

2023 POPCORN SALE LEADER GUIDE



NORWELA COUNCIL

in partnership with

CAMP MASTERS
GOURMET POPCORN

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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.

We are fully invested in your popcorn success!

Warm Regards,

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



2023 POPCORN CALENDAR

- Tuesday, Aug. 1:** Unit Kernel Orientation/Kickoff 6:30 p.m
- Thursday, Aug. 10:** Show & Sell orders due to Council Office by noon
- Saturday, Aug. 26:** Show & Sell Popcorn pickup 6:00 a.m. – 9:00 a.m.
- Saturday, Aug. 26:** Show & Sell and Take Order sale begins
- Monday, Oct. 16:** Take Order Forms Due to Council Office by noon
- Monday, Oct. 16:** Show & Sell Consignment Due to Council Office by noon
- Monday, Oct. 16:** Show & Sell payment due to Council Office by noon
- Saturday, Nov. 11:** Popcorn Distribution and Take Order payments due 6:00 a.m. – 9:00 a.m.
- Friday, Dec. 8:** Prize Order Deadline



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!



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 AND 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.

- Send letters home with your Scouts.
- Ensure everyone knows the purpose of the fundraiser. Spread the word in every way possible!
- Talk to the parents individually. Share what the proceeds will be used for.
- A game board for Scouts to help them reach their sales goal.
- Promote popcorn as a great gift for family, 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.



KERNEL CHECKLIST

- ☐ 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!

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 & 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!



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
		\$
		\$
		\$
		\$
		\$
		\$
		\$
		\$
		\$
		\$
		\$
		\$
		\$
		\$
		\$
		\$
		\$
		\$
		\$
		\$

NOW CALCULATE YOUR POPCORN SALES GOALS

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

\$

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

\$

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

COMMISSION & PRIZES

Units receive a base commission based on whether they choose to offer the Camp Masters Prizes or create their own.

With Prizes

35%

Without Prizes

40%

Scout Rewards from your Council

- **\$750 Bonus Club:** Every Scout that reaches \$750 in total sales will be entered into a drawing to win a gift card valued at \$75! The Council will have gift card drawings for 6 weeks beginning Friday, September 1st through Friday, October 6th where one Scout's name will be drawn each week. Forms must be submitted by noon each Friday to be in the drawing. Once a Scout reaches the \$750 level, their name will stay in the weekly drawings until the end of the sale.
- **District Prizes:** Gift Cards will be awarded to the 1st, 2nd, and 3rd place top sellers in each district.

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 4% BACK ON A
VISA OR E-GIFT CARD...**

OR



**...OR
THIS CAMPING PACKAGE**



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 ()

LEVEL 14
\$5,000

48 - LEGO Technic 4X4 Mercedes-Benz
Zeetors Trial Truck
49 - Carrera Evolution Supercars
50 - Lionel Junction North Pole
Central LionChief Set
w/ Bluetooth

LEVEL 13
\$4,000

45 - Adventure Camp Package
46 - Dart Zone Pro Mk 3
47 - LEGO Star Wars
The Justifier

LEVEL 12
\$3,000

42 - Carrera DTM High Speed
Showdown
43 - LEGO Technic 2022 Ford GT
44 - Coleman Sundome
4 Person Tent

LEVEL 11
\$2,150

39 - LEGO Ariel's Underwater Palace
40 - Skullcandy Wireless Earbuds
41 - Foldable Drone

LEVEL 10
\$1,650

36 - HEXMODS Pro Series Elite
37 - LEGO Hogwarts Magical Trunk
38 - North Face Staiwart Backpack

LEVEL 9
\$1,250

33 - LEGO Batman - Batcycle
34 - Swiss Army Fieldmaster Knife
35 - HEXBUG VEX Motorized
Robotic Arm

LEVEL 8
\$850

28 - Hydration Pack - 2L
29 - 126-piece Tool Set
30 - Zing Bow w/ 4 Arrows
Assorted Colors
31 - 2-Person Waterproof Tent
32 - Grab Bag G

LEVEL 7
\$625

23 - 80x80 Binoculars w/ Case
24 - Telescope - 40x Magnification
25 - Multi-Tool w/ Shovel & Ax
26 - Icee Freeze Pop w/ Syrup
27 - Grab Bag F

LEVEL 6
\$425

18 - PlusPlus Saturn V Rocket
19 - 5pc Stainless Steel Mess Kit
20 - USB Rechargeable Headlamp w/
Motion Activation
21 - Air Hunterz Zano Bow
w/ 2 Zarts
22 - Grab Bag E

LEVEL 5
\$325

13 - Zing Air ZooperBall
14 - Duncan Lighthouse Yo-Yo
15 - Lock Blade Knife w/
BSA® Branding
16 - Catapult Plane w/
Decorative Stickers
17 - Grab Bag D

LEVEL 4
\$250

9 - Dry Bag - 5 liter - Teal
10 - Waboba Fly Pies 6" Silicone
Flying Disc
11 - 4X30 Binoculars
12 - Stuffed Animal w/ BSA® Branding

LEVEL 3
\$190

5 - Knife/Fork/Spoon Combo w/
Bottle Opener
6 - Cinch Backpack w/ BSA® Branding
Assorted Colors
7 - 3 Watt-200 Lumen COB LED
Headlamp
8 - Watch/Pedometer -
Assorted Colors

LEVEL 2
\$90

1 - Fire Starter
2 - Carabiner w/ BSA® Branding
3 - Compass Thermometer Whistle
4 - Pop Up Phone Stand Holder
(Phone not included)

LEVEL 1

0.1 - Popcorn Sale Patch
Sell any item
0.2 - Online Sale Pin
Sell One Online Order
0.3 - Military Sale Pin
Collect One Military Donation
0.4 - Top Seller Pin
Sell over \$1,000

Crane Sale Military Sale Top Seller Pin

\$650 Bonus Club

Scouts who sell \$650 in product will
receive their choice of
0.5 - Hanging Hammock w/ Hardware
0.6 - Siuban Model Bricks Cobra GT40 Car
0.7 - LEGO Friends Lego Set - Assorted

Scout Name:	Pack/Troop:	Total Sales:
Prize #	Prize Description	Quantity

Descriptions of Prizes Available at www.kellerprizeprogram.com



CAMPMASTERS
GOURMET POPCORN

ADDITIONAL INCENTIVES



WIN A \$300 GIFT CARD!

The overall TOP SELLING SCOUT
for the Council will receive a
\$300 GIFT CARD to one
of the retailers listed above!!

The top three sellers from each District will receive:


1 st	\$150 Gift Card
2 nd	\$100 Gift Card
3 rd	\$50 Gift Card

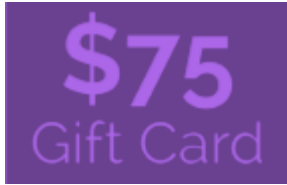
*The overall top selling Scout is excluded from district gift card prizes.

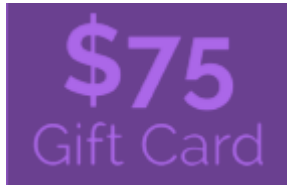


WEEKLY GIFT CARD DRAWING

Every Scout that reaches \$750 in total sales will be entered into a drawing to win a gift card from Wal-Mart or Target valued at \$75! The Council will have gift card drawings for 6 weeks beginning Friday, September 1st through Friday, October 6th where one Scout's name will be drawn each week. Forms must be submitted by noon each Friday to be in the drawing. Once a Scout reaches the \$750 level, their name will stay in the weekly drawings until the end of the sale.

Scout's Name:	_____		Unit #:	_____
Address:	_____		Phone#:	_____
Parent's Name:	_____	Leader's Name:	_____	
Total:	Show & Sell Sales:	\$		
	Take Order Sales:	\$		
	Online Sales:	\$		
Total Combined Sales:		\$		

Scout's Name:	_____		Unit #:	_____
Address:	_____		Phone#:	_____
Parent's Name:	_____	Leader's Name:	_____	
Total:	Show & Sell Sales:	\$		
	Take Order Sales:	\$		
	Online Sales:	\$		
Total Combined Sales:		\$		

Scout's Name:	_____		Unit #:	_____
Address:	_____		Phone#:	_____
Parent's Name:	_____	Leader's Name:	_____	
Total:	Show & Sell Sales:	\$		
	Take Order Sales:	\$		
	Online Sales:	\$		
Total Combined Sales:		\$		

2023 PRODUCT SELECTIONS

ON AVERAGE **73% GOES TO SCOUTING**

ZZ Support the Military and Scouting Too!

\$30
Military
Donation

\$50
Military
Donation

Choose from ZZ and CAMP MASTERS will send \$30 worth of popcorn to our military personnel.

Choose from WW and CAMP MASTERS will send \$50 worth of popcorn to our military personnel.

D0

Tasty Trio Tin

This Tasty Trio has Melt in your mouth Chocolate Covered Pretzels, Sweet & Salty Extra Corn and Chocolate Caramel with sea salt candy — 23oz, 2.40 gal. **\$60**

P

3-Way Cheesy Cheese Tin

Celebrate Scouting with a simply sensational collection of White and Yellow Cheddar Cheese along with a zesty Cheesy Salsa popcorn (3 BIG Bags!) — 15 oz, 3.15 gal. **\$40**

MM

22 Pack Movie Theater Extra Butter Microwave Popcorn

Popcorn perfectly seasoned with EXTRA BUTTER. Have just like the movie theaters. America's #1 selling brand. **\$30**

E

Supreme Caramel Tin

Buttery gourmet Caramel Corn with Almonds, Pecans and Candies — 18 oz, 1.19 gal. **\$25**

X

Classic Trail Mix

Delicious wholesome goodness includes peanuts, cranberries, raisins, chocolate candies and cashews — 18 oz. **\$25**

ZE

Chocolate Drizzle Caramel Bag

Buttery gourmet caramel popcorn with chocolate drizzle — 14 oz. **\$25**

G

14 Pack EXTRA BUTTER Roasted Summer Corn

If you like buttery corn on the cob, you'll love this EXTRA BUTTER flavor microwave popcorn! **\$20**

KT

Cinnamon Crunch Popcorn Bag

Lightly sweet popcorn with warm, savory cinnamon — 13 oz. **\$20**

YY

12 Pack Sweet & Salty Kettle Corn Microwave Popcorn

A sweet and salty old fashioned kettle corn taste, like the popcorn at old time country fairs. **\$20**

ZW

Chocolatey Covered Pretzels Bag

Melt in your mouth Chocolate Covered Pretzels **\$20**

2D

White Cheddar Cheese Bag

Cheesy goodness of white cheddar cheese on light, crunchy, crispy popcorn — 9 oz. **\$15**

U

6 Pack Butter Microwave Popcorn

A convenient way to enjoy popcorn with a rich buttery flavor anytime at the day. ONLY 55 CALORIES per cup! **\$10**

DD

Caramel Popcorn Bag

Headwatering taste of delicate and crispy gourmet caramel popcorn. — 10 oz. **\$10**

55% More

* Package/In may change; subject to availability.

** Some popcorn varieties are lighter than others.

Popcorn weight is measured in ounces. Volume of tin is measured in gallons.

ALL PRODUCTS TRANS FAT FREE and NON-GMO POPCORN

♥ - Contains Antioxidants & Virtually Hulleless! - Feather Light / Low Calorie

Thank you for supporting Scouting

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.”

CAMP MASTERS

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.

CAMP MASTERS

Demo Council | Demo District Anytown | Troop 313 > Users

INFO **USERS**

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

	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

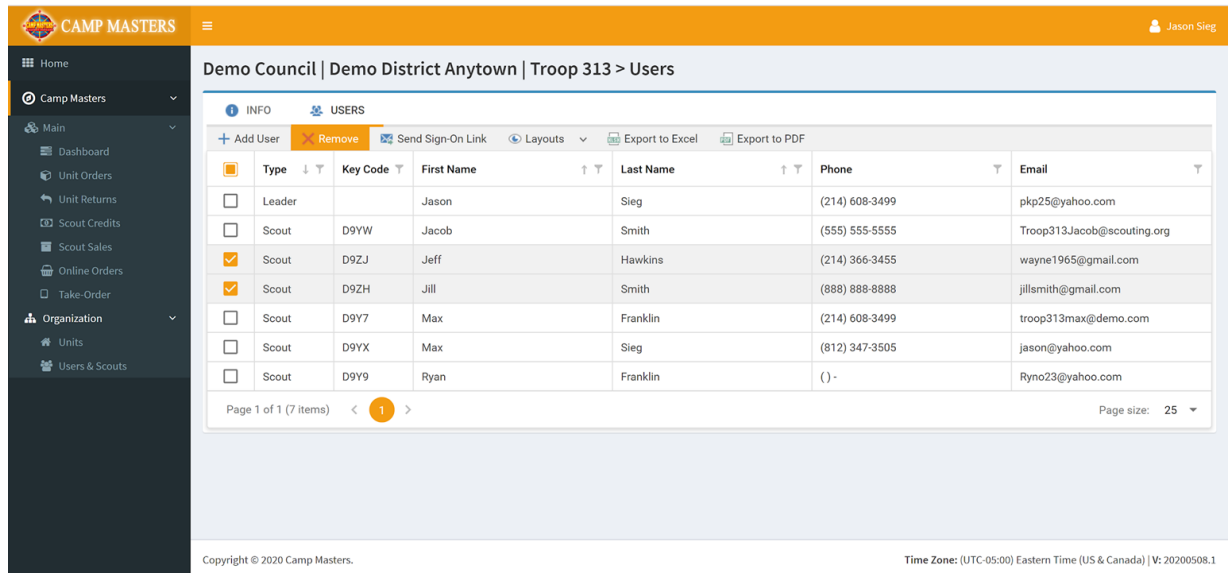
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REGISTER YOUR SCOUTS

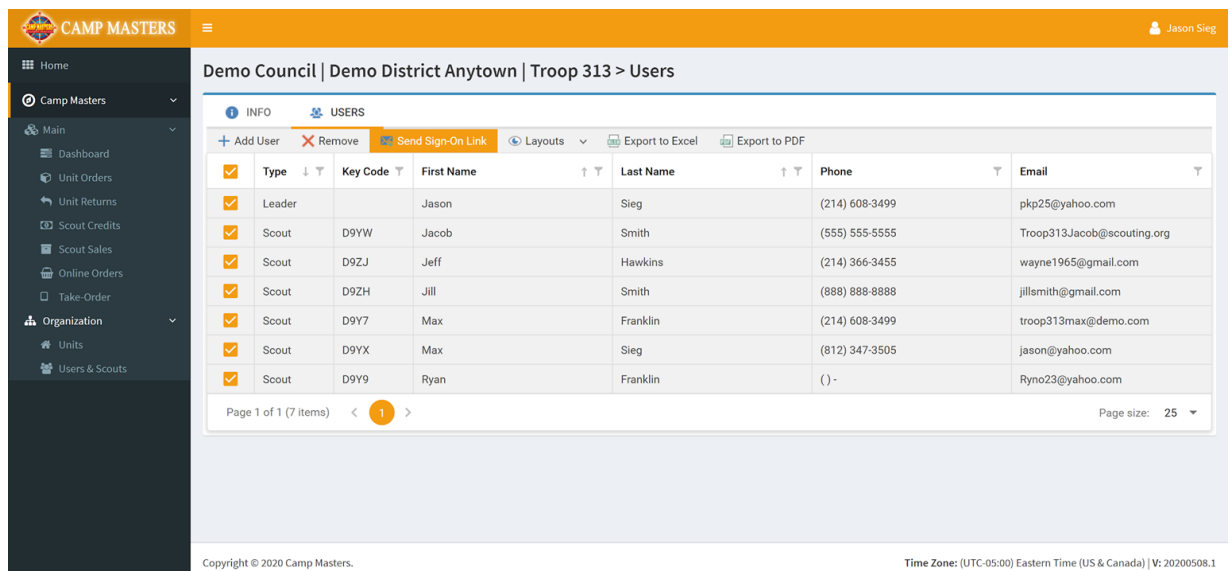
Step Two: Remove any Scouts no longer in your Unit by clicking the box to the left of their name(s). And then selecting “Remove” from the menu above.



The screenshot shows the Camp Masters web interface. 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 "Demo Council | Demo District Anytown | Troop 313 > Users". Below the title are tabs for "INFO" and "USERS". The "USERS" tab is active, showing a table of users. Above the table are buttons: "+ Add User", "Remove", "Send Sign-On Link", "Layouts", "Export to Excel", and "Export to PDF". The table has columns: Type, Key Code, First Name, Last Name, Phone, and Email. There are checkboxes in the first column for each user. The users listed are: Jason Sieg (Leader), Jacob Smith (Scout), Jeff Hawkins (Scout), Jill Smith (Scout), Max Franklin (Scout), Max Sieg (Scout), and Ryan Franklin (Scout). The page footer indicates "Page 1 of 1 (7 items)" and "Page size: 25".

Type	Key Code	First Name	Last Name	Phone	Email
Leader		Jason	Sieg	(214) 608-3499	pkp25@yahoo.com
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	() -	Rymo23@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”.



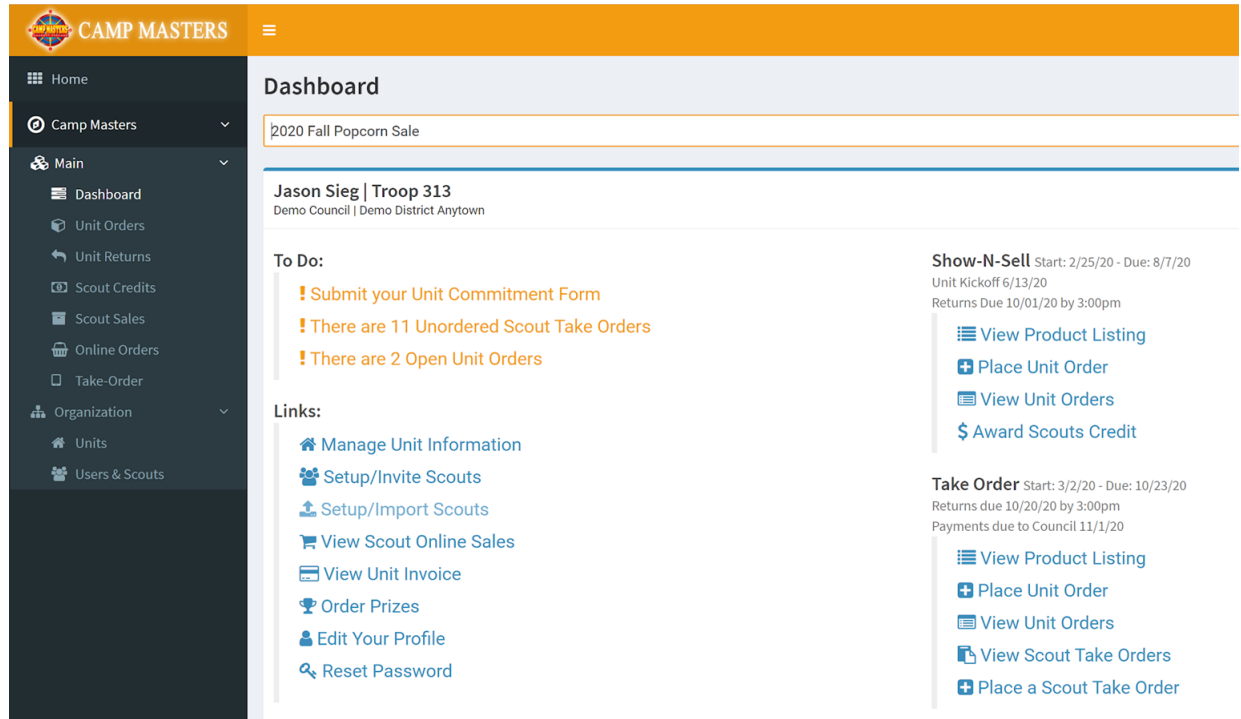
This screenshot is similar to the previous one, but the "Send Sign-On Link" button is highlighted in orange. Additionally, all the checkboxes in the first column of the user table are now checked, indicating that all users are selected for the sign-on link action.

Type	Key Code	First Name	Last Name	Phone	Email
Leader		Jason	Sieg	(214) 608-3499	pkp25@yahoo.com
Scout	D9YW	Jacob	Smith	(555) 555-5555	Troop313Jacob@scouting.org
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Scout	D9YX	Max	Sieg	(812) 347-3505	jason@yahoo.com
Scout	D9Y9	Ryan	Franklin	() -	Rymo23@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.



CAMP MASTERS

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

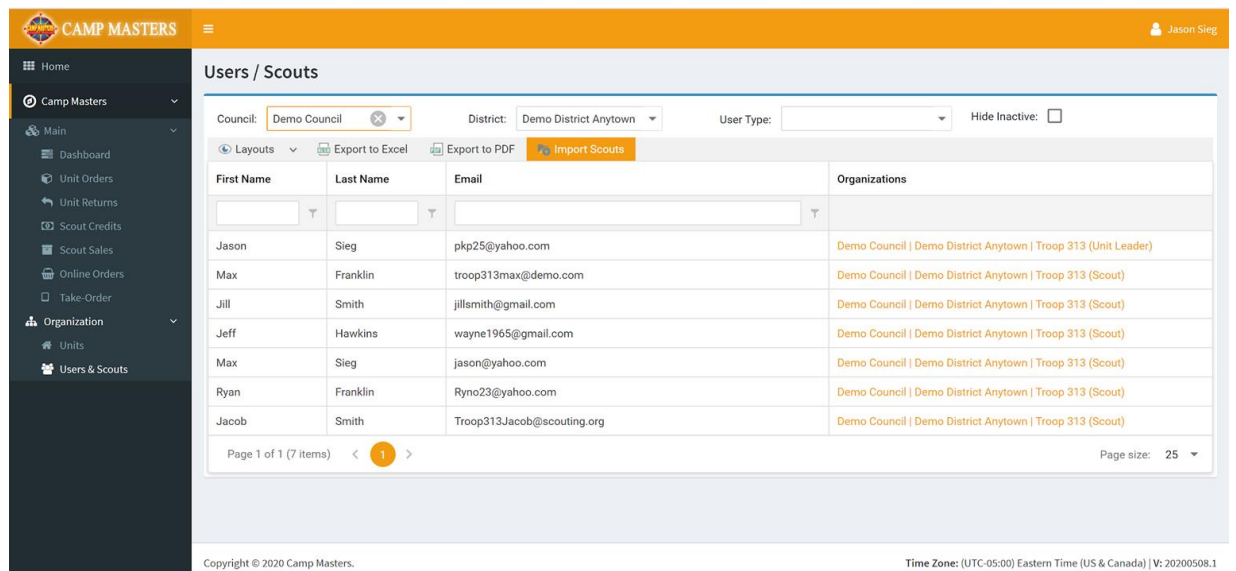
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Unit Kickoff 6/13/20
Returns Due 10/01/20 by 3:00pm

- 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

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



CAMP MASTERS

Users / Scouts

Council: Demo Council District: Demo District Anytown User Type: Hide Inactive: ☐

Layouts Export to Excel Export to PDF **Import Scouts**

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)

Page 1 of 1 (7 items) < 1 > Page size: 25

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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

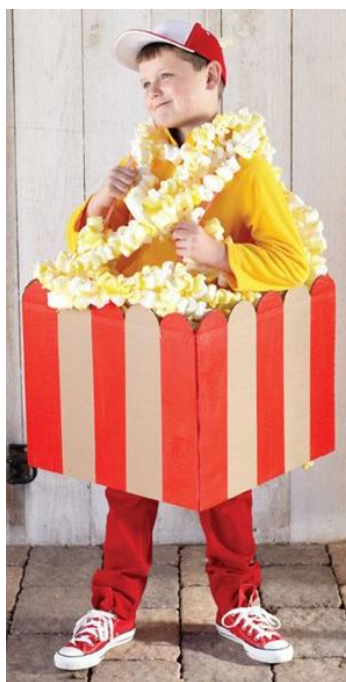
You can manage your Show-N-Sell dates and volunteers within this table. Please visit CAMP MASTERS in late July for a Show and Sell scheduling platform.

DATE	LOCATION	SHIFTS	NEEDED ADULTS AND SCOUTS

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 part of the action. And they always love a good pie to the face of their Unit Leader!



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:

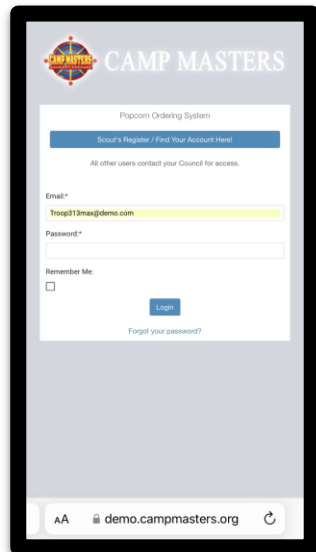
- Grocery stores and home improvement stores are both essential businesses. Make sure you approach the store/company Manager with this in mind. Do some research and find out the policies in place so you can adapt your approach and relate how Show-N-Sell will meet these guidelines.
- Right now, resources 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.



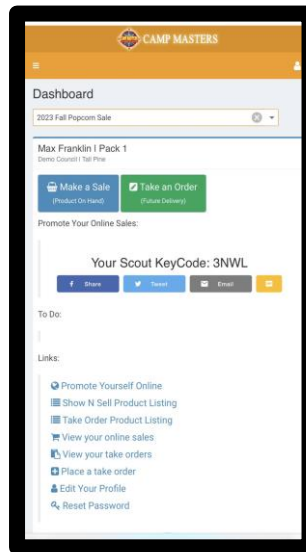
TAKE ORDERS BY CASH AND CREDIT CARDS

SCOUTS, PARENTS & LEADERS

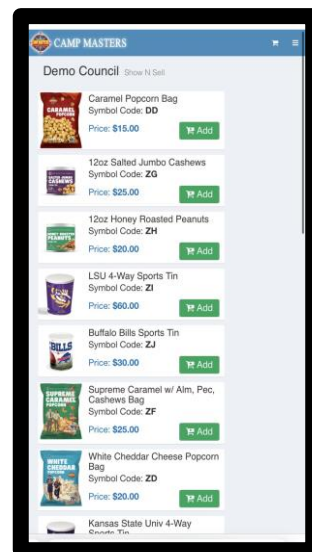
Follow these instructions to easily take orders and payment on your smartphone.



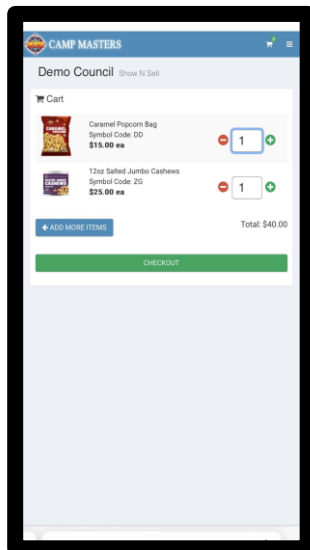
Login to CAMP MASTERS Dashboard



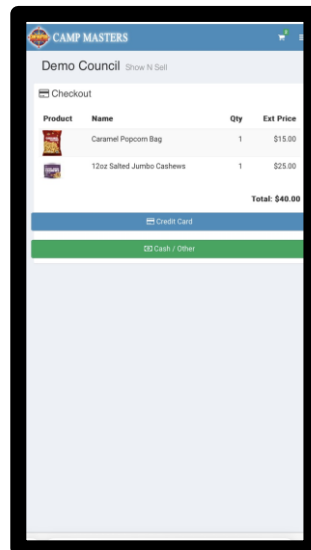
Click "Place a Take Order" from the dashboard



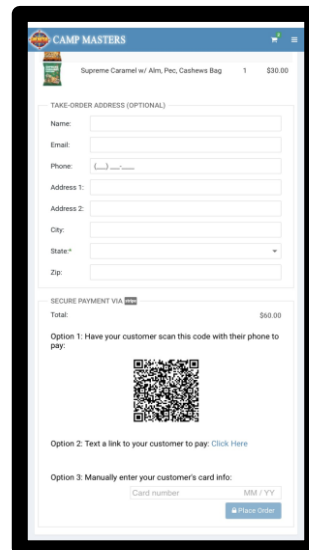
This will take you to the products page. Scroll down to find the requested product. Then click "Order" to add the item to the shopping cart



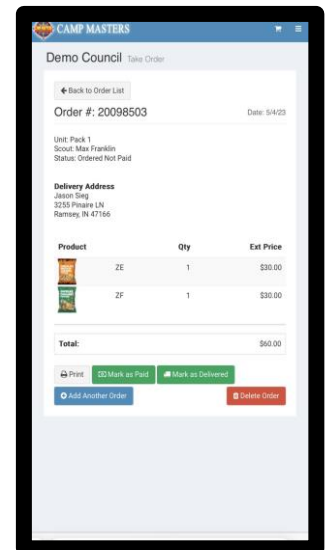
Scroll down to find the requested product. Then click "Order" to add the item to the shopping cart.



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.

GOAL SETTING: THE KEY TO A SUCCESSFUL SALE

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 = $\frac{\text{Scout Sales Goal}}{\$16.62 \text{ (average container cost) example}}$



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.

UNIT KERNEL INFORMATION

Please print all information legibly:

District _____

Unit Type and Number: Pack _____ Troop _____ Crew _____ Post _____

Cubmaster/Scoutmaster/Advisor's Name: _____

E-Mail: _____

Phones: (Home) _____ (Cell) _____

Mailing Address: _____

City, State, Zip: _____

***Popcorn Chairperson's Name:** _____

*It is very important that we have correct Popcorn Chairman Information and email addresses as this will be our means of communication.

E-Mail: _____

Phones: (Home) _____ (Cell) _____

Mailing Address: _____

City, State, Zip: _____

_____ We **WILL** sell popcorn this year _____ We will **NOT** sell popcorn this year

If "NOT", please tell us why: _____

Name of person completing form to be used for door prize drawing: _____

Approximate number of Scouts that will participate in the 2023 sale _____

YES _____ We will participate in the 2023 Show & Sell Popcorn Sales

YES _____ We will participate in the 2023 Take Order Popcorn Sales

YES _____ We will receive prizes (35% commission to the Unit)

NO _____ We will NOT receive prizes (40% commission to the Unit)

Please return to Norwela Council
3508 Beverly Place
Shreveport LA 71104
E-mail amanda.denler@scouting.org

2023 SHOW & SELL PRE-ORDER

Due To Council by Thursday, August 10, 2023 by Noon

How the "Show & Sell" program works:

- Place an order with the council office by using the form below by **Thursday, August 10, 2023 at noon.**
- Pick up your "Show & Sell" order on **Saturday, August 26, 2023 at the Distribution Center.**
- Your Unit's commission on "Show & Sell" popcorn will be 35% with prizes, or 40% without prizes.
- On **Monday, October 16, 2023**, the following should be given or returned to Norwela Council:
 - Any unsold "Show & Sell" popcorn (only UNOPENED cases can be returned)
 - Payment for the "Show & Sell" popcorn sold
 - Order for your units "Take Order" popcorn (to be picked up on November 11, 2023)

Pack#: _____ Troop#: _____ Crew#: _____ Post#: _____

Popcorn Kernel _____

Contact Number _____ Email Address: _____

Code	Product	Price Per Unit		Units Per Case		Price Per Case		Total Cases Ordered		Total Show & Sell Cost
P	3 Way Cheesy Cheese Tin	\$40.00	X	1	=	\$40.00	X		=	
MM	22 Pk Movie Theater Extra Butter MW	\$30.00	X	6	=	\$180.00	X		=	
E	Supreme Caramel	\$25.00	X	8	=	\$200.00	X		=	
X	Classic Trail Mix	\$25.00	X	8	=	\$200.00	X		=	
G	14pk Extra Btr Roasted Summer Corn	\$20.00	X	8	=	\$160.00	X		=	
KT	**NEW** Cinnamon Crunch Bag	\$20.00	X	12	=	\$240.00	X			
NN	White Cheddar Cheese Tin	\$20.00	X	8	=	\$160.00	X		=	
YY	12 pk Sweet & Salty Kettle Corn MW	\$20.00	X	8	=	\$160.00	X		=	
U	6pk Butter MW	\$10.00	X	8	=	\$80.00	X		=	
DD	Caramel Popcorn Bag	\$10.00	X	12	=	\$120.00	X		=	
Combined Total Cost of "Show & Sell" Popcorn										

*It is encouraged to check out no more than 10% more product than your unit sold the previous year.

2023 UNIT TAKE ORDER FORM

Due To Council Office by Monday, October 16, 2023 by Noon

On Monday, October 16, 2023, the following should be given or returned to Norwela Council:

1. Any unsold "Show & Sell" popcorn (only **UNOPENED** cases can be returned)
2. Payment for the "Show & Sell" popcorn sold
3. Order for your units "Take Order" popcorn (to be picked up on November 11, 2023)

Pack#: _____ Troop#: _____ Crew#: _____ Post#: _____

Popcorn Kernel _____

Contact Number _____ Email Address: _____

Is your Unit going to order the popcorn company prizes? Yes No

Code	Product	Price Per Item		Number of Items		Total Cost
ZZ	\$30 Military Donation	\$30.00	X		=	\$
WW	\$50 Military Donation	\$50.00	X		=	\$
DO	Tasty Trio Tin	\$60.00	X		=	\$
P	3 Way Cheesy Cheese Tin	\$40.00	X		=	\$
MM	22 Pk Movie Theater Extra Butter MW	\$30.00	X		=	\$
E	Supreme Caramel	\$25.00	X		=	\$
X	Classic Trail Mix	\$25.00	X		=	\$
ZE	Chocolate Drizzle Caramel Bag	\$25.00	X		=	
G	14pk Extra Btr Roasted Summer Corn	\$20.00	X		=	\$
KT	Cinnamon Crunch Bag	\$20.00	X		=	
YY	12 pk Sweet & Salty Kettle Corn MW	\$20.00	X		=	\$
ZD	White Cheddar Bag	\$15.00	X		=	\$
ZW	Chocolate Covered Pretzels Bag	\$20.00	X		=	\$
U	6pk Butter MW	\$10.00	X		=	\$
DD	Caramel Popcorn Bag	\$10.00	X		=	\$
Combined Total Cost of "Paper Sale" Popcorn:						\$