

# 2025 MoonPie Sale

## Leader's Guide



# 2025 Key Dates

## 1st SALES PERIOD - SEPTEMBER 19-OCTOBER 9

Wednesday, September 10 – Unit MoonPie Order #1 Due

Order to supply Show N Sells & Wagon Sales during 1st sales period from Sept. 13-26.

Friday, September 19 – Unit Order #1 MoonPie Product Pickup\*

Begin Show N Sells & Wagon Sales.

1st pick-up covers 3 Show N Sell weekends: Sept. 20-21, Sept. 27-28, and Oct. 4-5

## 2nd SALES PERIOD - OCTOBER 10-22

Thursday, October 2 – Unit MoonPie Order #2 Due

Order to resupply Show N Sells & Wagon Sales.

Friday, October 10 – Unit Order #2 MoonPie Product Pickup\*

2nd pick-up covers 2 Show N Sell Weekends: Oct. 11-12 and Oct. 18-19

## 3rd SALES PERIOD - OCTOBER 23-NOVEMBER 6

Thursday, October 16 – Unit MoonPie Order #3 Due

Order to resupply Show N Sells & Wagon Sales.

Thursday, October 23 – Unit Order #3 MoonPie Product Pickup\*

3rd pick-up covers 2 Show N Sell Weekends: Oct. 25-26 and Nov. 1-2

**Friday, October 17 - Deadline for unit payment for orders 1 & 2**

## 4th SALES PERIOD - NOVEMBER 7-16

Thursday, October 30 – Unit MoonPie Order #4 Due

Order to fill all remaining Take-Order sales.

Friday, November 7 – Unit Order #4 MoonPie Product Pickup\*

4th pick-up covers Take-Order sales

**Friday, November 21- Deadline for all units to be paid in full**

**\*All MoonPie pick-ups will be at Tranco Warehouse at 2213 Polymer Drive in Chattanooga**

# 2025 MoonPie Sale

## 40% Unit Commission!



### Case of 8 MoonPie Cartons - All Flavors

#### Take-Orders & Show-N-Sells

Estimated Retail = \$75

Unit Cost = \$45

Unit Commission = \$30\*

\*40% Unit Commission based on:

\$20 (5 X \$4) commission on five individual carton sales at \$10/each = \$50

\$10 commission on one 3-carton Value Pack sale at \$25

### MoonPie Holiday Tins

#### Take-Order Only

Retail = \$35

Unit Cost = \$21

Unit Commission = \$14

### Military Donation of Case of 8 MoonPie Cartons

#### Take Orders & Show-N-Sells

Donation = \$50

Unit Cost = \$30

Unit Commission = \$20

**Scout prizes are approximately 3% of total retail sales**

## MoonPie “Shoot for the Moon” Seller!

Fill out this form and return to your unit before September 12th to get your own 2025 “Shoot For The Moon” MoonPie Sales Patch!

SCOUTS NAME: \_\_\_\_\_ PARENT/GUARDIAN’S NAME: \_\_\_\_\_

PARENT/GUARDIAN CELL NUMBER (FOR LOOKOUTS TICKETS): \_\_\_\_\_

PARENT GUARDIAN’S EMAIL ADDRESS (FOR UPDATES): \_\_\_\_\_

UNIT TYPE: PACK TROOP CREW UNIT NUMBER: \_\_\_\_\_

I aim to be a “Shoot For The Moon” MoonPie Seller, and I Promise to “Do My Best”

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# 2025 “Shoot for the Moon” Rewards Program



All Scouts participating in the 2025 MoonPie Sale are eligible to receive the patch to wear as they are selling. “Shoot for the Moon” goal forms must be entered into the Google Form by September 12th to be guaranteed a patch. Unit PieMasters are responsible for ensuring all their Scouts and parents know the deadline and turn in their forms on time.

The Top 50 Scout MoonPie sellers will receive 1 free general admission ticket for the Shoot for the Moon Lookouts Baseball game in early spring 2025! Scouts, leaders, and parents will parade around the field before the game and the Top 10 MoonPie Allstars with the highest sales totals will be introduced on the field and the video scoreboard, and the #1 MoonPie seller will throw out the first pitch!



# 2025 “Shoot for the Moon” Rewards Program

The unit with the highest average sales per registered scout in the 2025 MoonPie Sale will receive a Lodge package valued at \$212.70. The package includes:

- 12 Inch Cast Iron Scout Skillet (L10SK3BS)
- 12 Inch/6 Quart Cast Iron Scout Camp Dutch Oven (L12CO3BS)
- Charcoal Chimney Starter (A5-1)
- 4-in-1 Camp Dutch Oven Tool (A5-11)
- Seasoned Cast Iron Care Kit (A-CAREC1)

## Examples:

- **Pack 3000 sells \$10,000 in MoonPies and they have 40 registered scouts.  $\$10,000/40 = \$250$  average sales**
- **Troop 100 sells \$5,000 in MoonPies and they have 10 registered scouts.  $\$5,000/10 = \$500$  average sales**



Special thanks to Lodge Cast Iron for their generous donation!



# MoonPie Show & Sell Guidelines

- Remember that retailers support the Cherokee 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 our Scouts' safety and 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 & Sells must be scheduled in advance with store managers. Council-coordinated locations must be "booked" on the council website's SignUp Genius by noon on Wednesdays for Saturday/Sunday weekend setups. For Ace Hardware, signups must be two weeks in advance.
- Once the date and time are scheduled, a representative from the unit needs to check in with the store manager at least 48 hours (about two days) before 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.
- You must use a table with a sign identifying the MoonPie sale and the unit number. Participants should wear uniforms if possible. The table and participants must be positioned outside the 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 "sales pitch."
- There should be no running, horseplay, or misconduct.
- Tobacco use is prohibited anywhere around store entrances and scouts.
- At least two adult supervisors from the unit must always be present during a sales shift. The only exception is for a Scout selling alone with their parent or guardian accompanying them.

# Sales Tips

- Scouts should stand in front of or to the side of the table. Make sure the table is well-marked with signage and MoonPie products are attractively organized and well-displayed.
- Scouts should be trained and well-rehearsed on their “sales pitch.” Please help them learn all they can about the MoonPie products they are selling (flavor choices, Value 3-pack, Taste of MoonPie, military donations, product freshness, and credit card acceptance).
- Teach scouts how to ask for support by stating how the money raised will help them accomplish their goals in Scouting, such as going on a memorable 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 much 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 like this: “Hi, my name is Johnny, and I’m with Cub Scout Pack 3000. Would you like to help support my scouting adventures by purchasing some MoonPies? Here is our most popular item, the 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 signs, costumes, etc. Have fun, and make lots of money for great Scouting adventures!

# Process to Schedule Show & Sell Dates with Council-Secured Locations

The Cherokee Area Council's Product Sales Committee is proud to offer MoonPie selling units the opportunity to conduct Show & Sells in front of council-secured chain store locations.

The committee has established a system designed to give all participating units in the MoonPie sale a fair and equitable opportunity to increase sales by taking advantage of Show & Sell dates. This system is also helpful to the stores supporting the Cherokee Area Council's fall product sale.

## **We ask all units to abide by the following procedures for selecting Show & Sell dates with council-secured locations:**

We will again use SignUp Genius to simplify and track unit Show & Sell location and date selections. It will be activated on the Cherokee Area Council website ([www.scoutanooga.com](http://www.scoutanooga.com)) on Sunday, August 31, beginning at 5 PM. However, we will send a link to units that attend the MoonPie Kickoff & Training to begin their selections at 4 PM.

Schedule of Show & Sell Selections of Council-Secured Locations:

- August 31-September 6 - Units may pick one (1) Show N Sell date/location per chain store.
- September 7-13 - Units may pick a second Show N Sell date/location per chain store that still needs to be taken.
- After September 14, units may pick multiple dates/locations for open slots on the council website's SignUp Genius.

Please note that a unit should only sign up for a date/location if it fully intends to have scouts selling on that specific date at that particular location. Store managers will use the SignUp Genius to stay informed of who will be selling at their stores, so the unit must show up for all dates/locations it has signed up for. Also, units are expected to manage their inventory of MoonPie products to have sufficient inventory to sell at the Show & Sell event. With four (4) unit product pickups scheduled only 2-3 weeks apart, this should help units manage their inventories more efficiently.

**ALL Elder's Ace Hardware Unit Signups require a sales waiver that must be returned to [sara.williford@scouting.org](mailto:sara.williford@scouting.org) no later than two weeks before the date of sale. If the waiver isn't turned in 2 weeks before the date of the sale, Elder's Ace Hardware will give the slot to another fundraising group.**

# Keller Marketing MoonPie Prize Program

To place unit orders, please follow these instructions:

1. Open your internet browser
2. Go to [www.kellerprizeprogram.com](http://www.kellerprizeprogram.com) Home Page
3. Click on the “Order” link at the top of the page
4. Enter Council ID from Prize Brochure – **556CHAT**
5. Click the box before “I’m not a robot.” You may be asked to click boxes.
6. All fields on this page are required: **DISTRICT, UNIT TYPE, UNIT NUMBER, TOTAL PRODUCT SALES, and NUMBER OF SCOUTS SELLING.** Next, enter prize quantities.
7. Click “Continue” when you have completed this information
8. Enter the quantity of each item you need, including patches and pins. A pop-up box will appear whenever you order a quantity that matches or exceeds the number of scouts selling. Please double-check the quantity entered and click OK.
9. Enter your shipping address. If you have a P.O. Box, please enter that in the second address field. Click “Submit Order.”
10. Your order is now complete and submitted. Please review your order and shipping address. If you need to make changes, you will see the link under your Order Number/Status.
11. Upon successful completion, you will receive an email verification with your order number. Please keep your order number for future reference.

If you need assistance with this process, please get in touch with Scouting America Customer Service via email at [BSACustomerService@gcc-usa.com](mailto:BSACustomerService@gcc-usa.com), call Scouting America Customer Service at 888-351-8000, or call the Council Office at 423-892-8323.