

KEY 2020 POPCORN DETAILS

New Popcorn Vendor - Campmasters

Through an extensive review, conducted by Key Top Selling Unit Kernels, Council Field Staff, Council Board / Finance Committee Members and Key stake holders. It was determined, based on the needs of the selling Scouts and units; a change was needed.

Key Factors for the Change

Product lineup that includes variety of offerings; Popcorn, Nut Products, and Trail Mix. Bag and Tin containers. Product price points with increased offerings under \$20. Show & Sell and Take Order lineup that offers 8 products under \$20 dollars vs 3 from previous years. Multiple options for selecting prizes; Scouting Gear, National Retail Gift Cards, and MTC Camp Bucks and so much more.

Support Scouting Families and Sustain Scouting

This year in particular, with the opportunity loss of winter and spring time unit fundraising. The late summer and Fall popcorn sale is more important than ever for our Scouting Families and Minsi Trails Council.

2020 Turn Key Unit Selling Strategy

These turn key options provide Scouting Units the opportunity to participate in three different selling strategies in the face of potential restrictions.

Show and Sell – (Store Front or Community Events)

Take Order – (Door to Door or Wagon Sales)

Online Selling App – (Share messages with friends and family to buy directly with you or take Online Direct orders to have product shipped directly to the customer)

Key Details for 2020 Campaign

- One Show and Sell Order *
- Unit Product Commissions: (38% Show & Sell and Take Order) (35% - Online Sales)
- **No Product Return Policy** will be in effect for the entire 2020 Popcorn Selling Campaign *
This necessary step supports “best practices” for those distributing, selling and purchasing products.
- Wawa has deferred all store front solicitation opportunities through 2020.

*** Please note:** The MTC Popcorn Team hope these changes will only be for this 2020 Popcorn Campaign and hope to be back to previous Popcorn Campaign processes in 2021!

