

2026 Montana Council Popcorn Sale Incentive Program Updates

Investing More Back into Scouting

The Montana Council is excited to announce several enhancements to our incentive program designed to reward participating units, recognize Scout achievement, and simplify our incentive programs. After reviewing feedback from district and council volunteers, unit leaders, and scout families, we have made significant investments in commissions and seller incentives to help make the 2026 sale our strongest yet.

Increased Unit Commissions

Beginning with the 2026 Popcorn Sale, the **base unit commission will increase from 26% to 28%**, with opportunities for units to earn **up to 40% commission** by completing key program milestones. Units may earn additional commission by:

- **+3%** – First popcorn trained unit leader
- **+3%** – Second popcorn trained unit leader
- **+3%** – Safety Roster and Unit Goals submitted
- **+3%** – On-time payment and prize entry
- **+10% Bonus** – to encourage year-over-year sales increases. This bonus applies to the amount of the sales increase, not the entire sale amount.

New Unit Incentive

To encourage participation, **first-year popcorn-selling units will automatically receive a \$200 credit to their unit account** after participating in the sale.

Bigger and Better Prize Program

We're making a major investment in our Scouts by **doubling our spending on physical prizes**.

- Prize investment will increase from approximately **\$50,000 in 2025 to nearly \$100,000 in 2026**.
- Prize quality will improve across every level.
- A new **\$400 level prize** will provide Scouts with a **\$25 credit for a district or council program experience**, giving every Scout an exciting goal to work toward early in the sale.
- The previous camp credit incentives will be retired in favor of this new credit.

Scout Buck Program Retirement

After many years, the **Scout Buck Program will be discontinued** beginning with the 2026 sale. This change simplifies our overall incentive structure while allowing more resources to be invested in commissions, prizes, and gift card rewards. Existing Scout Bucks can be redeemed until 2031.

Simplified Gift Card Incentive

To make seller incentives easier to understand, the previous combination of **Scout Bucks, Gas Cards, and Gift Cards** has been consolidated into a **single Gift Card incentive schedule**.

Individual Sales	Gift Card Incentive
\$8,000	\$1,000
\$7,000	\$900
\$6,000	\$775
\$5,000	\$675
\$4,000	\$550
\$3,000	\$400
\$2,500	\$275
\$2,000	\$200
\$1,500	\$150
\$1,200	\$125
\$1,000	\$100
\$800	\$50
\$600	\$25

Our Goal

Every change to the 2026 incentive program was made with one purpose in mind: **putting more resources back into Scouting while making participation more rewarding for our units and Scouts**. Higher commissions help units fund their annual programs. Better prizes motivate more Scouts to participate. Simplified incentives make it easier for families and leaders to understand exactly how they can maximize their success. We appreciate the dedication of every volunteer, unit leader, parent, and Scout who makes the Montana Council Popcorn Sale possible. Together, we're building a stronger fundraising program that helps deliver life-changing Scouting experiences across Montana. We look forward to another record-breaking popcorn season in 2026!