



2026 POPCORN FAMILY GUIDE

Scouting America
Old Hickory Council

Trail's End[®]

How Scouts Benefit From Popcorn

The annual product sale remains an excellent opportunity for Scouts and units to fund their entire Scouting program for the year. When participating, Scouts gain self-confidence, people skills, money management, salesmanship, and business ethics – things that help prepare them for life! These are great values and skills for youth to learn.

Builds and Improves Confidence

Mastering the art of public speaking empowers Scouts to view themselves in a different, more positive light. It helps them learn practical communication skills, ultimately boosting self-confidence and other soft skills. Having a positive self-image enables Scouts to talk more easily and naturally, which will help those who are inherently shy in nature. **Once your Scout starts public speaking, they will feel like they are delivering value to their audience, which in turn helps them develop faith in themselves and provides a sense of pride in their work.**

Develops Leadership Qualities

Public speaking helps Scouts understand the importance of standing up for what they believe in and how to speak their minds without hesitation or fear. Having that understanding is essential in developing leadership qualities in your Scout. A Scout who believes that they can lead their peers from a young age, who are confident in expressing themselves, and feel comfortable talking in front of others build strong governance skills early on.

Creates Understanding of Value of Money

Children don't always understand the value of money when they do not have to earn it themselves and see how they spend it. **Product sales allow youth to set a goal, work to achieve it, overcome obstacles, and gain a basic sense of managing their finances before they have to do it as an adult.**

Enhances Academic Performance

Selling Popcorn challenges Scouts to think on their feet and develop an analytical mindset toward problem-solving. Plus, it teaches them how to be assertive in their beliefs but politely and authentically. It also teaches them about empathy and active listening, to appreciate other peoples' perspectives and points of view, and to learn from those experiences.

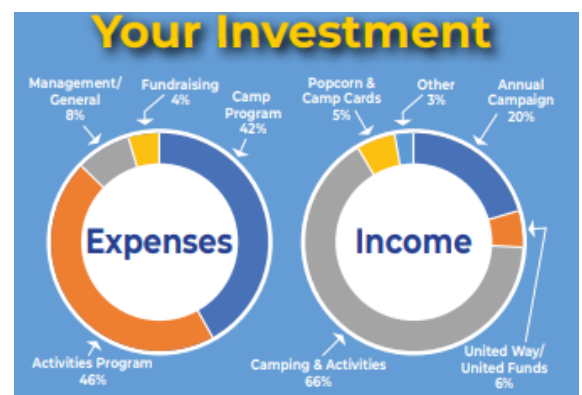
Teaches Scouting America Values

One of the methods of Scouting is to create adult association. The product sale is a safe way for a parent and Scout to meet neighbors, community leaders, and strangers in a safe way and learn how to communicate effectively. **Scouts gain practical experience in following the twelve points of the Scout Law:** trustworthy, friendly, courteous, kind, cheerful, and thrifty.

Supports Camp Raven Knob & Old Hickory Council

Did you know it costs nearly \$2.7 million dollars to operate camp and the council annually?

Participating in the fall product sale helps us offset the cost of operating Camp Raven Knob year-round and ensures we have membership recruitment resources, resources and support for volunteer recruitment and training, and maintain a local presence with the service center in Winston-Salem.



The Sales Plan

Show and Sell

Think of a childhood lemonade stand but with more traffic and more money. Trail's End's staff will set up opportunities to sell at high traffic areas like **Tractor Supply** and **Sheets**, grocery stores like **Lowe's**, **Food Lion**, and **Harris Teeter**, and new locations through their relationships like **Walmart** and **Sam's Club**. All opportunities will be put on the Trail's End App for your Unit or individual Scouts to sell your product.

Take Orders

The traditional order form will have a make over this year too, **We're going paperless!** All take-orders are recorded in the app. This keeps life simple and easy for you to track who has ordered, paid, and been delivered too. Our recommendation: Use your Show and Sell popcorn to fill the orders ASAP. You can always get more product from the Council and then folks who order in September don't have to wait until November to get their product!

Online Orders

Use the app or the online portal to send your link across the nation to family and friends! Even during a take-order or storefront sale, if you are out of product you can have the item(s) shipped directly to the buyer for **Flat Rate Shipping!**



SAFE Sales Tips

Supervision & The Buddy System (S)

- **Never Sell Alone:** In accordance with Youth Protection policies, Scouts should always be in the "Buddy System" (two or more Scouts) or accompanied by a parent/guardian.
- **Adult Presence:** Cub Scouts must always have an adult within sight and sound. Scouts BSA members should have a pre-arranged "check-in" point with an adult if canvassing a block.
- **The "No Entry" Rule:** NEVER enter a stranger's home or vehicle for any reason, even if invited in to "write the check" or "stay warm." Stay on the porch or sidewalk in plain view.

Assessment of the Environment (A)

- **Daylight Only:** Limit door-to-door sales to daylight hours. If selling at a "Pop-Up Shop" after dark, ensure the area is well-lit and at least two adults are present.
- **Traffic Safety:** Always walk on sidewalks and driveways. When crossing the street, use crosswalks and "Stop, Look, and Listen."
- **Be Weather Aware:** Autumn weather can shift quickly. If a thunderstorm or heavy rain moves in, pause the sale and seek shelter immediately.

Fitness & Personal Well-Being (F)

- **Hydration:** Always carry a water bottle. Selling is hard work!
- **Fatigue Check:** Monitor your "buddy." If a Scout is getting tired or cranky, take a 15-minute break. A tired Scout is less likely to pay attention to safety hazards.

Equipment & Money Management (E)

- **Secure the Cash:** Never carry large amounts of cash in a visible "bank bag." Use a discreet pouch or have the accompanying adult hold the high-value bills.
- **Digital First:** Encourage credit card or app-based payments. This reduces the risk of lost cash and is safer for the Scout and the unit.
- **The Uniform:** The Scout uniform is your best "safety equipment." It identifies you immediately to neighbors as a member of a trusted organization.

Earn Cub Scout Adventures

Lion (Kindergarten)

- **Build It Up, Knock It Down:** Scouts can count the popcorn containers they have sold or practice stacking them safely for a display, hitting the "building" and "spatial" themes of this elective.



Tiger (1st Grade)

- **Team Tiger:** Selling at a storefront (booth sale) is a quintessential team activity. Working with other Scouts to reach a goal helps fulfill the requirements for participating in a team service or effort.



Wolf (2nd Grade)

- **Paws on the Path:** If the den conducts a "Show and Sell" at a local park or outdoor venue, Scouts can complete the requirement for a "1-mile walk" while observing their surroundings between customers.
- **Council Fire:** This adventure focuses on community. Scouts can discuss how the money raised from popcorn helps their local community or pack, fulfilling requirements related to being a helpful citizen.



Bear (3rd Grade)

- **Paws for Action:** This is a core adventure involving community service. If the Scouts are selling popcorn to donate to the "Military Share" program (sending popcorn to troops), this can often count toward a service project requirement.
- **Fellowship and Duty to God:** Discussing how selling popcorn helps the Scout be "reverent" by helping others and supporting the Troop's mission, can apply here.



Webelos & Arrow of Light (4th & 5th Grade)

- **Build My Own Hero:** Scouts can identify a "hero" in the community while selling door-to-door or at booths (such as a first responder who stops by) and interview them.
- **Game Design:** High-achieving scouts often gamify their sales process. Creating a "sales game" or a tracking system for their den to see who reaches certain milestones can align with the logic and planning of this elective.
- **Art Explosion:** Scouts can fulfill requirements by designing their own eye-catching posters or marketing materials for their popcorn booth.



Earn Merit Badges While Selling



ART: For requirements 2, 5, and 6, produce a Popcorn poster for local display, using pen and ink, watercolor, pencil, pastel, oil, tempera, acrylic paint or marker.



CINEMATOGRAPHY: For requirements 1 and 2, create a storyboard for a video designed to show Cub Scouts how to sell Popcorn.



COMMUNICATIONS: For requirement 1, show your counselor how you would teach others to sell CAMP MASTERS Popcorn. Then, play the roles of customer and Scout, practicing selling techniques. For requirement 2, make a popcorn sales presentation for your counselor.



ENTREPRENEURSHIP: With your counselors permission, use your own management of the Popcorn sale to meet many of the requirements for this badge such as 3, 4b, 4d and 6.



GRAPHIC ARTS: For requirements 2, 3, and 4, design a poster for use during the popcorn sale, and follow the various steps described for ONE of the printing methods to produce copies of the poster.



JOURNALISM: For requirements 2a or 2b, create a newspaper story or radio news announcement reporting on your Troop's participation in the Popcorn sale.



PHOTOGRAPHY: For requirements 2b, take photographs of Popcorn, of Scouts selling, and of other activities related to the sale, and arrange the prints, with captions, to tell a story of the sale.



PUBLIC SPEAKING: For requirement 1, prepare and give a speech to a Cub Unit describing the benefits of popcorn sales to the Troop. For requirement 2, prepare and give a speech to a Cub Unit describing the steps to a successful popcorn sale.

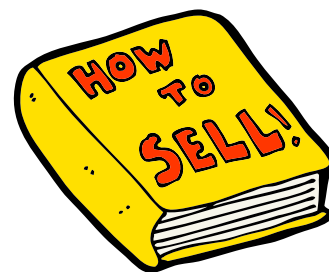


SALESMANSHIP: With your counselors permission, use the meetings, practices and procedures of the annual Popcorn sale to meet many, or all, of the requirements for this badge.



TRUCK TRANSPORTATION: For requirement 10, describe what kind of truck would be needed to ship popcorn from the Indiana plant to your Council, tell how the popcorn would be packed, estimate the time for the trip, and explain what would be the best way to unload the shipment.

Selling Strategies



- **The Super Triangle:** Challenge every Scout to sell to the 15 houses immediately surrounding their home (4 down, 7 across, 4 back). It's a low-pressure way to start.
- **The Blitz Day:** Pick one Saturday. Meet at a park, give everyone a map and a wagon of popcorn, and "divide and conquer" a whole neighborhood in two hours. End with a pizza party!
- **B2B (Business to Business):** Approach local business owners. Popcorn makes great holiday gifts for employees or "thank you" gifts for clients.
- **Drive-Thru Booths:** Set up in a large parking lot or at your Charter Org. Use yard signs to funnel cars into a "lane" where they never have to unbuckle their seatbelts.
- **Visual Impact:** Use silly signs, balloons, and photos of your Scouts in action (camping, at the lake, etc.). Customers aren't buying popcorn; they are buying a summer camp experience for a kid.
- **The Popcorn Cheer:** Create a loud, fun unit cheer to celebrate every \$50 or \$100 sold at a Show & Sell. It draws attention and keeps energy high.
- **Interactive Games:** Let customers "Spin a Wheel" for a small piece of candy or a sticker if they make a purchase.
- **The "Unit Kernel Team":** Don't do this alone. Assign Den/Patrol Kernels. They handle the "energy" for their specific group, track weekly totals, and help with inventory swaps.
- **Layered Rewards:** Don't just rely on Council prizes. Offer "Instant Gratification" rewards:
- **The "Pie-in-the-Face":** If the unit hits the total goal, the Cubmaster/Scoutmaster gets pried at the next meeting.
- **Top Seller Perks:** Gift cards, a "Free Camping" pass, or refunded dues.
- **Parent Incentives:** Secure "freebies" from local businesses (oil changes, coffee, massages) to reward the parents of the top-selling Scouts. Motivated parents = Successful Scouts.
- **The "One Fundraiser" Rule:** Sell hard once. Remit your money, hit your goal, and then get back to Scouting. Avoid "fundraiser fatigue" by doing popcorn exceptionally well.
- **Weekly "Pulse" Updates:** Send a weekly email or text. "We are at 65% of our goal! Den 3 is currently in the lead for the pizza party!"
- **Roleplay Training:** Spend 20 minutes at a meeting practicing "The Pitch." Teach Scouts to look people in the eye, speak clearly, and always say "Thank you" even if the answer is "No."
- **Clear Divvy Rules:** Decide early and communicate clearly how the commission is split. Does it go to the general fund, or into individual Scout Accounts? Transparency prevents conflict later.
- **The "Donation" Option:** Always have a "Military/First Responder Donation" jar or button on the app. Many people want to support Scouting but don't want the calories. This is a 100% "sale" for your goal!
- **QR Code Yard Signs:** If a Scout is doing a "Pop-Up Shop" in their driveway, put out a yard sign with a QR code that links directly to their online sales page.
- **Credit is King:** Ensure every Scout has the app ready. In 2026, many people don't carry cash. If you can't take a card, you'll lose 50% of your potential sales.

BEST SELLING

Objections at the Point of Sale



The Objection: "The price is too high."

The Response: "I understand! It's helpful to think of it as a donation to Scouting, and the popcorn is our way of saying thank you. About 73% of the cost goes directly to our local programs. Would you like to try one of our other products?"

The Objection: "I am allergic" or "I cannot eat popcorn."

The Response: "I'm sorry to hear that! If you'd still like to support our troop, you can buy a bag to be sent to military members overseas. It's a great way to support both Scouting and our troops!"

The Objection: "It's not healthy."

The Response: "Actually, popcorn is a high-fiber snack! We also have fresh, crispy, and salted Virginia Peanuts, would you like to buy a tin?"

The Objection: "I don't have any cash on me."

The Response: "No problem at all! We actually accept all major credit and debit cards using our app. Which one would you prefer to use?"

The Objection: "We already bought some popcorn."

The Response: "That's awesome! Thank you for supporting Scouting. Since you're already a fan, would you consider buying a bag as a gift for a friend or to send to the military?"

The Objection: "I can buy this cheaper at the grocery store."

The Response: "You're absolutely right! You're paying a bit more here because the majority of the cost stays right here in our community to fund our camping trips and service projects. You're making a donation and getting a great snack as a thank-you!"

The Objection: "I'm in a hurry / I don't have time."

The Response: "I understand! I can make this really quick—our most popular item is the [Insert Best Seller]. We take cards, and I can have you on your way in less than a minute!"

The Objection: "I don't like this brand / I prefer the other one."

The Response: "I appreciate the feedback! This year we have some brand-new flavors and a new app that makes it really easy to ship gifts to friends. Would you like to see what's new in our selection?"

The Objection: "I already support my grandson/neighbor's troop."

The Response: "That's fantastic! Thank you for supporting Scouting. Since you're already a supporter, would you consider a military donation today? That way, you're helping our local troop and the troops overseas!"

The Objection: "I don't want to give out my address or personal info."

The Response: "No problem at all! If you buy one of our 'Take Order' items, I just need a name and a way to reach you when it arrives. Or, you can buy one of these items I have with me right now and take it home today!"

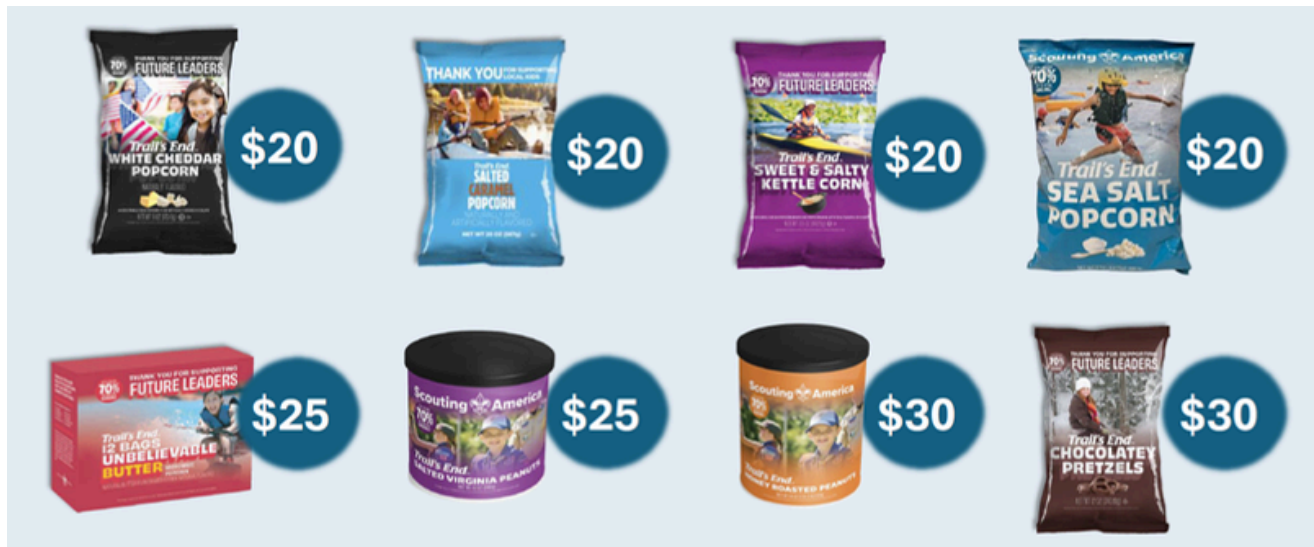
Prizes!

Scouts claim their rewards from the app! Scouts can choose from 15 different gift card options and can even split their rewards amongst multiple choices! No approving, receiving, distributing, or replacing prizes. Uncapped levels can incentivize top sellers!

High Seller Prizes are back with gusto! Check out the Trail's End App for great Swag and more!



The Products



Download the App

Every aspect of the process is now integrated into a single, streamlined mobile application. Whether you are recording traditional paper-based sales from your sheet, managing live transactions at a storefront location, or sharing your personalized link for online orders, the app serves as your central hub for tracking inventory and monitoring progress in real-time.



[Android Link](#)



[Apple Link](#)

By consolidating these methods, you can spend less time on paperwork and more time reaching your goals. To get started, simply scan the QR code to the right to download the app, set up your profile, and begin selling immediately.

How much do I need to sell for...

Item	Cost per Scout	# Items Goal
Cub Day Camp	\$60.00	8
Cub Fun Day	\$30.00	4
Cub Scout Resident Camp	\$220.00	28
Scouts BSA Summer Camp	\$450.00	57
OA Conclave	\$65.00	9
National Youth Leadership Training	\$195.00	25
National Leadership Seminar	\$290.00	37
New Handbook	\$25.00	4
Full Uniform	\$150.00	19
Tent	\$80.00	10
New Scout Trailer	\$3,000.00	375
Hiking Pack	\$100.00	13
Scout Life Subscripton	\$15.00	2
National Annual Dues	\$85.00	11

Adventure Awaits at Raven Knob

Camp Raven Knob offers a transformative summer experience where the rugged beauty of the Blue Ridge Mountains serves as a backdrop for profound personal growth. Beyond the thrill of scaling climbing walls or navigating the waters of Lake Sabotta, campers develop a sense of self-reliance and grit that is difficult to replicate in a traditional classroom setting.

By stepping away from digital screens and into a community built on leadership and outdoor mastery, youth forge lifelong friendships and discover capabilities they never knew they possessed. Whether they are mastering a new skill in the skilled trades area or sharing stories around a campfire, every moment at camp is designed to build the confidence and character necessary for them to lead with integrity in the years to come.



www.ravenknob.com/



Important Dates

Popcorn Pickup Date:

Money Due By Date:

I'm scheduled for storefronts on:

My goal is to sell \$

This is my goal so I can:

Buy this cool thing:

Get This Gift Card:

Attend this activity:

Other:

My Sales Pitch

Who I'm Asking to Buy



**Scouting
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