

# Message from Minsi Trails

## **Scouts, Parents, Unit Kernels and Council Members,**

2020 is an unprecedented year in the lives of our Scouting families. As we look ahead, the most important goal is keeping everyone safe and healthy at all times.

This year's popcorn sale will look and feel different for many of us. But your Council, along with Camp Masters are dedicated to supporting you every step of the way. We are continually evaluating the current environment and recommendations with the best interests of everyone in mind.

As the popcorn sale nears, we ask each Unit in Minsi Trails Council to support the 2020 Popcorn Campaign. Overall, the current environment has put a strain on Scout, Unit and Council budgets and fundraising objectives.

As our Country takes the beginning steps towards recovery, we must continue moving forward as well. We need a united mindset focused on adaptability and resilience to keep the popcorn sale a vital part of funding our Scouting programs.

We hope this Leader Guide provides a step-by-step approach in preparing your Unit for a successful popcorn sale.

In 2020, Camp Masters is providing Council and Units with new online training and marketing resources. Some will be through virtual platforms and others are included in this guide. Each Unit Kernel will gain access to others over the coming months leading up to the sale.

As you go through this guide, there will be many changes for the better; new products, new price points, and new rewards. All of these changes are driven by feedback from unit Kernels and selling families.

In addition, due to the current environment, previous Popcorn practices will change for the 2020 campaign. Our hope is to go back to previous years practices in 2021. We hope you understand and support these "best practice" actions.

Yours in Scouting,

Minsi Trails Council Popcorn Team

