

2024 POPCORN SALE LEADER GUIDE



Coronado Area Council
644 S Ohio St
Salina, Kansas 67401

in partnership with

CAMP MASTERS
GOURMET POPCORN

Ready! Set! Go!

We hope this guidebook provides a step-by-step approach to setting your Unit up for popcorn sale success.

2024 CAMP MASTERS is providing all Councils and Units with training and marketing resources. Some information on these resources is included in this guide. And you'll gain access to others over the coming months leading up to the sale. Please join our Facebook group

<https://www.facebook.com/groups/campmastersunitsparentsandscouts/>

Also check out <https://www.campmasters.org/> **for more resources.**

However, if there is anything you need to help fuel your popcorn success, please don't hesitate to reach out by email to our great team for assistance:
customerservice@campmasters.org.

We are fully invested in your popcorn success!

Warm Regards,

Jason Sieg
Vice President of Sales and Marketing
CAMP MASTERS Popcorn Brand



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LET'S MAKE THIS YOUR BEST SALE EVER!

Congratulations on choosing to have your Unit fund its program through the Popcorn Fundraiser. You've likely heard many times that *"it's not about selling popcorn, it's supporting Scouting."* But what does this mean? And how does it impact each individual Scout?

Scouting is here to help children become ethical adults that make good decisions. And popcorn serves an important role in this mentorship. It's a learning activity, just like any other, designed to build important skills towards this goal. Specifically:

Association with Adults

Kids are sometimes shy or fearful around adults, even ones they know. For most, this doesn't resolve itself as they age. They gain the opportunity for exposure and practice communicating with adults by participating in the popcorn sale. They build the confidence that will make future things like college essays, job interviews and talking to their boss so much easier. It sounds like a simple interaction, but it's a way for them to overcome a tough barrier and learn how to navigate an adult-run world.

Salesmanship and Entrepreneurship

Learning to set and reach goals through action helps Scouts develop important business skills. They learn how to best represent themselves and persuade others. In the future, they can use these tools to gain funding for a revolutionary business idea or be a strong team leader within their organization.

Grow and Sustain Scouting

Scouting is not just an activity, but also a future career path. The mission of the organization needs strong leaders to carry the mentorship and impact forward into future generations. Everything they learn by participating prepares them to teach others what they know in Scouting or whatever future career they choose. Popcorn also brings Scouting to the attention of many others who may not be familiar with all that Scouting has to offer.

Fund Membership and Activities

The funds you raise can be used to cover registration fees, uniforms, trips, activities, day camps, summer camps, and high adventure experiences within the program. Fewer out-of-pocket expenses for families equals better-equipped kids and more participation.

Help all of your families save money by encouraging 100% participation! This year's popcorn fundraiser can be the best fundraiser EVER!



IMPORTANT CONTACTS

Council Staff Contacts

Contact Name- **Kyle Smith**
Role- **Scout Executive**
Phone – **785-827-4461 ext 209**
Email – **kyle.smith@scouting.org**

Contact Name- **Michael O'Connor**
Role- **Assistant Scout Executive**
Phone- **785-827-4461 ext 207**
Email-
michael.oconnor@scouting.org

Contact Name- **Tori Varnadore**
Role- **Office/Program Admin**
Phone- **785-827-4461 ext 203**
Email- **tori.varnadore@scouting.org**

District Staff Contacts

Contact Name – **David Starks**
Role- **Sr. District Executive - Konza**
Phone- **580-408-7838**
Email- **david.starks@scouting.org**

Contact Name- **Brendan Tackett**
Role- **District Executive - Triconda**
Phone- **210-324-1399**
Email- **brendan.tackett@scouting.org**

Contact Name- **Amanda McVey**
Role- **District Executive - Wheatland**
Phone- **620-287-3052**
Email- **amanda.mcvey@scouting.org**

District Kernel Contacts

Contact Name- **Susan Arnett**
Role- **Konza District Popcorn Chair**
Phone-
Email-
rmeloggie@yahoo.com

WAREHOUSE #1

Konza District
Purple Wave Auction
825 Levee Dr
Manhattan KS 66502
Contact- David Starks

WAREHOUSE #2

Triconda District
Crestwood, Inc
601 W Water Well Rd
Salina KS 67401
Contact- Brendan Tackett

WAREHOUSE #3















Wheatland District
National Guard Armory
200 Main St
Hays KS 67601
Contact- Amanda McVey

WAREHOUSE #4

Buffalo Bill District
Surefire Electronics
11965 HWY 25
Atwood KS 67730



2024 PRODUCT SELECTIONS

- 0  \$1 Home Town HEROES
(Available: 3/4/24 - 1/31/25)
- 1  KC Chiefs SuperBowl 4-Way Sports Tin
(Available: 2/29/24 - 1/31/25)
- 2  3 Way Cheesy Cheese Tin
(Available: 3/1/24 - 1/31/25)
- 3  Supreme Caramel Tin w/Alm, Pec, & Cashews
(Available: 3/1/24 - 1/31/25)
- 4  22 Pk Movie Theater Extra Butter MW
(Available: 3/1/24 - 1/31/25)
- 6  12oz Salted Jumbo Cashews
(Available: 2/5/24 - 1/31/25)
- 7  14pk Extra Btr Roasted Summer Corn
(Available: 3/1/24 - 1/31/25)
- 8  Cinnamon Crunch Bag
(Available: 3/15/24 - 1/31/25)
- 9  12 pk Sweet & Salty Kettle Corn MW
(Available: 3/2/24 - 1/31/25)
- 10  White Cheddar Cheese Popcorn Bag
(Available: 3/15/24 - 1/31/25)
- 11  Caramel Popcorn Bag
(Available: 2/5/24 - 1/31/25)
- 12  12oz Honey Roasted Peanuts
(Available: 2/5/24 - 1/31/25)
- 13  Purple Popping Corn Jar
(Available: 3/1/24 - 1/31/25)
- 14  6pk Butter MW
(Available: 3/1/24 - 1/31/25)



PRODUCTS

Code	2024 Show and Sell Products	Gluten Free	Peanut Free	Cost Item
DD	Caramel Popcorn Bag	X		\$15
DO	Tasty Trio Tin			\$55
P	3-Way Cheesy Tin			\$50
E	Supreme Caramel Corn Tin			\$30
MM	Movie Theater Butter – 22 Pack	X	X	\$30
KT	Cinnamon Crunch	X		\$20
ZG	Jumbo Cashews			\$25
G	Roasted Summer Corn – 14 Pack	X	X	\$20
YY	Kettle Corn – 12 Pack	X	X	\$20
ZD	White Cheddar	X		\$20
ZH	Honey Roasted Peanuts			\$15
V	Purple Popping Corn	X	X	\$13
U	Butter – 6 Pack	X	X	\$10
	KC Chiefs 4-Way Tin			\$60
Code	2024 Take Order Additional Products			Cost Item
	Chocolatey Drizzled Caramel Bag			\$30
	Chocolate Covered Pretzels			\$20



Picking up my Popcorn

To pick up your popcorn, follow these vehicle recommendations:

- Midsize car holds about 20 cases
- Luxury sized car holds about 30 cases
- Minivan holds about 60 cases
- Large SUV holds about 50 cases
- Small Pickup bed holds about XX cases
- Large Pickup bed holds about XX cases
- Rental Truck holds over 70 cases

All of the capacity estimates are very dependent upon the products, which affect the shapes of the cartons.

In all of the examples, it is recommended that all seats behind the front driver and passenger seats be stowed into the car floor or removed.

Popcorn Squad

The Popcorn Kernel oversees operations of the Unit's popcorn sale. This is an important leadership role within the Unit. The PK ensures distribution, promotion, reporting and payments for Unit's entire sale period. They also work closely with their Unit committees and District Popcorn Kernel.

The best part is leading their **#PopcornSquad** in the Unit's goals for the sale.

This includes:

- ★ Encouraging Scouts to Earn Their Way
- ★ Developing the Overall Sale Strategy for the Unit
- ★ Establishing Relationships with Community Businesses
- ★ Helping Parents Support Their Scout
- ★ Guiding the Unit's Progress to Their Sales Goal
- ★ Gathering and Distributing Important Information
- ★ Running Logistics for Product and Sales Earnings
- ★ Rewarding Scout Efforts with Great Prizes
- ★ and Hosting an EPIC Unit Kick-Off Celebration

Your #PopcornSquad includes (based on your Unit and District Size):

- ★ District Popcorn Kernel - Your right-hand in all things popcorn
- ★ Unit Committee Members - Helping you develop the plans and budgets
- ★ **Assistant Popcorn Kernel - A Must have (Ask for Help)**
- ★ Kickoff Kernel - Your party planning partner
- ★ Show-N-Sell Kernel - Your logistics coordinator (preferably with a truck!)
- ★ Pickup Kernel - Your warehouse watchdog for product inventory
- ★ Prize Kernel - Your fun-lovin' prize patrol buddy
- ★ Communications Kernel - Your social media / email master spreading popcorn love

As exciting as these position titles are, people tend to be more receptive when asked to execute a specific task, not just serve a role in the popcorn sale. **When asking for help, be sure to say what you specifically NEED help with and how much time you think it will take them.**

For example, instead of: Hey Sarah, will you volunteer as Kickoff Kernel this year?
Ask: Hey Sarah, your creativity and crafting skills are top notch. Would you help me with decorations and games for the Popcorn Kickoff? I'm thinking it will take us about 2 hours in planning and decorating day of, plus whatever time you'd estimate for creating them.



CREATING / MANAGING MOMENTUM



Fundraising is not a sales pitch but a long-term partnership between your Unit and the people in your community.

Perhaps the hardest part of any fundraiser is creating and keeping the momentum up before and during the sale.

Families are busy and Scouting may not be their only after-school activity. So we've compiled a list to help you keep excitement and spirits high throughout the popcorn sale.

- Ensure everyone knows the purpose of the fundraiser. Spread the word in every way possible!
 - Send letters home with your Scouts.
 - Talk to the parents individually. Share what the proceeds will be used for.



















Dear Scouting Families

- A game board for Scouts to help them reach their sales goal.
- Promote popcorn as a great gift for teachers, coaches, employees, and business associates.
- An award/reward for the first, second, and third place Scouts to reach a specific objective you set during your popcorn sale.
- A "Make A Difference" flyer explains how a popcorn purchase benefits Scouts and their units. This helps make people feel good about making a difference.
- A goal guide with tips on keeping fundraisers motivated by setting weekly or monthly goals. You can also include bonuses or prizes for incentives.
- A printable progress chart to keep Scouts and families informed.



COMMISSION & PRIZES

Level 1 is \$10 - \$200 Council Popcorn Patch and CAC Water Bottle

<p>LEVEL 2</p> <p>Sell up to \$200—\$400</p> <p>Earn 2024 Sellers Patch, &</p> <p>Choice of Ugly Mug, or Keychain Flash Light</p>  	<p>LEVEL 7</p> <p>Sell up to \$2,001—\$3,000</p> <p>Earn 2024 Sellers Patch, &</p> <p>Alps Sleep Bag, or Skeeter Beeter Hammock, or \$75 Amazon Gift Card</p>   
<p>LEVEL 3</p> <p>Sell up to \$401—\$550</p> <p>Earn 2024 Sellers Patch, &</p> <p>Zippo Multi-Tool w/ fire starter, or Survival kit, or \$20 Amazon Gift Card</p>   	<p>LEVEL 8</p> <p>Sell up to \$3,001—\$4,000</p> <p>Earn 2024 Sellers Patch, &</p> <p>Daybreak 2 person Tent, or \$125 Amazon Gift Card</p>  
<p>LEVEL 4</p> <p>Sell up to \$551— \$800</p> <p>Earn 2024 Sellers Patch, &</p> <p>Radiant Collapsible Lantern, or Grid-Link Sleep Pad, or \$30 Amazon Gift Card</p>   	<p>LEVEL 9</p> <p>Sell up to \$4,001—\$5,000</p> <p>Earn 2024 Sellers Patch, & \$150 Amazon Gift Card</p> 
<p>LEVEL 5</p> <p>Sell up to \$801—\$1,000</p> <p>Earn 2024 Sellers Patch, &</p> <p>Essential Trail Backpacking Stove, or Cyro Black Wash Locking Knife, or \$40 Amazon Gift Card</p>   	<p>LEVEL 10</p> <p>Sell up to \$5,001—\$6,000</p> <p>Earn 2024 Sellers Patch, & \$175 Amazon Gift Card</p> 
<p>LEVEL 6</p> <p>Sell up to \$1,001—\$ 2,000</p> <p>Earn 2024 Sellers Patch, &</p> <p>Arrio Day Pack, or Solar Powered Bank, or \$50 Amazon Gift Card</p>   	<p>LEVEL 11</p> <p>Sell up to \$6,001—\$7,000</p> <p>Earn 2024 Sellers Patch, & \$200 Amazon Gift Card</p> 

Commission Breakdown:

Online Sales: Earn 30% (orders placed online, delivered by Camp Masters). Commissions will be deposited into Unit Account at Council office.

Show & Sell and/ or Take-Order: 2024 Unit Popcorn Commissions – Maximum Commission 36%

- Turn in Unit Calendar and Budget by August 31st +3%
- Turn in Sales Commitment form (Aug 5) attend District Kickoff +7%
 - SNS order must be submitted online by 4pm on Monday August 12th
- Turn in Take Order, Seller's Roster, & Prize form by Wednesday Oct 16th +15%
- Pay Popcorn Invoice on or before Take Order Pick-up +8%
- Prize Opt-out (no Council based prizes, parties, drawings) +3%
- Prize form not turned in by Oct 16th, payments not received at PU -5%
- Prize form not turned in by Oct 16th, payment not received by 12/1 -8%

CAMP MASTERS PRIZES

IN ADDITION to Council incentives, CAMP MASTERS offers Prizes to recognize Scouts Popcorn Sale efforts.



SELL \$400+ ONLINE
GET A \$10 AMAZON
GIFT CARD

High Achiever Prizes (Selling \$3,000 or more)



SELL \$3000+ TOTAL
GET 4% BACK ON A
VISA or EGift card

OR



THIS CAMPER PKG
2-Person Tent, 3W-200 Lumen COB LED
Headlamp, 4x30 Binoculars, 6-in-1
Cooking Multi-Tool, Cooler Chair
Backpack, Metal Campfire Mug w/ BSA
Branding, and Sleeping Bag. Image not
to scale, items shown larger to show
detail.

KERNEL CHECKLIST

My #Unit
PopcornSquad

District Executive Info

Unit Kernel Info

Kickoff Kernel Info

Show-N-Sell Kernel Info

Pickup Kernel Info

Prize Kernel Info

Commo Kernel Info

- Attend Popcorn Trainings
- Plan Annual Scout Program (w/ Unit Committee)
- Review Commission Structure & Prizes
- Determine Additional Unit Prizes
- Set Budget for Program (**Use Unit Fillable Budget**)
- Recruit Your #PopcornSquad
- Update Scout Roster (w/ Membership Chair)
- Direct Scouts to Self-Register or Update Bio**
- Determine Per-Scout Fundraising Goal (**Use Scout Goal Worksheet**)
- Secure Storefronts (as / where possible)
- Create Unit Timeline for Popcorn Sale
- Establish Guidelines for Popcorn Pickup / Returns & Money**
- Confirm Show-N-Sell Locations & Times
- Prepare / Update COVID-19 Guidelines
- Place Unit Popcorn Order
- Host Unit Kickoff Meeting
- Prepare and Distribute Handouts
- Share Tips & Ideas for Selling Popcorn
- Provide Selling Incentives & Games for Scouts
- Coordinate Pick-Up / Drop-Offs at District Warehouse
- Encourage Scout & Parent Participation
- Share Selling & Marketing Strategies
- Help Scouts Share Their Online Selling Link
- Place Final Popcorn Order
- Order and Distribute Prizes
- Remit Product Payments to Council
- Contact District Kernel as Needed for Assistance
- Celebrate!



POPCORN TRAINING

DATE	WHAT	LOCATION	TIME	ATTENDEES
July 23 rd	S&S / Refresher with Tori	Zoom	6:30 pm	Register to join!
July 25 th	S&S / Refresher with Tori	Zoom	6:30 pm	Register to join!
August 13 th	Seller's Academy - Manhattan	Ogden Community Center	6:30 pm	Register online! Find this in CAC Calendar
August 17 th	Seller's Academy - Hays	North Oak Community Church	9:30 am	Register online! Find this in CAC Calendar
August 24 th	Seller's Academy - Salina	Trinity Methodist Church	9:30 am	Register online! Find this in CAC Calendar
October 3 rd	End of Sale Webinar with Tori	Zoom	6:30 pm	Register to join!

HOW MUCH POPCORN TO SELL

The mission behind the unit program planning philosophy is to help Scouting units fulfill young people's need for adventure and deliver on this promise. Units that operate under an annual program plan, that young people help construct, are proven to be more successful and make a more profound impact on the lives of their members. We promise young people the most exciting adventures they can imagine, and we had better be prepared to make it happen. How do you get buy-in and commitment from your unit's families when it comes to annual programming and fundraising needs? Your answer to this question is the key factor to the level of success your Scouting program will enjoy.

Brainstorming Ideas to Get You Started - The unit might plan and fund some of the following:

Program Ideas:

Other

Considerations:

Summer Camp

Cub Scout Council Events

Monthly Unit Activities

Pinewood Derby

Patrol/Den Activities

Uniforms/Personal Camping Equipment

Assistance for Low-income Scout Families

BSA Registrations & Life Magazine

Meeting Supplies/Awards & Recognitions

Den/Patrol Expenses/Training Courses

Unit Equipment

Once there are several ideas under consideration, filter them to allow the most realistic ones to surface. Be cautious not to discount Scouts ideas. Do provide them with enough information to decide which are most in creating their best program year.

Next, add key dates to a unit calendar that will be shared with Scouts and parents. Be sure to account for vacations, holidays and other school functions.

You now know what you're doing and when. It's time to budget! You can use the planner to help you organize activities and determine your fundraising goal.

Scouting teaches Scouts to earn their way. And a organized popcorn sale helps them learn to plan and meet their goals. Studies show your Scouting families appreciate a well planned sale that helps them coordinate it within their already busy lives.

Show them how the Unit and Scout sales fund the planned activities within the program. Present them with a clear fundraising goal. And offer an approach that allows them to achieve their goal.

A little time spent organizing now, means more participation and success in the fall!



ANNUAL PROGRAM PLANNER

Involvement is key in the successful planning of your annual program. We recommend allowing Scouts and their families express their ideas during a Troop brainstorming session. The older the scout, the more benefit they get from participating in this planning. It also keeps everyone more engaged in the popcorn sale because they know the rewards of their efforts.

ACTIVITY	PROGRAM MONTH	COST
		\$
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NOW CALCULATE YOUR POPCORN SALES GOALS

Divide UNIT BUDGET by UNIT COMMISSION
(This is your Unit Sales Goal)

Divide by NUMBER OF PARTICIPATING SCOUTS
(This is your Scout Sales Goal)

Registration & Insurance	\$
Advancements	\$
Uniforms	\$
Scholarships	\$
Other	\$
TOTAL UNIT BUDGET	\$

REGISTER YOUR SCOUTS

UNIT LEADERS: Scouts must be registered in the CAMP MASTERS system to receive sales!

Step One: Log in to the CAMP MASTERS system and click "Setup / Invite Scouts."

Dashboard

2020 Fall Popcorn Sale

Jason Sieg | Troop 313
Demo Council | Demo District Anytown

To Do:

- Submit your Unit Commitment Form
- There are 11 Unordered Scout Take Orders
- There are 2 Open Unit Orders

Links:

- Manage Unit Information
- Setup/Invite Scouts
- Setup/Import Scouts
- View Scout Online Sales
- View Unit Invoice
- Order Prizes
- Edit Your Profile
- Reset Password

Show-N-Sell Start: 2/25/20 - Due: 8/7/20
Unit Kickoff 6/13/20
Returns Due 10/01/20 by 3:00pm

- View Product Listing
- Place Unit Order
- View Unit Orders
- Award Scouts Credit

Take Order Start: 3/2/20 - Due: 10/23/20
Returns due 10/20/20 by 3:00pm
Payments due to Council 11/1/20

- View Product Listing
- Place Unit Order
- View Unit Orders
- View Scout Take Orders
- Place a Scout Take Order

The list of current Scouts registered in your Unit will be displayed.

Demo Council | Demo District Anytown | Troop 313 > Users

INFO USERS

+ Add User - Remove Send Sign-On Link Layouts Export to Excel Export to PDF

<input type="checkbox"/>	Type	Key Code	First Name	Last Name	Phone	Email
<input type="checkbox"/>	Leader		Jason	Sieg	(214) 608-3499	pkp25@yahoo.com
<input type="checkbox"/>	Scout	D9YW	Jacob	Smith	(555) 555-5555	Troop313Jacob@scouting.org
<input type="checkbox"/>	Scout	D9ZJ	Jeff	Hawkins	(214) 366-3455	wayne1965@gmail.com
<input type="checkbox"/>	Scout	D9ZH	Jill	Smith	(888) 888-8888	jillsmith@gmail.com
<input type="checkbox"/>	Scout	D9Y7	Max	Franklin	(214) 608-3499	troop313max@demo.com
<input type="checkbox"/>	Scout	D9YX	Max	Sieg	(812) 347-3505	jason@yahoo.com
<input type="checkbox"/>	Scout	D9Y9	Ryan	Franklin	()-	Ryno23@yahoo.com

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REGISTER YOUR SCOUTS

Step Two: Remove any Scouts no longer in your Unit by clicking the box to the left of their name(s). And then selecting “Remove” from the menu above.

The screenshot shows the Camp Masters interface for Troop 313. The top navigation bar is orange with the Camp Masters logo and the user's name, Jason Sieg. The left sidebar is dark grey with various menu items. The main content area is titled "Demo Council | Demo District Anytown | Troop 313 > Users". Below the title, there are tabs for "INFO" and "USERS". The "USERS" tab is active, and a menu is open with the "Remove" button highlighted in orange. Below the menu is a table of users with columns for Type, Key Code, First Name, Last Name, Phone, and Email. The table contains 7 rows of data. The first row is a Leader named Jason Sieg. The next two rows are Scouts named Jacob Smith and Jeff Hawkins. The next two rows are Scouts named Jill Smith and Max Franklin. The last row is a Scout named Ryan Franklin. The "Remove" button is highlighted in orange in the top menu.

	Type	Key Code	First Name	Last Name	Phone	Email
<input type="checkbox"/>	Leader		Jason	Sieg	(214) 608-3499	pkp25@yahoo.com
<input type="checkbox"/>	Scout	D9YW	Jacob	Smith	(555) 555-5555	Troop313.Jacob@scouting.org
<input checked="" type="checkbox"/>	Scout	D9ZJ	Jeff	Hawkins	(214) 366-3455	wayne1965@gmail.com
<input checked="" type="checkbox"/>	Scout	D9ZH	Jill	Smith	(888) 888-8888	jillsmith@gmail.com
<input type="checkbox"/>	Scout	D9Y7	Max	Franklin	(214) 608-3499	troop313max@demo.com
<input type="checkbox"/>	Scout	D9YX	Max	Sieg	(812) 347-3505	jason@yahoo.com
<input type="checkbox"/>	Scout	D9Y9	Ryan	Franklin	() -	Ryno23@yahoo.com

Step Three: For the remaining Scouts, make sure their contact information is correct. Then select them by clicking the box to the left of their names. And then select “Send Sign-On Link”.

The screenshot shows the Camp Masters interface for Troop 313. The top navigation bar is orange with the Camp Masters logo and the user's name, Jason Sieg. The left sidebar is dark grey with various menu items. The main content area is titled "Demo Council | Demo District Anytown | Troop 313 > Users". Below the title, there are tabs for "INFO" and "USERS". The "USERS" tab is active, and a menu is open with the "Send Sign-On Link" button highlighted in orange. Below the menu is a table of users with columns for Type, Key Code, First Name, Last Name, Phone, and Email. The table contains 7 rows of data. The first row is a Leader named Jason Sieg. The next two rows are Scouts named Jacob Smith and Jeff Hawkins. The next two rows are Scouts named Jill Smith and Max Franklin. The last row is a Scout named Ryan Franklin. The "Send Sign-On Link" button is highlighted in orange in the top menu.

	Type	Key Code	First Name	Last Name	Phone	Email
<input checked="" type="checkbox"/>	Leader		Jason	Sieg	(214) 608-3499	pkp25@yahoo.com
<input checked="" type="checkbox"/>	Scout	D9YW	Jacob	Smith	(555) 555-5555	Troop313.Jacob@scouting.org
<input checked="" type="checkbox"/>	Scout	D9ZJ	Jeff	Hawkins	(214) 366-3455	wayne1965@gmail.com
<input checked="" type="checkbox"/>	Scout	D9ZH	Jill	Smith	(888) 888-8888	jillsmith@gmail.com
<input checked="" type="checkbox"/>	Scout	D9Y7	Max	Franklin	(214) 608-3499	troop313max@demo.com
<input checked="" type="checkbox"/>	Scout	D9YX	Max	Sieg	(812) 347-3505	jason@yahoo.com
<input checked="" type="checkbox"/>	Scout	D9Y9	Ryan	Franklin	() -	Ryno23@yahoo.com

This will email each of the Scouts their unique CAMP MASTERS link so they can access the system without having to login. This makes taking orders and payments much easier.



REGISTER YOUR SCOUTS

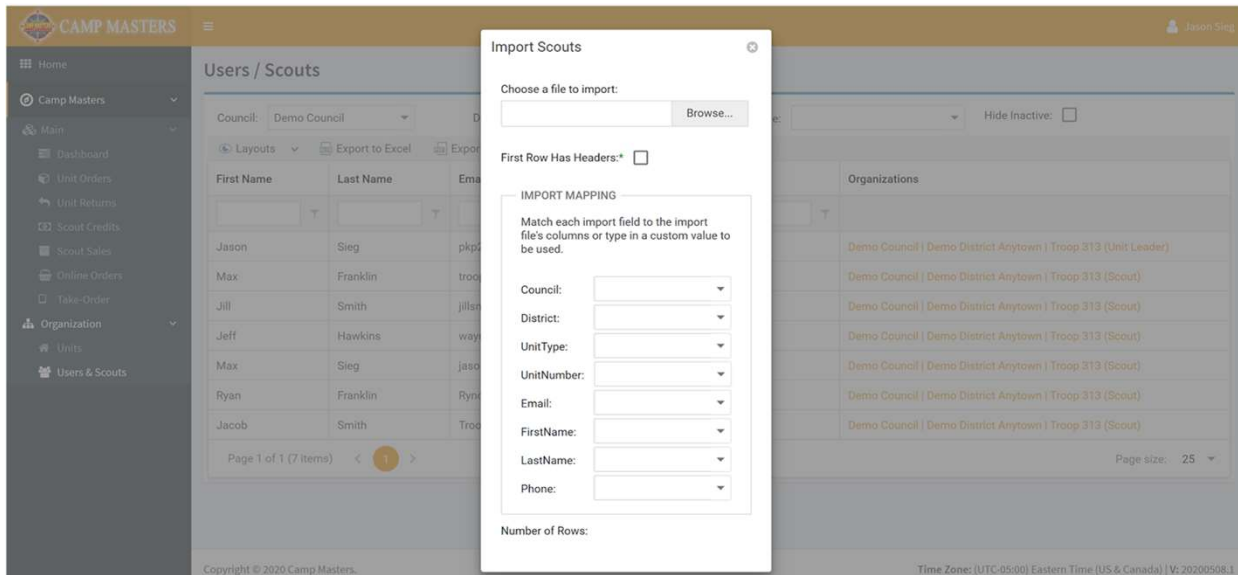
Step Four: For new Scouts, select the “Setup / Import Scouts” option from the dashboard.

Step Five: Click the “Import Scouts” button and upload your Excel spreadsheet.

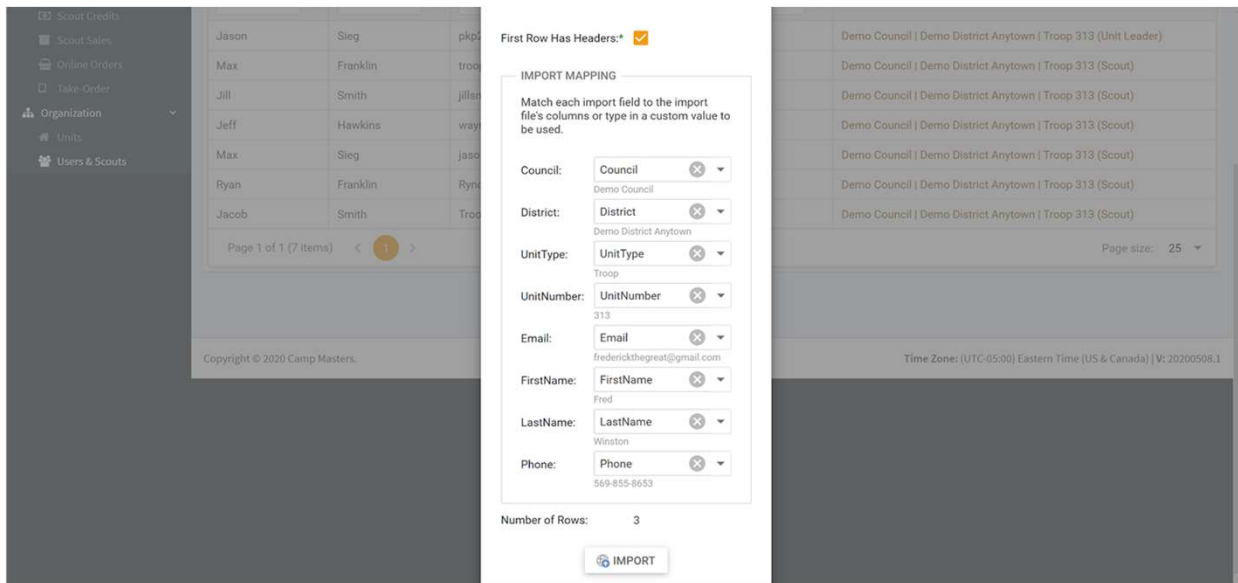
First Name	Last Name	Email	Organizations
Jason	Sieg	pkp25@yahoo.com	Demo Council Demo District Anytown Troop 313 (Unit Leader)
Max	Franklin	troop313max@demo.com	Demo Council Demo District Anytown Troop 313 (Scout)
Jill	Smith	jillsmith@gmail.com	Demo Council Demo District Anytown Troop 313 (Scout)
Jeff	Hawkins	wayne1965@gmail.com	Demo Council Demo District Anytown Troop 313 (Scout)
Max	Sieg	jason@yahoo.com	Demo Council Demo District Anytown Troop 313 (Scout)
Ryan	Franklin	Ryno23@yahoo.com	Demo Council Demo District Anytown Troop 313 (Scout)
Jacob	Smith	Troop313Jacob@scouting.org	Demo Council Demo District Anytown Troop 313 (Scout)

REGISTER YOUR SCOUTS

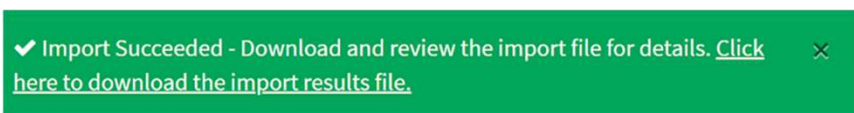
Step Six: Select your file and complete the field matches to the spreadsheet columns below. If your sheet has headers, be sure to select the “First Row Has Headers” box.



You'll see a data preview as you assign each field for import. Once complete, click “Import”.



You'll see a green success box once imported.



If you get an error, check your spreadsheet rows again carefully for typos.



2024 POPCORN SCHEDULE

AUGUST 2024

IMPORTANT DATES

- August 1st**
System opens for Show & Sale Orders
- August 5th**
Commitment & Prize Option form due to Council
- August 12th**
Show & Sell Orders Due
- August 13th**
Manhattan Seller's Academy
- August 17th**
Hays Seller's Academy
- August 24th**
Salina Seller's Academy
- August 29th**
Show & Sell Delivery
- August 31st**
Popcorn Sale Begins

SUN	MON	TUE	WED	THU	FRI	SAT
				1	2	3
				★		
4	5	★	6	7	8	9
11	12	★	13	★	14	15
18	19	20	21	22	23	24
						★
25	26	27	28	29	30	31
				★		★

SEPTEMBER 2024

IMPORTANT DATES

SUN	MON	TUE	WED	THU	FRI	SAT
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

2024 POPCORN SCHEDULE

OCTOBER 2024

IMPORTANT DATES

October 3rd

End of Sale Webinar
with Tori Varnadore

October 13th


Popcorn Sale Ends

October 14th

Show & Sell Returns Due

October 16th

Final Order, Seller's
Roster, & Prize Form
due to Council

SUN	MON	TUE	WED	THU	FRI	SAT
		1	2	3 	4	5
6	7	8	9	10	11	12
13 	14 	15	16 	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

NOVEMBER 2024

IMPORTANT DATES

November 7th

Final Delivery - Take
Order Payment due for
Commission for extra
commission

November 22nd

Final Payment Due

SUN	MON	TUE	WED	THU	FRI	SAT
					1	2
3	4	5	6	7 	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22 	23
24	25	26	27	28	29	30

STOREFRONT RECRUITING

You can never start too early in securing storefronts.

- Grocery stores and home improvement
Make sure you approach the store/company Manager Do some research and find out the policies in place so you can adapt your approach and relate how Show-N-Sell will meet these guidelines.
- Think of other high-traffic, essential businesses in your area to contact. As other businesses begin reopening, reach out to them as well.
- CAMP MASTERS Plans to have a Storefront scheduling tool for every Council where you can manage your sites and volunteers. Once we have this we will schedule a Webinar and make resources available.

SAMPLE / SCRIPT

Hello my name is (Name), our (Unit) is located right here in (Name of location). Our Scouts want to raise their own money to (Go to Summer Camp). You can help by letting us use your store front so our Scouts can earn their salesmanship merit badge and earn their own way to camp. We appreciate your willingness to support us as members of the same community.

Make sure you get on their schedule. Bring a letter that they can sign if necessary that says the same thing, Has a place to put their store Name and Store Number, Signature Spot as well as a written name spot.

Make sure you follow up a few weeks before as well as a few days before.



SHOW-N-SELL SCHEDULING

You can manage your Show-N-Sell dates and volunteers within this table. Please visit **CAMP MASTERS** in late July for a Show and Sell scheduling platform.

DATE	LOCATION	SHIFTS	NEEDED ADULTS AND SCOUTS
Ex. Sep 15	Harris Teeter St. Johns Avenue	8 - 10 AM	Adult 1: Adult 2: Scout 1: Scout 2: Scout 3:

ORDERING INVENTORY

- If you sold last year, look at your history of what was ordered.
 - Compare the number of Scouts you have this year versus last year.
 - Adjust your order based on your goal per Scout
 - Adjust products if you had more of one item that sold better
 - Attend a CAMP MASTERS Webinar hosted by Michael Beck.
- If you did not sell last year, work with your Council to get started. They should have a good idea of what you can accomplish.
 - Join our Facebook group to get some ideas.
 - Make sure you schedule your storefronts early
 - Make sure you create excitement around this program. It is an amazing program for Scouts and Parents to see the success.
- Check CAMP MASTERS Website for How to Order Demo

YOUR POPCORN KICKOFF

A great popcorn sale starts with a great popcorn kickoff! Follow these simple steps to start your popcorn sale with a BANG and motivate your Scouts, parents and other volunteers.

1. **Set the Agenda.** Think of things that are fun and fast-paced. This helps build energy and excitement for the popcorn sale. Scouts will leave ready to earn their way selling delicious popcorn!
2. **Ask for Help.** Enlist others to help you pull off a fun and exciting popcorn kickoff! No need to try and take it all on yourself.
3. **Know Your WHY.** Share the exciting Scouting Program that this fundraiser will support. Talk about the activities and what the Scouts will experience, and reiterate that it can all be paid for by POPCORN!
4. **Review the Forms.** Show Scouts the forms they'll be using in detail so they understand how to use them to promote the products and capture orders.
5. **Build their Profile.** Have each Scout register or update their profile at CAMPMASTERS.org.
6. **Ready to Sell!** Add CAMP MASTERS to their phones.
7. **Sharing is Caring.** Explain how they can share their CAMP MASTERS profile link with friends, family and through social media.
8. **Cover What's Critical.** Spend some time explaining the different ways to sell, key dates for the program and show and sell locations.
9. **Focus on the Goal.** Motivate Scouts to take on the Unit Scout goal and to pick an awesome prize as part of their goal!
10. **Create a Memory.** End the night with a fun and memorable event. Scouts love to be on. And they always love a good nite to the face of their Unit Leader!



GOAL SETTING – THE KEY TO A SUCCESSFUL SALE

Goal Setting



How do you get buy-in and commitment from your unit's families when it comes to annual programming and fundraising needs?

Ideas to Get You Started – the unit might plan and fund some of the following, in whole or part:

- Summer Camp / High Adventure Trips
- BSA Annual Registration and Scout Life Magazine
- Patrol / Den Activities / Unit Activities / Council Activities
- Meeting Supplies / Awards and Recognition
- Youth and Adult Training Courses
- New Unit Equipment
- Uniforms / Personal Camping Equipment
- Assistance for Low-income Scout Families
- A Trip the Unit Always Wanted to Take

Scouting teaches Scouts to earn their way. The popcorn sale helps them learn to plan and meet their goals.

- Show them how the Unit and Scout sales fund the planned activities within the program.
- Present them with a clear fundraising goal
- Offer an approach that allows them to achieve their goal.

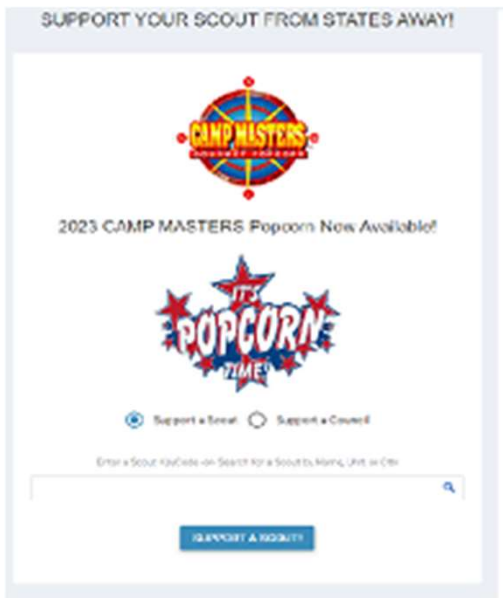
How to Create Per Scout Goals

- Unit Sales Goal = $\frac{\text{Total Program Dollars}}{\text{Popcorn Commission Goal}}$
- Scout Sales Goal = $\frac{\text{Unit Sales Goal}}{\text{Number of Scouts}}$
- Scout Container Goal = $\frac{\text{Scout Sales Goal}}{\$16.62}$ (average container cost) example

Scout Sales Goal Worksheet



MULTIPLE WAYS TO SELL



SHOW and SELL: STOREFRONT OR DRIVE-THRU SALES

You can never start too early in securing storefronts. Of course, it's going to be a bit different this year. And that means adapting your approach. Here are some of the best tips to help you do just that:

- Grocery stores and home improvement stores are both essential businesses. Make sure you approach the store/company Manager with this in mind. Do some research and find out the policies in place so you can adapt your approach and relate how Show-N-Sell will meet these guidelines.
- Right now, resources are tapped thin in these stores. Consider sending an email or leaving a message for the Manager to call you back. The reality is, you're not going to be their first priority right now. After a few attempts, and still no response, only then try going in person.
- Think of other high-traffic, essential businesses in your area to contact. As other businesses begin reopening, reach out to them as well.



SELLING STRATEGIES

Door-to-Door

Door- to- Door: aka Wagon Sales – One of the most effective sales methods! In this case, a unit signs out popcorn to a Scout who takes it throughout their neighborhood, selling as they go. Product is brought along (in wagon or vehicle), making it a quick and easy process for the customer. So, it is like a mobile show & sell booth. Units should order for this as part of their show & sell order. A large percentage of homeowners say that no Scout has ever come to their door, missing this great opportunity. If the desired product is not on hand, an order can be taken and product delivered later, but you don't have to make the return trip back to houses! You bring along the product as you sell it door-to-door. When a sale agreement is reached, the Scout goes to the car or wagon, gets the product and delivers it on the spot while the customer pays. If the desired product is not on hand, the Scout uses the Take Order method and returns with the ordered product later. To participate in Show and Deliver, you need to order Show & Sell popcorn. Orders due by: _

Super Triangle

Have your Scouts complete the SUPER TRIANGLE! The SUPER TRIANGLE is the 15 neighbors that surround their home. Make a triangle from your home by selling to the first 4 neighbors down, cross the street and sell to 7 houses back toward your home, cross back to your side of the street and stop by 4 neighbors on your way back home. Find a simple prize to encourage your Scouts. We've seen tremendous success from units who just have each Scout do this simple task.

Neighborhood Blitz & Blitz Day

A Blitz Day is an organized day for a group of Scouts to go out selling in a specific area together. Scouts have fun with their friends as they travel to a neighborhood. A neighborhood can be covered very quickly with several Scouts each going door to door.

What's Take Order?

This method involves Scouts going door-to-door to take orders for popcorn. Research shows that about 3 in every 5 doors knocked on will result in a sale. Moreover, only about 20% of houses are contacted about buying popcorn. There is plenty of untapped market for the sale. This method is also preferred for mom and dad's co-workers and close friends and relatives to whom it will be easy to deliver the product at the end of the sale. Do not fill Take Orders from Show and Sell and Show and Deliver inventory until after the sale.



SELLING STRATEGIES

Door Hangers

Door hangers are a great “Leave Behind” that a potential customer can complete to place their order. A customer can review products, complete their order on the door hanger, and hang back on their door for a Scout to pick up for a contactless transaction •Can be used to drive potential customers to visit an upcoming Show and Sell or with an online Seller ID label created added to the door hanger. **(Visit CAMP MASTERS website for a Free template)**

Signs

Set out signs directing potential customers to your house to pick up popcorn, like promoting a Garage Sale.

Sample Script

“Hello, my name is _____ and I’m with Pack/Troop _____. I am trying to earn my way to _____ and support our camp programs. I have many DELICIOUS flavors of popcorn and _____ is my favorite because _____! Can I count on your support to help fund my adventures?”

Show-n-Sell

This method is a lot like an “old school” lemonade stand. Your unit gets permission to have a booth in a high visibility area and your Scouts sell actual popcorn product there on the spot. This method has been highly effective for many units. A unit can plan a Show & Sell day and split Scouts/ families into shifts so that everyone takes a turn. Talk with local stores to setup a time to sell.

SELLING STRATEGIES

STEPS TO SUCCESS

Identify Locations

Look for high traffic locations with good visibility for potential customers to find you. Great spots might include stores, parking lots, movie theaters, shopping centers, ball fields, after church on Sunday, or your chartered organization!

Initiate conversation with location

Contact the desired location where you would like to have a Show & Sell sale and see if you can set up a location in a high traffic area in front of the store. If they won't allow a sale in front of the store, see if you can do a Drive Thru Sale in the back of the parking lot!

Marketing & Promotion

Scouts should be in uniform and have product on hand

POP UP SHOPS: A Neighborhood Show & Sell

Be sure to let everyone in the neighborhood know you are selling popcorn when & where.

Social Media:

Utilize social media apps like Next Door or Facebook to market the sale.

Door Hangers:

As Scouts go door to door selling, leave behind the door hangers at homes who aren't home. Be sure, to clearly mark that the customer can purchase popcorn at your Pop-Up Shop with the date, time, and location of your Pop Up. Yard Signs—Set out signs directing potential customers to your Pop-Up Shop, like promoting a Garage Sale.

Encourage Scouts to set up a local Show & Sell type stand in their driveway or another location in their neighborhood. This is similar to a lemonade stand, where interested customers can come and purchase if interested!

DRIVE THRU SALES

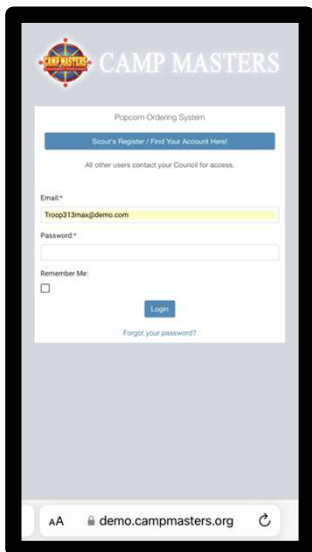
The drive thru sale plan can be done anywhere. By asking retail locations, your chartered organization, or other venues to provide space in the parking lot where customers can drive up, place and receive an order, then drive away, provides convenience and a low-pressure option to customers.



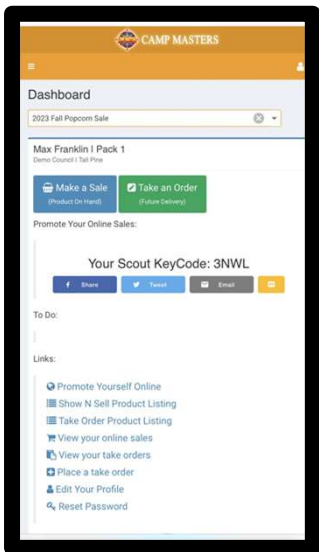
TAKE ORDERS by Cash and Credit Cards

SCOUTS, PARENTS & LEADERS

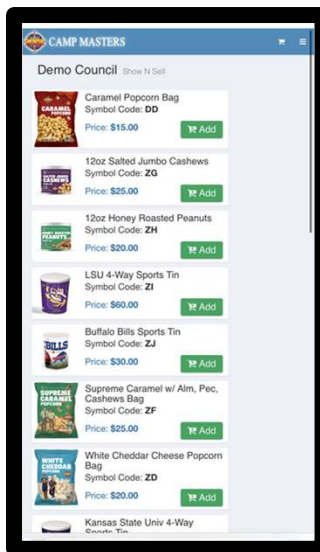
Follow these instructions to easily take orders and payment on your smartphone.



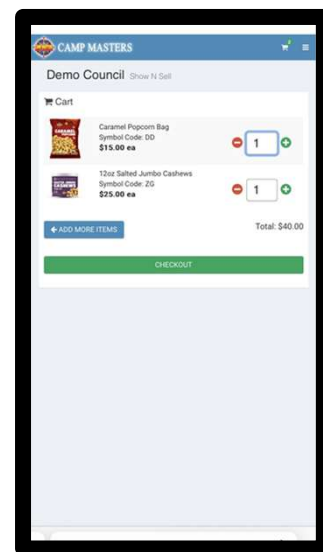
Login to CAMP MASTERS Dashboard



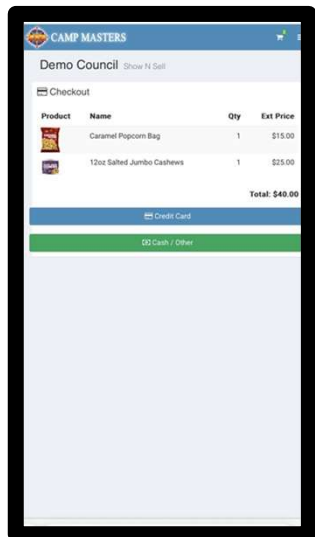
Click "Place a Take Order" from the dashboard



This will take you to the products page. Scroll down to find the requested product. Then click "Order" to add the item to the shopping cart



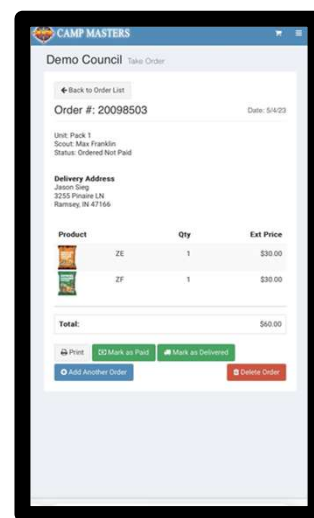
Scroll down to find the requested product. Then click "Order" to add the item to the shopping cart.



A confirmation window will appear. You can either take cash or Credit card for payment



To take payment, you can:
 1. Have the customer scan QR code for them to enter payment.
 2. Text them so they can enter payment.
 3. Enter Information manually.



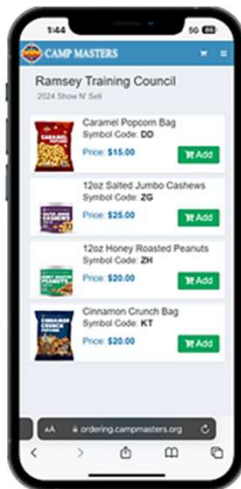
Mark as paid and delivered if applicable.



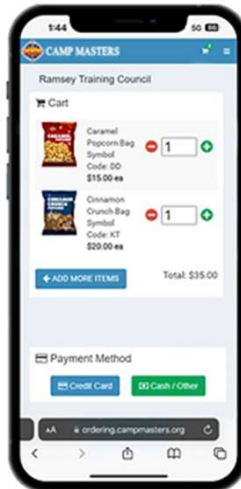
TAKE ORDERS by Tap to Pay

SCOUTS, PARENTS & LEADERS

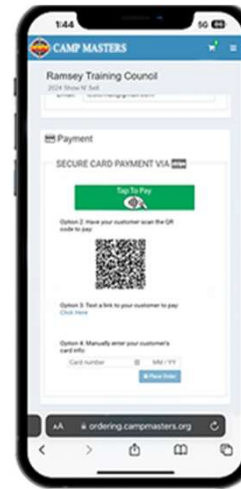
Follow these instructions to easily take orders with Tap to Pay on your smartphone.



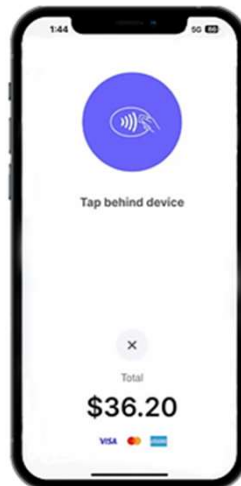
Choose the items from the catalog that the customer would like to purchase and select "Add" to add it to the cart.



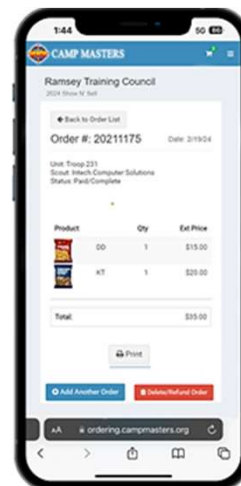
You can change the quantity of each item using the minus and plus buttons.



Select Tap to Pay from the checkout payment options.



Tap the payment card to the back of your device.



Upon successful payment, you will see the order confirmation screen.



WRAPPING UP YOUR SALE

As we wrap up the 2024 Popcorn Sale here are a few key items to remember and make sure you have taken care of before finishing up.

- *Follow the timeline closely for due dates*
- *Remember with payment we highly suggest remitting a single check instead of a bunch of cash and checks.*
- *If you are keeping any excess inventory, please be sure to properly store it to preserve the product for future use or resale.*
- *Double check to make sure that prize orders are correct and submitted so that we can ensure your Scouts receive the prize they earned in a timely manner!*
- *Complete and submit CAMP MASTERS High Achiever Prize form.*

2024 Commission

*Online Sales: Earn 30% (orders placed online, delivered by Camp Masters).
Commissions will be deposited into Unit Account at Council office.*

*Show & Sell and/ or Take-Order: 2024 Unit Popcorn Commissions –
Maximum Commission 36%*

- ***Turn in Unit Calendar and Budget by August 31 +3%***
- *Turn in Sales Commitment form Aug 5, attend District Kickoff +7%
SNS order must be submitted online by 4pm on Monday August 12*
- *Turn in Take Order, Seller's Roster, & Prize form by Wednesday Oct 16
+15%*
- *Pay Popcorn Invoice on or before Take Order Pick-up +8%*
- *Prize Opt-out (no Council based prizes, parties, drawings) +3%*
- *Prize form not turned in by Oct 16, payment not received at PU - 5%*
- *Prize form not turned in by Oct 16, Payment not received by 12-1 - 8%*

