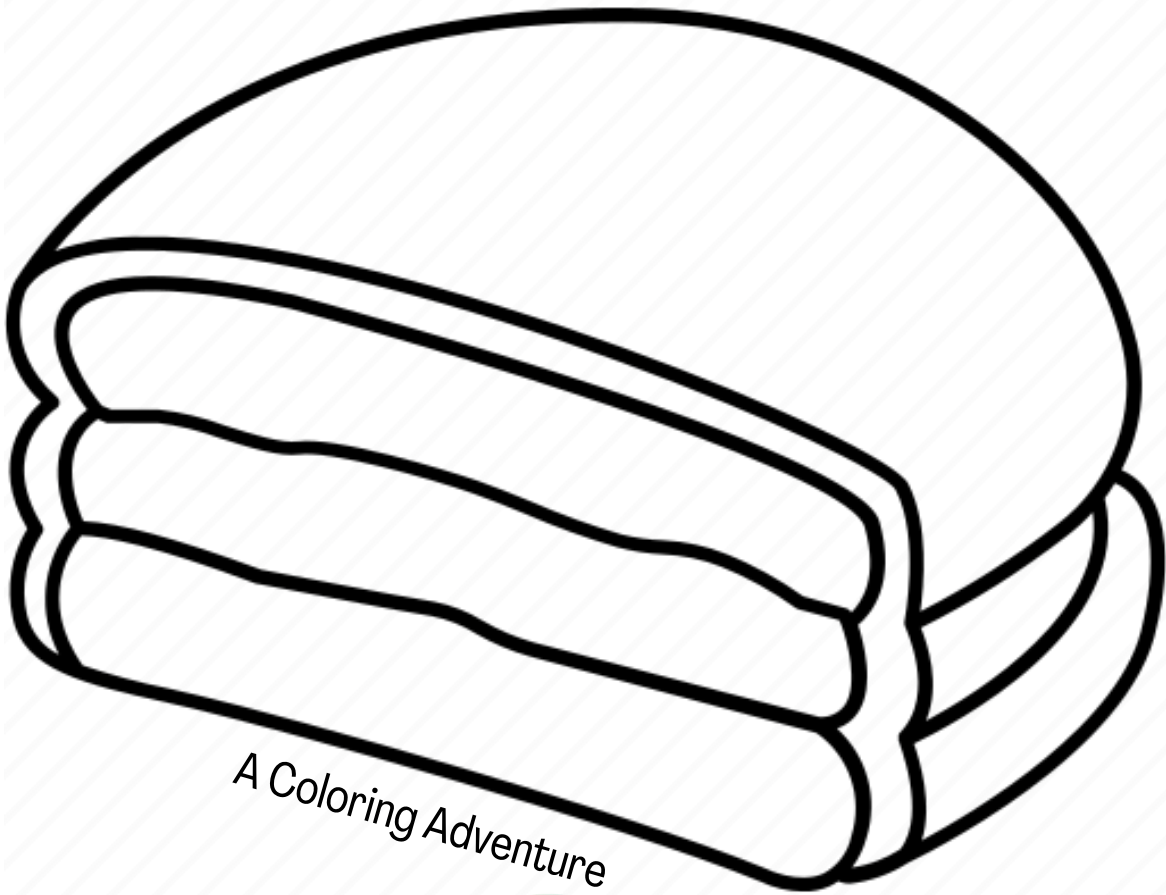


# \_\_\_\_\_'s Magnificent MoonPie Sale



*A Coloring Adventure*



Scouting  America  
Cherokee Area Council

# 5 Easy Steps



1

Using the prize form, choose which prize level you want to shoot for. Don't be afraid to aim high! The prize form is on pages 3-4.

2

Make a list of who you want to ask to buy MoonPies. Our friend FRANK can help you out on page 6.

3

Develop your sales pitch and practice with a friend. See page 8 for some tips.

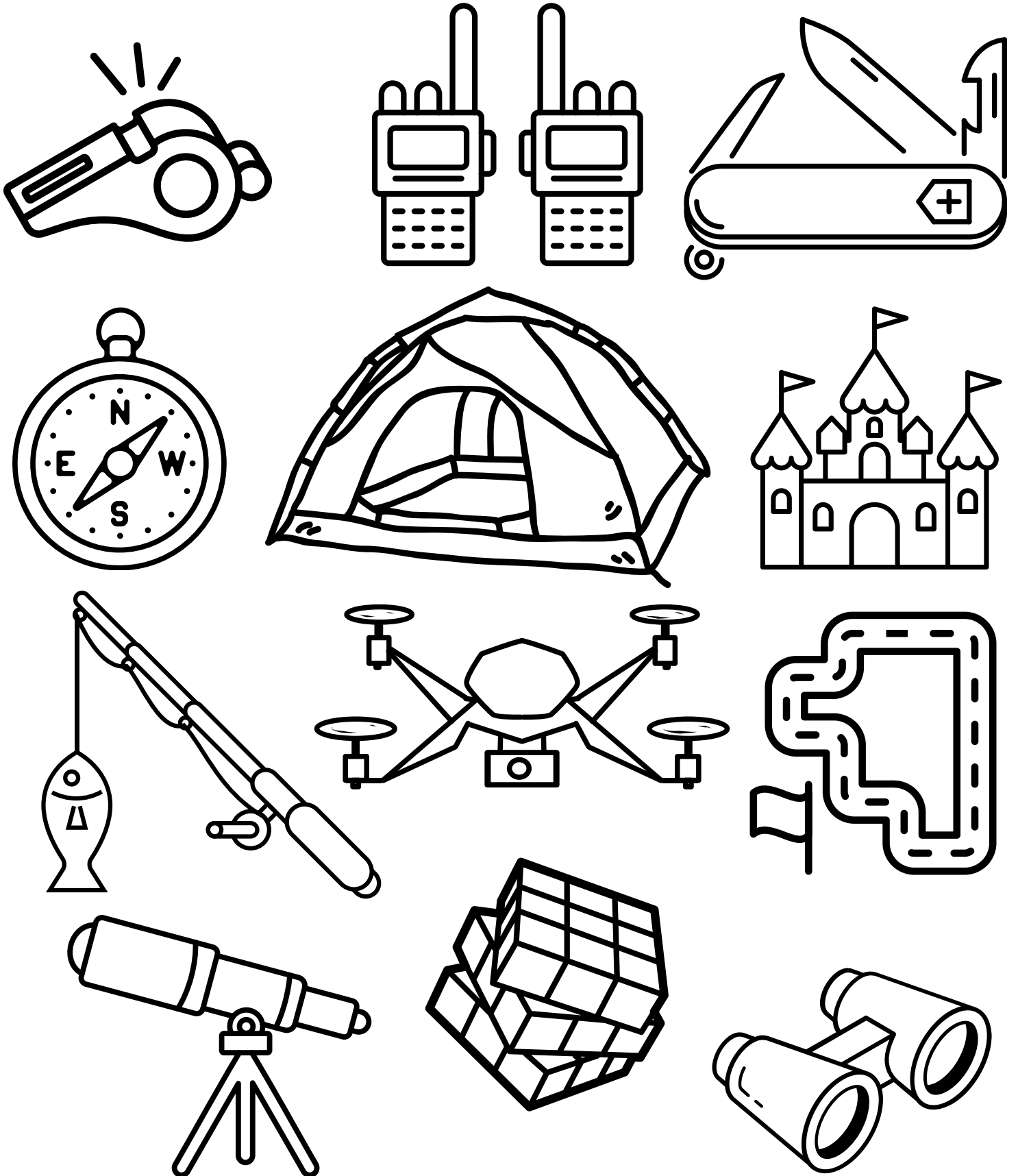
4

Sign up for a couple of Show N Sell shifts. This is an easy way to make a lot of sales in a short amount of time.

5

Remember that a scout is COURTEOUS. Always say thank you, even if they don't buy anything.

# Color Your Favorite Prizes







# RACE 2 SCOUTING

Descriptions of Prizes

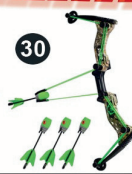
Available at

[www.kellerprizeprogram.com](http://www.kellerprizeprogram.com)

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

**\$825**  
**LEVEL 9**

- 28 - Rubik's Cube Mega Gift Set
- 29 - HEXBUG Remote Control Dragon
- 30 - Zing Assorted Bows
- 31 - 2-Person Waterproof Tent
- 32 - Grab Bag G



**\$575**  
**LEVEL 8**

- 23 - Hydration Pack - 2L
- 24 - Telescope - 40X Magnification
- 25 - LEGO City F1 Williams Racing & F1 Haas Race Cars
- 26 - Camp Chair w/ Case
- 27 - Grab Bag F



**\$375**  
**LEVEL 7**

- 18 - Red Wood Knife w/ Clip & Scouting America™ Branding
- 19 - USB Rechargeable Headlamp
- 20 - Adventure Duffle Bag w/ Scouting America™ Branding
- 21 - Dinosaur Egg (Assorted Colors/Styles)
- 22 - Grab Bag E



**\$275**  
**LEVEL 6**

- 13 - Multi-Tool with Hammer & Case
- 14 - Sticky Stress Ball w/ Scouting America™ Branding
- 15 - White Handle Lock Blade Knife & Case w/ Scouting America™ Branding
- 16 - Sluban Model Bricks - Cobra GT40 Car
- 17 - Grab Bag D



**\$175**  
**LEVEL 5**

- 9 - Dry Bag - 5 liter - Assorted Colors w/ Scouting America™ Branding
- 10 - Knife Fork Spoon Combo w/ Bottle Opener
- 11 - Brass Compass
- 12 - Squat Lock Blade Knife w/ Clip & Scouting America™ Branding



**\$125**  
**LEVEL 4**

- 5 - Plus Plus Creepy Critter Assorted Sets
- 6 - Cinch Backpack w/ Scouting America™ Branding
- 7 - Magic Sand Set w/ 6 Molds
- 8 - Watch/Pedometer



**\$75**  
**LEVEL 3**

- 1 - Fire Starter and Steel
- 2 - Flashing Crystal Putty Slime Assorted Colors
- 3 - Compass Thermometer Whistle
- 4 - Highlighter Scout - 4 Color Highlighter w/ Retractable Computer Brush



**LEVEL 1**

0.1 - Moon Pie Sale Patch from the Council

To earn this patch:

- 1) Commit to a goal of \$375 Level 7 Sales or higher OR
- 2) Commit to 2 or more Show-N-Sell Shifts

0.1



**LEVEL 2**

0.2 - Military Club Patch Sell One Military Donation

0.3 - Top Seller Pin Sell over \$1,000



0.2

0.3



**\$5,000**  
LEVEL 15

- 48 - LEGO Harry Potter Hogwarts Castle The Great Hall
- 49 - Cross Canyon 2 Tent & Footprint
- 50 - Carrera Evolution Mario Kart Analog Electric Slot Car Racing



**\$3,500**  
LEVEL 14

- 45 - Adventure Camp Package
- 46 - LEGO Jurassic World Spinosaurus & Quetzalcoatlus Air Mission
- 47 - Case Bonestag Folding Hunter Knife w/ Leather Sheath



**\$2,750**  
LEVEL 13

- 42 - Swiss Army Cyber Tool M
- 43 - Eagle Claw Fishing Set
- 44 - Coleman Sundome 4 Person Tent



**\$2,000**  
LEVEL 12

- 39 - LEGO Friends Castle Bed and Breakfast
- 40 - iLive Indoor/Outdoor Bluetooth Solar Speakers
- 41 - Foldable Drone



**\$1,650**  
LEVEL 11

- 36 - Youth Pickle Ball Set
- 37 - ICEE Cotton Candy Machine
- 38 - The North Face Stalwart Backpack



**\$1,100**  
LEVEL 10

- 33 - Transformers: Rise of the Beasts Optimus Prime
- 34 - Swiss Army Fieldmaster Knife
- 35 - Walkie Talkie Set w/ Rechargeable Batteries



Description of prizes available at [www.kellerprizeprogram.com](http://www.kellerprizeprogram.com)

**Cherokee Area Council**  
Council Code: 556CHAT  
[www.scoutanooga.com](http://www.scoutanooga.com)

For Sale Related Questions:  
Council Office (423) 713-7629

For Prize Related Questions:  
GCC/Keller Marketing (888) 351-8000

### Scouts - How to Select Your Prizes

- Set Goal/Commitment and receive the MoonPie Sale Patch.
- Sell \$75 or more and receive your choice of any Level 3 Prize.
- Sell \$275 or more and select your choice of 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 \$575 choose one prize from Level 8 ...OR... THREE prizes from Level 5; 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.

Fill out this form and clip off and turn in to your unit's MoonPie PieMaster to receive your "Shoot for the Moon" MoonPie Sale Patch:

Scout's Name: \_\_\_\_\_ Parent/Guardian Email \_\_\_\_\_

Parent/Guardian Cell Phone \_\_\_\_\_

Cub Scout Pack # \_\_\_\_\_ Scouts BSA Troop # \_\_\_\_\_ Crew # \_\_\_\_\_

I aim to be a "Shoot for the Moon" MoonPie Seller and will promise to "Do My Best" to hit one or both marks below:

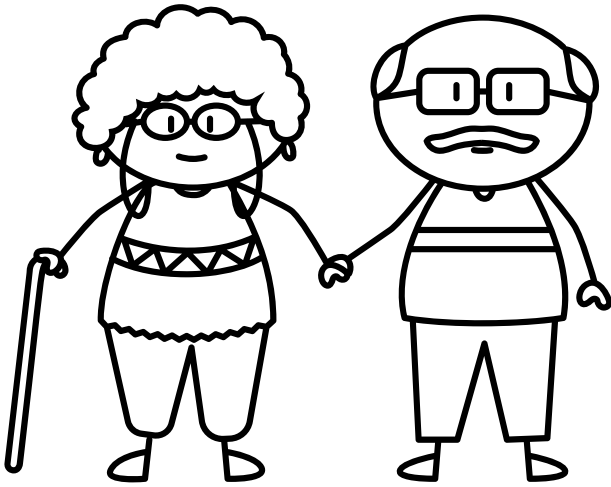
\_\_\_\_\_ Aim for the \$375 Prize Level, or higher! MY GOAL \$ \_\_\_\_\_ in Sales!

\_\_\_\_\_ Aim for 2 or more Show-N-Sell Shifts! MY GOAL \_\_\_\_\_ Shifts!

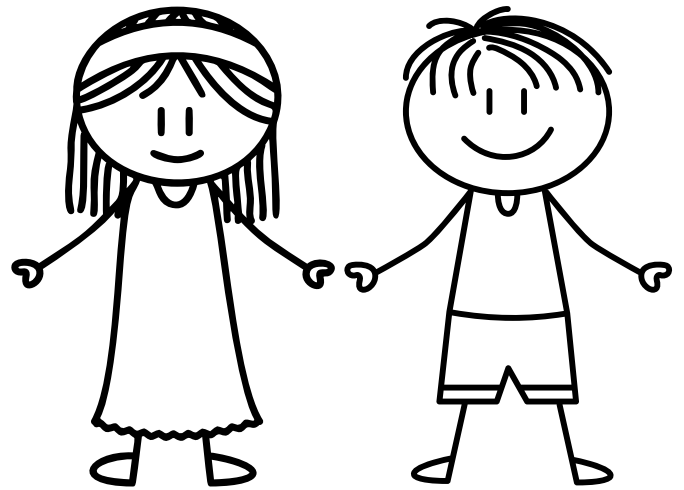
SIGN HERE: \_\_\_\_\_ Date: \_\_\_\_\_

Be sure to wear your patch when selling!

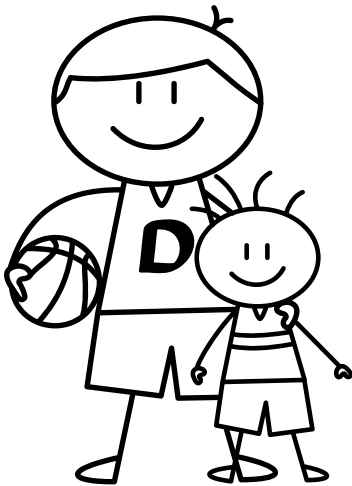
# Color Who You Can Ask to Buy MoonPies!



Grandparents



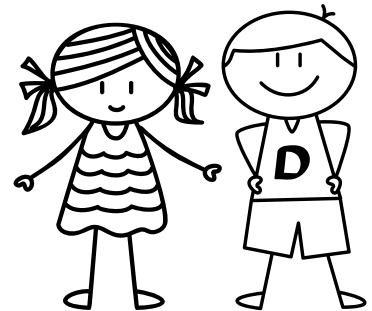
Aunts, Uncles, & Cousins



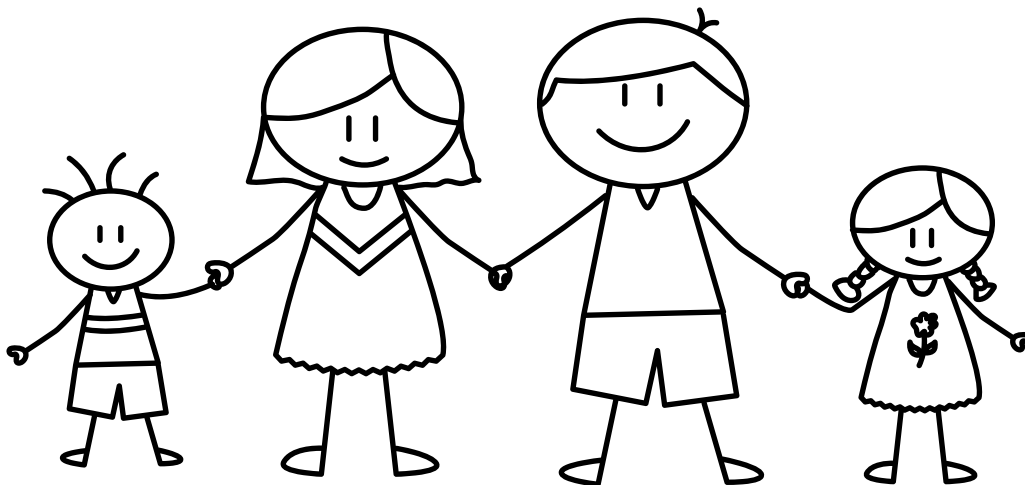
Coach & Teammates



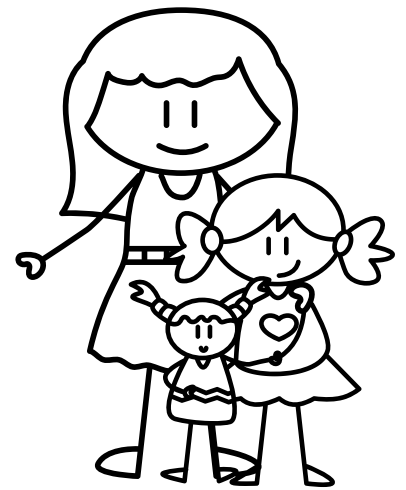
Teacher



Friends



Neighbors



Community Group  
or Church Families



# FRANK is a friend that can help you brainstorm people that you can ask to buy MoonPies.

**F**

## FRIENDS

Friends, Social Media  
Friends, School Friends

**R**

## RELATIVES

Parents, Siblings,  
Aunts, Uncles, Cousins

**A**

## ACQUAINTANCES

Co-Workers, Clubs,  
Church, Hair Dresser

**N**

## NEIGHBORS

People in your  
Neighborhood

**K**

## KID CONTACTS

Teachers, Coach,  
Friends' Parents

_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
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_____	_____	_____	_____	_____



# Help Katie find all of the words about selling MoonPies.

T	J	B	A	K	E	R	Y	F	R	E	S	H	B	V
B	N	B	B	D	U	I	A	J	P	U	Z	J	A	A
X	A	Z	K	Z	M	O	V	Q	V	L	P	U	N	N
C	H	O	C	O	L	A	T	E	M	I	N	T	A	I
N	O	I	B	L	U	E	B	E	R	R	Y	G	N	L
Z	U	M	T	T	D	O	T	D	E	T	F	Q	A	L
I	Y	S	F	U	N	D	R	A	I	S	E	R	V	A
M	A	R	S	H	M	A	L	L	O	W	X	C	F	Y
P	D	F	B	I	R	T	H	D	A	Y	C	A	K	E
T	U	M	O	O	N	P	I	E	I	V	Y	M	G	G
C	U	B	S	C	O	U	T	U	F	T	U	P	V	U
R	S	C	H	O	C	O	L	A	T	E	M	I	Z	M
M	A	P	R	I	Z	E	S	M	R	K	M	N	J	L
W	L	F	Y	H	N	Y	B	H	L	A	Y	G	B	N
B	E	B	W	W	E	A	D	V	E	N	T	U	R	E

Adventure  
Bakery Fresh  
Banana  
Birthday Cake

Blueberry  
Camping  
Chocolate  
Chocolate Mint

Cubscout  
Fundraiser  
Marshmallow  
MoonPie

Prizes  
Sale  
Vanilla  
Yummy





# Let's Work on Your Sales Pitch With Annie & Jack!



## Here's an example of what you can say

"Hi, my name is \_\_\_\_\_, and I'm with Cub Scout Pack \_\_\_\_\_.

Would you like to help support my scouting adventures by purchasing MoonPies?"

Feel free to tell them about some of your adventures.

## DO's and DON'Ts of Successful Selling


1. DO practice with a friend or family member.
2. DO wear your uniform. Ask your unit leader if a Field or Activity uniform is preferred.
3. DON'T swarm the person. It can be overwhelming. Take turns approaching people with the other scouts at the sale.
4. DO speak loud enough to be heard.
5. DO speak clearly so the customer can understand you.
6. DO smile!
7. DO look the person in the eye when speaking to them.
8. DON'T move around while talking to the person. It will make you difficult to understand.
9. DON'T get discouraged if they say no. **NO** means **N**ext **O**ppportunity.
10. DO say thank you, even if they don't buy anything.

## Questions you might get asked & how to respond

1. How much do they cost? They are \$\_\_\_\_\_ for one box or \$\_\_\_\_\_ for three boxes.
2. What is your favorite flavor? My favorite flavor is \_\_\_\_\_.
3. What is your favorite thing to do in scouts? My favorite thing to do is \_\_\_\_\_.
4. What rank are you? I am a \_\_\_\_\_ (insert which den you are in).
5. How long have you been in scouts? I have been a scout for \_\_\_\_\_ years.

# Types of Sales

**Take Orders**—These are individual orders you take and record on your order form. With this type of sale, you will sell to people you know.




# Scouting America


Cherokee Area Council

## MoonPie Sale


Iconic Americana Brand | Bakery Fresh | Support Stars Local




### "It's a Southern Thing."




**\$10**




**1 Carton of 12 Minis**  
(Choose 1 of 6 Flavors)




**\$25**




**VARIETY VALUE-PACK**  
Pick 3 for \$25  
(Save \$5)




**\$50**




**"Taste of MoonPie"**  
1 Carton of Each Flavor




**\$35**





**Holiday Design Tin**  
w/ 12 Original Chocolate  
MoonPies




**\$50**




**One Full Case Sent to Troops**  
Military Donation: MoonPies  
sent to Active Military or  
Veterans.








Chocolate




Vanilla




Banana



Blueberry





Chocolate Mint



Birthday Cake

Thank you for helping me reach my goal!

Mini – 110 calories, portion-controlled, #1 brand size, perfect for snacking. Made in Peanut Free Facility

Scout Name: _____ Pack or Troop #: _____ Phone: _____ My Gosh'Pee: _____				Select Packages		Select number of Ravens to fill in each package selection										
 <b>2025 MoonPie Order Form</b> <b>Cherokee Area Council</b> 				Team Package	Team Package with T-shirt	Elite	Chickadee	Warbler	Robin	Mocking	Starling	Chickadee Bird	Feeding Bird	Package Total	Amount Paid	Paid
CUSTOMER NAME	ADDRESS	PHONE	\$15	\$30	\$40								\$15	\$30		
John Doe	2332 8th St, Meridian, MS 39301	(601) 660-4757				1	1	1						\$75		
John Doe	2332 8th St, Meridian, MS 39301	(601) 660-4757				1	1	1	1	1	1			\$80	✓	
1																
2																
3																
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25																
				FLAVOR TOTALS									TOTAL		TOTAL SALES	

**Show & Sells**—These are also known as Storefront Sales. Your pack/troop picks a day to set up and sell in front of a store. You can sign up for 2-hour or longer shifts and sell to the customers who visit the store. With this type of sale, you will sell to random people you probably won't know.



**Wagon Sales**—You can load up a wagon with MoonPies and sell them door-to-door in your neighborhood. Always make sure you have an adult with you when knocking on a stranger’s door. With this type of sale, you will sell to people you know and those you don’t know in your neighborhood.



# \_\_\_\_\_’s MoonPie Sale Action List

☐ My prize goal is \_\_\_\_\_

☐ I practiced my sales pitch!

This is how I’m going to sell MoonPies

☐ Ask my FRANK list to help me

☐ Walk my neighborhood with my parents to ask for help

☐ Sign up for Show & Sell shifts

☐ Ask my parents to take my order form to work with them

## Resources for Parents

If you have questions or need help, please reach out to Sara Williford.

Phone: (423) 713-7629

Email: [sara.williford@scouting.org](mailto:sara.williford@scouting.org)

Do you need extra order forms? You can download and print them on our website ([www.scoutanooga.com](http://www.scoutanooga.com)) under the Council Fundraising Opportunities tab.