

Popcorn Sale - Social Media Post & Email Templates

Please feel free to edit these templates as needed. Be sure to download some sample social media graphics online at www.ocbsa.org/popcorn or use your own images. Get creative! Create a sales pitch video and share online – tag @OCBoyScouts in your posts and we will pick a few to share on the Council’s social media platforms.

#1 – American Hero Facebook or Instagram Post Template

Help me fund my Scouting adventures by purchasing delicious popcorn that will be donated to a American Heroes. Every American Hero purchase will be donated to first responders and military. Please visit the link below and be sure to select my page by using this Scout Code: [Insert Scout Code]. Thank you for your support of my Scouting experience and our American Heroes. Buy now [insert Scout specific URL]

#2 - Scout Online Sales Facebook or Instagram Post Template:

Help me go to summer camp by purchasing delicious popcorn! There are all different types of popcorn available. My favorite is [insert your favorite product]. Please visit the link below and be sure you are supporting [SCOUT NAME]. Thank you for helping me go to camp. Buy now [insert Scout specific URL]

#3 - Parent Online Sales Facebook, Instagram, or LinkedIn Post Template:

Help my Scout go to summer camp by purchasing delicious popcorn! There are all kinds of different types of popcorn. My Scouts favorite is [insert favorite product]. Please visit the link below. Thank you for helping my Scout go to camp! Buy now [insert scout specific URL]

Email Template

Dear Supporter of Scouting,

My name is (YOUR NAME HERE) and I am in (PACK or TROOP) (UNIT NUMBER). I am selling Popcorn to help pay my way to camp this year. There are lots of delicious options to choose from. My favorite is (INSERT FAVORITE POPCORN PRODUCT HERE). Would you like to help me go to camp and purchase popcorn? Please click the link below to place an order.

Purchase Popcorn Now! – (INSERT YOUR SPECIFIC URL)

Thank you for your support,

(YOUR FULL NAME)

(PACK/TROOP w/ NUMBER)