

# 2023 POPCORN SALE LEADER GUIDE



BOY SCOUTS  
OF AMERICA®

OHIO RIVER VALLEY COUNCIL

*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.

2023 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](mailto:customerservice@campmasters.org)**.

We are fully invested in your popcorn success!

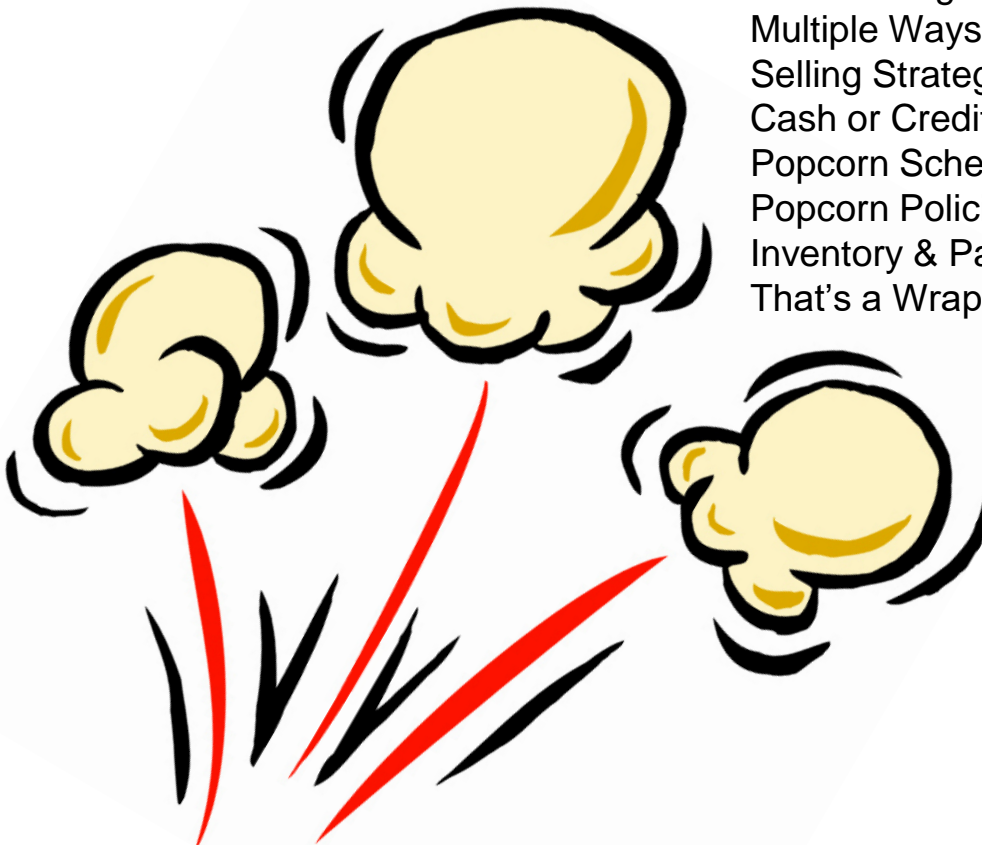
Warm Regards,

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

## ORVC-BSA Contacts

Melissa Reinbold  
Staff Kernel  
740.827.4558  
[Melissa.Reinbold@scouting.org](mailto:Melissa.Reinbold@scouting.org)

Lori Abraham  
Popcorn Specialist  
740.275.1099  
[Lori.Abraham@scouting.org](mailto:Lori.Abraham@scouting.org)

## District Contacts

Mountain Trails

Two Trails  
Carolyn Clements  
304.670.7535  
[carmikeclements@msn.com](mailto:carmikeclements@msn.com)

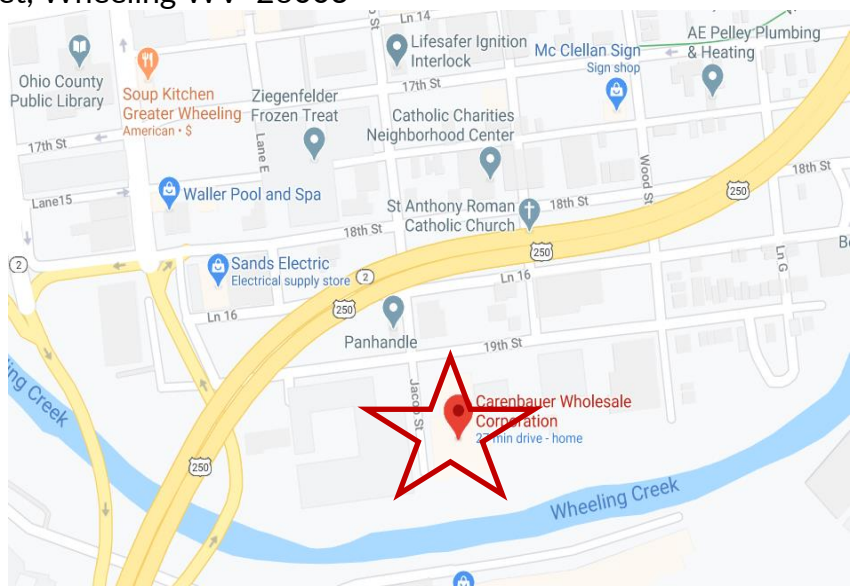
## WAREHOUSE

**Carenbauer Distributing**  
1900 Jacob Street, Wheeling WV 26003

Directions:

**From the North** from I-70 proceed South on US-250 take the 16th Street Exit, continue on 16th street to Jacob Street turn left onto Jacob Street. Carenbauer is on the left.

**From the South** from US-250 North take the 18th Street exit Continue on 18th Street to Jacob Street turn right onto Jacob Street. Carenbauer is on the left.





# 2023 PRODUCT SELECTIONS

**ON AVERAGE 73% GOES TO SCOUTING**

<b>ZZ</b> <b>Support the Military and Scouting Too!</b> <b>\$30 Military Donation</b>  Choose from 22 and CAMP MASTERS will send 120 worth of popcorn to our military personnel.	<b>D0</b> <b>Tasty Trio Tin</b>  This Tasty Trio has Melts in your mouth Chocolate Covered Pretzels, Sweet & Salty Kettle Corn and Chocolate's Caramel with sea salt candy — 23oz, 2.40 gal Q <sub>2</sub> <b>\$60</b>	<b>P</b> <b>3-Way Cheesy Cheese Tin</b>  Celebrate Scouting with a simply sensational collection of White and Yellow Cheddar Cheese along with a zesty Cheesy Salsa popcorn (1 Bag) — 11 oz, 1.15 gal Q <sub>2</sub> <b>\$40</b>	<b>MM</b> <b>22 Pack Movie Theater Extra Butter Microwave Popcorn</b>  Popcorn perfectly seasoned with EXTRA Butter. Taste just like the movie theaters. America's #1 selling flavor! Q <sub>2</sub> <b>\$30</b>	<b>E</b> <b>Supreme Caramel Tin</b>  Buttery gourmet Caramel Corn with Almonds, Peanuts and Caramel — 18 oz, 1.10 gal Q <sub>2</sub> <b>\$25</b>
<b>X</b> <b>Classic Trail Mix</b>  Delicious wholesome goodness includes peanuts, raisins, mints, chocolate candies and cashews — 16 oz Q <sub>2</sub> <b>\$25</b>	<b>ZE</b> <b>Chocolate Drizzle Caramel Bag</b>  Buttery gourmet caramel popcorn with chocolate drizzle — 14 oz. Q <sub>2</sub> <b>\$25</b>	<b>G</b> <b>14 Pack EXTRA BUTTER Roasted Summer Corn</b>  If you like buttery corn on the cob, you'll love this EXTRA BUTTER flame microwave popcorn. Q <sub>2</sub> <b>\$20</b>	<b>KT</b> <b>Cinnamon Crunch Popcorn Bag</b>  Lightly sweet popcorn with warm, zesty cinnamon. — 13 oz. Q <sub>2</sub> <b>\$20</b>	<b>YY</b> <b>12 Pack Sweet &amp; Salty Kettle Corn Microwave Popcorn</b>  A sweet and salty old fashioned kettle corn taste, like the popcorn at old time county fairs. Q <sub>2</sub> <b>\$20</b>
<b>ZD</b> <b>White Cheddar Cheese Bag</b>  Cheesy goodness of white cheddar cheese on light, crunchy, crispy popcorn — 9 oz. Q <sub>2</sub> <b>\$20</b>	<b>ZW</b> <b>Chocolatey Covered Pretzels Bag</b>  Melts in your mouth Chocolate Covered Pretzels <b>\$20</b>	<b>V</b> <b>Purple Popping Corn Jar</b>   This delicate popcorn contains antioxidants, has virtually no hulls and TASTES GREAT! No Artificial anything. — 10 oz Q <sub>2</sub> <b>\$15</b>	<b>DD</b> <b>Caramel Popcorn Bag</b>  Mouthwatering taste of delicate and crispy gourmet caramel popcorn. — 10 oz. Q <sub>2</sub> <b>\$15</b>	

\* Package/Tin may change; subject to availability.

**ALL PRODUCTS TRANS FAT FREE and NON-GMO POPCORN**

Thank you for

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 60 cases
- Large Pickup bed holds about 70 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.



**CAMPMASTERS**  
GOURMET POPCORN

# 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 - Your left-hand in all things popcorn
- ★ 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 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 5 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.



33%

# COMMISSION & PRIZES



My prize goal is: \_\_\_\_\_  
My popcorn goal is: \_\_\_\_\_

## CHOOSE A PRIZE AND GO FOR IT!

Scouts can qualify for BOTH standard prizes AND an additional CAMP MASTERS High Achiever Prize

<p><b>\$5,000</b> LEVEL 11</p>	<p>45 - LEGO Technic 4X4 Mercedes-Benz Zetros Trial Truck 46 - Carrera Evolution Supercars 47 - Lionel Junction North Pole Central LionChief Set w/ Bluetooth 48 - \$150 Amazon Gift Card</p>	<p><b>\$3,500</b> LEVEL 10</p>	<p>41 - Adventure Camp Package 42 - Dart Zone Pro MK 3 43 - LEGO Star Wars The Justifier 44 - \$125 Amazon Gift Card</p>	<p><b>\$2,750</b> LEVEL 9</p>	<p>37 - Carrera DTM High Speed Showdown 38 - LEGO Technic 2022 Ford GT 39 - Coleman Sundome 4 Person Tent 40 - \$100 Amazon Gift Card</p>	<p><b>\$2,000</b> LEVEL 8</p>	<p>33 - LEGO Ariel's Underwater Palace 34 - Skullcandy Wireless Earbuds 35 - Foldable Drone 36 - \$75 Amazon Gift Card</p>	<p><b>\$1,650</b> LEVEL 7</p>	<p>29 - HEXMODS Pro Series Elite 30 - LEGO Hogwarts Magical Trunk 31 - North Face Staiwart Backpack 32 - \$50 Amazon Gift Card</p>	<p><b>\$1,250</b> LEVEL 6</p>	<p>24 - Hydration Pack - 2L 25 - 126-piece Tool Set 26 - Zing Bow w/ 4 Arrows Assorted Colors 27 - 2-Person Waterproof Tent 28 - Grab Bag G</p>	<p><b>\$825</b> LEVEL 5</p>	<p>19 - 80x80 Binoculars w/ Case 20 - Telescope - 40x Magnification 21 - Multi-Tool w/ Shovel &amp; Ax 22 - Iose Freeze Pop w/ Syrup 23 - Grab Bag F</p>	<p><b>\$575</b> LEVEL 4</p>	<p>14 - PlusPlus Saturn V Rocket 15 - 5pc Stainless Steel Mess Kit 16 - USB Recargeable Headlamp w/ Motion Activation 17 - Air Hunterz Zano Bow w/ 2 Zarts 18 - Grab Bag E</p>	<p><b>\$375</b> LEVEL 3</p>	<p>9 - Zing Air ZooperBall 10 - Duncan Linnelight Yo-Yo 11 - Lock Blade Knife w/ BSA® Branding 12 - Catapult Plane w/ Decorative Stickers 13 - Grab Bag D</p>	<p><b>\$250</b> LEVEL 2</p>	<p>1 - Knife/Fork/Spoon Combo w/ Bottle Opener 2 - Cinch Backpack w/ BSA® Branding Assorted Colors 3 - 3 Watt-200 Lumen COB LED Headlamp 4 - Watch/Pedometer - Assorted Colors 5 - Dry Bag - 5 liter - Teal 6 - Watoba Fly Pies 6" Silicone Flying Disc 7 - 4x30 Binoculars 8 - Stuffed Animal w/ BSA® Branding</p>	<p><b>LEVEL 1</b></p> <p>0.1 - Popcorn Sale Patch 0.2 - Online Sale Pin 0.3 - Military Sale Pin 0.4 - Top Seller Pin Sell over \$1,000</p>	<p><b>1K Club</b> Scouts who sell \$1,000 in product will receive their choice of 0.5 - Hanging Hammock 0.6 - Cooler Chair Backpack 0.7 - Rosewood Multi-tool w/ Case</p>
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Scout Name: \_\_\_\_\_ Pack/Troop: \_\_\_\_\_ Total Sales: \_\_\_\_\_

Prize #	Prize Description	Quantity

The Exclusive 1K Club will also celebrate with a private party just for them to be arranged later.

Descriptions of Prizes Available at [www.kellerprizeprogram.com](http://www.kellerprizeprogram.com)

IN ADDITION to these incentives, CAMP MASTERS offers High Achiever Prizes to recognize Scouts Popcorn Sale efforts.



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



SELL \$3000+ TOTAL  
GET 5% BACK ON A  
VISA DEBIT CARD

## CAMP MASTERS 2023 High Achiever Prizes \$3,000 & Up Club

Camping Package!  
2-Person Tent, 3W-200  
Lumen COB LED  
Headlamp, 4x30  
Binoculars,  
6-in-1 Cooking  
Multi-Tool,  
Cooler Chair  
Backpack,  
Metal Camping Mug  
w/BSA Branding, and Sleeping Bag  
OR Visa Debit Card for 4% of total sales.



Example: \$3000 = \$120 debit card.



**CAMP MASTERS**  
GOURMET POPCORN

# KERNEL CHECKLIST

## My #PopcornSquad

### District Kernel

Phone  
Email

### Assistant Kernel

Phone  
Email

### Kickoff Kernel

Phone  
Email

### Show-N-Sell Kernel

Phone  
Email

### Pickup Kernel

Phone  
Email

### Prize Kernel

Phone  
Email

### Communications Kernel

Phone  
Email

- ☐ Attend Popcorn Trainings
- ☐ Plan Annual Scout Program (w/ Unit Committee)
- ☐ Review Commission Structure & Prizes
- ☐ Determine Additional Unit Prizes
- ☐ Set Budget for Program
- ☐ Recruit Your #PopcornSquad
- ☐ Update Scout Roster (w/ Membership Chair)
- ☐ Direct Scouts to Self-Register or Update Bio
- ☐ Determine Per-Scout Fundraising Goal
- ☐ 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	LOCATION	TIME	ATTENDEES
August 13	Council Kick Off	2pm-4pm	Popcorn Kernels-Top Sellers-Unit Leaders-Popcorn Sellers
August 8	Two Trails Kick Off	6:30 PM	Popcorn Kernels-Top Sellers-Unit Leaders
August 15	Mountain Trails Kick off	6:30PM	Popcorn Kernels-Top Sellers-Unit Leaders

TRAININGS AND MUCH MORE....Found on the following weblinks...

<https://www.Campmasters.org>

And all the How-to-Instructions

<https://www.campmasters.org/how-to-order-popcorn>

And don't forget our website with helpful hints

<http://orvc-bsa.org/popcorn/>

## Commission Structure

### 33% Straight Commission

# 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:

Summer Camp  
Cub Scout Council Events  
Monthly Unit Activities  
Pinewood Derby  
Patrol/Den Activities

## Other Considerations:

BSA Registrations & Scout Life Magazine  
Meeting Supplies/Awards & Recognitions  
Den/Patrol Expenses/Training Courses  
Unit Equipment  
Uniforms/Personal Camping Equipment  
Assistance for Low-income Scout Families

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!**





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.

## NOW CALCULATE YOUR POPCORN SALES GOALS

Divide UNIT BUDGET by UNIT COMMISSION <i>(This is your Unit Sales Goal)</i>	\$
Divide by NUMBER OF PARTICIPATING OF SCOUTS <i>(This is your Scout Sales Goal)</i>	\$

# 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."

The screenshot shows the CAMP MASTERS Dashboard for Jason Sieg | Troop 313. The left sidebar contains navigation links: Home, Camp Masters, Main (Dashboard, Unit Orders, Unit Returns, Scout Credits, Scout Sales, Online Orders, Take-Order), Organization (Units, Users & Scouts). The main content area is titled "Dashboard" and shows a "2020 Fall Popcorn Sale" banner. Below the banner, the user's name and council/district are displayed. The "To Do:" section lists three items: "Submit your Unit Commitment Form", "There are 11 Unordered Scout Take Orders", and "There are 2 Open Unit Orders". The "Links:" section provides links to Manage Unit Information, Setup/Invite Scouts, Setup/Import Scouts, View Scout Online Sales, View Unit Invoice, Order Prizes, Edit Your Profile, and Reset Password. On the right, there are two sections: "Show-N-Sell" with a start/end date and a list of links (View Product Listing, Place Unit Order, View Unit Orders, Award Scouts Credit), and "Take Order" with a start/end date and a list of links (View Product Listing, Place Unit Order, View Unit Orders, View Scout Take Orders, Place a Scout Take Order).

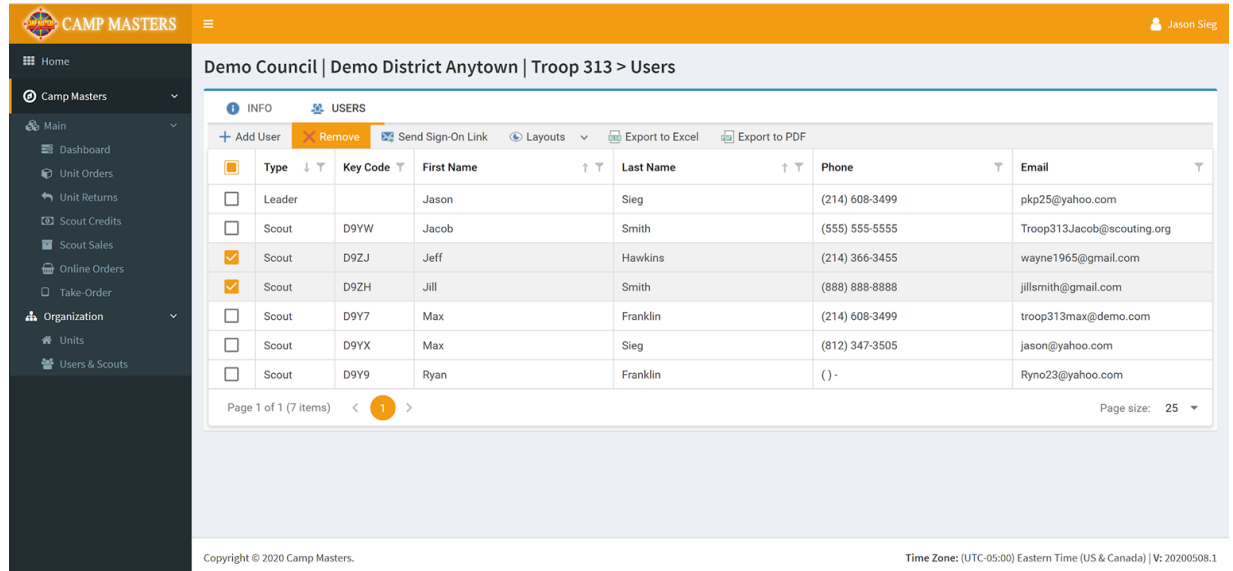
The list of current Scouts registered in your Unit will be displayed.

The screenshot shows the CAMP MASTERS Users page for Troop 313. The left sidebar is the same as the dashboard. The main content area is titled "Demo Council | Demo District Anytown | Troop 313 > Users". It features a table with columns: Type, Key Code, First Name, Last Name, Phone, and Email. The table lists seven users: a Leader (Jason Sieg) and six Scouts (Jacob Smith, Jeff Hawkins, Jill Smith, Max Franklin, Max Sieg, and Ryan Franklin). Below the table, there is a pagination bar showing "Page 1 of 1 (7 items)" and a "Page size: 25" dropdown. The footer contains copyright information and the time zone.

	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

# REGISTER YOUR SCOUTS

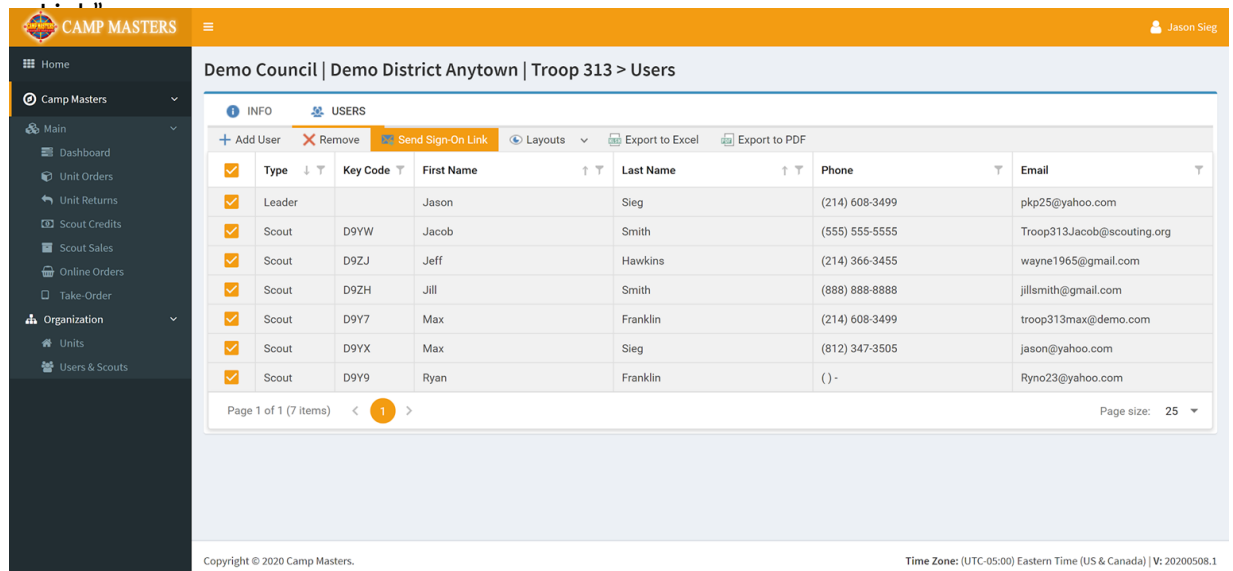
**Step Two:** Remove any Scouts no longer in your Unit by clicking the box to the left of their name(s). And then selecting “Remove” from the menu above.



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 blue with various menu items. The main content area is titled "Demo Council | Demo District Anytown | Troop 313 > Users". Below this, there are tabs for "INFO" and "USERS". The "USERS" tab is active, and the "Remove" button is highlighted in orange in the top menu. Below the menu is a table of users with columns: Type, Key Code, First Name, Last Name, Phone, and Email. The table contains 7 rows of data. The first row is a Leader, Jason Sieg. The next two rows are Scouts, Jacob Smith and Jeff Hawkins. The next two rows are Scouts, Jill Smith and Max Franklin. The last row is a Scout, Max Sieg. The "Remove" button is highlighted in orange in the top menu. Below the table, there is a pagination bar showing "Page 1 of 1 (7 items)" and a "Page size: 25" dropdown.

Type	Key Code	First Name	Last Name	Phone	Email
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Scout	D9YW	Jacob	Smith	(555) 555-5555	Troop313Jacob@scouting.org
Scout	D9ZJ	Jeff	Hawkins	(214) 366-3455	wayne1965@gmail.com
Scout	D9ZH	Jill	Smith	(888) 888-8888	jillsmith@gmail.com
Scout	D9Y7	Max	Franklin	(214) 608-3499	troop313max@demo.com
Scout	D9YX	Max	Sieg	(812) 347-3505	jason@yahoo.com
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



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Scout	D9Y7	Max	Franklin	(214) 608-3499	troop313max@demo.com
Scout	D9YX	Max	Sieg	(812) 347-3505	jason@yahoo.com
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.

The screenshot shows the Camp Masters dashboard for Jason Sieg | Troop 313. The left sidebar contains navigation links: Home, Camp Masters, Main, Dashboard, Unit Orders, Unit Returns, Scout Credits, Scout Sales, Online Orders, Take-Order, Organization, Units, and Users & Scouts. The main content area is titled "Dashboard" and displays a "2020 Fall Popcorn Sale" banner. Below the banner, the user's name and troop information are shown. The "To Do" section lists three items: "Submit your Unit Commitment Form", "There are 11 Unordered Scout Take Orders", and "There are 2 Open Unit Orders". The "Links" section provides quick access to various functions: Manage Unit Information, Setup/Invite Scouts, Setup/Import Scouts, View Scout Online Sales, View Unit Invoice, Order Prizes, Edit Your Profile, and Reset Password. On the right, there are sections for "Show-N-Sell" and "Take Order", each with a start and due date, and a list of actions: View Product Listing, Place Unit Order, View Unit Orders, and Award Scouts Credit.

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

The screenshot shows the Camp Masters "Users / Scouts" page. The left sidebar is the same as the dashboard. The main content area is titled "Users / Scouts" and features a search bar with filters for Council (Demo Council), District (Demo District Anytown), User Type, and Hide Inactive. Below the search bar, there are buttons for Layouts, Export to Excel, Export to PDF, and Import Scouts. A table lists the users, with columns for First Name, Last Name, Email, and Organizations. The table contains seven rows of user data. At the bottom, there is a pagination bar showing "Page 1 of 1 (7 items)" and a page size dropdown set to 25.

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.

Import Scouts

Choose a file to import:  Browse...

First Row Has Headers: ☐

IMPORT MAPPING

Match each import field to the import file's columns or type in a custom value to be used.

Council:

District:

UnitType:

UnitNumber:

Email:

FirstName:

LastName:

Phone:

Number of Rows:

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

First Row Has Headers: ☒

IMPORT MAPPING

Match each import field to the import file's columns or type in a custom value to be used.

Council:  Council Demo Council

District:  District Demo District Anytown

UnitType:  UnitType Troop

UnitNumber:  UnitNumber 313

Email:  Email frederickthegreat@gmail.com

FirstName:  FirstName Fred

LastName:  LastName Winston

Phone:  Phone 569-855-8653

Number of Rows: 3

IMPORT

You'll see a green success box once imported.

✓ Import Succeeded - Download and review the import file for details. [Click here to download the import results file.](#)

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

# 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

Locations will be added as locations become available.

DATE	LOCATION	SHIFTS	NEEDED ADULTS AND SCOUTS
Saturday Sunday	Store Front Location	8 - 10 AM	Adult 1: Adult 2: Scout 1: Scout 2: Scout 3:
		10-Noon	Adult 1: Adult 2: Scout 1: Scout 2: Scout 3:
		Noon-2PM	Adult 1: Adult 2: Scout 1: Scout 2: Scout 3:
		2-4 PM	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

Product	UPC Code	Symbol Code	Case Qty	Retail Price
 3 Way Cheesy Cheese Tin	75201-00822	P	1	\$40.00
 22 Pk Movie Theater Extra Butter MW	75201-00841	MM	6	\$30.00
 Supreme Caramel w/Alm, Pec, & Cashews Tin	75201-00816	E	8	\$25.00
 Classic Trail Mix	75201-00823	X	8	\$25.00
 14pk Extra Btr Roasted Summer Corn	75201-00807	G	8	\$20.00
 Cinnamon Crunch Bag	75201-00875	KT	12	\$20.00
 12 pk Sweet & Salty Kettle Corn MW	75201-00844	YY	8	\$20.00
 White Cheddar Cheese Popcorn Bag	75201-00884	ZD	9	\$20.00
 Purple Popping Corn Jar	75201-00842	V	6	\$15.00
 Caramel Popcorn Bag	75201-00828	DD	12	\$15.00

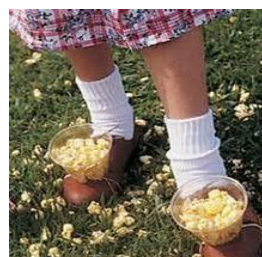
Contact Melissa or Lori at the Scout Office if you have any questions.



# 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! (See pg 4 for additional info to share.)
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](http://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 pie 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 =  $\frac{\text{Scout Sales Goal}}{\$16.62 \text{ (average container cost)}}$  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

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## **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

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## **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

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## 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**

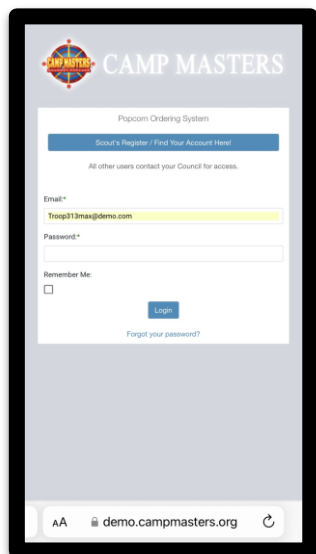
The drive thru sale plan can be done anywhere. By asking retail locations, your chartered organization, or other venues to provide space in the parking lot where customers can drive up, place and receive an order, then drive away, provides convenience and a low-pressure option to customers.



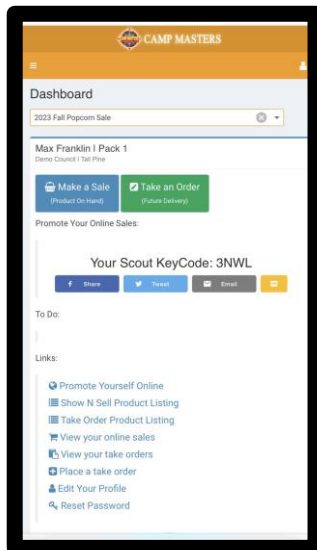
# TAKE ORDERS by Cash and Credit Cards

## SCOUTS, PARENTS & LEADERS

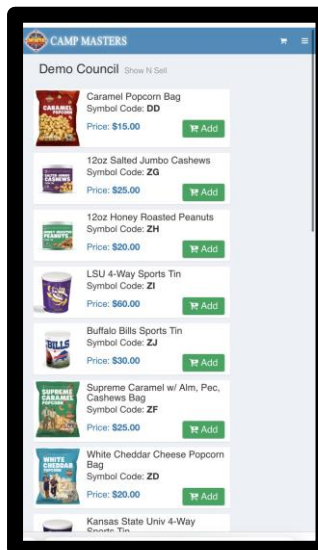
Follow these instructions to easily take orders and payment on your smartphone.



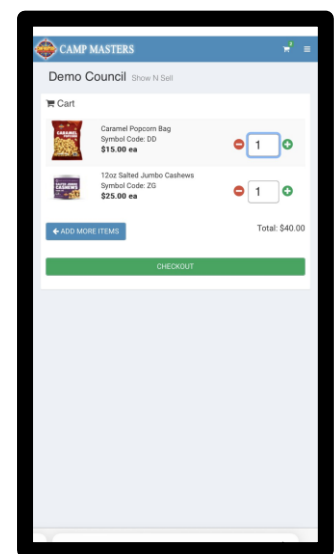
Login to CAMP MASTERS Dashboard



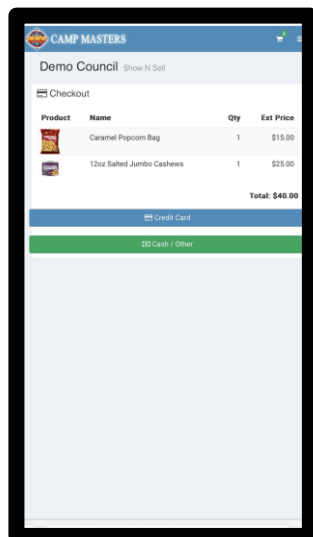
Click "Place a Take Order" from the dashboard



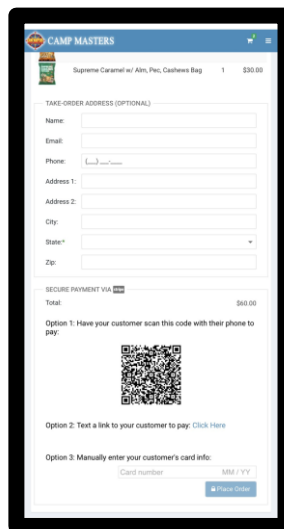
This will take you to the products page. Scroll down to find the requested product. Then click "Order" to add the item to the shopping cart



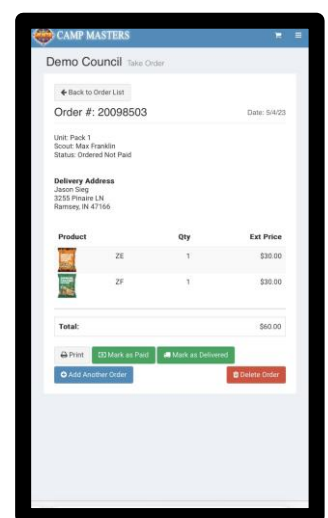
Scroll down to find the requested product. Then click "Order" to add the item to the shopping cart.



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.



# 2023 POPCORN SCHEDULE

## **Online Sales:**

Begins Saturday, July 31 to Friday, December 31, 2023

## **Show and Sell Orders:**

Tuesday, September 5, 2023—place order online (opens September 1)

Wednesday, September 20, 2023—Show and Sell Pick Up at  
Carenbauer 's Warehouse

Show and Sell and Take Orders Begin---Saturday, September 23,  
2023

Show and Sell and Take Orders Ends---Sunday, October 29, 2023

## **Take Orders:**

Tuesday, October 31, 2023—place order online

Monday, October 30, 2023—All Show and Sell is returned-except  
popping corn

## **Prize Orders:**

Monday, October 30, 2023—All Prize Orders are due-No orders  
will be accepted after December 1, 2023

Wednesday, November 15, 2023—All Popcorn Money is DUE

Wednesday, November 15, 2023—Popcorn is Picked Up at  
Carenbauer 's Warehouse

## **Sale Reminders:**

- Only one popping corn can be ordered for show and sell and can not be returned.
- Damaged Popcorn Product: -Notify us immediately, not much we can do, and we can't take it back—and we can't give a credit if you wait to the end of the sale to tell us there was damaged product.
- BE SURE your scouts and Especially their parents know what unit they are in...Pack 87 or Troop 87 or Crew 87

# POPCORN POLICIES

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- Unsold, undamaged product is due in the scout office by **Monday, October 30, 2023, before Noon.**
- Take Orders are due by 4:00pm **Tuesday, October 31, 2023**
- **NO UNSOLD PRODUCT WILL BE ACCEPTED AFTER OCTOBER 30, 2023!**
- Show N Sell Order Payments and Take Order Payment should be in before product pick up on **Wednesday, November 15, 2023.**



# INVENTORY & PAYMENTS

## Remember

- Show and Sell Inventory that is unsold and undamaged is due in the scout office by **Monday, October 30, 2023, before Noon.**
- You can use your Show and Sell Inventory to fill your Take Orders before you place your Take Order.
- **Take Orders are Due by 4:00pm Tuesday, October 31, 2023**
- **NO UNSOLD PRODUCT WILL BE ACCEPTED AFTER OCTOBER 30, 2023!**
- Take Order Payment should be in before product pick up on **Wednesday, November 15, 2023.**
- Any Outstanding Balances – Payment Adjustments must be into the office no later than **Wednesday, November 15, 2023.**



# WRAPPING UP YOUR SALE

As your popcorn sale is finishing up...

- Have you turned in your youth that sold \$1000 or more to Lori at the scout office?
- Have you placed your final order on the Campmasters Website (the one entry email you received at the beginning of the sale) no later than Tuesday, October 31 by 4:00pm? Remember the system will not let you enter sales in after that date.
- Have you paid your popcorn invoice (minus your Commission) before November 15, 2023?
- Have you placed your prize order?
  1. Remember we can not approve your prize order until you have paid your popcorn invoice.
  2. Don't forget to order your patches and pins in that prize order for your scouts.
  3. LAST DAY TO PLACE PRIZE ORDERS IS DECEMBER 1, 2023

