

2026

MoonPie Sale

Leader's Guide



2026 Key Dates

1st SALES PERIOD - SEPTEMBER 25-OCTOBER 8

Thursday, September 17 – Unit MoonPie Order #1 Due

Order to supply Show N Sells & Wagon Sales.

Friday, September 25 – Unit Order #1 MoonPie Product Pickup*

Begin Show N Sells & Wagon Sales.

1st pick-up covers 2 Show & Sell weekends: Sept. 26-27 and Oct. 3-4

2nd SALES PERIOD - OCTOBER 9-22

Thursday, October 1 – Unit MoonPie Order #2 Due

Order to resupply Show N Sells & Wagon Sales.

Thursday, October 8 – Unit Order #2 MoonPie Product Pickup*

2nd pick-up covers 2 Show & Sell Weekends: Oct. 10-11 and Oct. 17-18

3rd SALES PERIOD - OCTOBER 23-NOVEMBER 12

Thursday, October 15 – Unit MoonPie Order #3 Due

Order to resupply Show N Sells & Wagon Sales.

Thursday, October 22 – Unit Order #3 MoonPie Product Pickup*

3rd pick-up covers 3 Show & Sell Weekends: Oct. 24-25, Oct. 31-Nov. 1, and Nov. 7-8

Friday, October 23 - Deadline for unit payment for orders 1 & 2

4th SALES PERIOD - NOVEMBER 13-21

Thursday, November 5 – Unit MoonPie Order #4 Due

Order to fill all remaining Take-Order sales.

Friday, November 13 – Unit Order #4 MoonPie Product Pickup*

4th pick-up covers 1 Show & Sell Weekend: Nov. 14-15

PLUS Take-Order sales

Wednesday, November 25- Deadline for all units to be paid in full

Friday, December 11 - Prize orders due

***All MoonPie pick-ups will be at Tranco Warehouse at
2213 Polymer Drive in Chattanooga from 4-5:30 PM**

2026 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 23rd to get your own 2026 “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”

SCOUT SIGNS HERE: _____ DATE: _____

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2026 “Shoot for the Moon” Rewards Program



All Scouts participating in the 2026 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 23rd to be guaranteed a patch. Unit Pie Masters are responsible for ensuring all their Scouts and parents know the deadline and turn in their forms on time.

The details of the Lookouts game for MoonPie sellers are still being worked out. The details will be emailed to unit leaders as soon as we have them. Thank you for your patience and understanding!



2026 “Shoot for the Moon” Rewards Program

The unit with the highest average sales per registered scout in the 2026 MoonPie Sale will receive a Lodge package valued at \$269.90. The package includes:

- Sportsman’s Pro Cast Iron Grill (LSPROG)
- 12 Inch/6 Quart Cast Iron Scout Camp Dutch Oven (L12CO3BS)

Examples:

- **Pack 3000 sells \$10,000 in MoonPies and has 40 registered scouts. $\$10,000/40 = \250 average sales**
- **Troop 100 sells \$5,000 in MoonPies and has 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 letting us conduct our MoonPie fall product sale on their property. Let's show our appreciation and follow their guidelines to keep our Scouts safe and ensure a positive shopping experience for their customers. Always follow the Scout Oath and Law while selling and communicating with store management.
- Schedule all MoonPie Show & Sells 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 unit representative must 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 4-8 per shift (including parents/supervisors).
- You must use a table with a sign identifying the MoonPie sale and the unit number. Participants should wear uniforms if possible. Position the table and participants outside the main entrance/exit aisles and work areas so you do not block or hinder customers from entering or leaving the store. Ask the store manager how close (in feet) the table can be set up to the entrance/exit.
- 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 allow customers to approach voluntarily 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 beside the table. Make sure the table is clearly marked with signage, and that MoonPie products are attractively organized and well displayed.
- Scouts should be trained and well-rehearsed on their “sales pitch.” Please help them learn as much as 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 sell them! 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 also helps 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) on Sunday, September 6, beginning at 5 PM. However, we will send a link to units that attend the MoonPie Kickoff & Training so they can begin their selections at 4 PM.

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

- September 6-9 - Units may pick one (1) Show N Sell date/location per chain store.
- September 10-12 - Units may pick a second Show N Sell date/location per chain store that still needs to be taken.
- After September 13, 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. Units are also expected to manage their MoonPie inventory to ensure they have enough to sell at the Show & Sell event. With three (3) 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 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 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, call Scouting America Customer Service at 888-351-8000, or call the Council Office at 423-892-8323.