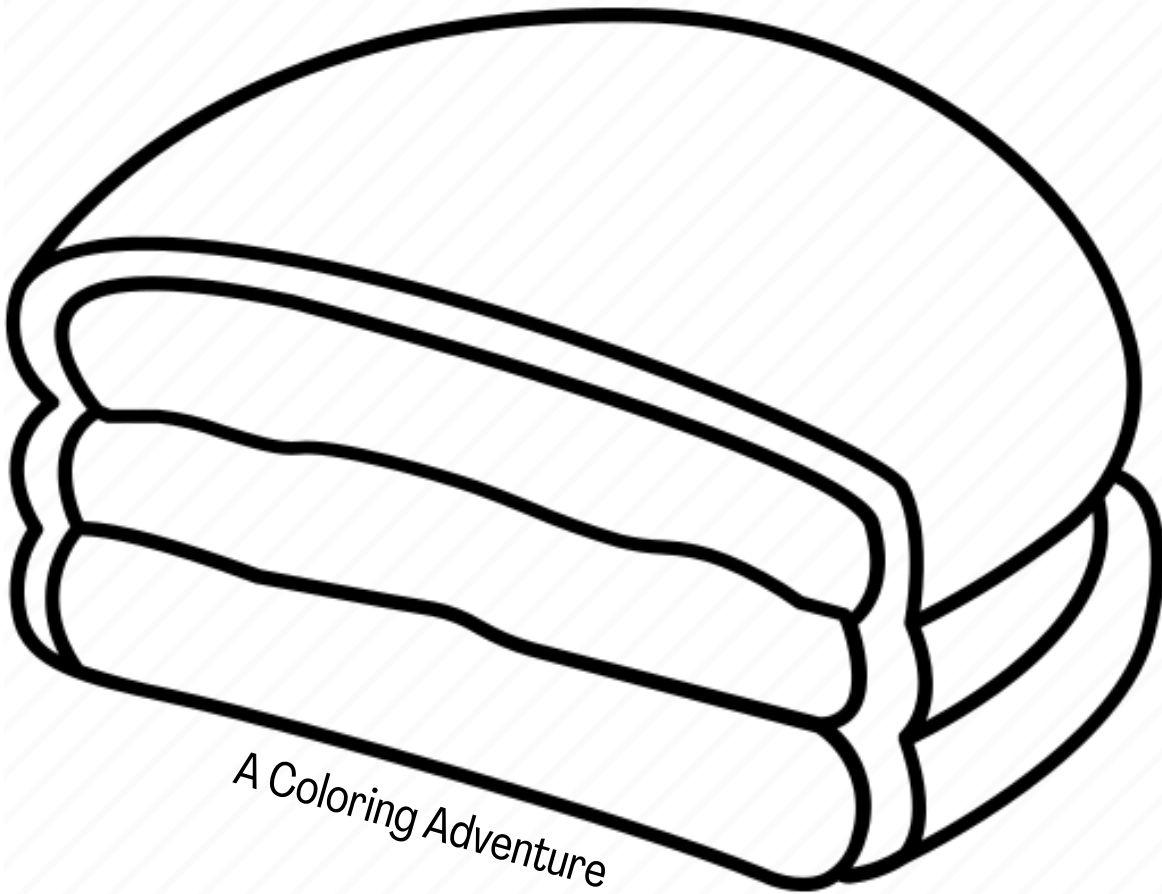


_____’s

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.

Scouting America™

AMERICA 250™

Descriptions of Prizes

Available at

www.kellerprizeprogram.com



A Division of General Commercial Corp.

888-351-8000

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Scouting America™. All rights
reserved.

\$825
LEVEL 9

- 28 - Hydration Pack - 2L
- 29 - 2-Person Waterproof Tent
Assorted Colors
- 30 - Rubik's Cube 3pc Set - 2, 3, & 4 Tile
- 31 - Hip Shot Spiral Bomber
- 32 - Grab Bag G



\$575
LEVEL 8

- 23 - Telescope - 40X Magnification
- 24 - LEGO City F1 Williams Racing &
F1 Haas Race Cars
- 25 - Walkie Talkie Set w/ Facetime Ability
- 26 - 5-in-1 Survival Tool w/ Shovel
- 27 - Grab Bag F



\$375
LEVEL 7

- 18 - 5pc Stainless Steel Mess Kit
- 19 - Light Saber w/ Stand
- 20 - Adventure Duffle Bag w/
Scouting America™ Branding
- 21 - Dinosaur Egg
(Assorted Colors/Styles)
- 22 - Grab Bag E



\$275
LEVEL 6

- 13 - Catapult Plane w/ Stickers
- 14 - White Handle Lock Blade Knife w/ Case
& Scouting America™ Branding
- 15 - Zing Air Zooperball
- 16 - Zing Air Hunterz Zano Bow w/ 2 Zarts
- 17 - Grab Bag D



\$175
LEVEL 5

- 9 - Dry Bag - 5 liter - Assorted Colors
w/ Scouting America™ Branding
- 10 - Brass Compass
- 11 - 4x30 Binoculars
- 12 - Stuffed Animal Grab Bag



\$125
LEVEL 4

- 5 - Cinch Backpack w/ Scouting America™
Branding - Assorted Colors
- 6 - Magic Sand Set w/ 6 Molds
- 7 - Mini Dual LED Dynamo Flashlight
w/ Scouting America™ Branding
- 8 - Mini Multi-Tool



\$75
LEVEL 3

- 1 - Fire Starter and Steel
- 2 - Compass Thermometer Whistle
- 3 - Tony Hawk Box Boarders - Assorted
- 4 - Fidget Spinner w/ Scouting America™
Branding



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



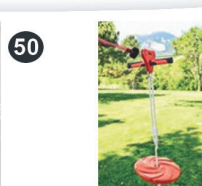
LEVEL 2

- 0.2 - Military Club Patch**
Sell One Military Donation
- 0.3 - Top Seller Pin**
Sell over \$1,000



\$5,000
LEVEL 15

- 48 - LEGO Harry Potter Hogwarts Castle:
The Main Tower #76454
49 - Carrera Evolution Nascar Champions at
Homestead
50 - 100 Foot Zip Line



\$3,500
LEVEL 14

- 45 - Klymit Cross Canyon 2 Tent
& Footprint
46 - Adventure Camp Package
47 - LEGO Police Train Heist #60508



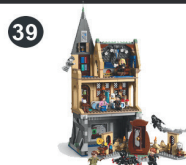
\$2,750
LEVEL 13

- 42 - Eagle Claw Fishing Set
43 - LEGO Family Vacation Beach Resort
#42673
44 - Case Bonestag Folding Hunter Knife
w/ Leather Sheath



\$2,000
LEVEL 12

- 39 - LEGO Hogwarts Castle: Hospital
Wing #76463
40 - Foldable Drone w/ WiFi Camera
41 - HEXBUG Battlebots Arena Max



\$1,650
LEVEL 11

- 36 - Youth Pickleball Set
37 - Lego Planet Earth and Moon in Orbit
#42178
38 - NorthFace Backpack



\$1,100
LEVEL 10

- 33 - Transformers Rise of the Beast -
Bumblebee
34 - Snoopy Snow Cone Machine
35 - Lego Ninjago Kai's Mech Storm Rider
#71830



Scan the QR Code to the right for a detailed description of the prizes
or visit www.kellerprizeprogram.com



Cherokee Area Council

Council Code: 556CHAT

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:

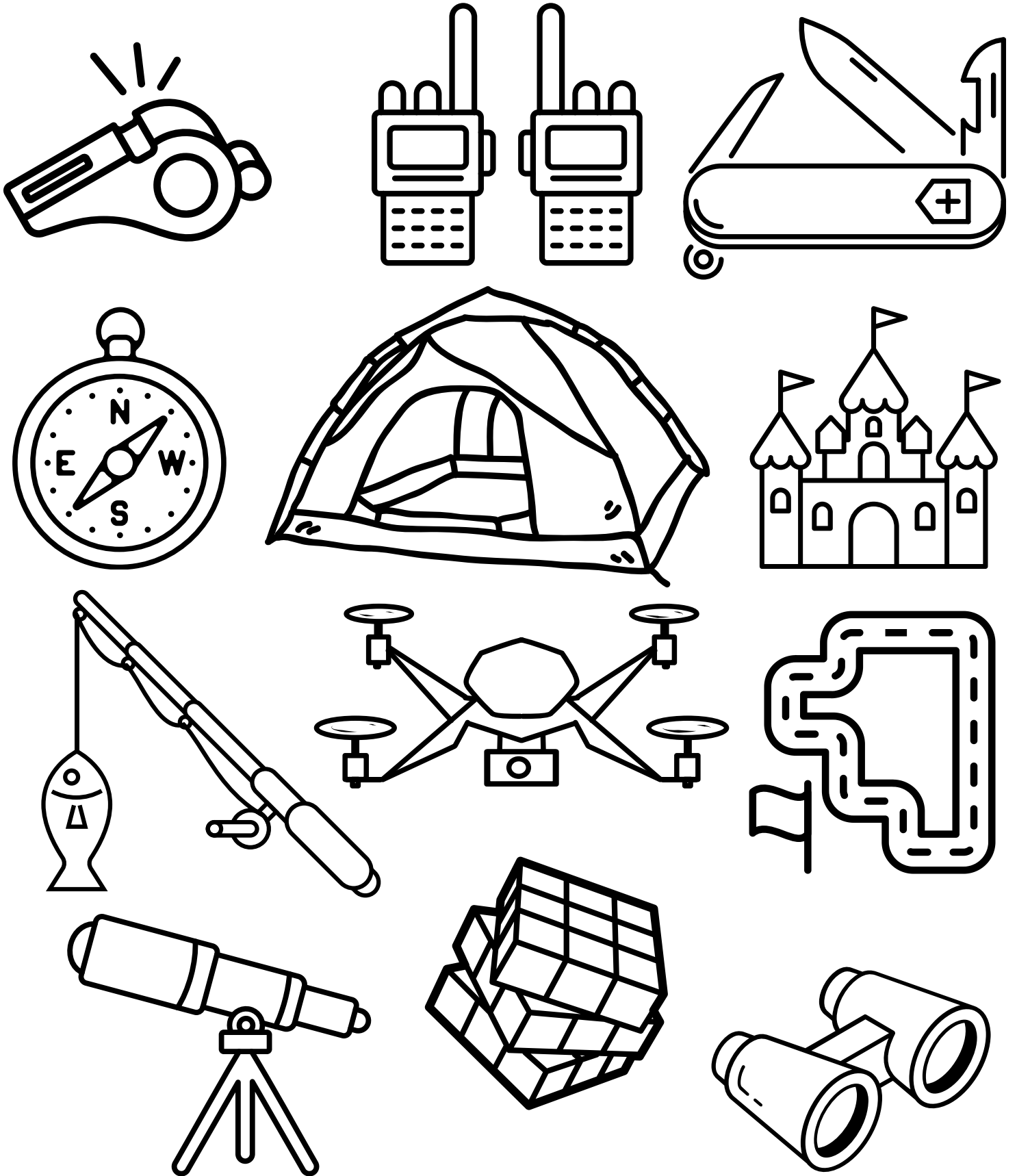
____ Aim for the \$375 Prize Level, or higher! MY GOAL \$ _____ in Sales!

____ Aim for 2 or more Show-N-Sell Shifts! MY GOAL _____ Shifts!

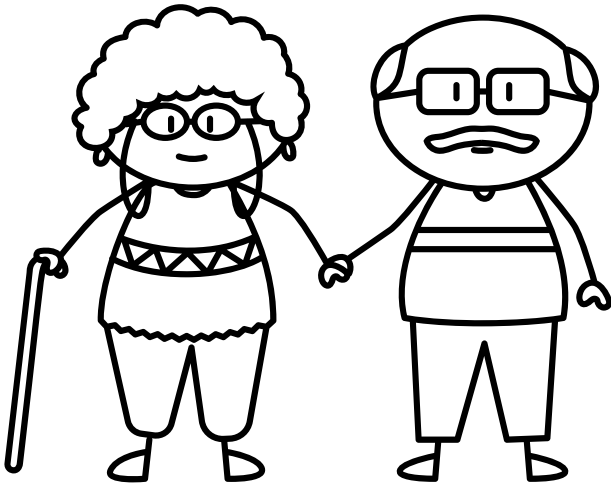
SIGN HERE: _____ Date: _____

Be sure to wear your patch when selling!

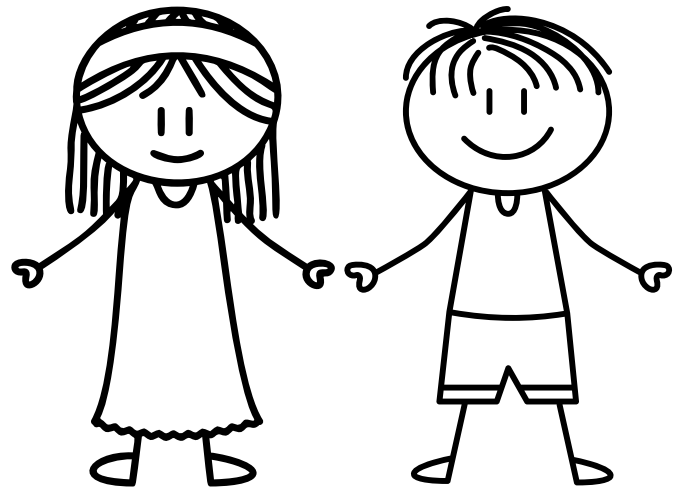
Color Your Favorite Prizes



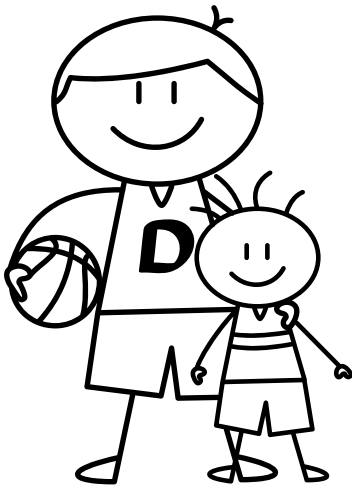
Color Who You Can Ask to Buy MoonPies!



Grandparents



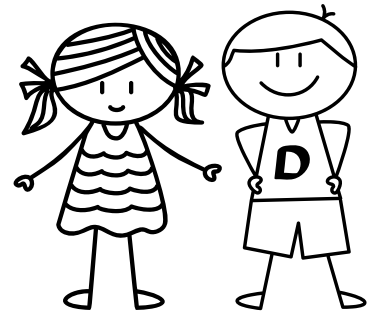
Aunts, Uncles, & Cousins



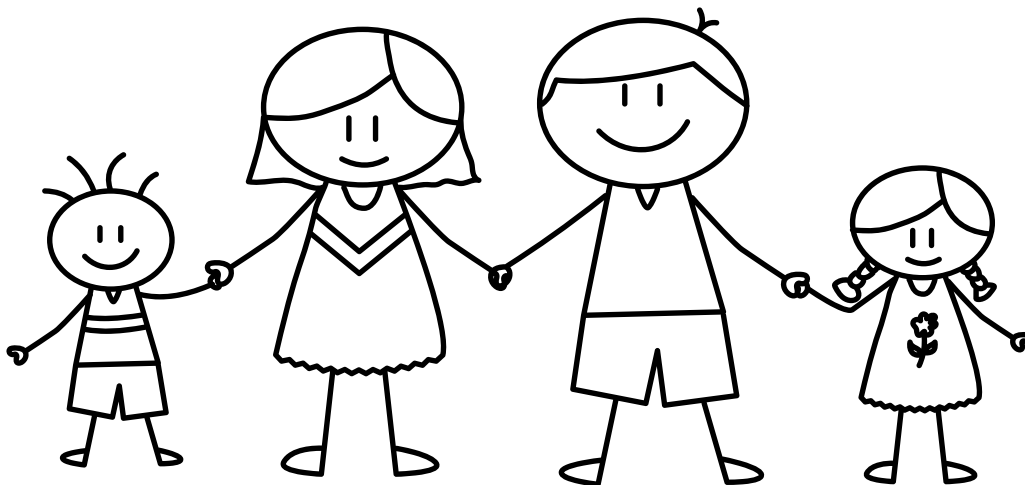
Coach & Teammates



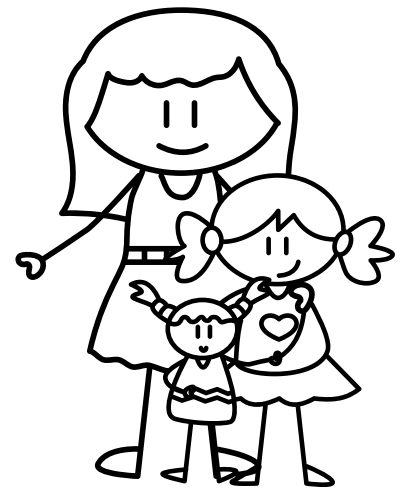
Teacher



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

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**pportunity.
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 Stays 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



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



\$10



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: _____ Pick or Tripp F: _____ Phone: _____ My Goad/Prior: _____		Select Packages		Select number of leaders to fill each package position										Total																																																																																																																																																																																																																																																																																																																																																																																																													
Client/Youth Name	Address	Phone	BS1	BS2	BS3	BS4	BS5	BS6	BS7	BS8	BS9	BS10	BS11	BS12	BS13	BS14	BS15	BS16	BS17	BS18	BS19	BS20	BS21	BS22	BS23	BS24	BS25	BS26	BS27	BS28	BS29	BS30	BS31	BS32	BS33	BS34	BS35	BS36	BS37	BS38	BS39	BS40	BS41	BS42	BS43	BS44	BS45	BS46	BS47	BS48	BS49	BS50	BS51	BS52	BS53	BS54	BS55	BS56	BS57	BS58	BS59	BS60	BS61	BS62	BS63	BS64	BS65	BS66	BS67	BS68	BS69	BS70	BS71	BS72	BS73	BS74	BS75	BS76	BS77	BS78	BS79	BS80	BS81	BS82	BS83	BS84	BS85	BS86	BS87	BS88	BS89	BS90	BS91	BS92	BS93	BS94	BS95	BS96	BS97	BS98	BS99	BS100	BS101	BS102	BS103	BS104	BS105	BS106	BS107	BS108	BS109	BS110	BS111	BS112	BS113	BS114	BS115	BS116	BS117	BS118	BS119	BS120	BS121	BS122	BS123	BS124	BS125	BS126	BS127	BS128	BS129	BS130	BS131	BS132	BS133	BS134	BS135	BS136	BS137	BS138	BS139	BS140	BS141	BS142	BS143	BS144	BS145	BS146	BS147	BS148	BS149	BS150	BS151	BS152	BS153	BS154	BS155	BS156	BS157	BS158	BS159	BS160	BS161	BS162	BS163	BS164	BS165	BS166	BS167	BS168	BS169	BS170	BS171	BS172	BS173	BS174	BS175	BS176	BS177	BS178	BS179	BS180	BS181	BS182	BS183	BS184	BS185	BS186	BS187	BS188	BS189	BS190	BS191	BS192	BS193	BS194	BS195	BS196	BS197	BS198	BS199	BS200	BS201	BS202	BS203	BS204	BS205	BS206	BS207	BS208	BS209	BS210	BS211	BS212	BS213	BS214	BS215	BS216	BS217	BS218	BS219	BS220	BS221	BS222	BS223	BS224	BS225	BS226	BS227	BS228	BS229	BS230	BS231	BS232	BS233	BS234	BS235	BS236	BS237	BS238	BS239	BS240	BS241	BS242	BS243	BS244	BS245	BS246	BS247	BS248	BS249	BS250	BS251	BS252	BS253	BS254	BS255	BS256	BS257	BS258	BS259	BS260	BS261	BS262	BS263	BS264	BS265	BS266	BS267	BS268	BS269	BS270	BS271	BS272	BS273	BS274	BS275	BS276	BS277	BS278	BS279	BS280	BS281	BS282	BS283	BS284	BS285	BS286	BS287	BS288	BS289	BS290	BS291	BS292	BS293	BS294	BS295	BS296	BS297	BS298	BS299	BS300	BS301	BS302	BS303	BS304	BS305	BS306	BS307	BS308	BS309	BS310	BS311	BS312	BS313	BS314	BS315	BS316	BS317	BS318	BS319	BS320	BS321	BS322	BS323	BS324	BS325	BS326	BS327	BS328	BS329	BS330	BS331	BS332	BS333	BS334	BS335	BS336	BS337	BS338	BS339	BS340	BS341	BS342	BS343	BS344	BS345	BS346	BS347	BS348	BS349	BS350	BS351	BS352	BS353	BS354	BS355	BS356	BS357	BS358	BS359	BS360	BS361	BS362	BS363	BS364	BS365	BS366	BS367	BS368	BS369	BS370	BS371	BS372	BS373	BS374	BS375	BS376	BS377	BS378	BS379	BS380	BS381	BS382	BS383	BS384	BS385	BS386	BS387	BS388	BS389	BS390	BS391	BS392	BS393	BS394	BS395	BS396	BS397	BS398	BS399	BS400	BS401	BS402	BS403	BS404	BS405	BS406	BS407	BS408	BS409

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

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