



2026 POPCORN SALE

LEADERS GUIDE



Scouting  America
LaSalle Council

CONTACTS

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AGENT ID: IMA MAIZE

MISSION POPCORN Top Secret Field Operations Guide



MISSION REVENUE STATUS: ACTIVE

COUNCIL ADVISORY: 2026

WHY PARTICIPATE?

Throughout the Popcorn season, Scouts learn how to think critically, solve problems, overcome challenges, and develop a sense of responsibility. Additionally, Scouts develop a sense of accomplishment and excitement for what their hard work will lead to.

The Popcorn sale doesn't just benefit the Scouts. Many Units are able to fund an entire year of program related expenses through Popcorn sales. Historically, Popcorn sales consistently result in the some of highest commission rates for Units in a single fundraiser.

GOAL SETTING

- Scouts set an individual popcorn business goal and then creates a plan to reach that goal.

CONFIDENCE

- Scouts gain confidence through communicating with strangers, taking orders, tracking sales, and managing money.

WORK ETHIC

- Scouts learn pay their way and the importance of hard work.

COMMUNICATION

- Scouts learn how to speak to, listen to and work with customers in person.

TEAM WORK

- Scouts learn the importance of working together as a team to reach a unit fundraising goal.



BUILD FINANCIAL LITERACY

IMPORTANT DATES

LaSalle Council Key Popcorn Dates-- 2026

Date	Task
16-Jul	Eastside Popcorn Kickoff Training
22-Jul	Westside Popcorn Kickoff Training
1-Aug	Online & Take Order Sale Begins
10-Aug	Show & Sell Order Due to Council
	Storefront Sign-Ups Begin
21-Aug	Show & Sell Warehouse Sign-Up Due
26-Aug	Show & Sell Warehouse Pickup
27-Aug	Show & Sell Warehouse Pickup
23-Sept	Pop Swap Early Return
7-Oct	Pop Swap
21-Oct	Show & Sell Take Order Sales End
	Show & Sell Product Return Sign-Up Due
	Unit Take Order Due to Council
	Take Order Warehouse Sign-up Due
21-Oct	Show & Sell Warehouse Returns
	Show & Sell Payment Due
22-Oct	Show & Sell Warehouse Returns
	Show & Sell Payment Due
3-Nov	Prize Submissions Due ☐ Camp Masters Prizes ☐ LaSalle Loot ☐ Bingo
11-Nov	Take Order Warehouse Pickup
12-Nov	Take Order Warehouse Pickup
4-Dec	Final Payment Due

LASALLE COUNCIL

RESERVE YOUR SPOT

Warehouse Reservations

Each unit will need to schedule warehouse reservations for three different dates: (1) Show & Sell Pick Up, (2) Show & Sell Returns, (3) Take Order Pick Up. Please use the QR code below to schedule those pick times. The same QR code will be used for **ALL** dates. Units in Algonquian and Pioneer Trails districts should use the Eastside Warehouse; units in Dunes Moraine and Potawatomi districts should use the Westside Warehouse.



Eastside Warehouse Sign Ups
411 W 4th St, Mishawaka, IN 46544



Westside Warehouse Sign Ups
Camp Topenebee

Storefront Sign Ups

Storefront sign ups will begin **August 10, 2026**. Storefronts will be made available in rounds. Units are asked to keep their selections to their district area until selections are opened up after the third round.

Round 1

August 10 - 13

3 in-district,
time slot
selections

Round 2

August 16 - 20

3 in-district,
time slot
selections

Round 3

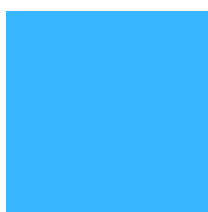
August 23 - 27

3 in-district,
time slot
selections

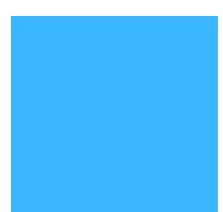
**Any time slots still
available after
August 27 are open
for claim by any unit.**



Algonquian Storefronts



Potawatomi/Dunes Moraine Storefronts



Pioneer Trails Storefronts

LASALLE COUNCIL

FUNDRAISING POTENTIAL

LaSalle Council wants your unit to run ONE single operation this fall, maximizing funding while saving calendar days for outdoor adventure. See how the Popcorn

Mission stacks up against other product sales:

	Camp Masters	Wreath Sales	Candy Bars	Meat Sticks
Commission Back to Units	30-38%	35-45%	50%	50%
Support to Council programs	30%	0%	0%	0%
Average number of items sold to complete \$100 in sales	5	12	100	100
Youth Prize Incentive Program	Yes	No	No	No

Scouts generate between 10 to 15% more in sales with fundraising programs that offer prize incentives over programs without.

LASALLE COUNCIL

UNIT COMMISSIONS

<u>Commission Type</u>	<u>Total</u>
Base Commission **Base commission will increase to 30% when invoice balance is paid by December 4, 2026**	27% up to 30%
Attend Kickoff, Submit Commitment Form, <u>AND</u> Sign Up for 1 Weekend of Storefront Sales **Storefront selection must be made by July 31st to qualify**	3%
\$ 10,000 Total Sales	2%
\$ 15,000 Total Sales	1%
\$ 20,000 Total Sales	1%
Online Sales	30%

*****Troops may opt out of prizes for an additional commission percentage.**

LASALLE COUNCIL

IMPORTANT UPDATES

Return Limit

LaSalle Council will continue utilizing a return limit policy. Each unit will be allowed to return up to 30% of the initial order. All product returned must be in good, saleable condition.

Example:

Pack 1234 places an initial Show & Sell order of \$10,000. The Pack can return \$3,000 worth of inventory.

If you are unsure what to order in your initial order, please schedule a meeting with a member of your **#PopcornSquad** for assistance.

Return Time Limit

Product returns will not be accepted after **October 30, 2026**.

Sale Tracking

- Scout sales must be logged in Camp Masters system to qualify for prizes. Prizes must be verifiable.
- Camp Masters must reflect Show & Sell progress before additional product can be ordered.

Product & Packaging Changes

Camp Masters will be transitioning to new Scouting America branded package. Some products will have a change in the per package net weight. Additionally, Camp Masters has made the decision to reduce the number of products available this year.



**NEW
TIN
DESIGN!!**

LASALLE COUNCIL

PRODUCT LINEUP & PRICING

ZZ Support the Military and Scouting Too!

**\$30
Military
Donation**



Choose Item ZZ and CAMP MASTERS will send \$30 worth of popcorn to our military personnel.

WW Support the Military and Scouting Too!

**\$50
Military
Donation**



Choose Item WW and CAMP MASTERS will send \$50 worth of popcorn to our military personnel.

JK Chicago Style Snack Attack Tin

A legendary Chicago-born combo of Caramel Corn, White Cheddar, and Yellow Cheddar – packaged in individual bags so you can mix it your way or savor each flavor solo. Crave-worthy. Customizable. Classic. — 18 oz 🍿



\$50

MM 18 Pack Movie Theater Extra Butter Microwave Popcorn



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



\$30

G 12 Pack EXTRA BUTTER Roasted Summer Corn



If you like buttery corn on the cob, you'll LOVE this EXTRA BUTTER flavor microwave popcorn! 🍿



\$20

DC Sea Salt & Dark Cacao Sunflower Seeds



Crispy roasted sunflower seeds coated in rich dark cacao and finished with a touch of sea salt for the perfect sweet-and-salty crunch. — 5.5oz 🍿

\$20

KT Cinnamon Crunch Popcorn Bag



All the cozy flavors of your favorite cinnamon cereal, now in a light, crunchy popcorn snack. Sweet. Crunchy. Cinnamon-y goodness — 12 oz 🍿

\$20

YY 12 Pack Sweet & Salty Kettle Corn Microwave Popcorn



Sweet and Salty old-fashioned Kettle Corn that tastes like the popcorn at old time county fairs! 🍿



\$20

ZD White Cheddar Cheese Bag



Cheesy goodness of white cheddar cheese on light, crunchy, crispy popcorn — 4.5 oz 🍿



\$20

V Purple Popping Corn Jar



Light. Crunchy. Flavor-ready! This gourmet purple kernel corn pops up white with a crisp nutty taste and is virtually hullless, so it won't get stuck in your teeth. Comes in a resealable jar – just pop and enjoy! — 30 oz 🍿



\$15

DD Caramel Popcorn Bag



Mouthwatering taste of delicate and crispy gourmet caramel popcorn. — 9 oz 🍿



\$15



SCAN FOR ALLERGEN INFORMATION

2026 CAMP MASTERS PRICING AND QUANTITY*

ALPH SYMBOL	PRODUCT DESCRIPTION	2026 RETAIL	QTY PER CASE	CASE QTY PER PALLET	CONT QTY PER PALLET
JK	Chicago Style Snack Attack Tin	\$50.00	1	64	64
MM	18 Pk Movie Theater Extra Butter MW	\$30.00	4	60	240
KT	Cinnamon Crunch Bag	\$20.00	12	32	384
ZD	White Cheddar Cheese Bag	\$20.00	12	30	360
G	12 Pk Extra Buttery Roasted Summer Corn	\$20.00	6	48	288
YY	MW 12 Pk Sweet & Salty Kettle Corn MW	\$20.00	6	48	288
V	Gourmet Purple Popping Corn Jar	\$15.00	6	96	576
DD	9 oz Caramel Corn Bag	\$15.00	12	32	384
DC	6 / 5.5oz DK Cacao SS Sunflower Seeds	\$20.00	6	252	1512
WW	\$50 Military Donation	\$50.00	1	n/a	n/a
ZZ	\$30 Military Donation	\$30.00	1	n/a	n/a

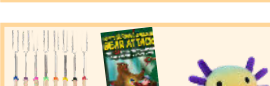
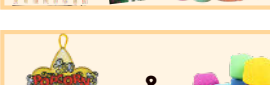
SCOUT INCENTIVES PART 1

Our Scouts work incredibly hard during the popcorn sale, and we want to ensure their dedication and effort are fully recognized! In response to valuable feedback from our leaders and families regarding the quality and variety of items in the standard prize catalog, we are excitingly shifting away from the traditional prize program this year.

For the 2026 popcorn sale, we are proud to introduce an in-house prize program designed to give Scouts exactly what they want. Prize levels will be determined by each Scout's individual sales total. Instead of picking from a pre-selected catalog, Scouts will earn an Amazon gift card pre-loaded with the designated prize value for their specific sales tier. This gives our Scouts the ultimate flexibility to choose a reward that is truly meaningful to them! Gift cards will be distributed when the unit balance is paid.

Important Leader Reminders for Prize Distribution:

- **Track via Camp Master:** Prizes will be awarded strictly based on the sales data accounted for in the Camp Master system.
- **Unit Kernel Documentation:** It is critical that your Unit Popcorn Kernel meticulously documents and assigns sales to each individual Scout within CampMaster to ensure everyone receives their proper reward.
- **Individual Sales Only:** Sales totals are calculated per individual Scout and cannot be combined or shared with another Scout.

LEVEL 12		YOU COULD GET: • COT/TENT COMBO • MINI 3D PRINTER • MCLAREN ELECTRIC GO KART	SELL \$5000 EARN \$225 AMAZON CARD	LEVEL 6		YOU COULD GET: • 3D SONIC PLUSHIE PILLOW • CAMPFIRE POPCORN POPPER • LASER TAG SET	SELL \$850 EARN \$30 AMAZON CARD
LEVEL 11		YOU COULD GET: • ELECTRONIC CHESS SET • INFLATABLE PROJECTOR SCREEN • ONE PIECE LEGO SHIP	SELL \$3500 EARN \$155 AMAZON CARD	LEVEL 5		YOU COULD GET: • ULTRALITE HIKING POLES • LIGHT UP SOCCER BALL • MINI KARAOKE SPEAKER	SELL \$625 EARN \$25 AMAZON CARD
LEVEL 10		YOU COULD GET: • RETRO RADIO LEGO SET • HIGH POWERED TELESCOPE • ULTRALIGHT WATERPROOF TENT	SELL \$2000 EARN \$100 AMAZON CARD	LEVEL 4		YOU COULD GET: • LIGHTWEIGHT HAMMOCK • LCD WRITING TABLET • PEPPERONI PIZZA BLANKET	SELL \$550 EARN \$20 AMAZON CARD
LEVEL 9		YOU COULD GET: • GAMBOY LEGO • GOGGLE WITH NIGHT VISION • METAL DETECTOR	SELL \$1500 EARN \$75 AMAZON CARD	LEVEL 3		YOU COULD GET: • HARRY POTTER BITZEE • 1100 LUMEN FLASHLIGHT • BUILD YOUR OWN FM RADIO KIT	SELL \$425 EARN \$15 AMAZON CARD
LEVEL 8		YOU COULD GET: • FOLDABLE DRONE WITH CAMERA • INFLATABLE LOUNGE CHAIR • 4 PK LONG RANGE WALKIE TALKIES	SELL \$1250 EARN \$50 AMAZON CARD	LEVEL 2		YOU COULD GET: • 7 PK MARSHMALLOW ROASTERS • SURVIVAL BOOK • AXOLOTL PLUSH	SELL \$300 EARN \$10 AMAZON CARD
LEVEL 7		YOU COULD GET: • AMPHIBIOUS REMOTE CONTROL CAR • SOCCER BOARD GAME • 251 PIECE SURVIVAL KIT	SELL \$1000 EARN \$35 AMAZON CARD	LEVEL 1		YOU GET: • 2026 POPCORN PATCH • SLOW RISING DOUGH CUBE	\$150

PRIZE REDEMPTION SHOULD BE SUBMITTED ON THE COUNCIL WEBSITE!

SCOUT INCENTIVES

PART 2

Again this year, LaSalle Council will be offering prizes for individual Popcorn High Sellers at the \$1500, \$2500, \$3500, and \$6500 levels.

\$1500 in sales:

Amazon or Walmart Gift Card or
\$25 Council Scout Shop Gift Certificate or
\$25 Camp Fee Certificate

\$2500 in sales:

Amazon or Walmart Gift Card or
\$50 Council Scout Shop Gift Certificate or
\$50 Camp Fee Certificate

\$3500 in sales:

Amazon or Walmart Gift Card or
\$100 Council Scout Shop Gift Certificate or
\$100 Camp Fee Certificate

\$6500 in sales:

Amazon or Walmart Gift Card or
\$200 Council Scout Shop Gift Certificate or
\$200 Camp Fee Certificate

As an added incentive, Scouts can participate in our Popcorn Bingo! Prizes are offered for any bingo (limit one per Scout) first bingo in the unit, and bingo blackout. Please remember, Storefront sales do not count toward Popcorn Bingo prizes.

LASALLE COUNCIL 2026 'SECRET AGENT' POPCORN BINGO

Chicago Style Snack Attack Tin	\$30 Military Donation	Cinnamon Crunch Bag	18pk Movie Theater Butter MW	\$50 Military Donation
Purple Popping Corn Jar	Dark Cacao Sea Salt Sunflower Seeds	12pk Extra Butter Roasted Summer Corn MW	Caramel Popcorn Bag	12pk Sweet & Salty Kettle Corn Microwave
White Cheddar Cheese Bag	\$30 Military Donation		18pk Movie THEATER Butter MW	\$50 Military Donation
CARAMEL BAG	PURPLE POPPING CORN	12 PK SWEET & SALTY KETTLE CORN MICROWAVE	CLASSIC TRAIL MIX	WHITE CHEDDAR CHEESE BAG
WHITE CHEDDAR CHEESE BAG	CHOCOLATEY COVERED PRETZELS	18 PK MOVIE THEATER EXTRA BUTTER MICROWAVE	SNACK ATTACK TIN	14 PK EXTRA BUTTER ROASTED SUMMER CORN

Bingo game starts with your first TAKE ORDER or ONLINE sale.

Cards must be submitted by November 3, 2026.

STOREFRONT SALES DO NOT APPLY TO POPCORN BINGO.

To claim your prizes, visit

<https://lasallecouncil.org/invest-in-scouting/popcorn-sales/>

SCOUT SALES MUST BE LOGGED IN CAMP MASTERS TO QUALIFY FOR PRIZES

LASALLE COUNCIL

SCOUT INCENTIVES PART 3

IN ADDITION to Council incentives, CAMP MASTERS offers Prizes to recognize Scouts Popcorn Sale efforts.

The prize form **must** be filled out and submitted online at
<https://lasallecouncil.org/invest-in-scouting/popcorn-sales/>



SELL \$400+ ONLINE

GET A \$10
AMAZON GIFT
CARD

HIGH
ACHIEVERS
PRIZES!



SELL \$3000+ TOTAL

GET 4% BACK ON an
Amazon or Walmart
Gift card

OR



THIS CAMPING PACKAGE

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

LASALLE COUNCIL