

# Scouting America



## Choctaw Area Council



MAGNOLIA BEVERAGE COMPANY  
FINE BEVERAGES SINCE 1934



*Iconic*

*Brings a Smile*

*Timeless*

*Americana Favorite*

*Nostalgic*

*Family owned*

*MoonPie Memories*

*The "Original S'More"*

*Patriotic*

*1  
5<sup>th</sup> generation*

Help Us  
REACH FOR THE MOON

***Freshest MoonPies in America!***

# MoonPie Sale Key Dates 2024



**Moon Pie information page:**

<http://www.cacbsa.org/CACBSA/index.cfm/finance-and-fundraising/moonpie/>

**MoonPie Kickoff (Citizens National Bank Downtown)  
Sell Begins**

**Thursday, August 8, 2024**

**Show-n-Sell Orders Due Council**

**Wednesday, August 14, 2024**

**Show-n-Sell Order Distribution**

**Friday, September 6, 2024**

**Mid America Testing & Supply**

**321 Hawkins Crossing Rd, Meridian, MS 39301**

**Show-n-Sell Sales Begin**

**Take Orders due to Council**

**Wednesday, October 30, 2024**

**If Prizes Chosen Due Online**

**Show-n-Sell Dollars due (No Returns)**

**Take Order Distribution**

**Friday, November 15, 2024**

**Mid America Testing & Supply**

**321 Hawkins Crossing Rd, Meridian, MS 39301**

**Last Day for Take Order Dollars due**

**Thursday, December 5, 2024**

## HOW TO ORDER

- Scan QR Code  
Go to [cacbsa.org](http://cacbsa.org) under Finance tab at top of page click on MoonPie
- Use the [Excel Document](#) to determine how many cases you need to order for Show-N-Sale.
- Once completed go to PLACE UNIT Show-N-Sale Order
- [Scout Take Order Forms](#) are available to download from the website
- Unit Take order will be placed on the website as well once you have collected all your Scouts Take Order Forms



QUESTIONS call the council office 601.693.6757

# 2024 MOONPIE SALE UNIT COMMISSIONS



## Base Unit Commission + 2% for Kickoff Participation

KELLER PRIZE PROGRAM	Product	Retail	Base Unit Commission 28%	Kickoff Participation +2%	100 Cartons Sold	250 Cartons Sold	500 Cartons Sold	1,000 Cartons Sold
	1 Carton of Mini 12 Count	\$10.00	\$2.80	\$0.20	\$300.00	\$750.00	\$1,500.00	\$3,000.00
3 Cartons of Mini 12 Count (\$5 off)	\$25.00	\$7.00	\$0.50	\$750.00	\$1,875.00	\$3,750.00	\$7,500.00	
6 Cartons of Mini 12 Count (\$10 off)	\$50.00	\$14.00	\$1.00	\$1,500.00	\$3,750.00	\$7,500.00	\$15,000.00	
Holiday Tin Chocolate 12 Count	\$35.00	\$9.80	\$0.70	\$1,050.00	N/A	N/A	N/A	
Friends of the Troops 5 Cartons	\$50.00	\$14.00	\$1.00	\$1,500.00	\$3,750.00	\$7,500.00	\$15,000.00	
OPT OUT OF PRIZE PROGRAM	Product	Retail	Base Unit Commission 30%	MoonPie Kickoff Participation +2%	100 Cartons Sold	250 Cartons Sold	500 Cartons Sold	1,000 Cartons Sold
	1 Carton of Mini 12 Count	\$10.00	\$3.00	\$0.20	\$320.00	\$800.00	\$1,600.00	\$3,200.00
	3 Cartons of Mini 12 Count (\$5 off)	\$25.00	\$7.50	\$0.50	\$800.00	\$2,000.00	\$4,000.00	\$8,000.00
	6 Cartons of Mini 12 Count (\$10 off)	\$50.00	\$15.00	\$1.00	\$1,600.00	\$4,000.00	\$8,000.00	\$16,000.00
	Holiday Tin Chocolate 12 Count	\$35.00	\$10.50	\$0.70	\$1,120.00	N/A	N/A	N/A
	Friends of the Troops 5 Cartons	\$50.00	\$15.00	\$1.00	\$1,600.00	\$4,000.00	\$8,000.00	\$16,000.00

# MOONPIE SHOW-N-SELL GUIDELINES AND SALES TIPS

## GUIDELINES

- Remember that retailers are supporting the Choctaw Area Council and its units by allowing us to conduct our MoonPie fall product sale on their store property. We must show our appreciation and follow their guidelines to ensure the safety of our Scouts and to preserve a positive shopping experience for their customers. Always follow the Scout Oath and Law while selling and communicating with store management.
- All MoonPie Show-N-Sells must be scheduled in advance with store managers. Council coordinated locations must be “booked” with the council.
- Once the date and time has been scheduled, a representative from the unit needs to check in with the store manager at least 48 hours (about 2 days) prior to arrival for final confirmation. The store manager reserves the right to cancel the event due to unforeseen circumstances.
- Participants should park vehicles in outer parking spaces or employee parking areas to reserve spaces closer to the building for store customers. Please limit participants to no more than 4-8 (including parents/supervisors) per shift.
- A table with a sign identifying the MoonPie sale and unit must be used. Participants should wear uniforms if possible. Table and participants must be positioned out of main entrance/exit aisles and work areas so as not to block or hinder customers from entering or leaving the store. Ask the store manager how close (in feet) from the entrance/exit the table can be set up.
- Do not allow Scouts to approach customers, especially running towards them! Train Scouts to wait for customers to come near before offering a greeting and allowing customers to voluntarily approach before beginning their “sale pitch.”
- There should be absolutely no running, horseplay, or misconduct.
- Tobacco use is prohibited anywhere around store entrances.
- At least two adult supervisors from the unit must be always present during a sales shift. The only exception is for a Scout selling alone with his/her parent or guardian accompanying them.

# SALES TIPS

- Scouts should stand in front or side of the table, which should be well marked with signage and with MoonPie products attractively organized and well displayed.
- Scouts should be trained and well-rehearsed on their “sales pitch”. Help them to learn all they can about the MoonPie products they are selling (flavor choices, Value 3-pack, military donations, freshness of product, credit cards accepted, etc.).
- Teach Scouts how to ask for support by stating how the money raised will help them to accomplish their goals in Scouting, such as being able to go on a special trip planned by the unit, purchasing camping equipment, going to summer camp, etc. Scouts should never say “do you want to buy MoonPies?” Customers can buy MoonPies a lot cheaper than our Scouts are selling them for! But store-bought MoonPies do not help a Scout in any way!
- A simple sales pitch may sound something like this: “Hi my name is Johnny with Pack {NUMBER} here in {CITY}. Can you help me be able to do fun things and go places in Scouting? Here is our most popular item, the Variety Value 3-Pack. What are your favorite flavors?”
- Thank each customer for buying or just looking. Scouts may want to prepare reorder cards to give to customers.
- Have Scouts make their own signs, costumes, etc. Have fun! And make lots of money for great Scouting adventures!



# MINI MOONPIE®

*The perfectly portioned snack for KIDS of all ages*

## 12 Mini MoonPies for \$10



## BUY S'MORE & SAVE!

*Value Packs*

### Buy any 3 for \$25

*Pick your mix, Save \$5.00!*

OR

### Mix and Match

### Buy 5 flavors for \$50

*Get one FREE! (6 total boxes - Save \$10)*

**DELICIOUS IDEA!**  
*Remove from wrapper &  
Microwave or Air Fry for  
an INSTANT S'more!*



# Holiday Design Gift Tin of 12 Original Chocolate MoonPies \$35

LIMITED  
EDITION



Limited Edition (Take Order ONLY)



Magnolia Beverage Company is generously donating RC Cola to our upcoming fall fundraiser, where we will be selling MoonPies. This contribution will allow us to enhance our Show-N-Sale event by providing a limited number of RC Cola cans to be given away with each MoonPie purchase. This partnership not only adds value to our fundraiser but also offers a nostalgic treat to our supporters. Thank you, Magnolia Beverage Company, for your support!





THANK OUR MILITARY TROOPS WITH



# PATRIOTIC PIES



Support your Council and our U.S Armed forces and Veterans with the gift of fresh baked Patriotic Pies. MoonPie and our Patriotic Pie partners will make sure your gift of mini MoonPies gets to active duty military troops and veterans to thank them for their service. Your Council earns profits from each half or full case you purchase and donate toward MoonPie's Patriotic Pies program.

Proudly partnering with



friendsofthetroops.org

**AVERITT**



www.uso.org



HAPPY PI DAY



Learn more!

**PATRIOTIC PIE  
DONATION**

- \$100
- \$50
- \$25

**# MOONPIES**

- 150
- 75
- 35

Chattanooga Bakery and Averitt Express will ship these bakery-fresh MoonPie donations to the troops.



Manufactured  
under license  
from the Boy  
Scouts of  
America®.  
All rights  
reserved

OFFICIALLY  
LICENSED

# Choctaw Area Council Meridian, MS



**KELLER  
MARKETING**  
A Division of General  
Commercial Corp.  
888-351-8000

Scan QR Code for a more detailed  
descriptions of Prizes

**\$850  
LEVEL 8**

- 28 - Hydration Pack - 2L
- 29 - Transformers: Rise of the Beasts:  
Bumblebee Model Kit
- 30 - Zing Quick Switch Power Bow
- 31 - 2-Person Waterproof Tent  
Assorted Colors
- 32 - Grab Bag G



**\$625  
LEVEL 7**

- 23 - E-Blox Parts Plus Construction Kit
- 24 - Telescope - 40X Magnification
- 25 - 5-in-1 Multi-Tool w/ Shovel & Ax
- 26 - Hexbug Mechanicals Wasp  
Assorted Colors
- 27 - Grab Bag F



**\$425  
LEVEL 6**

- 18 - Light Saber w/ Stand
- 19 - 5pc Stainless Steel Mess Kit
- 20 - Adventure Duffle Bag w/  
BSA® Branding
- 21 - Air Hunterz Zano Bow w/ 2 Zarts
- 22 - Grab Bag E



**\$325  
LEVEL 5**

- 13 - Multi Tool Flashlight
- 14 - Magic Sand Set w/ 6 Molds
- 15 - White Handle Lock Blade Knife & Case  
w/ BSA® Branding
- 16 - Catapult Plane w/ Decorative Stickers
- 17 - Grab Bag D



**\$250  
LEVEL 4**

- 9 - Dry Bag - 5 liter - Yellow  
w/ BSA® Branding
- 10 - Mini Multi-Tool w/ Case
- 11 - 4x30 Binocular w/ Case
- 12 - 6" Stuffed Animal - Goat



**\$190  
LEVEL 3**

- 5 - First Aid Kit w/ Waterproof Case
- 6 - Cinch Backpack w/ BSA® Branding
- 7 - Mini Dynamo Dual LED Light w/  
BSA® Branding - Assorted Colors
- 8 - Watch/Pedometer



**\$90  
LEVEL 2**

- 1 - Fire Starter and Steel
- 2 - Tony Hawk Box Boarders  
Assorted Characters
- 3 - Compass Thermometer Whistle
- 4 - Highlighter Scout - 4 Color Highlighter  
w/ Retractable Computer Brush



**LEVEL 1**

- 0.1 - Popcorn Sale Patch  
Sell any item



0.1

Patches will be distributed by the local unit. See your  
unit leader in charge of your unit's MoonPie Sale.

## \$650 Bonus Club

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

- 0.2 - Hanging Hammock
- 0.3 - Dart Zone Max Solo  
w/ 10 Darts
- 0.4 - Lego Friends Adventure  
Camp Archery Range



**\$5,000**  
LEVEL 14

- 48 - LEGO Technic Mercedes-AMG F1 W14 E Performance
- 49 - Cross Canyon 2 Tent & Footprint
- 50 - Carrera Evolution Mario Kart Analog Electric Slot Car Racing



**\$4,000**  
LEVEL 13

- 45 - Adventure Camp Package
- 46 - BioLite CampStove 2+
- 47 - Case Bonestag Folding Hunter Knife w/ Leather Sheath



**\$3,000**  
LEVEL 12

- 42 - iLive Indoor/Outdoor Bluetooth Solar Speakers
- 43 - LEGO City Modular Space Station
- 44 - Coleman Sundome 4 Person Tent



**\$2,150**  
LEVEL 11

- 39 - LEGO Friends Castle Bed and Breakfast
- 40 - SkullCandy Wireless Earbuds
- 41 - Foldable Drone



**\$1,650**  
LEVEL 10

- 36 - Youth Pickle Ball Set
- 37 - HEXBUG BattleBots Arena Bite Force & Blacksmith
- 38 - The North Face Stalwart Backpack



**\$1,250**  
LEVEL 9

- 33 - LEGO Batman - Batcycle
- 34 - Swiss Army Fieldmaster Knife
- 35 - Walkie Talkie Set w/ Rechargeable Batteries



Descriptions of Prizes available at [www.kellerprizeprogram.com](http://www.kellerprizeprogram.com)

## Choctaw Area Council

[www.cacbsa.org](http://www.cacbsa.org)

Council ID: 302CAC

For Popcorn Related Questions:

Council Office: (601) 693-6757

For Prize Related Questions

GCC/Keller Marketing: (888) 351-8000

### How to Select Your Prizes

- Sell any item and receive the Popcorn Sale Patch.
- Sell \$90 or more and receive a Popcorn Sale Patch AND any Level 2 Prize.
- Sell \$190 or more and receive a Popcorn Sale Patch AND a prize from the level you achieve; or select a combination of prizes from lower levels, as long as the total prize value does not exceed the Level Achieved.

**Example:** Sales of \$625 choose one prize from Level 7 ...OR... TWO prizes from Level 4 AND ONE prize from Level 2; etc.

All prizes are subject to substitution by Keller Marketing after consultation with your local Council. All substitutions will be for an equal or greater value prize.

Scout Name: \_\_\_\_\_

Pack/Troop: \_\_\_\_\_

Total Sales: \_\_\_\_\_

Prize #	Prize Description	Quantity

List all Prizes earned above and turn in to your Unit Leader.



To place Unit orders, please follow these instructions:

Placing order

Step 1:	Open your internet browser.
Step 2:	Go to <a href="http://www.kellerprizeprogram.com">www.kellerprizeprogram.com</a> Home Page.
Step 3:	Click on the "Order" Link
Step 4:	Enter Council ID from Prize Brochure – 302CAC
Step 5:	Click the box before "I'm not a robot" You may be asked to click boxes
Step 6:	All fields this page are required: <b>DISTRICT, UNIT TYPE, UNIT NUMBER, TOTAL PRODUCT SALES and NUMBER OF SCOUTS SELLING.</b> Next: enter prize quantities.
Step 7:	Click "Continue" when you have completed this information
Step 8:	Enter the quantity of each item you need.  A "Pop Up Box" will appear any time you order a quantity that matches or exceeds the number of scouts selling. Please double check the Quantity entered and click OK.
Step 9:	Enter your shipping address (If you have a P.O. Box, please enter that in the second address field). Click "Submit Order"
Step 10:	Your Order is complete and submitted. Review your order and shipping address. If changes need made, you will see the link under your Order number/Status
Step 11:	Upon successful completion, you will receive a e-mail verification with your order number. Please keep your order number for future reference.

If you need assistance with this process, please contact BSA Customer Service viae-mail [BSACustomerService@gcc-usa.com](mailto:BSACustomerService@gcc-usa.com)  
call BSA Customer Service 888-351-8000  
or call your Council office.

