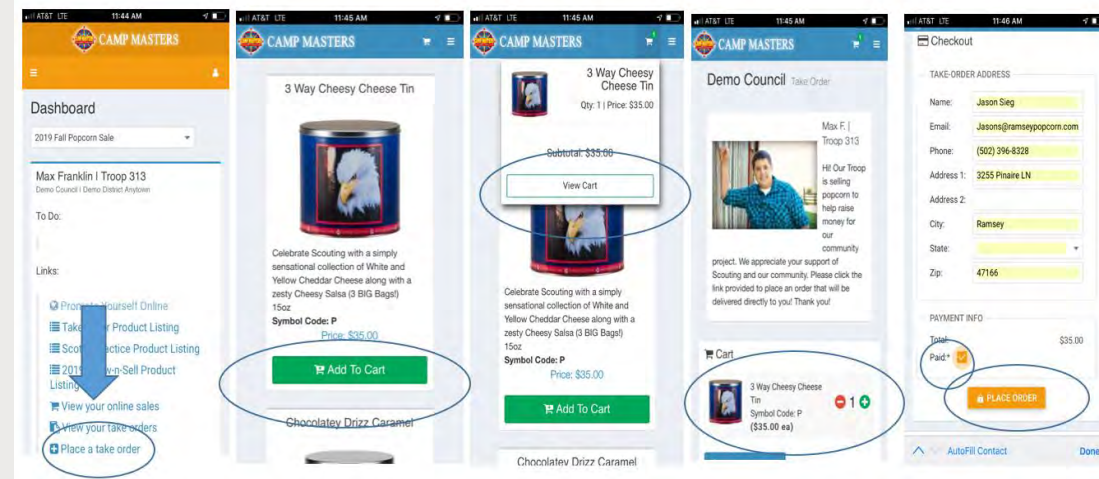
Create Your CAMP MASTERS Scout App

Your Scouts can conduct or log Take Order sales electronically!

- Scouts must be registered in system
- Orders collected flow directly to Unit's account under Scout Sales
- Immediate visibility for Scout and Unit Sales
- Can reduce paperwork
- Able to mark whether paid and/or delivered!
- Able to log sales individually at point of sale, after the fact at home, or can even create one order to aggregate sales not already recorded in the system



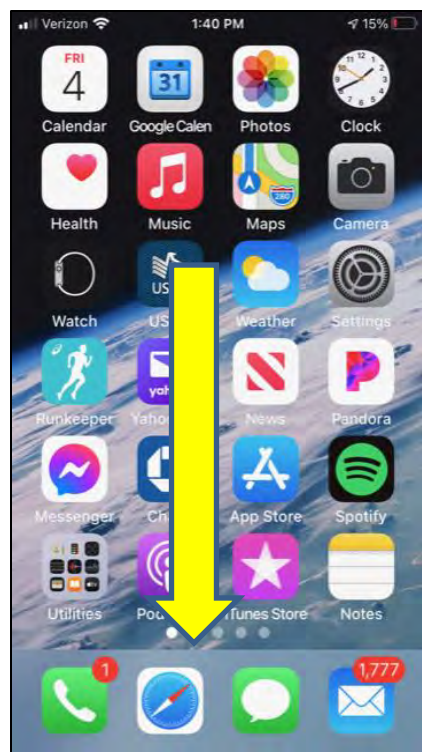
Ready to Take Orders on the Go!



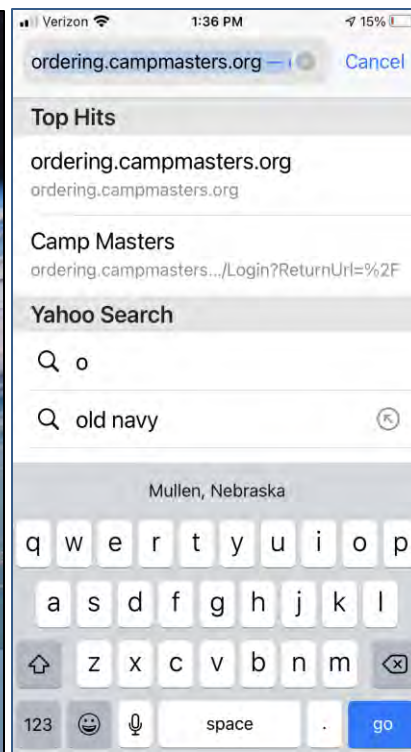
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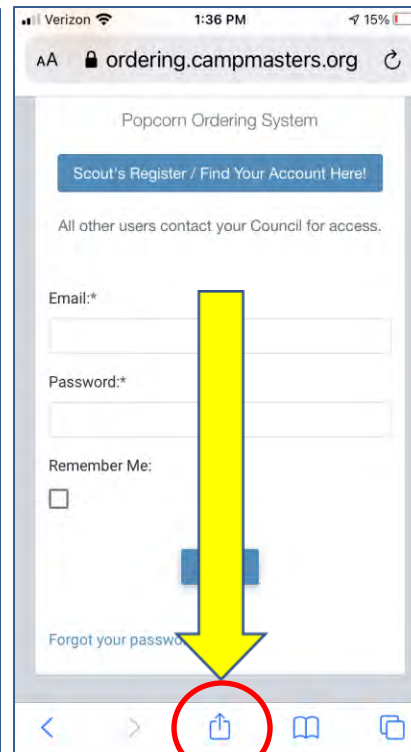
Open Browser



Type in
ordering.popcorn.org
and hit go

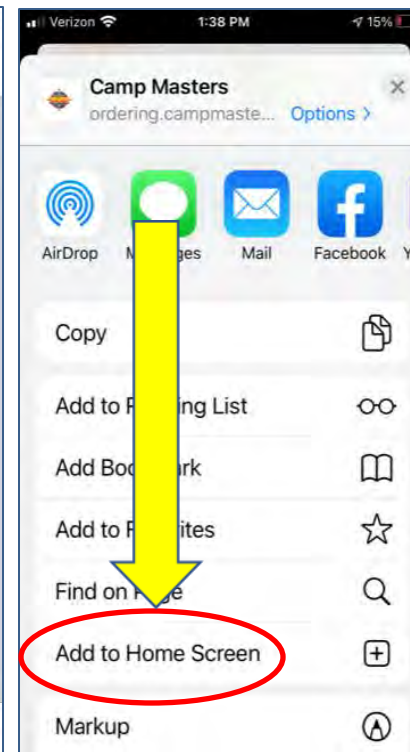


To create your App
on your home screen
click here



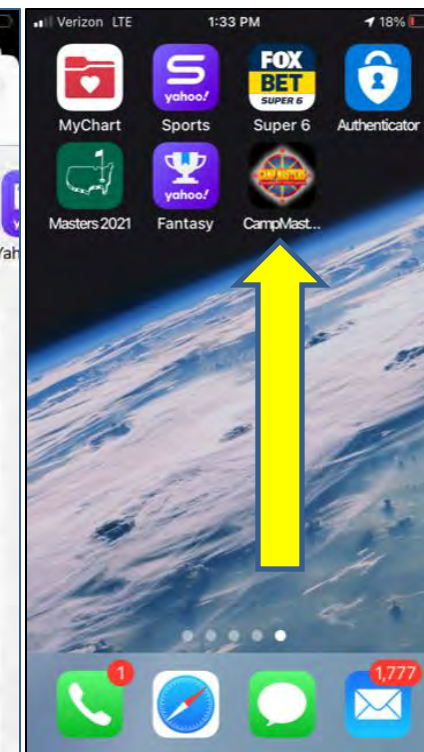
ANDROID users:
click the "three dots"
menu at top right

Choose Add to Home
Screen (may have to
scroll down to find)

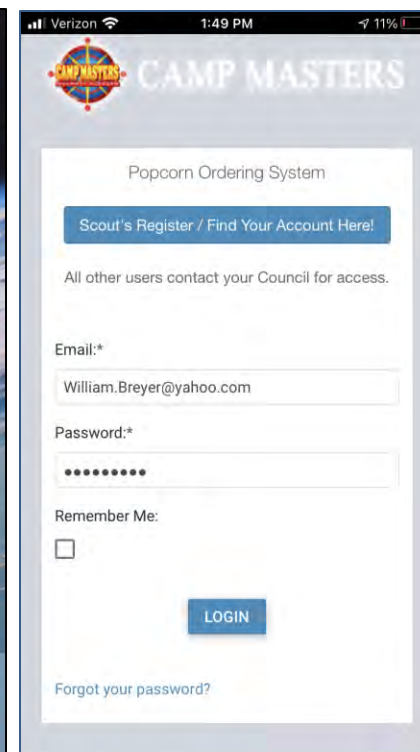


ANDROID users:
choose "Add to Home
Screen" from options

Find/launch your App
on Home Screen



Log Into your
Account! (click
remember me)



Ready to Take Orders on the Go!

CAMP MASTERS

Dashboard

2019 Fall Popcorn Sale

Max Franklin | Troop 313
Demo Council | Demo District Anytown

To Do:

Links:

- Promote Yourself Online
- Take Order Product Listing
- Scout Practice Product Listing
- 2019 Buy-Sell Product Listing
- View your online sales
- View your take orders
- Place a take order**

3 Way Cheesy Cheese Tin

Celebrate Scouting with a simply sensational collection of White and Yellow Cheddar Cheese along with a zesty Cheesy Salsa (3 BIG Bags!) 15oz

Symbol Code: P
Price: \$35.00

Add To Cart

Chocolate Drizz Caramel

3 Way Cheesy Cheese Tin

Qty: 1 | Price: \$35.00

Subtotal: \$35.00

View Cart

3 Way Cheesy Cheese Tin

Celebrate Scouting with a simply sensational collection of White and Yellow Cheddar Cheese along with a zesty Cheesy Salsa (3 BIG Bags!) 15oz

Symbol Code: P
Price: \$35.00

Add To Cart

Chocolate Drizz Caramel

Demo Council Take Order

Max F. | Troop 313

Hi! Our Troop is selling popcorn to help raise money for our community project. We appreciate your support of Scouting and our community. Please click the link provided to place an order that will be delivered directly to you! Thank you!

Cart

3 Way Cheesy Cheese Tin
Symbol Code: P
(35.00 ea)

Checkout

TAKE-ORDER ADDRESS

Name: Jason Sieg
Email: Jasons@ramseypopcorn.com
Phone: (502) 396-8328
Address 1: 3255 Pinaire LN
Address 2:
City: Ramsey
State:
Zip: 47166

PAYMENT INFO

Total: \$35.00

Paid: ☒

PLACE ORDER

AutoFill Contact Done

Show and Sell



This year we may continue to be faced with:

- fewer storefront opportunities and participants
- less foot traffic than we have seen in previous years

BUT WE CAN STILL BE SUCCESSFUL!



Have a plan:

- Secure your sites in advance
- Be mindful of social distancing and safety requirements
- More locations will net more sales
- Look for any location with high traffic to increase opportunities, be open/creative

Setup and Run Properly:

- Display your products colorfully like a store end-cap would be
- Scouts out in front of product displayed in their Class A uniforms
- Don't put pricing on boxes or signs
- Keep area clean and inviting
- DO NOT use donation boxes/jars
- Limit number of scouts at a location

Draw Attention:

- For this year consider signage that promotes Scouts helping the community
- Accentuate this is a LOCAL fundraising event
- May need to have music or some other attention getter due to allowed setup location

Use This – IT WORKS!

- Hi sir/ma'am, 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? *(don't forget to nod)*

Copyright and do not publish on the internet

Tools and Support Available

Fund Your Adventure Worksheet

campmasters.org

Unit Initial Order Product Projection Sheet

ctyankee.org, email from Jay

“How To” Videos

campmasters.org

Goal of a Unit Kick-Off

In 2021 it is vital to get everyone on board to fund your entire Scouting program

Parents understanding how the Popcorn Sale benefits their child and his/her Scouting Program

+

Leaders understanding how the Popcorn Sale provides a better Scouting experience for all

= More Scouts Selling and a Better Program for your Unit

THIS IS THE YEAR TO BUILD AND COMMUNICATE A GREAT PLAN!

Picking Up Popcorn

What Size car do I need to pick-up the popcorn?

- **Midsized car- 20 case**
- **Luxury size car- 40 case**
- **Mini Van- 60 cases**
- **Large SUV- 70 cases**
- **U-Haul- over 70 cases**

**Keep in mind some cases vary in size*

Pick-up Popcorn in ONE trip



UNIT SUPPORT

Connecticut Yankee Popcorn Sale Advisor:

Jay Messier

860-841-1141

Quinnipiac District:

Jonathan Glassman

203-701-8522

Joseph Ushack

ushchakj@gmail.com

Pomperaug District:

Gabe Zayas

fddesign@optonline.net

Powahay District:

Jim Patterson

203-951-0272

Scatacook District

Joseph Kierwiak

860-490-3854

www.campmasters.org

Just Remember Teamwork Carries you Further

- **The Council has laid out a turn-key solution to make it as simple as possible for YOU!**
 - **Great Product Lineup**
 - **Comprehensive tools to support your creativity**
 - **Automation to increase efficiency and sales visibility**
- **Encourage ALL of your Scouts to participate, and to set their own goals**
- **Attitude affects Aptitude, Sell what we all believe in – SCOUTING!**
- **Neighboring communities may not have Scouts, but they'd love to see and support you!**
- **Scouts in Class A Uniforms, represent Scouting well!**
- **Scouts using the suggested Sales Presentation don't have to think about what to say**
- **Most of all, celebrate your participating Scouts as they earn their way!**

Questions?