

ANDREW JACKSON COUNCIL • BOY SCOUTS OF AMERICA

2023 POPCORN SALE

LEADER GUIDE



We hope this guidebook provides a step-by-step approach to setting your Unit up for popcorn sale success. This year, we aim to help your unit and council meet its popcorn sales goals. Here are just some of the resources that are available to you.



Join our Facebook group for additional resources and support.

www.facebook.com/groups/campmastersunitsparentsandscouts/

You can also go to our website at www.campmaster.org. On this site, you can find all the additional information you need, from training videos to information about online sales. It is all there.

However, if there is anything you need to help fuel your popcorn success, please don't hesitate to email our incredible team for assistance: Customerservice@campmasters.org. We are fully invested in your unit's popcorn success!

Warm Regards,

Jason Sieg

Vice-President of Sales and Marketing

CAMP MASTER Popcorn Brand

Hello Scout Leaders,

I am thrilled to announce the start of our annual popcorn sale! This year, we have many exciting flavors and products that will make selling popcorn a fun and rewarding experience for everyone involved. Not only will you be able to earn money for your Troop or Pack, but you will also be helping to support the Andrew Jackson Council and all the important programs and initiatives it funds.

By participating in the popcorn sale, you are not only helping yourselves, but you are also helping to make a positive impact in your community. Every box or tin of popcorn helps support your unit and the Council, and our mission is to provide quality programming and opportunities for Scouts of all ages.

So, let's get out there and sell some popcorn! Whether in a pack or a troop, I encourage you to embrace this opportunity and make the most of it. Together, we can make a difference and help support the Andrew Jackson Council for years to come. Thank you for your dedication, commitment, and support!

Yours in Scouting,

Kenneth "Ken" Kercheval

Scout Executive/CEO

Andrew Jackson Council, Boy Scouts of America.

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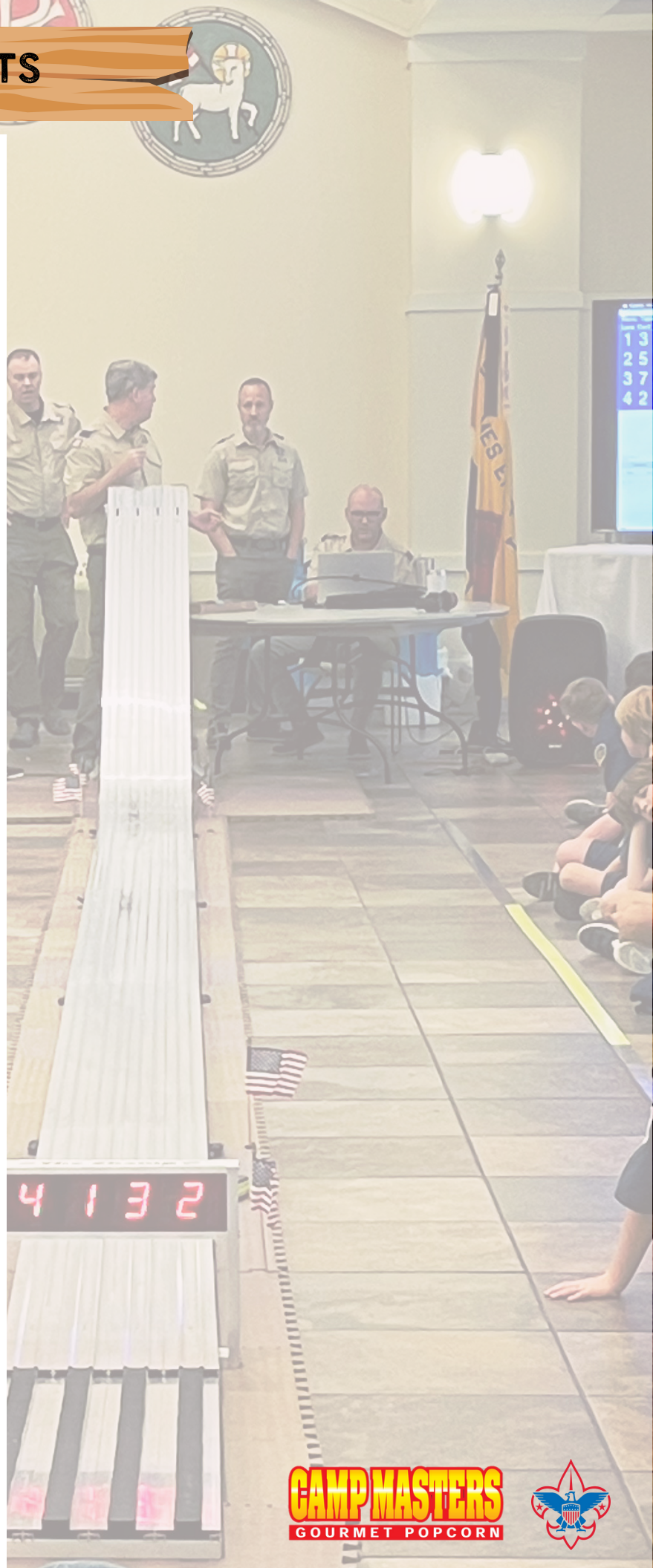
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KEY POPCORN DATES

JUNE 2023

REGISTER YOUR UNIT TO SELL

COMPLETE THE ONLINE TRAINING FOUND AT CAMPMASTERS.ORG

JULY 2023

29th | Attend the Popcorn Kick-off at Annual Program Preview Day
Online Sales Begin

AUGUST 2023

16th | Show & Sell Orders are due

SEPTEMBER 2023

6th | Show & Sell Popcorn Pick-up

9th | Show & Sell / Show & Deliver / Take Order Begins

OCTOBER 2023

1st | Poptober Begins - PUSH THROUGH TO FINAL STRETCH

16th | Popcorn Sale Ends

20th | All Popcorn, Prize Orders, and payments are due to the
Scout Service Center

NOVEMBER 2023

28th | Popcorn Pick-up

DECEMBER 2023

15th | All unit Popcorn accounts are closed out.

16th | Movie and Big Spin Prize Day

WHY SHOULD YOUR SCOUTS AND UNIT PARTICIPATE?

Builds and Improves Confidence • Develops Leadership Qualities

The annual popcorn sale remains an excellent opportunity for Scouts and units to fund their entire Scouting program for the year. With the rising cost of membership fees, a successful popcorn sale is critical to the stability of our units. All proceeds stay right here to help support local Scouts. That's **73%** goes to Scouting, and with the new commission program, up to 38% will go to your unit and your Scouts. The remaining amount helps pay for prizes and is reinvested into the council to support your unit and program with professional staff members and scholarship programs for camps and helps maintain Hood Scout Reservation. So by selling, you are helping your unit and Scouts, but you are also helping the council's Scouting program as a whole. **That means the council can maintain our programs, equipment, and facilities, but we can add new programs and provide new equipment that your Scouts can enjoy every moment of their stay at Hood Scout Reservation.**

How does Scout benefit from selling Campmasters Popcorn? It is proven that when a Scout participates in the annual popcorn sale, they gain **self-confidence, people skills/social awareness, goal-setting, organizational skills, time management, money management, salesmanship, and business ethics.** These skills will prepare them for life and are invaluable for youth to learn.

Speaking in public, being able to self-advocate, and sharing their thoughts clearly will grow self-confidence and faith in one's abilities. Scouts gain self-confidence by overcoming fears, interacting with customers, and sharing their Scouting story and why those customers should purchase popcorn.



LEADING YOUR UNIT

KEYS TO SUCCESS

- PROGRAM PLANNING** is the first step for a successful Scouting program and for goal setting. This should take place during the summer before fall recruitment
- RECRUIT THE RIGHT POPCORN KERNEL** Don't wait until the last minute to find your unit's Popcorn Kernel! Recruiting the right person is very important in a successful popcorn
- HAVE FUN & MAKE THE SELL FUN!** It is important to have fun. Make sure that you build in fun from the unit's popcorn kick-off through the sale. It will help motivate and make the sale meaningful!
- MAKE YOUR GOAL ACHIEVABLE** Ensure that your goal is customized to meet the needs of your unit.
- SHARE IDEAS** Look for new ways to motivate your Scouts, new ways to sell, and ways that you can improve your sales.
- PASS DOWN UNIT KNOWLEDGE** Ensure that past kernel and popcorn volunteers share their knowledge with the current popcorn team and be a resource to them.

MOTIVATE SCOUTS & FAMILIES

- UNIT CULTURE** This is what we do! This is a part of our program.
- ONE FUNDRAISER** Remind parents that if the unit meets its popcorn goal then there would only be one fundraiser. That the popcorn sale would pay for their unit dues, their Scout's summer camp experience, advancements and so much more!
- HELP SCOUTS GROW** Let the Scouts know about the awards they can earn. Let them know about council prizes. Have prize system and recognition for Scouts on the unit level.


LEADING THEIR #POPCORNSQUAD IN THE UNIT'S SALES GOALS IS THE BEST PART.

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 TOWARD 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

LEADING YOUR UNIT

BUILD A TEAM

 **POPCORN KERNEL TEAM** There are a lot of volunteers needed for this popcorn team! The Popcorn Kernel oversees operations of the Unit's popcorn sale. This is a critical leadership role within the Unit. The Popcorn Kernel ensures distribution, promotion, reporting, and payments for the Unit's entire sale period. They also work closely with their Unit committees and District Popcorn Kernel. There are a lot of ways that can add value to the sale. Here are just a few of those volunteers positions:

UNIT COMMITTEE MEMBERS helping develop the plans and budgets to ensure your unit has the best program and can deliver the promise of Scouting to a Scout and their family.

SHOW & SELL KERNEL organizes the show and sell part of the sale. They set dates and locations. They also ensure enough products are there to sell and the Scouts are registered to work the booth.

INVENTORY KERNEL Work with Popcorn kernel to ensure that unit ordered the correct amount of popcorn. That popcorn gets picked up from the Council. Works with the council and other units to get the additional popcorn needed.

KICK-OFF KERNEL Work with Popcorn kernel to ensure that kick-off for the popcorn is fun and motivating for both the Scouts and their families. They also ensure that the party at the end of the popcorn sale is just a fun.

PRIZE KERNEL Works with Popcorn kernel to ensure that Scouts know about all the exciting and fun prizes they can earn. They coordinate the unit prize program.

COMMUNICATION KERNEL Works with Popcorn kernel and the other kernels to ensure that all the Scouts and their families are informed about what's going on with the sale.

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.



PRO TIP

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 think it will take about 5 hours to plan and decorate the day of, plus whatever time you'd estimate to create them.

LEADING YOUR UNIT

THE BEST PART

**THE BEST PART IS LEADING YOUR UNIT TO REACH THEIR POPCORN GOAL FOR THE SALE!
THIS INCLUDES THINGS LIKE...**

ENCOURAGING SCOUTS TO EARN THEIR WAY, SET AND REACH THEIR GOALS

HELPING PARENTS SUPPORT THEIR SCOUT

REWARDING SCOUTS FOR THEIR HARD WORK WITH GREAT PRIZES

HELPING YOUR SCOUTS UNIT REACH THEIR OVERALL GOAL AND FUND THEIR SCOUTING EXPERIENCE.

HOSTING AN EPIC UNIT KICK-OFF PARTY AND A UNIT CELEBRATION AT THE END!

MORE IDEAS

MORE IDEAS ON HOW TO ORGANIZE YOUR UNIT'S POPCORN SALE CAN BE FOUND IN THE APPENDIX SECTION.

COMMISSIONS

**THE MORE YOU SELL...
THE MORE WE GIVE!!!**

PRIZES

PRIZES

Prize levels are based on the total sales. Scouts can select from different prize levels but the different levels must add up to the total sales level. Prize must order using Campmaster's online portal.

ADDITIONAL PRIZES



THE MOVIE CLUB PRIZE

Sell at least **\$750** in popcorn and earn two tickets to see an awesome movie

UNIT COMMISSIONS

AMOUNT OF SALES

\$10 - \$4,999	30%
\$5,000 - \$9,999	32%
\$10,000 - \$14,999	34%
\$15,000 - \$19,999	36%
\$20,000 & ABOVE	38%



THE BIG SPIN

Spin for an additional prize by selling over **\$1,500** in popcorn.

CAMP PRIZES



CUB SCOUTS

A Scout that sell **\$1000**, or more will get a free day experience in the summer of 2023



SCOUTS BSA*

A Scout that sell **\$2,500**, or more will receive a free Summer Camp in 2023.



VENTURER OR SEA SCOUT

A Scout that sell **\$2,500**, or more will receive a free NLYT in 2023.

*If Scouts BSA Scout sell \$5,000 or more, they will receive a free NYLT 2023

IN ADDITION TO COUNCIL INCENTIVES, CAMP MASTERS OFFERS PRIZES TO RECOGNIZE SCOUTS POPCORN SALE EFFORTS.

HIGH ACHIEVER PRIZE



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



SELL \$3000+ TOTAL

**BACKPACK, METAL CAMPFIRE MUG W/ BSA
BRANDING, AND SLEEPING BAG.
2-PERSON TENT, 3W-200 LUMEN COB LED
HEADLAMP, 4X30 BINOCULARS, 6-IN-1 COOKING
MULTI-TOOL, COOLER CHAIR**

OR



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

PRODUCT SELECTIONS

PRODUCTS



TASTY TRIO TIN
Chocolate Covered
Pretzels, Sweet &
Salty Kettle Corn &
Chocolate Caramel
W/Sea Salt Candy

23 oz **\$60**



3-WAY CHEESY TIN*
White & Yellow
Cheddar Cheese
Cheesy Salsa

15 oz **\$40**



**22 PK MOVIE THEATER
EXTRA BUTTER ***

\$30



SUPREME CARAMEL TIN*
Caramel Corn with
Almonds Pecans &
Cashews

18 oz **\$25**



TRAIL MIX

16 oz **\$25**



**CHOCOLATE DRIZZLE
CARAMEL BAG**

14 oz **\$25**



**SALTED JUMBO
CASHEWS***

12 oz **\$25**



**12 PK SWEET & SALTY
KETTLE CORN***

\$20



**WHITE CHEDDAR
CHEESE BAG***

5 oz **\$20**



**HONEY ROASTED
PEANUTS***

12 oz **\$20**



**14 PK EXTRA BUTTER
SUMMER ROASTED CORN***

\$15



**PURPLE POPPING
CORN JAR**

30 oz **\$15**



**CARAMEL
POPCORN**

10 oz **\$10**

NOTE: PRODUCTS WITH "*" ARE AVAILABLE FOR SHOW & SELL

POPCORN

PICK-UP

WHAT SIZE VEHICLE WILL I NEED?



MID-SIZE CAR | 20 CASES



STANDARD SUV | 40 CASES



STANDARD VAN | 60 CASES



FULL SIZE SUV | 70 CASES



FULL-SIZE PICKUP | 90 CASES

IF YOUR PRODUCT IS DAMAGED

AT PICK-UP refuse to take the damaged popcorn. Make a note on **BOTH** copies of the invoice/pickup slip.

WHEN YOU TO THE UNIT WAREHOUSE OR STORAGE AREA

Please do not bring it back to the Council Service Center. Take pictures of the damaged product and contact the Council Service Center. We will ensure your unit gets a replacement



THESE VEHICLES ARE NOT RECOMMENDED



SELLING POPCORN

Asking people to support Scouting

STRATEGIES

SHOW & SELL

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



PRO TIP

Use the opportunity to recruit new Scouts. It is an opportunity to share what Scouts are doing to those families that are buying popcorn from you. Let people know about the fun and adventure in Scouting. Make sure that you have either youth applications or a sign-up list so the unit can follow up with these future Scouts and their families later.

DOOR-TO-DOOR

SHOW & DELIVER (WAGON SALES) OR TAKE ORDERS

Your neighbor would definitely support your Scouting experience by buying popcorn. But did you know a large percentage of homeowners say that no Scout has come to their door to sell them popcorn? This method is one of the most effective sales methods! In this case, a unit will sign out popcorn to a Scout and their family who takes it throughout their neighborhood, selling it as they go. A customer can buy the product instantly or if the Scout doesn't have an item that their neighbor wants they place an order, and the Scout can deliver it later.

ONLINE DIRECT

Online sales are the easiest ways to sell popcorn. Using the Campmasters App, Scouts can sell from the safety of their own homes. This is no handling of money or products.

HOW DOES ONLINE DIRECT WORK?

TWO WAYS CUSTOMERS ORDER ONLINE DIRECT.

1. **VIRTUAL STORE** - Scouts and their families share the Scout's fundraising page via email text, or social media.
2. **Scout recorded** - record customer directly on the Scout's phone (credit or debit only). Campmasters ships products to customers, and the unit never handles products or cash.

ORDERING

INVENTORY

SHOW & SELL is a great way to raise money for your unit and is a very popular method. Here are a few helpful hints when ordering your Show and Sell inventory.

BE CONSERVATIVE in your order, the council will maintain inventory at the warehouse and be happy to provide you with more product.

KEEP YOUR GOALS IN MIND if you have an exceptional event coming up that will require more money, you might want to schedule extra opportunities

KEEP THE LINES OF COMMUNICATIONS OPEN, if it looks like you will have extra popcorn that you may not be able to sell remember the council will maintain a need it / got it list where we will share your needs or wants with other units.

IF YOU HAVE QUESTIONS OR CONCERNS, don't hesitate to contact the council service center for help and assistance. You can also call or text Larry Cagle directly at 601.260.9686 or [email](#) him.

POPCORN POLICY

ALL POPCORN ORDERS MUST BE PLACED THROUGH THE CAMPMASTER'S POPCORN SYSTEM

ALL LEFTOVER SHOW-N-SELL PRODUCTS MUST BE INCORPORATED INTO YOUR UNIT'S TAKE ORDER.

THE COUNCIL WILL HELP UNITS WITH LEFTOVER PRODUCTS FIND OTHER UNITS NEEDING PRODUCTS TO FILL THEIR UNIT'S TAKE ORDER.

THE COUNCIL WILL NOT TAKE ANY SHOW & SALE RETURNS THIS YEAR.

PLACING YOUR ORDER All orders must be placed using the Campmaster online system. before your order is approved, it will be reviewed and placed. If changes are needed, we will contact your unit's popcorn kernel. When you pick up your order, you must leave a hold check postdated for October 31, 2023. When you place your Take Order, we will then return the hold check for a check that will be for both popcorn orders. You will need to let us know if need to hold the check, if not it will be deposited.

BEFORE PLACING YOUR ORDER

If your unit sold last year, look at your history of what your unit ordered and sold.

- Compare the number of Scouts you have this year versus last year
- Adjust your order based on your unit goal and your goal per Scout.
- Adjust your product mix if you had an item that sold better.
- Review the number of Show & Sell dates/locations you have, adjust your order or add additional locations.
- Checkout www.campmasters.org for "How to Order" Demo.

MAINTAINING

INVENTORY

ADDITIONAL PRODUCT may be available. Contact the Council Service Center for more information. Inventory is not guaranteed and will be sold at pickup time at unit invoice amounts. i.e., units will be charged what they would have paid had they ordered the product in their initial order.

**NEED MORE
OR
HAVE TOO MUCH**

IF YOU NEED OR HAVE ADDITIONAL PRODUCTS LET THE COUNCIL SERVICE CENTER KNOW, WE HAVE A LIST OF I NEED IT/I GOT IT

UNITS WILL BE ABLE TO DO UNIT-TO UNIT TRANSFERS THIS YEAR

UNIT - TO - UNIT TRANSFERS

If your unit transfers products with another unit, follow the process below. The online system provides a mechanism to move products between units however, we recommend the process below.

TRANSFERRING UNIT

1. CONTACT THE COUNCIL SERVICE CENTER TO TELL US WHAT YOU HAVE
2. SERVICE CENTER WILL MAINTAIN A LIST OF WHAT UNITS ARE OFFERING FOR SALE OR TRADE.
3. PROVIDE THE SERVICE CENTER WITH THE NAME AND CONTACT INFORMATION OF THE PERSON REPRESENTING YOUR UNIT.
4. THE COUNCIL WILL SHARE THE INFORMATION WITH UNITS LOOKING TO ACQUIRE MORE PRODUCT.

RECEIVING UNIT

1. CONTACT THE COUNCIL SERVICE CENTER TO SEE WHAT PRODUCT IS AVAILABLE FOR SALE OR TRADE.
2. PROVIDE THE COUNCIL SERVICE CENTER WITH YOUR REPRESENTATIVE CONTACT INFORMATION.
3. PROVIDE THE COUNCIL SERVICE CENTER WITH A LIST OF YOUR NEEDS.
4. AFTER COMMUNICATING WITH THE TRANSFERRING UNIT NEGOTIATE AND EXECUTE YOUR TRANSFER

The Andrew Jackson Council provides this service to our units and collects no fees from the transferring or receiving units. All negotiations are strictly between units, and the Andrew Jackson Council only provides contact information for involved units.

AFTER THE SALE IS COMPLETE, AND IF YOUR UNIT STILL HAS POPCORN INVENTORY, COUNCIL WILL ASSIST IN LOCATING UNITS THAT MAY STILL NEED PRODUCT. THIS WILL BE THROUGH HOSTING A NEED IT/GOT IT POSTING WHERE UNITS CAN COMMUNICATE WITH EACH OTHER. **TRANSFER AND PAYMENT OF POPCORN WILL BE THE RESPONSIBILITY OF THE UNITS.*

MAINTAINING INVENTORY

OTHER INFORMATION

OUR GOAL IS FOR YOUR UNIT WILL NOT HAVE ANY INVENTORY LEFT OVER AFTER THE SALE. HERE ARE SOME THINGS THAT CAN BE DONE TO HELP:

DO YOUR BEST TO SELL YOUR EXTRA INVENTORY (ADDITIONAL SHOW AND SELL OR TAKE ORDERS

CONTACT THE SERVICE CENTER TO LET US KNOW WHAT YOU HAVE LEFT OVER, WE WILL GLADLY ADD IT TO OUR NEED IT/GOT IT LISTING SO IF OTHER UNITS NEED WHAT YOU HAVE YOU CAN WORK WITH THEM.

WE WILL BE IN CLOSE CONTACT WITH OUR NEIGHBORING COUNCILS, AND IF THEY HAVE SHORTAGES, WE WILL WORK WITH THEM TO HELP FILL ANY EXCESS THE INVENTORY WE HAVE.

OTHER INFORMATION

POPCORN PICK UP LOCATION INFORMATION

CONTACT INFORMATION

LARRY CAGLE

601.260.9686

LARRY.CAGLE@SCOUTING.ORG

KEN KERCHEVAL

601.527.7464

KEN.KERCHEVAL@SCOUTING.ORG

JERRY HAND

910.703.5007

JERRY.HAND@SCOUTING.ORG

SCOUT SERVICE CENTER 601.948.6111



CAMP MASTERS
GOURMET POPCORN

Appendix

- **ADDITIONAL SELLING STRATEGIES**
 - **MAKING SALES POP!**
 - **SELLING STRATEGIES**
 - **THINK OUTSIDE THE BOX**
 - **SHOW & SELL SCHEDULING**
 - **THINK OUTSIDE THE BOX**
 - **SALES SCRIPT**
 - **CUSTOMER OBJECTIONS**
 - **GEO-FENCING WITH FACEBOOK**
- **UNIT GOAL SETTING & KICK-OFF INFORMATION**
- **REGISTERING SCOUTS IN THE CAMPMASTERS
POPCORN SYSTEM**
- **SETTING UP THE CAMPMASTER APP ON YOUR
MOBILE DEVICE**
- **TAKING CASH, CHECK, & CREDIT CARD SALES**

TIPS FOR MAKING SALES POP

SELL SELL SELL - Keep Scouts motivated! Do one fundraiser per year and do it well! Some ideas to keep Scouts motivated: arrange den/patrol competitions, continuously share what prizes and incentives are available at each sales level, remind parents about how the popcorn sale pays for their program, and give regular updates on your unit's progress towards your sales goal.

FIND A HOOK; Make the sale fun. Have adults dress up in costume, cook and give out free hotdogs, silly signs, pictures of Scouting events, an excellent popcorn cheer, be a little silly and fun, and a "game" a customer could participate in.

CREATE A GOAL. Units that have a written down and expected goal sell more. Scouts with either a goal assigned by the unit OR one they've selected sell **MUCH** more.

INSPIRE COMPETITION- Award a special prize to the Den or Patrol with the highest average sales per Scout, trophies, or ribbons to the Individual Sales leaders in each Den or Patrol.

USE YOUR TEAM. Assistant Kernels, Den Kernels (Cub Scouts), or Patrol Kernels (Scouts BSA). Make them responsible for the sale's communication and "energy" in their respective Den or Patrol. They keep track of their Scouts' weekly sales and use that info for weekly prizes (your unit offers those!). They also check out the popcorn for Show and Sells and collect forms & money when Take Orders are due. They balance and double-check it before giving it to the Unit Kernel.

HAVE ORGANIZED NEIGHBORHOOD CANVASING OR "BLITZ" days where Scouts meet with unit popcorn in a parking lot or nearby location with designated streets for each den, patrol, etc., to canvass.

DECIDE IN ADVANCE HOW YOUR UNIT IS GOING TO DIVVY UP SALES. Either give each Scout an equal share or pro-rate on a time basis.

HAVE UNIT-LEVEL REWARDS THAT COMPLEMENT THE REWARDS FROM CAMP MASTERS

Some ideas: gift cards for the top seller or top den(s)/patrol(s), pie in the CM/SM face, free camping trip, dues refunded, unique unit activity if they sell above X dollars, free pizza party for the highest selling den, etc. Find freebies at local stores, such as free oil change, free massage, free day spas, etc. for the parents! Parents who are motivated will get their scouts selling.

TRAIN THE SCOUTS: set aside part of a Pack or Troop meeting to train the Scouts on their sales pitch, how to deal with all types of potential customers, teach them how to "ask for the business/order," take some time to "role play" and have the Scouts practice in front of the group. Give them the skills that will inspire confidence.

CHEER THE PROGRESS: send weekly updates about your unit's sales progress, celebrate the successes and big sales, monitor and measure your sales each week and chart your progress publicly..... and praise the Scouts that are excelling in their sales efforts.

MAKE IT FUN: the scouts that have the most success are the ones that view this as FUN way to earn and win fantastic prizes, help their Pack or Troop, and have some friendly competition with their fellow Scouts. Leaders should make sure to create a fun and supportive environment that rewards sales success while supporting every Scout's efforts regardless of their sales.

COMMUNICATE WITH SCOUTS AND FAMILIES OFTEN: Check up on how they are doing, keep them informed of the great CAMP MASTERS rewards and unit incentives. Not a high-pressure email, just updates and reminders.



SELLING STRATEGIES

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 he goes. 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.

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.

HELPFUL SALES SUGGESTIONS:

- First, Start a conversation:** Instead of saying, "Do you want to buy some popcorn?" Instead, ask, "Do you like popcorn?" This will quickly lead to a broader conversation.
- Qualify your lead with an open-ended question:** "What kind of popcorn do you like?" The Scout has already established that I like popcorn, but then they needed to find out more about my underlying needs—did I like caramel corn, cheese popcorn, or what?
- Ask for the sale**

TRY THIS:

SCOUT: "DO YOU LIKE POPCORN?"

CUSTOMER: "WELL, YES, I DO!"

SCOUT: "WHAT IS YOUR FAVORITE KIND OF POPCORN?"

CUSTOMER: " I LIKE CARAMEL CORN AND WHITE CHEDDAR."

SCOUT: "WELL, YOU'RE IN LUCK. WE ARE SELLING BOTH OF THOSE. WOULD YOU LIKE TO ORDER SOME OF YOUR FAVORITE POPCORN RIGHT NOW? YOU DON'T HAVE TO PAY ANY MONEY TODAY."

CORPORATE SALES:

There are many ways to sell popcorn to business. Some business will allow you to sell to their employees; some will let you post an order form in a lobby or breakroom. Focus on companies who give out year-end holiday gifts to employees or customers.

SELLING STRATEGIES- CONTINUED

SHOW AND 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 products 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 set up a time to sell.

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-n Sell, set up a location in a high traffic area in front of the store. If they don't allow a sale in front of the store, see if you can make a Drive Thru Sale in the back of the parking lot!

POP UP SHOPS: A NEIGHBORHOOD

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!

Marketing & Promotion –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.

Yard Signs–Set out signs directing potential customers to your Pop-Up Shop, like promoting a Garage Sale.

DRIVE THRU BOOTH *NEW!*

The best thing to come out of the last couple of years is curbside pick-up. I don't want to get out of the car to shop for anything and now I don't have to. Hosting a drive-thru event so people can buy popcorn from the convenience of their cars, is the perfect opportunity to sell to folks who feel the same. 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.

Other Tips & Tricks –

- Have customer remain in vehicle
- Utilize the door hanger for the customer to write down their order or create a simple order form
- Keep stock of popcorn on table to limit & only pull-out product requested by customer
- Encourage cashless transactions if possible
- Assign jobs for the entire day (i.e., 1 person is handling money, 1 is handling popcorn)
- Make a poster to show unit's sale goal and update throughout the day.

ONLINE DIRECT

- Safe for Scouts - fundraise from the safety of home
- No handling of products or cash- all credit.
- Assign jobs for the entire day (i.e., 1 person is handling money, 1 is handling popcorn)
- Make a poster to show unit's sale goal and update throughout the day.

HOW DOES ONLINE DIRECT WORK?

Two Ways Customers Order Online Direct.

- 1.Virtual Store - Scouts share their fundraising page via email, text or social media.
2. Scout Recorded - Record customer orders directly on the Scout's phone (Credit/debit only). CAMP MASTERS ships products to customers, and unit never handles products or cash.

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	_____
Shift		
Time	SCOUT	_____
	SCOUT	_____
	ADULT	_____
	ADULT	_____
Time	SCOUT	_____
	SCOUT	_____
	ADULT	_____
	ADULT	_____
Time	SCOUT	_____
	SCOUT	_____
	ADULT	_____
	ADULT	_____

THINK OUTSIDE THE BOX

IF THERE ARE PEOPLE THERE, SELL POPCORN THERE!



THE OBVIOUS PLACES ARE PROBABLY OUTSIDE GROCERY STORES, WALMART, TARGET, BIG MEMBERSHIP STORES LIKE COSTCO AND SAM'S CLUB.

LESS OBVIOUS PLACES

SET UP AT HIGH SCHOOL GAME OR AT LOCAL COLLEGE/UNIVERSITY

Set-up outside the high school stadium and sell as students and families come in. College students love popcorn. Go door-to-door down frat row. Mid-week snacks and weekend treats are always welcome—research busy times on campus and shop outside the student union or in front of the library.



PRO TIP

Some other good ideas are Parent and Family Weekends, Football games, on Friday evenings/weekend mornings/after exams/after late-night parties

LOCAL EVENTS

Craft fair, a gathering of food trucks at a local farmer's market, local parade, golf tournament, strawberry picking/pumpkin festivals, community pool, block parties, school sporting events, company events, retail events like Bass Pro shows, car shows, car dealerships, sports club, gym or range (with permission off course)—also, large train or bus stops.

LOCAL BUSINESSES

Approach businesses in your area and ask if you can set up a popcorn booth in their lobby or break room.

THE DMV (DEPARTMENT OF MOTOR VEHICLES)

HOST A GARAGE SELL • POPCORN BOOTH

Host a pop-up booth in a leader's driveway/garage. Scouts would go around the neighborhood the week before, hang door hangers, and put up signs with the day and time of their booth, encouraging people to stop and buy.

RUNNING EVENTS

RUNNING IN THE USA is the largest online directory of races and clubs (www.runningintheusa.com). Very well organized and easy to navigate. Scheduled number of races for 2023: Classic Races-36718; Multisport Events- 3115; Variety Runs-2876; Clubs-1096

SAMPLE SELLING SCRIPT

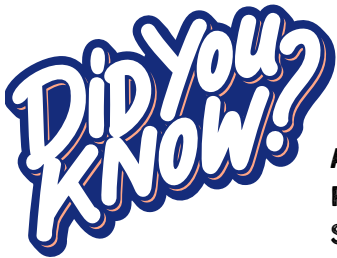
It's important to practice in sales. On the way out the door practice your pitch to make sure you have a strong intro, value prop, and call to action that you can deliver in a short time. As you practice, you will get more and more comfortable with it, and by the 3rd or 4th door you will have the delivery nailed.



Tip: Use your order forms from last year to ask repeat customers!

"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?"

Hi! My name is _____ and I'm with Pack/Troop _____. This is my year ___ selling popcorn! Would you like to buy popcorn to support me and my Pack/Troop? My favorite popcorn is _____. I love being a Boy Scout because _____. I aim to sell ___ (number of products or dollar amount). I can't wait to use my profits to _____.



SELLING TIPS FROM THE PROS

ALWAYS WEAR YOUR UNIFORM

PRACTICE YOUR SALES PITCH AND ROLE PLAY WITH OTHER SCOUTS ALWAYS SMILE AND INTRODUCE YOURSELF

ALWAYS TELL YOUR CUSTOMERS WHY YOU ARE SELLING POPCORN KNOW THE DIFFERENT KINDS OF POPCORN YOU ARE SELLING

ALWAYS SAY "THANK YOU"

ALWAYS MAKE A COPY OF YOUR ORDER FORM

ALWAYS HAVE A CLEAN ORDER FORM WITH A PEN

THE MORE YOU ASK THE MORE SALES YOU HAVE!

BE SURE TO GET CUSTOMER EMAIL ADDRESSES TO SEND THEM A "THANK YOU" EMAIL AFTER THE SALE,

REMINING THEM THEY CAN RE-ORDER ONLINE.

SAFETY TIPS FROM THE PRO'S

NEVER enter anyone's home

NEVER sell after dark unless you are with an adult

DON'T carry large amounts of cash with you

ALWAYS walk on the sidewalk and driveway

ALWAYS sell with another scout or with an adult

CUSTOMER OBJECTIONS

BE PROACTIVE ABOUT HANDLING OBJECTIONS

The key to objection handling is being proactive about dealing with them. Most of us know the objections Scouts will face on a day-to-day basis during fundraising. Scouts should identify them, come up with specific approaches and responses to each of them and then test to see which ones work best.

I CANNOT EAT POPCORN...

No problem at all! We have plenty of other delicious products to choose from, such as peanuts and trail mix. Or you make a military donation, and we will send popcorn to our military members overseas. Thank you for being so supportive of our Scouting Program.

POPCORN IS NOT HEALTHY...

Many snack foods have lots of fat, but many of our products have less than half the calories of potato or corn chips, plus popcorn is high in fiber! Which one would you like? Suggest the Gourmet Purple Popping Corn Jar. This gourmet popping corn is delicious popcorn that contains antioxidants, has virtually No hulls, and tastes great.

THE PRICE IS TOO HIGH...

The price is about the same as buying popcorn at the movies; however, 70% of the cost will help our Scouting program, so you can feel good about purchasing and helping. Think of it this way: you donate to Scouting, and this popcorn is your thank-you gift. Which one would you like?

WE ALREADY BOUGHT POPCORN...

Great! Thank you! After trying the product, many of my customers find that they would like to send some to family, friends, or to military members overseas. Do you have someone in mind that would like some delicious popcorn?

I DON'T HAVE ANY MONEY ON ME...

That's ok. We take all major debit and credit cards. Which one would you like?

I AM ALLERGIC...

I'm sorry to hear that. Would you consider sending some popcorn to military members overseas? You can support both Scouting and the military that way.

I DON'T SUPPORT THE SCOUTS...

Thank you very much for your time. I hope you have a good day.

GEO- FENCING: FACEBOOK



GEO FENCING

Geo-fencing is a tool on Facebook to help your unit advertise your Popcorn Site Sale in your area, and to boost the awareness of your Unit's activity within your community.

TO GUARANTEE ADVERTISEMENT SUCCESS, PLEASE FOLLOW THE STEPS BELOW.

Step 1: Create a Community Facebook page. There are different kinds of pages on Facebook. There are also pages for businesses and organizations which have a broader set of tools. Community pages are ideal for Scouting units and councils. These pages have calendars and communications tools that allow them to create and promote events and reach a broader audience.

TO CREATE A 'COMMUNITY' NONPROFIT PAGE, USE THE LINK:

[HTTPS://WWW.FACEBOOK.COM/PAGES/CREATE](https://www.facebook.com/pages/create)

and select the box on the top row, center column titled Company, Organization, or Institution, and follow the prompts.

Step 2: Create an event. Once your page is up, create an event. The event could be for a Popcorn Site Sale, an open house, a joining night, an outing, a fundraising event, or any other occasion.

FOR INSTRUCTIONS ON CREATING AN EVENT, USE THE LINK:

[HTTPS://WWW.FACEBOOK.COM/HELP/210413455658361? HELPREF=ABOUT_CONTENT](https://www.facebook.com/help/210413455658361?helpref=about_content)

Step 3: 'Boost' the event. 'Boosting' means paying money to have your event seen by a broader number of people. (Think advertising.) For your Site Sale, it is best to geofence your event around the actual location of your Site Sale. "Boosting" your event for \$2/day and up to 21 days prior to your event.

FOR INSTRUCTIONS USE THE FOLLOWING LINK:

[HTTPS://WWW.FACEBOOK.COM/BUSINESS/HELP/347929565360250? ID=300360584271273](https://www.facebook.com/business/help/347929565360250?ID=300360584271273)

AND FOLLOW THE PROMPTS.

WE SUGGEST USING THE FOLLOWING PARAMETERS FOR YOUR EVENT, BUT FEEL FREE TO ADJUST THEM AS APPROPRIATE FOR YOUR EVENT OR AREA.

GENDER: BOTH MALE AND FEMALE AGE: ADULTS 33-49





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 (**USE UNIT FILLABLE BUDGET**)
- RECRUIT YOUR #POPCORNSQUAD
- UPDATE SCOUT ROSTER (W/ MEMBERSHIP CHAIR)
- DIRECT SCOUTS TO SELF-REGISTER OR UPDATE BIO**
- DETERMINE PER-SCOUT FUNDRAISING GOAL (**USE SCOUT GOAL WORKSHEET**)
- SECURE STOREFRONTS (AS / WHERE POSSIBLE)
- CREATE UNIT TIMELINE FOR POPCORN SALE
- ESTABLISH GUIDELINES FOR POPCORN PICKUP, RETURNS & MONEY** CONFIRM SHOW-N-SELL LOCATIONS & TIMES
PREPARE / UPDATE COVID-19 GUIDELINES
- PLACE UNIT POPCORN ORDER
- HOST UNIT KICKOFF MEETING
- PREPARE AND DISTRIBUTE HANDOUTS
- SHARE TIPS & IDEAS FOR SELLING POPCORN
- PROVIDE SELLING INCENTIVES & GAMES FOR SCOUTS
- COORDINATE PICK-UP / DROP-OFFS AT DISTRICT
- WAREHOUSE ENCOURAGE SCOUT & PARENT PARTICIPATION
- SHARE SELLING & MARKETING STRATEGIES
- HELP SCOUTS SHARE THEIR ONLINE SELLING LINK
- PLACE FINAL POPCORN ORDER
- ORDER AND DISTRIBUTE PRIZES
- REMIT PRODUCT PAYMENTS TO COUNCIL
- CONTACT DISTRICT KERNEL AS NEEDED FOR ASSISTANCE
- CELEBRATE!



SETTING GOALS

A Per-Scout goal is a lot like a merit badge or skill requirement. In Scouting, we often tell Scouts that to receive an award, they must "do, tell, show, demonstrate, etc." All Cub Scouts are held to the motto of "Do your Best." Scouts want to succeed. Helping them to succeed in the popcorn sale for the health and strength of the unit is no different. We simply need to be able to help our Scouts define success. Use the formula below to help you set unit and Scout goals. Be sure to ask your Unit Treasurer and Unit Committee to help prepare your budget and popcorn sales goals.

GOAL SETTING FORMULA

TOTAL DOLLARS YOUR UNIT PLANS TO SPEND THIS YEAR (I.E., \$2000)	UNIT BUDGET \$
DIVIDE THE UNIT BUDGET BY THE POPCORN COMMISSION % (USE THE PERCENTAGE PROVIDED BY COUNCIL)	UNIT SALES GOAL \$
DIVIDE THE UNIT SALES GOAL BY THE NUMBER OF SELLING SCOUTS	PER SCOUT GOAL \$



- Set a unit goal (2%-5% increase)
- Set a per Scout sales goal
- Communicate the per scout goal at the unit kick-off



- After sharing the goal, highlight what the unit goal pays for and how that benefits each Scout
- Remind scouts and parents of the Unit and Per Scout goal throughout the sale.
- Reward Scouts for achieving the Per Scout Sales Level.
- Encourage all Scouts and families to participate and achieve the Scout goal.
- Develop unit incentives to encourage Scouts and families to sell.

If you're not setting goals in sales and in life then you're letting someone else dictate the path. By setting **SMART goals** you have something to strive for which helps you push and measure your progress. Set a specific goal to sell 20 bags in an hour which was an increase in your previous outing where you sold 15 bags This was your short-term goal which aligned with the larger goal of selling 750 bags of popcorn. With this goal in mind, you will end of crushing your goal.

ANNUAL PROGRAM PLANNER

Involvement is critical in the successful planning of your annual program. We recommend allowing Scouts and their families to 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.

Item or Activity	Month	Cost
Annual Recharter Fee	June	\$100.00
Annual Program Fee \$25 X <u> </u> Total Number of Scouts/Leaders	June	\$25.00
Annual Youth Member Fee \$80 X <u> </u> Total Number of Scouts	Year Around	\$80.00
Annual Adult Member Fee \$60 X <u> </u> Total Number of Adults.	Year Around	
Advancements & Rank Emblems X <u> </u> Total Number of Scouts	June	
SUBTRACT SCHOLARSHIP		

STEPS TO FIGURE YOUR OVERALL UNIT GOAL & INDIVIDUAL SCOUT GOAL

STEP 1 DETERMINE THE UNIT COSTS

STEP 2 DIVIDE THE UNIT COST BY THE AMOUNT COMMISSION AMOUNT = UNIT POPCORN GOAL

STEP 2 DIVIDE THE UNIT POPCORN GOAL AMOUNT BY THE NUMBER OF SCOUTS = INDIVIDUAL POPCORN GOAL

UNIT BUDGETED AMOUNT	
UNIT COMMISSION	
INDIVIDUAL GOAL	

UNIT KICKOFF CHECKLIST

Time For
ADVENTURE

LOGISTICS

- Location
- Date & Time
- Send invitations!
- Recruit Help

ATMOSPHERE

- Theme Games & Activities
- Music
- Decorations

CONTENT

- Media
 - Training videos
 - Motivational videos
- Printed Materials
 - Family Guides
 - Program Calendar
 - Parent Handouts
 - Unit-Specific Literature
- Presentation
- Product Samples
- Rewards / Incentives

PICK A
THEME



SAMPLE KICKOFF AGENDA

Grand Opening (5 mins)

- Play music, dim the light and have fun!

Share your Scouting program & promote upcoming adventures (10 mins)

- Make sure families understand the benefits of selling popcorn and how it pay for their program

Highlight key dates that are important to the popcorn sale

Train your Scouts (10 mins)

- Explain the different ways Scouts can sell: Show-N-Sell, Show & Deliver, Take Order. Digital Take Order and online at CAMPMASTERS.org

Showcase your Scout Rewards (5 mins)

- Introduce your unit incentive program, including the CAMP MASTERS High Achiever program.

Big Finish

- Have top sellers from last year spray the leaders with silly string
Send everyone home motivated to sell.

Keep it FUN! Keep it MOVING! Keep it SHORT!



STORE FRONT RECRUITING

YOU CAN NEVER START TOO EARLY IN SECURING STOREFRONTS. MAKE SURE YOU APPROACH THE STORE/COMPANY MANAGER.

- **DO RESEARCH AND FIND OUT THE POLICIES IN PLACE TO 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.

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

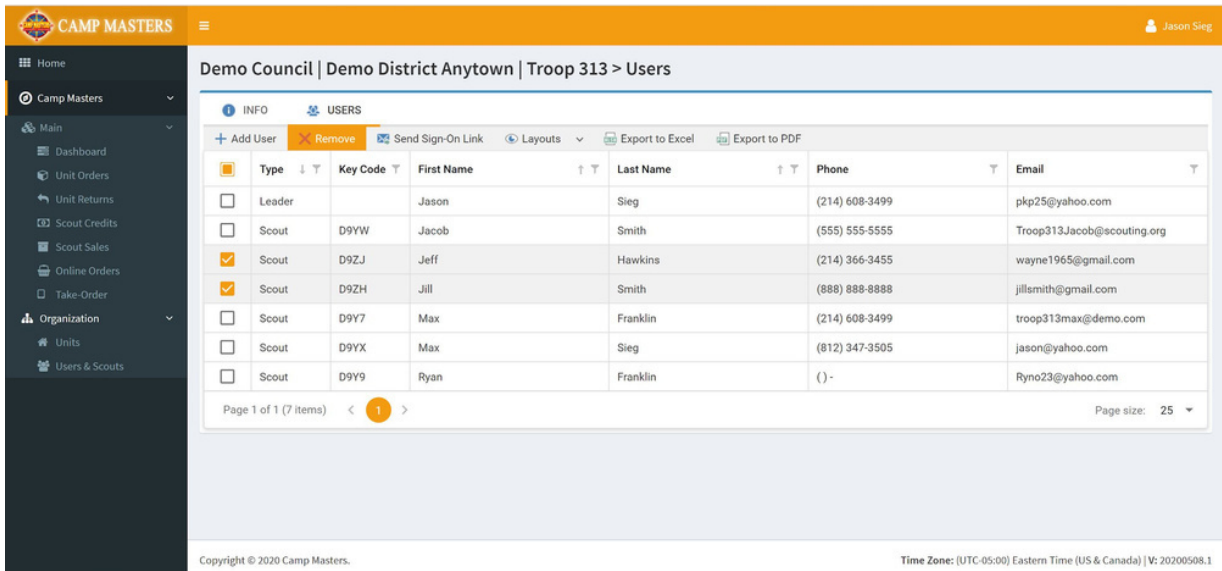
<input type="checkbox"/>	Type	Key Code	First Name	Last Name	Phone	Email
<input type="checkbox"/>	Leader		Jason	Sieg	(214) 608-3499	pkp25@yahoo.com
<input type="checkbox"/>	Scout	D9YW	Jacob	Smith	(555) 555-5555	Troop313Jacob@scouting.org
<input type="checkbox"/>	Scout	D9ZJ	Jeff	Hawkins	(214) 366-3455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

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

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REGISTER YOUR SCOUTS

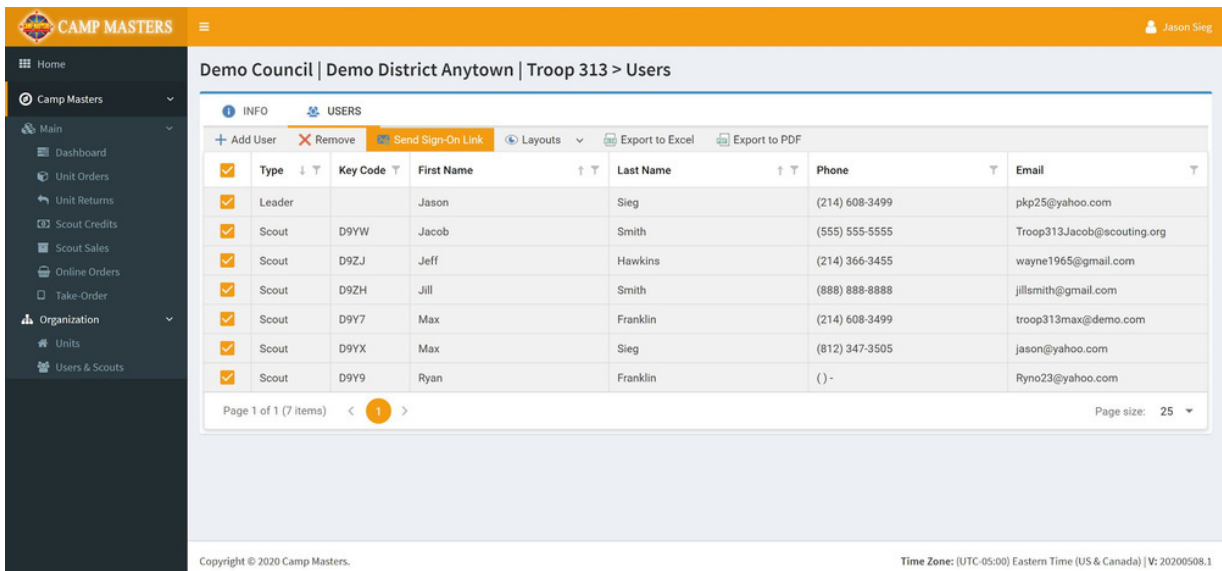
STEP TWO: REMOVE ANY SCOUTS NO LONGER IN YOUR UNIT BY CLICKING THE BOX TO THE LEFT OF THEIR NAME(S). AND THEN SELECTING "REMOVE" FROM THE MENU ABOVE.



The screenshot shows the Camp Masters web application interface. The top navigation bar is orange with the 'CAMP MASTERS' logo and a user profile for 'Jason Sieg'. The left sidebar contains navigation options like '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 displays 'Demo Council | Demo District Anytown | Troop 313 > Users'. Below this, there are tabs for 'INFO' and 'USERS'. The 'USERS' tab is active, showing a table with columns: Type, Key Code, First Name, Last Name, Phone, and Email. The table contains 7 rows of user data. The first row is a Leader (Jason Sieg) and the remaining six are Scouts. Checkboxes in the first column of the table allow for selecting users. The 'Remove' button in the top toolbar is highlighted in orange. At the bottom of the page, there is a copyright notice for 2020 Camp Masters and a time zone setting of Eastern Time (US & Canada).

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	() -	Ryno23@yahoo.com

STEP THREE: FOR THE REMAINING SCOUTS, MAKE SURE THEIR CONTACT INFORMATION IS CORRECT. THEN SELECT THEM BY CLICKING THE BOX TO THE LEFT OF THEIR NAMES. AND THEN SELECT "SEND SIGN-ON LINK".



This screenshot is similar to the previous one, showing the 'USERS' table in the Camp Masters interface. In this view, the 'Send Sign-On Link' button in the top toolbar is highlighted in orange. All checkboxes in the first column of the table are now checked, indicating that all users are selected for the sign-on link action. The rest of the interface, including the navigation sidebar and footer, remains the same as in the previous screenshot.

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

Home

Camp Masters

Main

Dashboard

Unit Orders

Unit Returns

Scout Credits

Scout Sales

Online Orders

Take-Order

Organization

Units

Users & Scouts

Dashboard

2020 Fall Popcorn Sale

Jason Sieg | Troop 313
Demo Council | Demo District Anytown

To Do:

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

Links:

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

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

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

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

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

STEP FIVE: CLICK THE “IMPORT SCOUTS” BUTTON AND UPLOAD YOUR EXCEL SPREADSHEET.

CAMP MASTERS

Home

Camp Masters

Main

Dashboard

Unit Orders

Unit Returns

Scout Credits

Scout Sales

Online Orders

Take-Order

Organization

Units

Users & Scouts

Users / Scouts

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

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

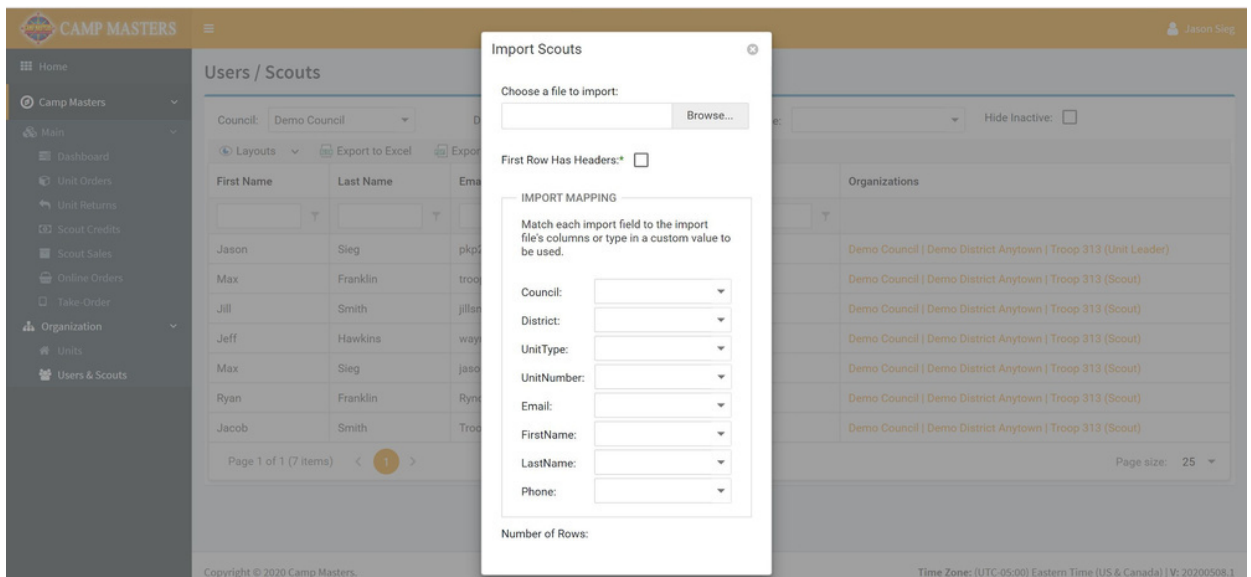
First Name	Last Name	Email	Organizations
Jason	Sieg	pkp25@yahoo.com	Demo Council Demo District Anytown Troop 313 (Unit Leader)
Max	Franklin	troop313max@demo.com	Demo Council Demo District Anytown Troop 313 (Scout)
Jill	Smith	jillsmith@gmail.com	Demo Council Demo District Anytown Troop 313 (Scout)
Jeff	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) Page size: 25

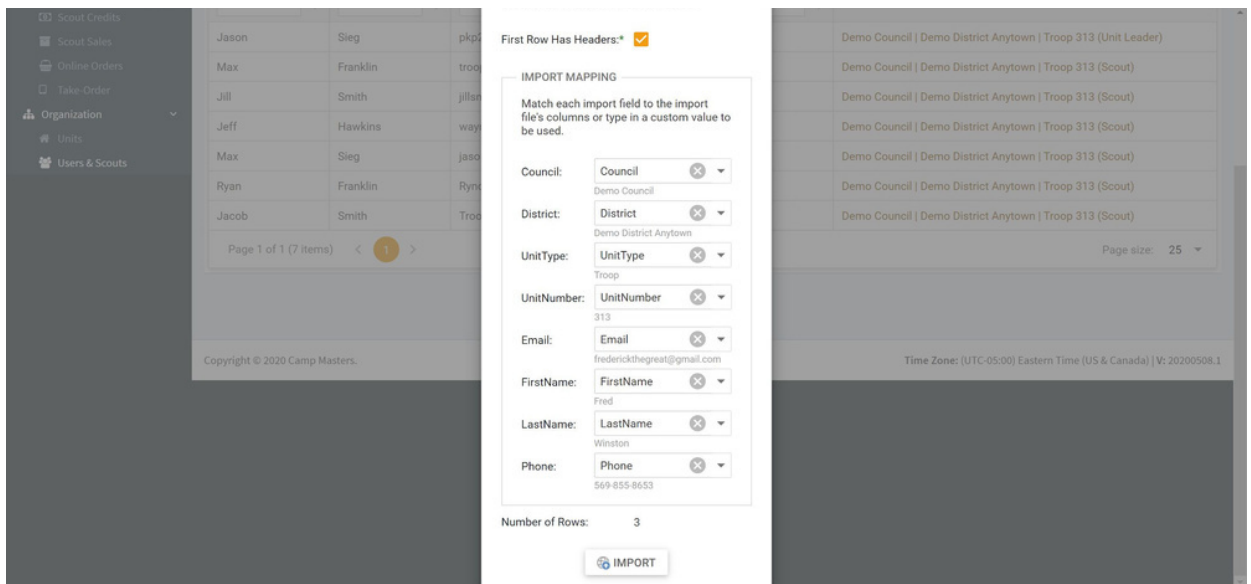
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REGISTER YOUR SCOUTS

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.



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.

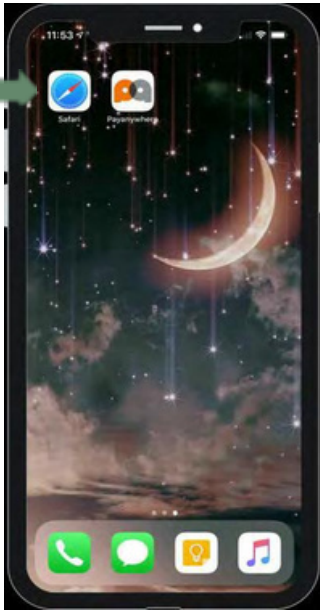
IF YOU GET AN ERROR, CHECK YOUR SPREADSHEET ROWS AGAIN CAREFULLY FOR TYPOS.

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

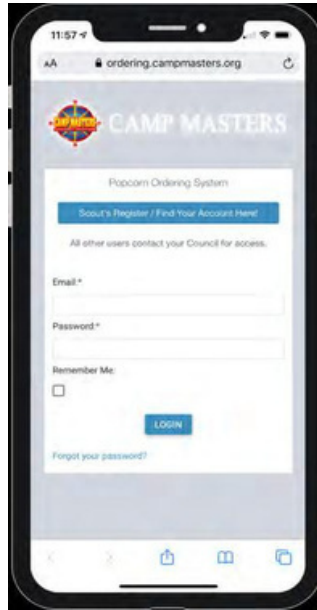
SETTING UP CAMP MASTERS APP

SCOUTS, PARENTS & LEADERS

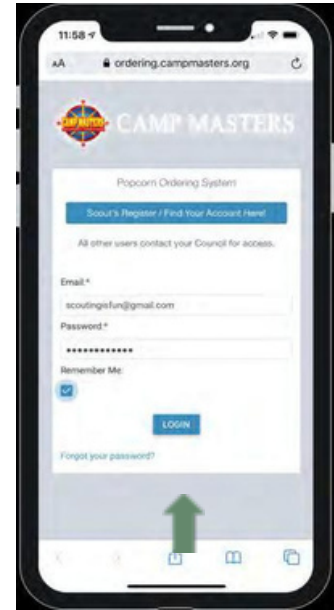
Follow these instructions to easily create a CAMP MASTERS app icon on your smartphone.



Open Safari
Chrome on Android

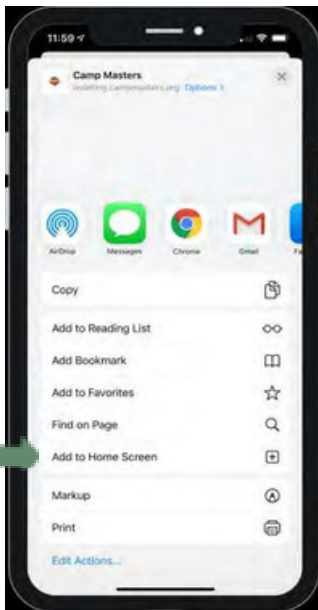


Go to
ordering.campmasters.org/Account/Login



Enter your login and click
"Remember Me" then Login

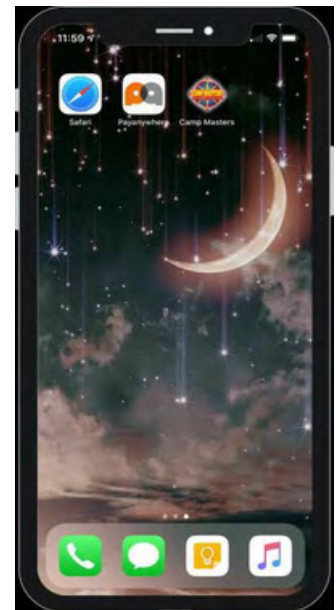
Once on your dashboard, click the
menu button (circled icon above
(3 dots in upper right on Android))



Select "Add
to Home
Screen"



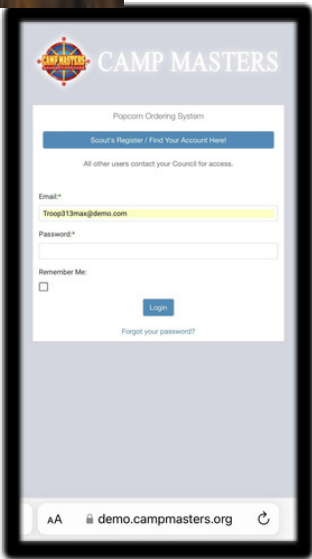
Then click "Add"



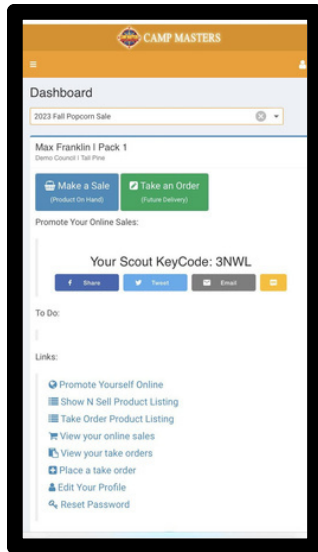
Ready to sell? Click the icon!

TAKE ORDERS BY CASH AND CREDIT CARDS

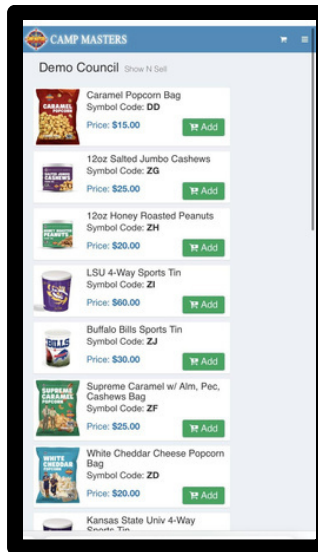
**SCOUTS, PARENTS & LEADERS
FOLLOW THESE INSTRUCTIONS TO EASILY TAKE ORDERS AND
PAYMENT ON YOUR SMARTPHONE.**



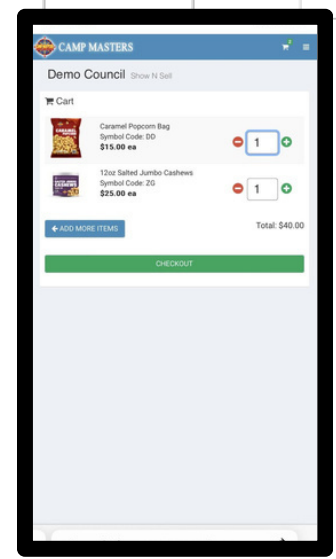
**LOGIN TO
CAMP
MASTERS
DASHBOARD**



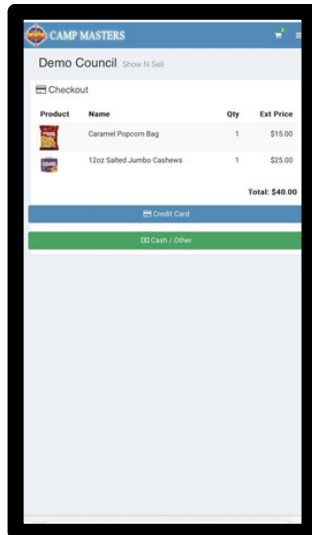
**CLICK "PLACE A
TAKE ORDER"
FROM THE
DASHBOARD**



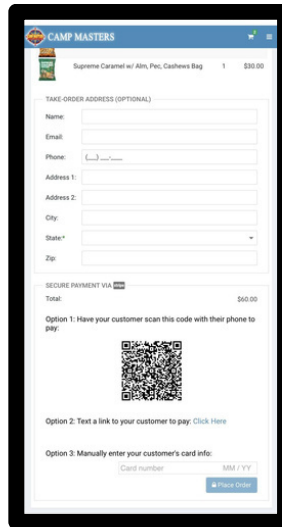
**THIS WILL TAKE YOU TO
THE PRODUCTS PAGE. SCROLL
DOWN TO FIND THE REQUESTED
PRODUCT. THEN CLICK "ORDER"
TO ADD THE ITEM TO THE SHOPPING
CART**



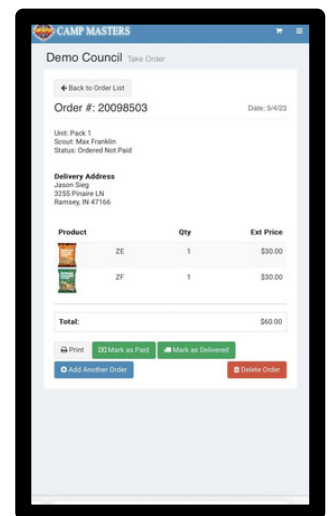
**SCROLL DOWN TO FIND THE
REQUESTED PRODUCT. THEN
CLICK "ORDER" TO ADD THE
ITEM TO THE SHOPPING
CART**



**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.**