

2025 CAMP MASTERS Kernel Guide



ANDREW JACKSON COUNCIL

in partnership with



Ready! Set! Go!

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

2025 CAMP MASTERS is providing all Councils and Units with training and marketing resources. Some information on these resources is included in this guide. And you'll gain access to others over the coming months leading up to the sale. Please join our Facebook group

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

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

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

We are fully invested in your popcorn success!

Warm Regards,

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

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LET'S MAKE THIS YOUR BEST SALE EVER!

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

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

Association with Adults

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

Salesmanship and Entrepreneurship

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

Grow and Sustain Scouting

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

Fund Membership and Activities

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

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



IMPORTANT CONTACTS

Council Staff

Ken Kercheval
Scout Executive
601-527-7464
Ken.kercheval@scouting.org

Kimberly Paul
Membership Specialist
North Trace/Strong River
601-717-2322
Kimberly.paul@scouting.org

Traci Osborn
Membership Specialist
Four Rivers/Big Creek
601-260-6429
Traci.Osborn@scouting.org

Council Kernel

Misty Rideout
601-466-3327
mistyrideout@yahoo.com

Strong River

Nicole Pope
District Kernel
601-760-1294
dpope101715@gmail.com

North Trace

Marcella Jackson
District Kernel
601-203-9559
marcyandbaby@gmail.com

Four Rivers

Greg Sparks
District Kernel
(Warren County)
601-529-4075
pack7troop7@gmail.com

Big Creek

Ed Shultz
District Kernel
217-649-6395
Mr.edschultz65@gmail.com

WAREHOUSE #1

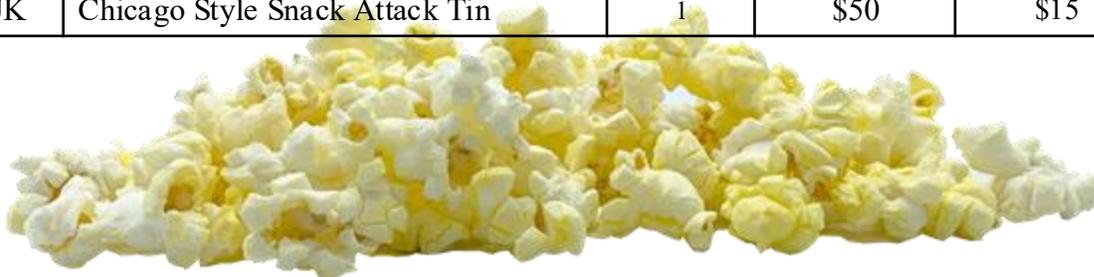
Holmes Logistics
307 Walker Circle,
Building D
Richland, MS

*Off Old Hwy 49 in
Richland*



PRODUCTS

Code	2025 Show and Sell Products	Items / Case	Cost Item	Case Profit @ 30%
U	5 Pack Butter Microwave	12	\$10	\$36
DD	9 oz. Caramel Popcorn Bag	12	\$15	\$54
V	30 oz Purple Popping Corn Jar	6	\$15	\$27
ZH	12 oz Honey roasted Peanuts	12	\$15	\$54
YY	12 Pack Sweet and Salty Popping Corn	8	\$20	\$48
G	12 Pack Extra Butter Summer Roasted Popping Corn	8	\$20	\$48
ZG	12 oz Salted Jumbo Cashews	12	\$30	\$108
MM	18 Pack Movie Theater Extra Butter Popcorn	6	\$30	\$54
E	14 oz Supreme Caramel Tin	8	\$30	\$72
ZZ	Hometown Heroes Donations		\$30	
Code	2025 Take Order Additional Products	Items / Case	Cost Item	Case Profit @ 30%
MM	Chocolatey Drizzled Caramel Bag	12	\$25	\$90
ZD	White Cheddar Cheese Bag 5 oz	9	\$20	\$54
ZW	10 oz Chocolatey Covered Pretzels	12	\$22	\$79
JK	Chicago Style Snack Attack Tin	1	\$50	\$15



Picking up my Popcorn

To pick up your popcorn, follow these vehicle recommendations:

- Midsize car holds about 20 cases
- Luxury sized car holds about 30 cases
- Minivan holds about 60 cases
- Large SUV holds about 50 cases
- Small Pickup bed holds about 40 cases
- Large Pickup bed holds about 60 cases
- Rental Truck holds over 70 cases

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

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

Popcorn Squad

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

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

This includes:

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

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

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

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

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



CREATING / MANAGING MOMENTUM



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

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

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

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

Dear Scouting Families

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



CAMP MASTERS PRIZES

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



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

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



OR



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

High Achievers Note:

Historically, submission of the High Achiever form, signed by the Council, was the only requirement. In the future, scouts submitting a High Achiever form must also have \$3,000 or more in sales recorded in the CAMP MASTERS system. This change supports our goal of increasing system usage and streamlining eligibility tracking.

At the end of the season, CAMP MASTERS will review system data and will contact each scout who has met the \$3,000 sales threshold.

This year's High Achiever Camp Package contains the essentials for camping: a 2-person waterproof tent, 2L Hydration Pack, 5-in-1 Survival Tool with Shovel (including Shovel, Compass, Saw, Axe, Pick and Case), 80x80 Binoculars with Case, Telescope w/ 40x Magnification and Telescopic Fishing Pole with Reel and Case



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
- Place Unit Popcorn Order
- Host Unit Kickoff Meeting
- Prepare and Distribute Handouts
- Share Tips & Ideas for Selling Popcorn
- Provide Selling Incentives & Games for Scouts
- Coordinate Pick-Up / Drop-Offs at District Warehouse
- Encourage Scout & Parent Participation
- Share Selling & Marketing Strategies
- Help Scouts Share Their Online Selling Link
- Place Final Popcorn Order
- Order and Distribute Prizes
- Remit Product Payments to Council
- Contact District Kernel as Needed for Assistance
- Celebrate!



POPCORN TRAINING

DATE	LOCATION	TIME	ATTENDEES
August 4, 2025	Council Service Center 2506 Lakeland Drive, St 320 Flowood, MS 39232	Noon	Unit Kernels
August 4, 2025	Two Gun Tactical 667 Casey's Lane Flowood, MS 39232	6 PM	Unit Kernels
This training is to give you the information you need to be the most successful at the sale in all three phases.			
Tips and tricks of over 30 plus years of selling.			
Don't miss the opportunity to help offset the rising costs of extracurricular activities like Scouting.			

Key Popcorn Dates to be aware of:

July 17, 2025	District Kernel Training
August 4, 2025	Popcorn Kickoff – All Units (Two Gun Tactical Flowood)
August 22, 2025	S/S popcorn and Meat Stick Orders due
September 12, 2025	Show and Sell Pickup
October 28, 2025	All Take Orders Due to Council
October 28, 2025	All Prize Orders Submitted into Prize System
October 28, 2025	All Popcorn Show and Sell Payments due
November 14, 2025	Take Order Pick Up
December 15, 2025	All monies due to Council

****Remember that units keep commissions up front. Bills are adjusted based on sales submitted in the Popcorn System. Percentage increases only on Popcorn Sales.**



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
Assistance for Low-income Scout Families

Other Considerations:

BSA Registrations & Life Magazine
Meeting Supplies/Awards & Recognitions
Den/Patrol Expenses/Training Courses
Unit Equipment
Uniforms/Personal Camping Equipment

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

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

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

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

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

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



REGISTER YOUR SCOUTS

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

Josie Mathis | Troop GT 220
Ramsey Training Council | Chippawa District

To Do:

- To Do

Links:

- Unit Management
 - Manage Unit Information
 - Setup/Invite Scouts
 - Setup/Import Scouts
 - Unit Inventory
 - View Unit Invoice
- Sales & Orders
- Storefronts
- Training & Rewards

2024 Show N' Sell
Start: 2/4/24 - Due: 10/31/24
Unit order due by 8/5.

2024 Show N' Sell - Video Demonstration
Start: 3/31/24 - Due: 9/27/24

2024 Take Order Video Demonstration Copy
Start: 5/1/24 - Due: 6/1/24

Take Order
Start: 6/1/24 - Due: 10/16/24

2024 Take Order
Start: 7/1/24 - Due: 10/24/24

Unit Goal \$4,000.00

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

Ramsey Training Council | Chippawa District | Troop GT 220 > Users

Type	Key Code	First Name	Last Name	Phone	Email
Leader		Casey	Castle	()-	caseycastle@hotmail.com
Leader		Jason	Leader	()-	jasona@ramseypopcorn.com
Leader		Josie	Mathis	()-	josie@ramseypopcorn.com
Leader		Nate	Schott	(123) 456-7890	schottnathan+nathan_schott@gmail.com
Leader		Stephanie Cottrell	Stephanie Cottrell	(502) 338-1014	stephanie@blueelephantcreative.com
Scout	3NOX	Alexandra	Jones	(123) 456-7890	alyjones@email.com
Scout	KBOP	Brad	Cole	(502) 338-1014	stephanie@blueelephantcreative.com
Scout	KBEV	Cherry	Cottrell	(919) 737-5653	stephanie@blueelephantcreative.com
Scout	3NYB	Christina	Moncada	(888) 888-8887	chrismoncada@fakeemail.com
Scout	3844	Darby	Paddle	(987) 654-3210	dpaddle@change.com
Scout	3NX9	Esther	Kim	101-101-1010	essiekim@yahoo.com
Scout	3NXV	Fernanda	Peyno	(555) 55-5555	fern.peyno@gmail.com
Scout	3PHX	Heather	Banks	(999) 999-9999	heatherb@fakeemail.com
Scout	J54H	Isaiah	Schott	(123) 456-7890	schottnathan@gmail.com
Scout	KDXF	James	Castle	()-	caseycastle@hotmail.com
Scout	3NXY	Jenna	Johnson	(987) 654-3210	jenjohn@exampel.com



REGISTER YOUR SCOUTS

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

The screenshot shows the CAMP MASTERS interface for 'Troop 313 > Users'. The 'USERS' tab is active, displaying 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). The next two rows are Scouts (Jacob Smith and Jeff Hawkins) with checkboxes selected. The remaining four rows are Scouts (Jill Smith, Max Franklin, Max Sieg, and Ryan Franklin) with checkboxes unselected. The 'Remove' button is highlighted in the top menu.

Type	Key Code	First Name	Last Name	Phone	Email
Leader		Jason	Sieg	(214) 608-3499	pjp25@yahoo.com
<input type="checkbox"/>	D9YW	Jacob	Smith	(555) 555-5555	Troop313Jacob@scouting.org
<input checked="" type="checkbox"/>	D9ZJ	Jeff	Hawkins	(214) 366-3455	wayne1965@gmail.com
<input checked="" type="checkbox"/>	D9ZH	Jill	Smith	(888) 888-8888	jllsmith@gmail.com
<input type="checkbox"/>	D9Y7	Max	Franklin	(214) 608-3499	troop313max@demo.com
<input type="checkbox"/>	D9YX	Max	Sieg	(812) 347-3505	jason@yahoo.com
<input type="checkbox"/>	D9Y9	Ryan	Franklin	()-	Ryno23@yahoo.com

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

The screenshot shows the same CAMP MASTERS interface. In this step, the 'Send Sign-On Link' button in the top menu is highlighted in orange. All checkboxes in the 'USERS' table are now selected, including the Leader and all Scouts.

Type	Key Code	First Name	Last Name	Phone	Email
<input checked="" type="checkbox"/>		Jason	Sieg	(214) 608-3499	pjp25@yahoo.com
<input checked="" type="checkbox"/>	D9YW	Jacob	Smith	(555) 555-5555	Troop313Jacob@scouting.org
<input checked="" type="checkbox"/>	D9ZJ	Jeff	Hawkins	(214) 366-3455	wayne1965@gmail.com
<input checked="" type="checkbox"/>	D9ZH	Jill	Smith	(888) 888-8888	jllsmith@gmail.com
<input checked="" type="checkbox"/>	D9Y7	Max	Franklin	(214) 608-3499	troop313max@demo.com
<input checked="" type="checkbox"/>	D9YX	Max	Sieg	(812) 347-3505	jason@yahoo.com
<input checked="" type="checkbox"/>	D9Y9	Ryan	Franklin	()-	Ryno23@yahoo.com

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



REGISTER YOUR SCOUTS

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

The dashboard for Josie Mathis | Troop GT 220 (Ramsey Training Council | Chippawa District) features a 'To Do' section with a 'To Do' button. The 'Links' section includes: Unit Management (Manage Unit Information, Setup/Invite Scouts, Setup/Import Scouts, Unit Inventory, View Unit Invoice), Sales & Orders, Storefronts, and Training & Rewards. On the right, there are event cards for '2024 Show N' Sell', '2024 Show N' Sell - Video Demonstration', '2024 Take Order Video Demonstration Copy', 'Take Order', and '2024 Take Order'.

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

Users / Scouts

Council: Ramsey Training Council District: Please select a district User Type: Hide inactive:

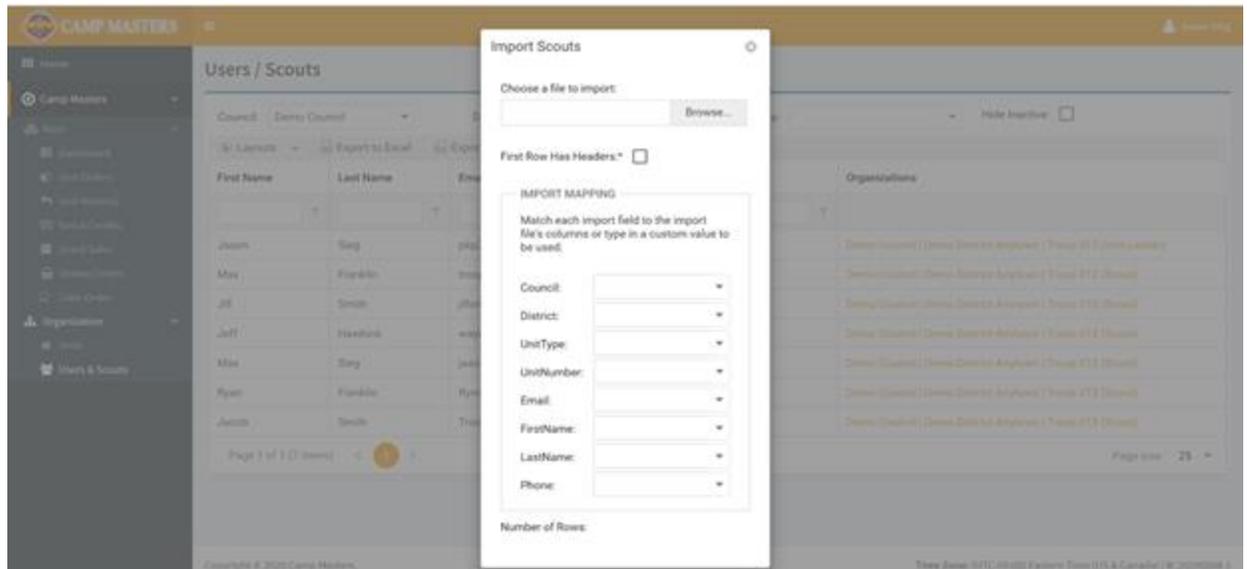
Layouts Export to Excel Export to PDF **Import Scouts**

First Name	Last Name	Email	Organizations
Josie	Mathis	josie@ramseypopcorn.com	Ramsey Training Council (Council User) Ramsey Training Council Shawnee District (District User) Ramsey Training Council Chippawa District Troop GT 220 (Unit Leader)
Max	Sleg	jasons@ramseypopcorn.com	Ramsey Training Council Chippawa District Troop 231 (Scout)
Scout	Gary	gary@popcorn.com	Ramsey Training Council Banner District Group 999 (Scout)
Philippa	Noisy	philippa@change.com	Ramsey Training Council Chippawa District Troop GT 220 (Scout)
Claude	Copeland	Claude@fakeemail.com	Ramsey Training Council Chippawa District Troop 231 (Scout)
Test	User	email@email.com	Ramsey Training Council Ramsey District (District User)
Video	Training	videotraining@campmasters.org	Ramsey Training Council Ramsey District Pack 200 (Scout)
Taylor	Rubio	Taylor@fakeemail.com	Ramsey Training Council Chippawa District Troop 231 (Scout)
Larry	Brown	larry.brown@scouting.org	Ramsey Training Council Chippawa District Pack 17 (Unit Leader)
Nathan	Council User	nathancounciluser@email.com	Ramsey Training Council (Council User)
Fernanda	Peyro	fern.peyro@gmail.com	Ramsey Training Council Chippawa District Troop GT 220 (Scout)
Heather	Banks	heatherb@fakeemail.com	Ramsey Training Council Chippawa District Troop GT 220 (Scout)

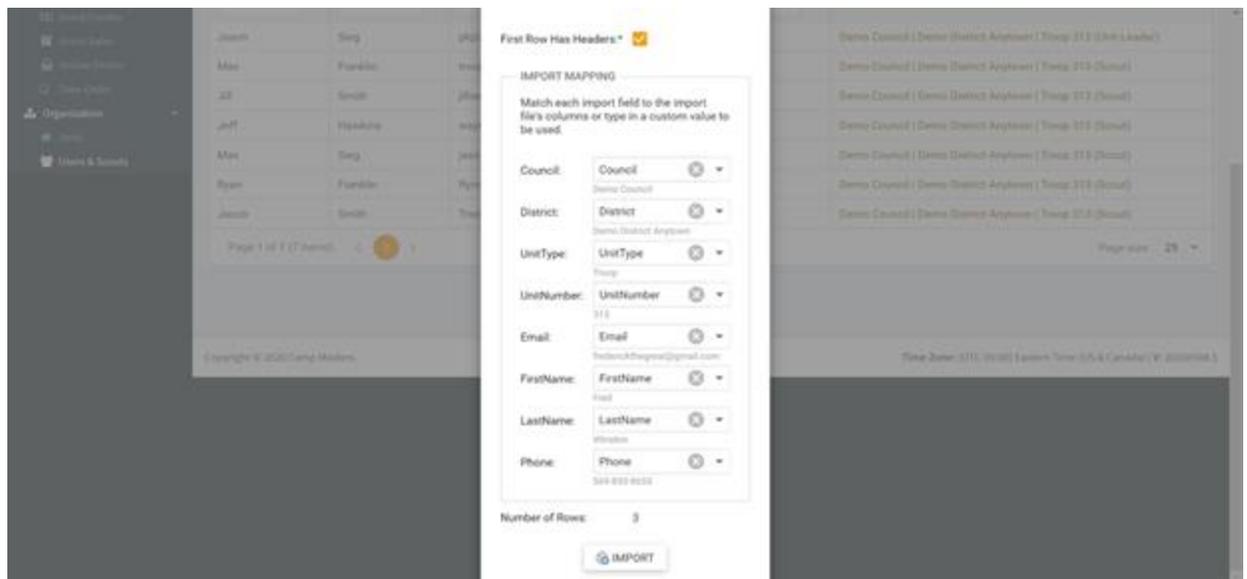


REGISTER YOUR SCOUTS

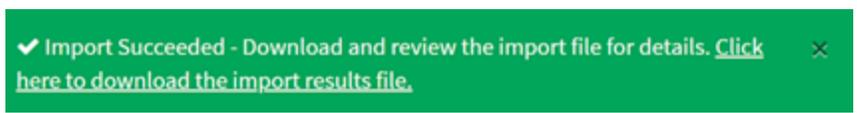
Step Six: Select your file and complete the field matches to the spreadsheet columns below. If your sheet has headers, be sure to select the “First Row Has Headers” box.



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



You'll see a green success box once imported.



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



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 has storefront scheduling, see your dashboard for storefront training videos. For Unit information, start the Storefront Availability video 2min & 45 seconds in.



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.

ORDERING INVENTORY

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

YOUR POPCORN KICKOFF

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

1. **Set the Agenda.** Think of things that are fun and fast-paced. This helps build energy and excitement for the popcorn sale. Scouts will leave ready to earn their way selling delicious popcorn!
2. **Ask for Help.** Enlist others to help you pull off a fun and exciting popcorn kickoff! No need to try and take it all on yourself.
3. **Know Your WHY.** Share the exciting Scouting Program that this fundraiser will support. Talk about the activities and what the Scouts will experience, and reiterate that it can all be paid for by POPCORN!
4. **Review the Forms.** Show Scouts the forms they'll be using in detail so they understand how to use them to promote the products and capture orders.
5. **Build their Profile.** Have each Scout register or update their profile at CAMPMASTERS.org and select "Scout Login".
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!



GOAL SETTING – THE KEY TO A SUCCESSFUL SALE

Goal Setting



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

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

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

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

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

How to Create Per Scout Goals

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



SELLING STRATEGIES

Show-N-Sell

Show-N-Sell is used when your Unit has pre-ordered the product and you have product on hand.

Storefront Sales are sales taken in front of local stores or high traffic areas. 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.

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. 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, Take an Order can be taken and product delivered later (Scouts would enter this under “Scout Delivery” on their dashboard).

What's Take an Order?

Take an Order is used when product is not on hand and you must order it for future delivery. This method involves Scouts going door-to-door to take orders for popcorn. Scout's can also send their Take an Order link out to nearby friends and family. This is only used for cases where the scout will deliver the product in person. 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.



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.

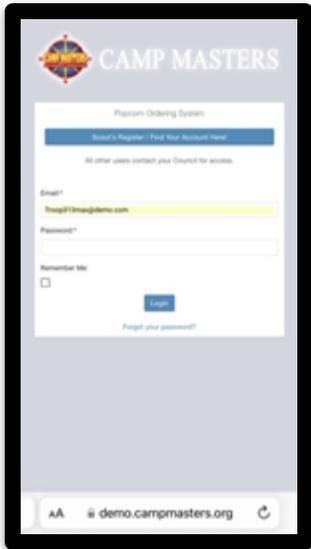
Sample Script

“Hello. My name is _____. I’m a scout with Pack / Troop # _____. We’re selling popcorn to help raise money for our Pack / Troop. You can help us by trying some of our delicious popcorn. You’ll help us, won’t you?”

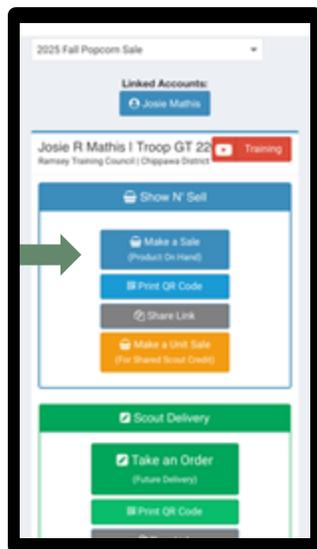
TAKE ORDERS by Cash and Credit Cards

SCOUTS, PARENTS & LEADERS

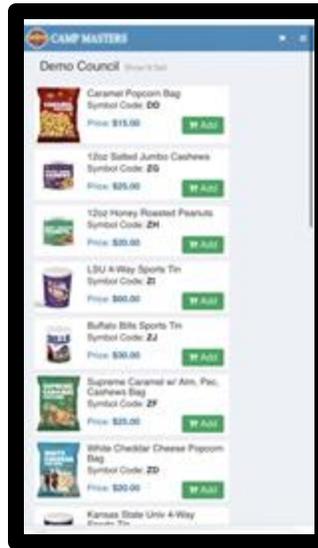
Follow these instructions to easily take orders and payment on your smartphone.



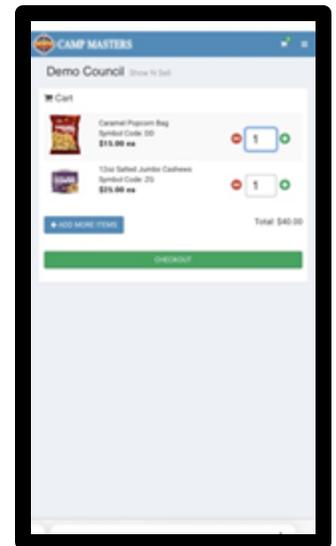
Login to CAMP MASTERS Dashboard



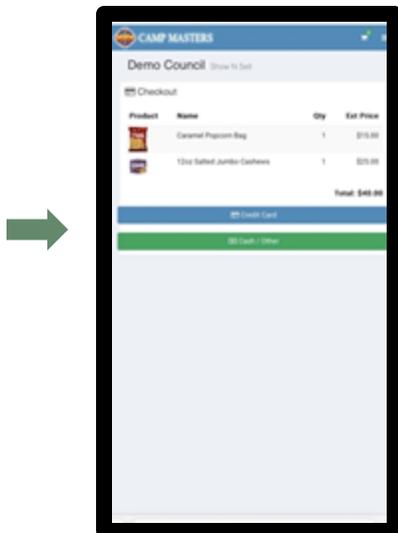
Click "Make a Sale" from the dashboard



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



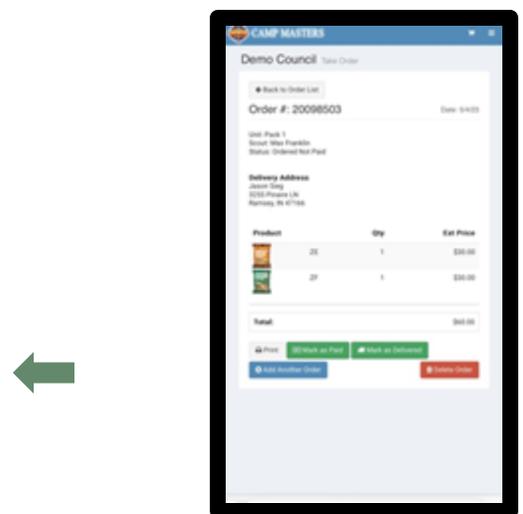
Scroll down to find the requested product. Then click "Order" to add the item to the shopping cart.



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.
 4. Tap to Pay



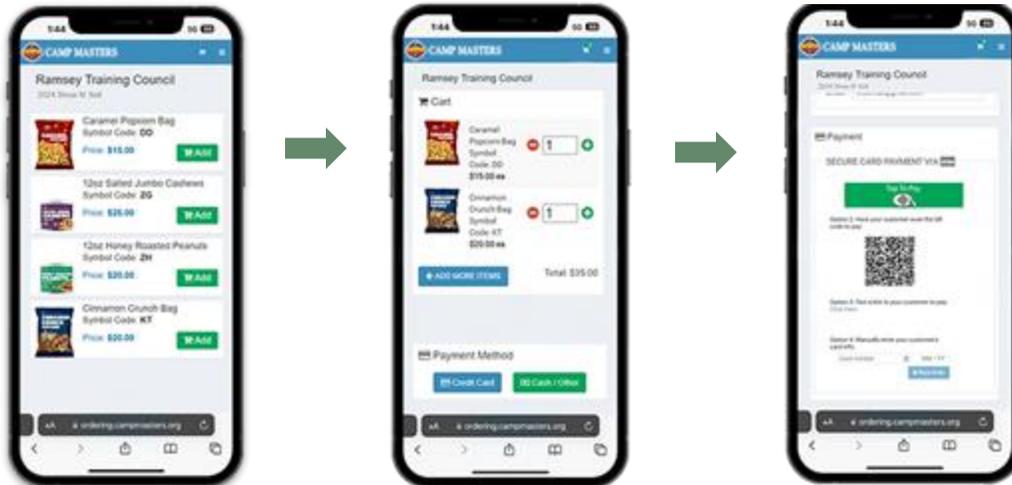
Mark as paid and delivered if applicable.



TAKE ORDERS by Tap to Pay

SCOUTS, PARENTS & LEADERS

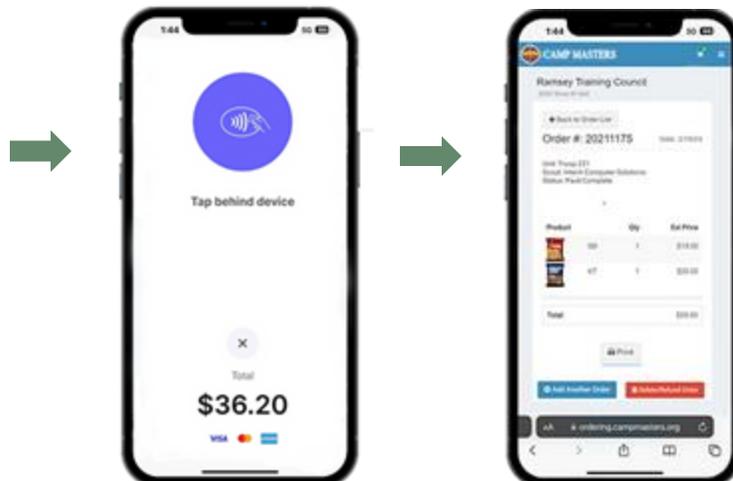
Follow these instructions to easily take orders with Tap to Pay on your smartphone.



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

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

Select Tap to Pay from the checkout payment options.



Tap the payment card to the back of your device.

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



WRAPPING UP YOUR SALE

Need to know information for Units to finalize their sales with the council. Potential topics to address on this page are:

- All Show and Sell Dollars are due on October 28th, with turn-in of your Take Orders.
- Please remember, as long as you are using the POCORN system to log your sales, you can move inventory to and from with other units so you are not left with extra corn. You can also reach out to your District Kernel and get support that way. Our goal is to work together, sell as much product as possible, and no one is left out to “eat” leftover product.
- Make sure you get all of your product returned to you so you have a good inventory before placing your take order. Use your show and sell inventory to fill orders before placing your take order.
- Please make sure you enter the prizes for each Scout by October 28th. They must be recognized for their efforts in selling.

