2020 Popcorn Sale

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2020 is an unprecedented year in the lives of our Scouting families. As we look ahead, the most important goal is keeping everyone safe and healthy at all times.

This year’s popcorn sale will look and feel different for many of us. But your Council and CAMP MASTERS are dedicated to supporting you every step of the way. We are continually evaluating the current environment and recommendations with the best interests of everyone in mind. As the popcorn sale nears, we ask that you reach out to your Council regarding best practices and local safety guidelines.

As our Country takes the beginning steps towards recovery, we must continue moving forward as well. We need a united mindset focused on adaptability and resilience to keep the popcorn sale a vital part of funding your Scouting program in the coming year.

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

In 2020, CAMP MASTERS is providing all Councils and Units with new 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.

However, if there is anything you need to help fuel your popcorn success, please don’t hesitate to reach out. Give us a call at 800.624.2060 or email our great team for assistance: customerservice@campmasters.org.

We are fully invested in your popcorn success!

Warm Regards,

Wilfred Sieg, Jr.
President
COVID-19 GUIDELINES

CAMP MASTERS is dedicated to the safety of our Leaders, scouts, Families & customers. As we prepare for the popcorn sale, it’s important that everyone operate in accordance with any restrictions outlined by your state and local health department or other state and local authorities. Be sure to check with your Council if you are unsure what’s required in your area.

When it comes to the products, we have implemented numerous safety protocols at our production, warehouse and fulfilment centers. This measure includes many of the guidelines recommended below. And we continue to evaluate the current environment in our local area.

Show-n-Sells are an exciting time for your Scouts. All the energy and enthusiasm of representing their pack within the community. CAMP MASTERS is offering the following guidelines to keep everyone safe this fall. These will be updated when necessary.

RECOMMENDED SHOW-N-SELL GUIDELINES

- Reiterate before the event anyone exposed to Coronavirus should find an alternate person to take their place at the sale or contact the Popcorn Kernel.
- Take everyone’s temperature before and/or at arrival to the store.
- Everyone should wear masks and gloves to minimize the spread of germs. Watch this video to see how quickly they can spread.
- No more than 3 kids and 2 adults should be at any single selling location.
- Always wash your hands minimum of 20 seconds. (Refer back to the germ video).
- Use hand sanitizer regularly, especially after customer transactions.
- Clean surfaces frequently with a disinfectant wipe or hand sanitizer.
- Assign one individual to handle all money transactions. And one to handle all popcorn.
- Use Signs to help inform customers you’re fundraising and provide directions for safe interactions between Scouts and customers.
- Do not shake hands with customers and maintain social distance to them as well as any other booth participants.
- Do not have open food or drinks in the area. Do not share drinks, cups or utensils. There is high potential for spread of the virus to these items.
- If you have to sneeze or cough do it away from the booth and other people. Remember to sneeze or cough into your elbow.
- When possible, avoid engaging with anyone exhibiting symptoms.
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LEADING YOUR UNIT

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.
Unit Popcorn 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!
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!
## Planning and Goal Setting

### PACK OPERATING BUDGET

<table>
<thead>
<tr>
<th>Program</th>
<th>Annual Cost Per Person</th>
<th>Total Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Youth Registration</td>
<td>Total youth @ $50 ea.</td>
<td>$500</td>
</tr>
<tr>
<td>Adult Registration</td>
<td>Total adults @ $30 ea.</td>
<td>$200</td>
</tr>
<tr>
<td>Unit Charter Fee (2)</td>
<td>Yearly flat fee @ $50</td>
<td>$100</td>
</tr>
<tr>
<td>Boys’ Life (3)</td>
<td>Total subscriptions @ $12 ea.</td>
<td>$120</td>
</tr>
<tr>
<td>Accident Insurance Fees (4)</td>
<td>Total youth + adults @ $2 ea.</td>
<td>$100</td>
</tr>
<tr>
<td>Advancement (5)</td>
<td>Ideal, 100% of youth included in activity trips, adult trips, etc.</td>
<td>$150</td>
</tr>
<tr>
<td>Recognition (6)</td>
<td></td>
<td>$200</td>
</tr>
<tr>
<td>Handbooks/Neckerchiefs</td>
<td>One for each youth @ $10 ea.</td>
<td>$100</td>
</tr>
<tr>
<td>Pack Leaders</td>
<td>Thank-you, veteran, merit badges, etc.</td>
<td>$100</td>
</tr>
<tr>
<td>Special Events (8)</td>
<td>Blue and gold banquet</td>
<td>$200</td>
</tr>
<tr>
<td>Pinewood derby</td>
<td></td>
<td>$100</td>
</tr>
<tr>
<td>Graduation</td>
<td></td>
<td>$100</td>
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<tr>
<td>Special Activities (9)</td>
<td>Location</td>
<td>$200</td>
</tr>
<tr>
<td>Field Trip A</td>
<td></td>
<td>$100</td>
</tr>
<tr>
<td>Field Trip B</td>
<td></td>
<td>$100</td>
</tr>
<tr>
<td>Field Trip C</td>
<td></td>
<td>$100</td>
</tr>
<tr>
<td>Camp (7)</td>
<td></td>
<td>$2,000</td>
</tr>
<tr>
<td>Cub Scout Day Camp</td>
<td></td>
<td>$700</td>
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<tr>
<td>Cub Scout Resident Camp</td>
<td></td>
<td>$2,475</td>
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<tr>
<td>Websites Resident Camp</td>
<td></td>
<td>$2,000</td>
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<tr>
<td>Family Camping</td>
<td></td>
<td>$1,200</td>
</tr>
<tr>
<td>Leader’s Fees</td>
<td></td>
<td>$600</td>
</tr>
<tr>
<td>Program Materials (10)</td>
<td>Ceremony supplies, crossover ceremonies, camping forms, etc.</td>
<td>$100</td>
</tr>
<tr>
<td>Leader Basic Training (11)</td>
<td></td>
<td>$500</td>
</tr>
<tr>
<td>Uniforms (12)</td>
<td>Every Cub Scout in full uniform</td>
<td>$500</td>
</tr>
<tr>
<td>Reserve Fund (13)</td>
<td>Cub Scout scholarships</td>
<td>$750</td>
</tr>
<tr>
<td>Other Expenses (14)</td>
<td>Contingency funds</td>
<td>$250</td>
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<tr>
<td><strong>A) TOTAL UNIT BUDGETED PROGRAM EXPENSES</strong></td>
<td></td>
<td>$6,000</td>
</tr>
<tr>
<td><strong>B) INCOME SUBTOTAL</strong></td>
<td></td>
<td>$2,500</td>
</tr>
<tr>
<td><strong>C) TOTAL FUNDRAISING NEED (A minus B)</strong></td>
<td></td>
<td>$3,500</td>
</tr>
</tbody>
</table>

### POPCORN SALE PACK BUDGET

| Gross Sales (N+) | 35% | $1,185.00 |
| **Commission** | **Need** + **Commission** = **Pack Goal** |

### POPCORN SALES GOAL PER CUB SCOUT

| Need | Commission | Pack Goal | $1,185.00 |

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* Many packs include all or a portion of the Cub Scout Resident Camp or Day Camp fees in the annual budget. This helps ensure that all Cub Scouts have the opportunity to attend. Pack budgeting should include payments on time and qualifying for any discounts offered for early and/or on-time payments. Note: This budget worksheet is “protected” without a password to prevent unintended changes being made to the automatically filled in blanks. To learn how to change those protected blanks in your version of Microsoft Excel®, search for “protection” in the Excel Help section. We recommend that after you make the intended changes, you protect the worksheet to prevent unintended changes.
## TROOP OPERATING BUDGET

### Sample Budget

<table>
<thead>
<tr>
<th>Program Expense</th>
<th>Annual Cost Per Scout</th>
<th>Total Unit Cost</th>
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<tbody>
<tr>
<td>Youth Registration</td>
<td>$60.00/20</td>
<td>$1,200.00</td>
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<tr>
<td>Unit Charter Fee (1)</td>
<td>$45.00</td>
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</tr>
<tr>
<td>Campout (7)</td>
<td>$240.00</td>
<td></td>
</tr>
<tr>
<td>Travel and Lodging (4)</td>
<td>$35.00</td>
<td></td>
</tr>
<tr>
<td>Popcorn Sales (8)</td>
<td>$50.00</td>
<td></td>
</tr>
<tr>
<td>Uniforms (10)</td>
<td>$250.00</td>
<td></td>
</tr>
<tr>
<td>Leader (11)</td>
<td>$500.00</td>
<td></td>
</tr>
<tr>
<td>TOTAL UNIT BUDGETED PROGRAM EXPENSES</td>
<td>$16,399.00</td>
<td>$60.00</td>
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<table>
<thead>
<tr>
<th>Income</th>
<th>Annual Income</th>
<th>Total Income</th>
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<tbody>
<tr>
<td>Annual Dues (8x12)</td>
<td>$40.00</td>
<td>$2,400.00</td>
</tr>
<tr>
<td>Surplus from Prior Year</td>
<td>$500.00</td>
<td>$500.00</td>
</tr>
<tr>
<td>TOTAL INCOME SUBTOTAL</td>
<td>$2,900.00</td>
<td></td>
</tr>
</tbody>
</table>

### POPCORN SALES TROOP BUDGET (Should equal C above)

<table>
<thead>
<tr>
<th>Gross Sales</th>
<th>Commission</th>
<th>Net Sales</th>
</tr>
</thead>
<tbody>
<tr>
<td>$39,711.43</td>
<td>20%</td>
<td>$31,769.15</td>
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</tbody>
</table>

| POPCORN SALES GOAL PER SCOUT | $10.00 |
1. Plan ahead. Think of an agenda that will be fast-paced and FUN!

2. Emphasize WHY it is important to sell popcorn. Communicate the exciting Scouting program and how families can cover all their annual expenses with one sale. CAMP MASTERS makes it easy to sell delicious popcorn so Scouts can spend more time having fun and less time selling popcorn.

3. Show Scouts the Take Order Form and their Prize Forms to highlight what they are selling and what they can earn from achieving their Sales Goal.

4. Remind Scouts they can use their Phone or Tablet to enter Customer’s Take Orders electronically.

5. Spend some time explaining the different ways to sell, key dates for the program and show and sell locations.

6. Motivate Scouts to set goals for their sales and to pick an awesome prize! CAMP MASTERS offers great High Achiever Prizes for top sellers.

7. Finish the evening with a memorable event, like throwing pies in the leaders’ face or funny role-playing. A kick off will be exciting when Scouts are involved in the action!

8. Encourage your Scouts to Self-Register to sell online at www.campmasters.org
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.”
**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.

**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 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.
Scouts Register to Start Selling

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

Step Five: Click the “Import Scouts” button and upload your Excel spreadsheet.
**Step Six:** Select your file and complete the field matches to the spreadsheet columns below. If your sheet has headers, be sure to select the “First Row Has Headers” box.

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

You’ll see a green success box once imported.

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

CAMP MASTERS offer Scouts and consumers the best tasting products and the tins consumers prefer. Consumers can also order online with FREE SHIPPING at www.popcornordering.com

OVER 70% OF EACH DOLLAR GOES TO LOCAL SCOUTING

* Chocolate Treasures Tin
A Chocolate Lovers Dream. Includes: Chocolate Caramel, Goo, Chocolate Peanut Butter, White Fudge Ripple, and Bourbon Peanuts. 12 oz. Metal Tin $60

* Premium Tin
A rich sampling of 3PETO brand, decadent products. Decadent Snack, Sweet & Salty Kettle Corn & Popcorn. 12 oz. Tin $45

* 3-Way Cheesy Cheese Tin
Gratefully Served with a savory mixture of cheddar, mozzarella, and monterey jack cheese. 12 oz. Tin $35

* Supreme Caramel Crunch
With Almonds, Pecans, and Cashews. 14 oz. Tin $25

22 Pack Movie Theater Extra Butter Microwave Popcorn
Big movie theater style popcorn with 22 individual servings. Each box includes: 22 individually wrapped boxes of popcorn. American style, no foreign objects! $25

* Chocolate Drizzled Caramel Popcorn
Buttered popcorn caramel popcorn. 4 oz. Bag $25

Classic Trail Mix
Delicious, wholesome goodness includes peanuts, cashews, raisins, chocolate candies and cashews. 9 oz. Bag $20

* White Cheddar Cheese Tin
Cheddar goodness! White Cheddar on light, crunchy, crispy puffed corn. 12 oz. Tin $20

1.5 Pack EXTRA BUTTER Roasted Sunflower
Not your ordinary sunflower seeds! Roasted using a healthy oil, then coated with a delicious, buttery coating. Each box contains 9 oz. Bag $15

Purple Popcorn Curls
This delicate popcorn curls are perfect for snacking on the go! 9 oz. Bag $15

* 2 Pack Sweet & Salty Kettle Corn Microwave Popcorn
A sweet and salty Snack for kids in their favorite Kettle Corn. 9 oz. Bag $15

Sea Salt BIG Bag
Light & Crispy Sea Salt Popcorn. The best kind of thing! 24 oz. Bag $15

6 Pack Buttery Microwave Popcorn
A convenient way to enjoy popcorn with a soft buttery flavor reminiscent of the olden days. $10

* Caramel Popcorn Bag
A mouthwatering taste of a delicious caramel popcorn. 9 oz. Bag $10

ALL PRODUCTS TRANS FAT FREE and NON-GMO POPCORN
- Contains Antioxidants & Virtually Hulless!
- Feather Light / Low Calorie

Thank you for supporting Scouting
Prizes

Choose a Prize and Go for It!

Scouts can qualify for both standard prizes and an additional CAMP MASTERS High Achiever prize.

- Prizes valued at $50 or less include:
  - Waterproof Camera w/ Tripod & Case
  - 55-Quart Cooler
  - USB Fan
  - 12V Air Pump
  - Mini Flashlight with Batteries
  - LED Headlamp
  - 4000mAh Power Bank
  - 5-in-1 Multi-Tool
  - LED Strobe Light
  - First Aid Kit
  - Camp Stove
  - Camp Chair
  - Camp Cup
  - Camp Mug
  - Camp Lantern
  - Camp Towel
  - Camp Blanket
  - Camp Tent

- Prizes valued at $50 to $150 include:
  - Waffle Maker
  - Grill
  - Camping Stove
  - Camping Chair
  - Camping Lantern
  - Camping Sleeping Bag
  - Camping Sleeping Pad
  - Camping Backpack
  - Camping Cooler
  - Camping Tent
  - Camping Cookset

- Prizes valued at $150 to $250 include:
  - Camp Stove & Grill Set
  - Camp Oven
  - Camp Shower
  - Camp Toilet
  - Camp Shower
  - Camp Sink
  - Camp Fire Pit
  - Camp Table
  - Camp Chair Set
  - Camp Tent Set

- Prizes valued at $250 to $500 include:
  - Camp Oven & Grill Set
  - Camp Shower & Toilet Set
  - Camp Sink & Fire Pit Set
  - Camp Table & Chair Set
  - Camp Tent & Sleeping Bag Set

- Prizes valued at $500 to $1000 include:
  - Camp Oven & Grill Set & Tent
  - Camp Shower & Toilet Set & Tent
  - Camp Sink & Fire Pit Set & Tent
  - Camp Table & Chair Set & Tent
  - Camp Tent & Sleeping Bag Set & Tent

- Prizes valued at $1000 or more include:
  - Camp Oven & Grill Set & Tent & Shower & Toilet Set & Sink & Fire Pit Set & Table & Chair Set & Tent & Sleeping Bag Set & Tent

CAMP MASTERS 2020
High Achiever Prizes

$3,000 & Up Club

NEW Camping Package:
- 10-Person Water Resistant Tent
- 6-in-1 Grilling Tool with Case
- Hammock
- Cooler Chair Backpack
- Camp Stove with two burners, Bluetooth Speaker & Power Bank & Lantern
- Visa Debit Card for 5% of total sales.

Example: $3000 = $150 debit card. Visa Debit Cards will be rounded to nearest $10.

CM High Achiever prizes are not cumulative. Select only one prize. See prize forms for more details at campmasters.org.

Did You Know?
Poppedinatering.com counts towards your prizes!

Sell $400 Online
Earn $10 Gift Card!

LaSalle Council
www.lasallecouncilbsa.org
Council ID: 165LSDC
For Popcorn Related Questions:
Council Office: (574) 268-0337
For Prize Related Questions:
GCC/Keller Marketing: (888) 351-8000

Guidelines to Select Prizes:
- Prizes earned based on completed sales. No combining of sales with other councils.
- Maximum of one prize per Ship.
- Box of Sales = total Sales x 4045 x 0.05. See chairperson's orders at the $500 level.
- See $500 or more & select a prize from the level you achieve or select prizes from the level to which you are closest.
- Base of Sales = total Sales x 4045 x 0.05. See chairperson's orders below.
Encourage your Scouts to set goals and earn great rewards IN ADDITION to their prize program incentives. CAMP MASTERS offer High Achiever Prizes to further recognize your Scouts that sell $3,000 or more!!!

CAMP MASTERS has rewards to motivate and congratulate Scouts who sell $3000 or Up! Choose a prize below and GO FOR IT!

Click Here to download the High Achiever Prize Form. High Achiever prizes are not cumulative!

$3,000 Sales Achievement – Choose the NEW Camping Package OR Visa Debit Card

Camping Package (2 person water resistant tent, 6-in-1 Grilling tool w/ case, Hammock, Cooler Chair Backpack, Camp Stove w/ two burners, Bluetooth Speaker w/ Powerbank & Lantern.

Reward equaling 5% of Total Sales. Example: $3,000 would equal $150 Debit Card. Debit cards are rounded to the nearest $10.

DID YOU KNOW? Scouts Online Sales at PopcornOrdering.com count towards your prizes!

Sell $400 online – and CAMP MASTERS will email you a $10 AMAZON gift card!
Sell $1,500 | Earn a Ticket to your local Skyzone

Sell $2,500 | Earn Movie Money

Sell $3,500 | Earn a Ticket to a Museum
(Museum of Science & Industry or Shedd Aquarium in Chicago, IL (parent & Scout transportation not provided))

Sell $6,500 | Earn a Nintendo Switch Lite or Bose Speaker*
*Winner named at Revolve
<table>
<thead>
<tr>
<th>DATE</th>
<th>ITEM</th>
<th>DONE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Aug 21</td>
<td>Show and Sell Unit Order DUE</td>
<td>S</td>
</tr>
<tr>
<td>Sept 9-11</td>
<td>Show and Sell Pick-Up for Units at District Warehouse</td>
<td></td>
</tr>
<tr>
<td>Oct 28-30</td>
<td>Show and Sell Popcorn Product Return Deadline at Council Warehouse</td>
<td></td>
</tr>
<tr>
<td>Oct 30</td>
<td>Take-order Product and Prize Order DUE</td>
<td></td>
</tr>
<tr>
<td>Nov 18-20</td>
<td>Final Product Pick-Up</td>
<td></td>
</tr>
<tr>
<td>Dec 2</td>
<td>Final Payment Due</td>
<td></td>
</tr>
</tbody>
</table>
Selling Methods

Scouts can sell well and safely by following these proven methods and tips.

**Sell 3 Ways!**

1. **Sell with your Paper or Digital Order Form!** Scouts can use this script to help build their confidence and salesmanship!

   “Sir/Ma’am, hello my name is ____________, I am a Scout with Pack/Troop ________ here in __________. We are selling popcorn to raise money for our Pack/Troop. You can help us by trying some of our DELICIOUS popcorn. You will help us, won’t you?”

2. **Try Show and Sell!** Arrange Show and Sell locations so your Scouts can be seen in front of high visibility storefronts or community gatherings. Be sure to plan in advance and communicate dates/locations!

3. **Sell online!** It’s easier than ever and you can help Scouts sign in and self-register that allows them to sell online through [www.popcornordering.com](http://www.popcornordering.com). Also encourage Scouts to share their information and keycode through email, Facebook, Twitter, etc. to all of their Family and Friends.

   **For Scouts to use the digital Take Order form and to sell online, they must be registered in the CAMP MASTERS ordering system**

**POPCORN SAFETY TIPS**

- Always sell with an adult or buddy
- Never enter a stranger’s house
- Keep checks and cash in a separate envelope with your name on it
- Always walk on the sidewalk whenever possible
- Never sell at night
- Wear your uniform
- Always be courteous!

**POPCORN SALES TIPS**

10 ways to make a popcorn sale.

- Ask your parents.
- Ask your relatives.
- Knock on your neighbor’s door.
- How about your parents’ friends?
- Sell at your place of worship.
- Ask your parents to take an order form to work.
- Have “Super Sale Day” with your fellow Scouts.
- Sell Door-to-Door around your community
- Popcorn makes great holiday gifts!
- Visit businesses around your town for a corporate sale.
- Share your information and keycode through emails, Facebook, Twitter, etc. to all family and friends
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. But they are receiving policies and procedures for Coronavirus from corporate. 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.
- Use the COVID-19 recommendations in this guide to help the Manager/Owner understand that above all else, safety comes first. This will help ease their mind while it is still uncertain what the fall recommendations will be.

SAMPLE EMAIL / SCRIPT

Hello [NAME],

This is [YOUR NAME] from Scout Troop [Troop #]. Our Scouts are holding our annual popcorn fundraiser this year. The funds raised supports their ability to participate in our local Scouting program.

Due to the coronavirus, it’s going to look a lot different this year. However, with everyone’s safety guidelines in mind, I wanted to reach out regarding hosting a Show-N-Sell at [STORE NAME] in [MONTH].

Much can change between now and then, so I’m not looking for a definite answer today. What I’d like to do is confirm you’d consider it and then reach back out for a yes or no as the date draws closer.

Can I reach back out in [A MONTH, A FEW WEEKS?]?
ACCEPTING CREDIT CARDS

CAMP MASTERS has partnered with PayAnywhere to provide accounts and free readers to all Units. Just go to: payanywhere.com/campmasters

- FREE app and FREE card readers
- Multiple device and multiple user ready
- No hidden fees...No monthly minimum fees, no setup fees, and no cancellation fees
- 2.69% per swipe transaction fee; 3.49% + $0.19 for keyed transactions
- Transaction fees removed from deposits automatically
- Funds within 24 hours of processed transactions
- Free Merchant Portal for detailed account activity and business intelligence reporting
- Create versatile item library with multiple products and prices or input charges directly.
- Safe and secure with immediate data encryption and PCI compliant and certified
- Live Customer Support via Phone and Chat
- www.campmasters.org/pay-anywhere
**PAY ANYWHERE Program**

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**Applying for PayAnywhere.**

Head to payanywhere.com/campmasters to apply for your account. As the head of your Unit, you are responsible for your account. Use your information for the majority of the fields on this page.

The Boy Scouts of American National Council does not permit any regional or local councils, troops, packs, or units to use the National Council’s Tax Identification Number (TIN) when applying for a merchant processing account.

Units should not use the Social Security Number of an adult leader. If they do, the IRS will attribute all banking transactions, unit purchases, etc., to that leader as an individual and they will be solely responsible for any tax related burden. Total transactions under $20,000 do not trigger a 1099 however.

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**How will you use PayAnywhere?**

- **As a Business**
  - Regular sales of goods or services you sell inside from.

- **As an Individual**
  - Use it to log in to the PayAnywhere app and PayAnywhere inside.

### Information about you, the principal of the company

<table>
<thead>
<tr>
<th>First name</th>
<th>Last name</th>
<th>Email</th>
<th>Phone number</th>
<th>Birthday</th>
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### Information about your company

- **We are:** Sole proprietor
- **Industry:**
- **Business type:**
- **DBA name:** Doing business as
- **Federal tax ID:** Federal tax ID

- **Total monthly CC sales**
- **Average ticket amount:**
- **We have been in business for:** Less than 6 months

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*Select "Non-Profit" + "Charities & Nonprofits" or "Fundraisers."*

*Select "$25,000."*

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*If you do not have a TIN, use the "individual" tab to apply for an account.*

Be sure to write down your password. You will use it to log in to the PayAnywhere app and PayAnywhere inside.

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This site and your information are protected by SSL encryption.
SCOUTS, PARENTS & LEADERS
Follow these instructions to easily create a CAMP MASTERS app icon on your smartphone.

Open Safari
Chrome on Android

Go to ordering.campmasters.com/Account/Login

Enter your login and click “Remember Me” then Login
Once on your dashboard, click the menu button (circled icon above) (3 dots in upper right on Android)

Select “Add Home Screen”

Then click “Add”

Ready to sell? Click the icon!
TAKE ORDERS ON THE GO

SCOUTS, PARENTS & LEADERS
Follow these instructions to easily take orders and payment on your smartphone.

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.

In the cart, you can change the quantity of the product if needed.
Complete the customer information.
Video Links

Navigate to Scout Sales Totals:
https://blueelephantcreative.wistia.com/medias/nc8mdgtcyl

Phone Take Order (NO AUDIO):
https://blueelephantcreative.wistia.com/medias/6wyhrkc8w8
## Council Information

<table>
<thead>
<tr>
<th>Council Staff Advisor</th>
<th>Meredith Isenebrg</th>
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<td><a href="mailto:sshrock@shrockmfg.com">sshrock@shrockmfg.com</a></td>
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