

# 2022 POPCORN SALE LEADER GUIDE



**EAST CAROLINA COUNCIL**

*in partnership with*

**CAMP MASTERS**  
GOURMET POPCORN

# WE'RE IN THIS TOGETHER

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**2022 is an unprecedented year in the lives of our Scouting families as we continue to recover from COVID-19.** 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 2022 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.

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](mailto:customerservice@campmasters.org).

We are fully invested in your popcorn success!

Warm Regards,

Wilfred Sieg, Jr.  
President

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# LEARN WITH POPCORN

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

And of course, popcorn funds all the amazing activities in their Scouting program.



# IMPORTANT CONTACTS

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## Contact Group

Cynthia King  
Council Popcorn Chair  
252-947-2290  
[cynthiaking2005@gmail.com](mailto:cynthiaking2005@gmail.com)

Julie Scoran  
ECC Popcorn Staff Advisor  
252-933-1309  
[julie.scoran@scouting.org](mailto:julie.scoran@scouting.org)

Teresa Rose Jones  
ECC Popcorn Payments  
252-522-1521  
[teresa.rose@scouting.org](mailto:teresa.rose@scouting.org)

**Northern District  
Popcorn Chair**  
TBA

**Central District  
Popcorn Chair**  
Brad Wilkinson  
[wilkinsonbd@gmail.com](mailto:wilkinsonbd@gmail.com)

**Southern District  
Popcorn Chair**  
TBA

**NORTHERN  
WAREHOUSE**  
TBA

**CENTRAL  
WAREHOUSE**  
Contact: Robbie King  
252-947-0971  
[kingrbsa2005@gmail.com](mailto:kingrbsa2005@gmail.com)  
Harper Brush Building  
2400 N Memorial Dr. Ste A  
Greenville, NC 27834

**SOUTHERN  
WAREHOUSE**  
TBA



# 2022 PRODUCT SELECTIONS

**ON AVERAGE 73% GOES TO SCOUTING**

**ZZ** **Support the Military and Scouting Too!**

**\$30 Military Donation**



Have fun! It's our 2022 Military Donation popcorn. Have fun! It's our 2022 Military Donation popcorn.

**DO** **Tasty Tots Tin**



The Tasty Tots Tin is a fun mix of Caramel Corn, Sweet, Dairy, & Tasty Tots Corn and Sweet Popcorn — 21oz, 3.22 gal. — \$40

**VY** **Caramel Britzle Caramel Tin**



Delicious gourmet caramel popcorn with chocolate. Available in Caramel Tin — 20 oz, 3.22 gal. — \$30

**E** **Popcorn Casserole w/ Ahi, Pea, Cucumber Tin**



Delicious gourmet popcorn with ahi, pea, cucumber — 12 oz, 1.22 gal. — \$25

**G** **14 Pack EXTRA BUTTER Doubled Summer Care**



14 packs of popcorn with 14 times the butter. Available in 14 Pack EXTRA BUTTER Doubled Summer Care — 20 oz, 3.22 gal. — \$20

**NN** **White Cheddar Cheese Tin**



Delicious popcorn of white cheddar cheese and butter. Available in White Cheddar Cheese Tin — 20 oz, 3.22 gal. — \$20

**VY** **12 Pack Sweet & Salty Kettle Corn Microwave Popcorn**



A sweet and salty popcorn with a mix of sweet and salty popcorn. Available in 12 Pack Sweet & Salty Kettle Corn Microwave Popcorn — 20 oz, 3.22 gal. — \$20

**V** **Purple Popping Corn Jar**



The Purple Popping Corn Jar is a gourmet popcorn with a mix of purple and white popcorn. Available in Purple Popping Corn Jar — 20 oz, 3.22 gal. — \$15

**DD** **Caramel Popcorn Bag**



Delicious gourmet popcorn with caramel. Available in Caramel Popcorn Bag — 20 oz, 3.22 gal. — \$15

**U** **6 Pack Better Microwave Popcorn**



A gourmet popcorn with a mix of white and yellow popcorn. Available in 6 Pack Better Microwave Popcorn — 20 oz, 3.22 gal. — \$10

\* Package/Tin may change, subject to availability.  
 \*\* Some popcorn varieties are lighter than others.  
 Popcorn weight is measured in ounces. Volume of tin is measured in gallons.

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

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

Thank you for supporting Scouting

## To pick up your popcorn, follow these vehicle recommendations:

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

# 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 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 5 hours in planning and decorating day of, plus whatever time you'd estimate for creating them.



# KERNEL CHECKLIST

## My #PopcornSquad

### District Kernel

Phone  
Email

### Assistant Kernel

Phone  
Email

### Kickoff Kernel

Phone  
Email

### Show-N-Sell Kernel

Phone  
Email

### Pickup Kernel

Phone  
Email

### Prize Kernel

Phone  
Email

### Communications Kernel

Phone  
Email

- Attend Popcorn Trainings
- Plan Annual Scout Program (w/ Unit Committee)
- Review Commission Structure & Prizes
- Determine Additional Unit Prizes
- Set Budget for Program
- Recruit Your #PopcornSquad
- Update Scout Roster (w/ Membership Chair)
- Direct Scouts to Self-Register or Update Bio
- Determine Per-Scout Fundraising Goal
- Secure Storefronts (as / where possible)
- Create Unit Timeline for Popcorn Sale
- Establish Guidelines for Popcorn Pickup / Returns & Money
- Confirm Show-N-Sell Locations & Times
- Prepare / Update COVID-19 Guidelines
- Place Unit Popcorn Order
- Host Unit Kickoff Meeting
- Prepare and Distribute Handouts
- Share Tips & Ideas for Selling Popcorn
- Provide Selling Incentives & Games for Scouts
- Coordinate Pick-Up / Drop-Offs at District Warehouse
- Encourage Scout & Parent Participation
- Share Selling & Marketing Strategies
- Help Scouts Share Their Online Selling Link
- Place Final Popcorn Order
- Order and Distribute Prizes
- Remit Product Payments to Council
- Contact District Kernel as Needed for Assistance
- Celebrate!



# POPCORN TRAINING

DATE	LOCATION	TIME	ATTENDEES
July 21, 2022	Zoom <a href="https://zoom.us/meeting/register/tJAqc-igqTotHN3VW-tb2at0CdNFr4EVD2YB?_x_zm_rtaid=90_z4TTRTRqixYqxFR-92Q.1655992742004.d4c0f9a9826ea354202d30b598d8c936&amp;_x_zm_rtaid=691">https://zoom.us/meeting/register/tJAqc-igqTotHN3VW-tb2at0CdNFr4EVD2YB?_x_zm_rtaid=90_z4TTRTRqixYqxFR-92Q.1655992742004.d4c0f9a9826ea354202d30b598d8c936&amp;_x_zm_rtaid=691</a>	7:00 PM	Any adult who wants to learn how to sell popcorn with Michael Beck.

# HOW MUCH POPCORN TO SELL

The mission behind the unit program planning philosophy is to help Scouting units fulfill young people's need for adventure and deliver on this promise. Units that operate under an annual program plan, that young people help construct, are proven to be more successful and make a more profound impact on the lives of their members. We promise young people the most exciting adventures they can imagine, and we had better be prepared to make it happen.

How do you get buy-in and commitment from your unit's families when it comes to annual programming and fundraising needs? Your answer to this question is the key factor to the level of success your Scouting program will enjoy.

Brainstorming Ideas to Get You Started - The unit might plan and fund some of the following:

## Program Ideas:

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

## Other Considerations:

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

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

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

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

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

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

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





# COMMISSION & PRIZES

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- 33% Baseline Commission
- +1% if 1 person attended Michael Beck Training
- +2% if 2 people attended Michael Beck Training
- +3% if 3 people attended Michael Beck Training OR show a 5% increase 2021/2022
- +1% if 1 person attends Program/Popcorn Kickoff (only if not attended Michael Beck Training)
- +2% if 2 people attend Program/Popcorn Kickoff (only if not attended Michael Beck Training)
- +3% if 3 people attend Program/Popcorn Kickoff (only if not attended Michael Beck Training) OR show a 5% increase 2021/2022
- +3% if unit forgoes prizes
- All online sales earn unit 33% base with no shipping cost. Other percentages above are not added into online sales. However, online sales plus individual Scout sales for Show-N-Sell and Take Order are figured into prize levels.



# 2022 PRIZES

**CHOOSE A PRIZE AND GO FOR IT!**  
Scouts can qualify for BOTH standard prizes AND an additional CAMP MASTERS High Achiever Prize

My prize goal is:   
My popcorn goal is:

<p><b>\$5,000</b> LEVEL 14</p> <p>48 - LEGO Technic 4X4 Mercedes-Benz Zetros Trial Truck 49 - Carrera Evolution Supercars 50 - Leatherman® Mut</p>	<p><b>\$425</b> LEVEL 6</p> <p>18 - PlusPlus Saturn V Rocket 19 - 4" Wood Handle Knife w/ Case &amp; BSA® Branding 20 - USB Rechargeable Headlamp w/ Motion Activation 21 - HEXBUG Nature Babies - Snow Leopard 22 - Grab Bag E</p>
<p><b>\$4,000</b> LEVEL 13</p> <p>45 - Adventure Camp Package 46 - Dart Zone Pro MK 3 47 - LEGO Millennium Falcon</p>	<p><b>\$325</b> LEVEL 5</p> <p>13 - Zing Air ZooperBall 14 - Micro Dome Terrarium Fred the Flytrap 15 - Rosewood Multi Tool w/ Case 16 - Indoor Sticky Baseball w/ BSA® Branding 17 - Grab Bag D</p>
<p><b>\$3,000</b> LEVEL 12</p> <p>42 - Swiss Army Cyber Tool M 43 - HEXBUG Arena MAX w/ 2 Bots 44 - Coleman Sundome 4 Person Tent</p>	<p><b>\$250</b> LEVEL 4</p> <p>9 - Black Dry Bag - 5 liter 10 - Waboba Fly Fies 6" Silicone Flying Disc 11 - Knife/Fork/Spoon Combo w/ Bottle Opener 12 - 6" Stuffie w/ BSA® Branding</p>
<p><b>\$2,150</b> LEVEL 11</p> <p>39 - LEGO Ariel's Underwater Palace 40 - Skullcandy Indy Evo True Wireless Bluetooth Earbuds 41 - Foldable Drone</p>	<p><b>\$190</b> LEVEL 3</p> <p>5 - Survival Band w/ Fire Starter, Compass, &amp; Whistle 6 - Cinch Backpack w/ BSA® Branding Assorted Colors 7 - Single Lock Blade Knife 8 - Color Changing Watch/Pedometer</p>
<p><b>\$1,650</b> LEVEL 10</p> <p>36 - North Face Groundwork Backpack 37 - HEXMODS Pro Series Elite 38 - LEGO Hogwarts Magical Trunk</p>	<p><b>\$90</b> LEVEL 2</p> <p>1 - Fire Starter 2 - Pop It Rocket 3 - Compass Thermometer Whistle 4 - Pop Up Phone Stand Holder (Phone not included)</p>
<p><b>\$1,250</b> LEVEL 9</p> <p>33 - LEGO Speed Champions Aston Martin 34 - HEXBUG VEX RC Black Widow 35 - Rechargeable 3-in-1 Lantern w/ Wireless Speaker</p>	<p><b>\$650 Bonus Club</b> Scouts who sell \$650 in product will receive their choice of: 0.1 - Popcorn Sale Patch 0.2 - Online Sale Pin 0.3 - Military Sale Pin 0.4 - Top Seller Pin 0.5 - LEGO Elsa and the Nokk's Ice Stable 0.6 - Sluban Model Bricks Cobra GT40 Car 0.7 - Hanging Hammock w/ Hardware</p>
<p><b>\$850</b> LEVEL 8</p> <p>28 - HEXBUG VEX Ambush Striker 29 - 126-piece Tool Set 30 - Zing Bow w/ 4 Arrows Assorted Colors 31 - 2-Person Waterproof Tent 32 - Grab Bag G</p>	<p><b>\$625</b> LEVEL 7</p> <p>23 - 5pc Stainless Steel Mess Kit 24 - Zing Firetek Rocket 25 - Multi-Tool w/ Shovel &amp; Ax 26 - Telescoping Fishing Pole w/ Reel 27 - Grab Bag F</p>

OPTIONAL  
Council Sale Specific Info

Full Name: \_\_\_\_\_ Pack/Troop#: \_\_\_\_\_ Total Sales: \_\_\_\_\_  
Level: \_\_\_\_\_ Description \_\_\_\_\_ Quantity \_\_\_\_\_

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

## CAMP MASTERS 2022 High Achiever Prizes \$3,000 & Up Club



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 form for more details at [campmasters.org](http://campmasters.org).

### DID YOU KNOW?

Scouts Online Sales at [PopcornOrdering.com](http://PopcornOrdering.com) towards your prizes!

SELL \$400 ONLINE amazon EARN \$10 GIFT CARD!

### East Carolina Council

[www.eccbsa.org](http://www.eccbsa.org)  
Council ID: 426ECAR  
For Popcorn Related Questions:  
Council Office: (252) 522-1521  
For Prize Related Questions  
GCC/Keller Marketing: (888) 351-8000

### GUIDELINES to Select Prizes

- Prizes earned based on individual sales. No combining of sales with other Scouts.
- Sell any item receive the Popcorn Sale Patch.
- Sell \$90 & select your choice of prize at that level.
- Sell \$190 or more & select a prize from the level you achieve or select prizes from the lower levels as long as the total of the prize levels does not exceed the prize level achieved. Example: If you sell \$825 in popcorn, you may select ONE prize from the \$825 Level or ONE prize from the \$325 Level and ONE prize from the \$250 Level.
- Parent's permission required and a Whittling Chip or Totin' Chip to order a knife.
- All prizes will ship to your Unit Leader.
- If a prize is no longer available a substitute of equal or greater value will be shipped.
- Turn in your prize order with your popcorn order.

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



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



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



OR THIS CAMPER PKG  
Tent, Grilling set, Hammock, Cooler  
Chair Backpack, Camp Stove,  
Bluetooth Speaker & Lantern



# 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

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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.

Demo Council | Demo District Anytown | Troop 313 > Users

	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	Troop313.Jacob@scouting.org
<input checked="" type="checkbox"/>	Scout	D9ZJ	Jeff	Hawkins	(214) 366-3455	wayne1965@gmail.com
<input checked="" type="checkbox"/>	Scout	D9ZH	Jill	Smith	(888) 888-8888	jillsmith@gmail.com
<input type="checkbox"/>	Scout	D9Y7	Max	Franklin	(214) 608-3499	troop313max@demo.com
<input type="checkbox"/>	Scout	D9YX	Max	Sieg	(812) 347-3505	jason@yahoo.com
<input type="checkbox"/>	Scout	D9Y9	Ryan	Franklin	( ) -	Ryno23@yahoo.com

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**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”.

Demo Council | Demo District Anytown | Troop 313 > Users

	Type	Key Code	First Name	Last Name	Phone	Email
<input checked="" type="checkbox"/>	Leader		Jason	Sieg	(214) 608-3499	pkp25@yahoo.com
<input checked="" type="checkbox"/>	Scout	D9YW	Jacob	Smith	(555) 555-5555	Troop313.Jacob@scouting.org
<input checked="" type="checkbox"/>	Scout	D9ZJ	Jeff	Hawkins	(214) 366-3455	wayne1965@gmail.com
<input checked="" type="checkbox"/>	Scout	D9ZH	Jill	Smith	(888) 888-8888	jillsmith@gmail.com
<input checked="" type="checkbox"/>	Scout	D9Y7	Max	Franklin	(214) 608-3499	troop313max@demo.com
<input checked="" type="checkbox"/>	Scout	D9YX	Max	Sieg	(812) 347-3505	jason@yahoo.com
<input checked="" type="checkbox"/>	Scout	D9Y9	Ryan	Franklin	( ) -	Ryno23@yahoo.com

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



# REGISTER YOUR SCOUTS

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

**CAMP MASTERS** Dashboard

2020 Fall Popcorn Sale

**Jason Sieg | Troop 313**  
Demo Council | Demo District Anytown

**To Do:**

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

**Links:**

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- Order Prizes
- Edit Your Profile
- Reset Password

**Show-N-Sell** Start: 2/25/20 - Due: 8/7/20  
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- 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** Jason Sieg

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)

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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.

The screenshot shows the 'Import Scouts' dialog box in the Camp Masters application. The dialog is titled 'Import Scouts' and has a 'Choose a file to import:' section with a 'Browse...' button. Below this is a checkbox for 'First Row Has Headers:'. The 'IMPORT MAPPING' section contains a note: 'Match each import field to the import file's columns or type in a custom value to be used.' There are eight dropdown menus for mapping: Council, District, UnitType, UnitNumber, Email, FirstName, LastName, and Phone. The background shows a 'Users / Scouts' table with columns for First Name, Last Name, and Email, and rows of user data.

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

The screenshot shows the 'Import Scouts' dialog box with the 'Import Mapping' section completed. The 'First Row Has Headers' checkbox is now checked. The dropdown menus are populated with values: Council (Demo Council), District (Demo District Anytown), UnitType (Troop), UnitNumber (313), Email (frederickthegreat@gmail.com), FirstName (Fred), LastName (Winston), and Phone (569-855-8653). The 'Number of Rows' is set to 3. An 'IMPORT' button is visible at the bottom.

You'll see a green success box once imported.

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

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



# STOREFRONT RECRUITING

You can never start too early in securing storefronts. 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]??



# 2022 POPCORN SCHEDULE

## JULY 2022

### IMPORTANT DATES

Thursday, July 14<sup>th</sup>:  
Popcorn Training  
7pm Zoom

Friday, July 15<sup>th</sup>:  
Show N Sell Starts

Thursday, July 21<sup>st</sup>:  
Popcorn Training  
7pm Zoom

Saturday, July 30<sup>th</sup>:  
Council Popcorn Kickoff

SUN	MON	TUE	WED	THU	FRI	SAT
					1	2
3	4 Independence Day	5	6	7	8	9
10	11 Patriot Day	12	13	14 Popcorn Zoom Training	15 Show N Sell Starts	16
17	18	19	20	21 Popcorn Zoom Training	22	23
24	25	26	27	28	29	30 Council Popcorn Kickoff Event
31						

## AUGUST 2022

### IMPORTANT DATES

Friday, August 5<sup>th</sup>:  
Show and Sell Orders Due  
to Camp Masters by 5pm

Saturday, August 27<sup>th</sup>,  
9am – 12noon:  
Popcorn Pickup

Monday, August 29<sup>th</sup>:  
Popcorn Take Orders  
Start Date

SUN	MON	TUE	WED	THU	FRI	SAT
	1	2	3	4	5 Show and Sell Orders Due	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27 Popcorn Pickup
28	29 Popcorn Take Orders Start	30	31			

# 2022 POPCORN SCHEDULE

## SEPTEMBER 2022

### IMPORTANT DATES

SUN	MON	TUE	WED	THU	FRI	SAT
				1	2	3
4	5 Labor Day	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25 Rosh Hashanah (1)	26 Rosh Hashanah (2)	27	28	29	30	

## OCTOBER 2022

### IMPORTANT DATES

Saturday, October 8<sup>th</sup>:  
Food Lion/BSA Popcorn  
Partnership

Saturday, October 15<sup>th</sup>:  
Food Lion/BSA Popcorn  
Partnership

Monday, October 17<sup>th</sup>:  
Last day to return whole  
cases from Show & Sell to  
Council Office in Kinston  
by 5pm

Monday, October 24<sup>th</sup>:  
Take Orders due to Camp  
Masters by 5pm

Wednesday, October 26<sup>th</sup>:  
Show and Sell Payments  
due by 5pm

SUN	MON	TUE	WED	THU	FRI	SAT
						1
2	3	4 Yom Kippur Eve	5 Yom Kippur Day	6	7	8 Food Lion/BSA Popcorn Partnership
9	10 Columbus Day	11	12	13	14	15 Food Lion/BSA Popcorn Partnership
16	17 Return whole Show and Sell cases to Council Office in Kinston by 5pm	18	19	20	21	22
23	24 Take Orders Due 5pm to Camp Masters	25	26 Show and Sell Payments Due 5pm	27	28	29
30	31 Halloween					

# 2022 POPCORN SCHEDULE

## NOVEMBER 2022

### IMPORTANT DATES

Friday, November 11<sup>th</sup>:  
Prize Orders DUE by 5pm

SUN	MON	TUE	WED	THU	FRI	SAT
		1	2	3	4	5
6	7	8	9	10	11 Veterans Day  Popcorn Prize Orders DUE	12
13	14	15	16	17	18	19
20	21	22	23	24 Thanksgiving Day	25	26
27	28	29	30			

## DECEMBER 2022

### IMPORTANT DATES

Saturday, December 3<sup>rd</sup>,  
9am – 12noon:  
Popcorn Pickup

Monday, December 12<sup>th</sup>:  
Popcorn Take Order Money  
DUE to Council Office in  
Kinston by 4pm

SUN	MON	TUE	WED	THU	FRI	SAT
				1	2	3 Popcorn Pick up
4	5	6	7	8	9	10
11	12 Take Order Money Payment Due 4pm	13	14	15	16	17
18 Hanukkah (1)	19 Hanukkah (2)	20 Hanukkah (3)	21 Hanukkah (4)	22 Hanukkah (5)	23 Hanukkah (5)	24 Christmas Eve Hanukkah (6)
25 Christmas Day Hanukkah (7)	26 Hanukkah (8) Kwanzaa (1)	27 Kwanzaa (2)	28 Kwanzaa (3)	29 Kwanzaa (4)	30 Kwanzaa (5)	31 New Year's Eve Kwanzaa (6)

# POPCORN POLICIES

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Return of only **WHOLE CASES** of **only** unsold Show and Sell popcorn to not exceed 25% of the ordered Show and Sell Popcorn can be returned by **October 17<sup>th</sup>** 5pm to the Council Office!

# SHOW-N-SELL SCHEDULING

You can manage your Show-N-Sell dates and volunteers within this table. Or look below for instructions to use an online management tool.

DATE	LOCATION	SHIFTS	NEEDED ADULTS AND SCOUTS
Ex. Sep 15	Harris Teeter St. Johns Avenue	8 - 10 AM	Adult 1: Adult 2: Scout 1: Scout 2: Scout 3:

## ONLINE SIGN UP INSTRUCTIONS

Video Training here:

1. Create a free account at [SignUpGenius.com](https://www.signupgenius.com).
2. Then follow these step-by-step instructions:  
<https://www.signupgenius.com/faq/create-sign-up.cfm>



# 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 fulfillment 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.



# ORDERING INVENTORY

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If you are unsure on how much popcorn to order for Show and Sell and/or take order, please contact your District Popcorn Kernel.

It is always better to order not enough, than too much!

# YOUR POPCORN KICKOFF

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

1. **Set the Agenda.** Think of things that are fun and fast-paced. This helps build energy and excitement for the popcorn sale. Scouts will leave ready to earn their way selling delicious popcorn!
2. **Ask for Help.** Enlist others to help you pull off a fun and exciting popcorn kickoff! No need to try and take it all on yourself.
3. **Know Your WHY.** Share the exciting Scouting Program that this fundraiser will support. Talk about the activities and what the Scouts will experience. And reiterate that it can all be paid for by POPCORN! (*See pg 4 for additional info to share.*)
4. **Review the Forms.** Show Scouts the forms they'll be using in detail so they understand how to use them to promote the products and capture orders.
5. **Build their Profile.** Have each Scout register or update their profile at [CAMPMASTERS.org](http://CAMPMASTERS.org).
6. **Ready to Sell!** Add CAMP MASTERS to their phones.
7. **Sharing is Caring.** Explain how they can share their CAMP MASTERS profile link with friends, family and through social media.
8. **Cover What's Critical.** Spend some time explaining the different ways to sell, key dates for the program and show and sell locations.
9. **Focus on the Goal.** Motivate Scouts to take on the Unit Scout goal and to pick an awesome prize as part of their goal!
10. **Create a Memory.** End the night with a fun and memorable event. Scouts love to be part of the action. And they always love a good pie to the face of their Unit Leader!



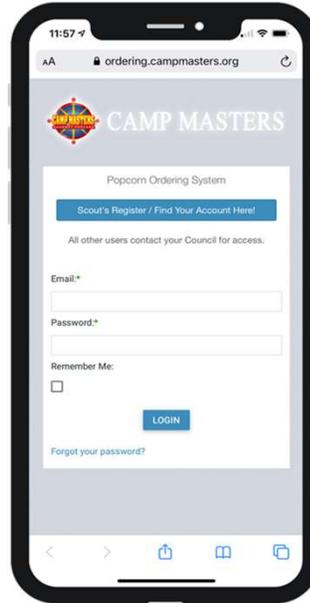
# CAMP MASTERS APP

## SCOUTS, PARENTS & LEADERS

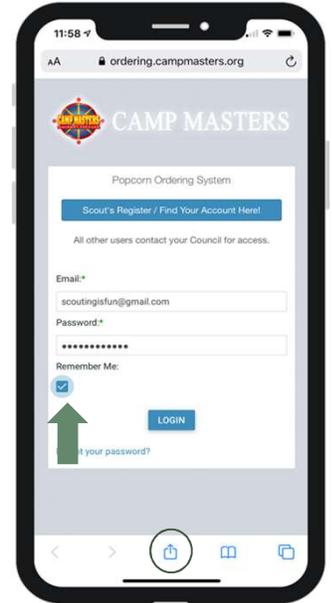
Follow these instructions to easily create a CAMP MASTERS app icon on your smartphone.



Open Safari  
Chrome on Android

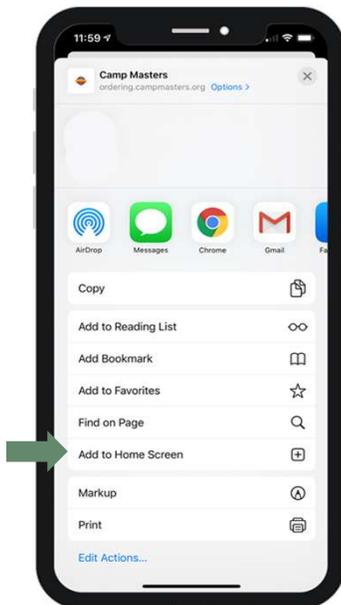


Go to  
ordering.campmasters.com/Account/Login



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 to  
Home Screen”



Then click “Add”



Ready to sell? Click the icon!



# ACCEPTING CREDIT CARDS

CAMP MASTERS has partnered with PayAnywhere to provide accounts and free readers to all Units. Just go to: [payanywhere.com/campmasters](http://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](http://www.campmasters.org/pay-anywhere)**



# CREATE YOUR ACCOUNT

## Applying for PayAnywhere.



Head to [payanywhere.com/campmasters](https://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.

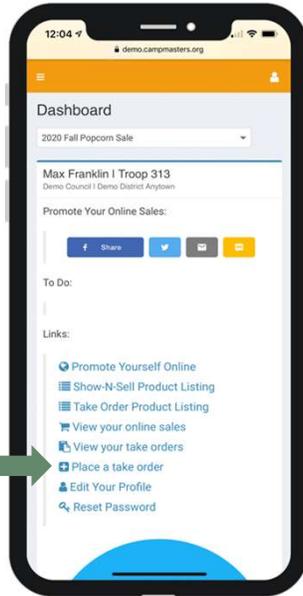
The screenshot shows the PayAnywhere account creation form. At the top left is the PayAnywhere logo. At the top right, it says "Prefer the phone? Call to register: 877.387.5640". The main heading is "How will you use PayAnywhere?". Below this are two tabs: "As a Business" (highlighted) and "As an individual". A callout box points to the "As an individual" tab with the text: "If you do not have a TIN, use the 'Individual' tab to apply for an account." Below the tabs is the "Information about you, the principal of the company" section. It contains fields for: First name, Last name, Email, Phone number, Birthday (Month, Day, Year), Last 4 digits of SSN, Address, Suite / Apt #, Zip code, Please create a password, and Confirm password. A callout box points to the password fields with the text: "Be sure to write down your password. You will use it to log in to the PayAnywhere app and PayAnywhere Inside." Below this is the "Information about your company" section. It contains fields for: We are a (Sole proprietor), Industry, Business type, DBA name, Federal tax ID, Total monthly CC sales, Average ticket amount, and We have been in business for. A callout box points to the "Total monthly CC sales" field with the text: "Select '<\$25,000.'" At the bottom of the form is a checkbox for "I have read and agree to the Terms and Conditions" and a "CREATE ACCOUNT" button. Below the button is a small disclaimer: "This site and your information are protected by SSL encryption."



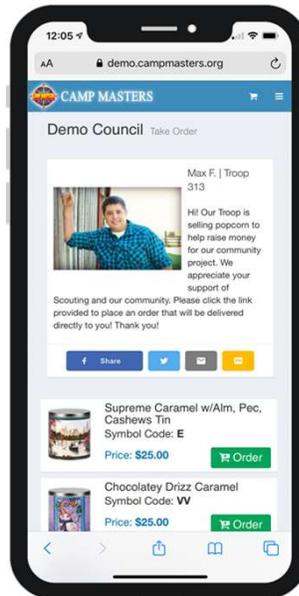
# TAKE ORDERS ON THE GO

## SCOUTS, PARENTS & LEADERS

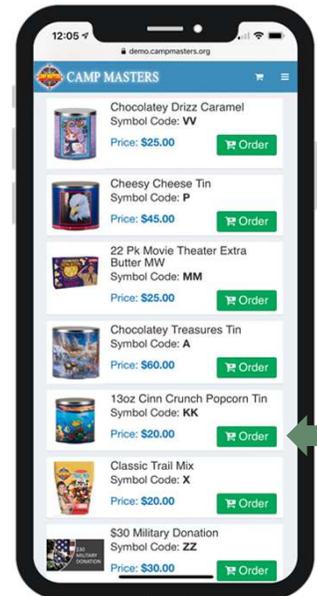
Follow these instructions to easily take orders and payment on your smartphone.



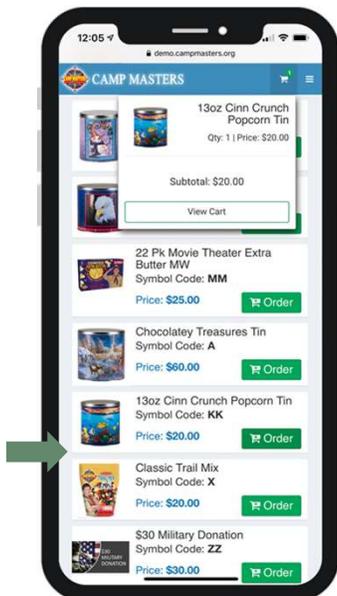
Click "Place a Take Order" from the dashboard



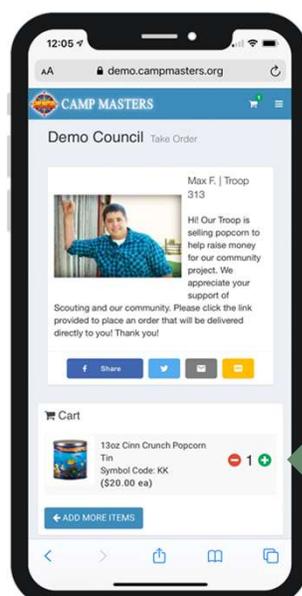
This will take you to the products page.



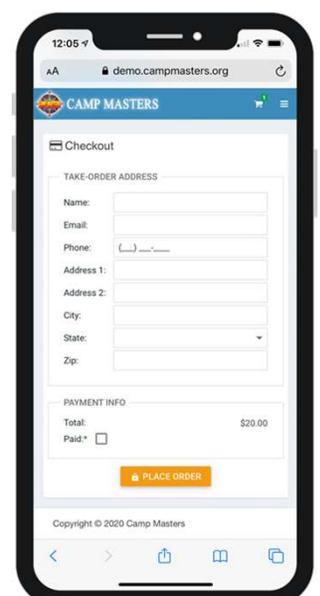
Scroll down to find the requested product. Then click "Order" to add the item to the shopping cart.



A confirmation window will appear. You can either go to cart or continue adding items.



In the cart, you can change the quantity of the product if needed.



Complete the customer information.



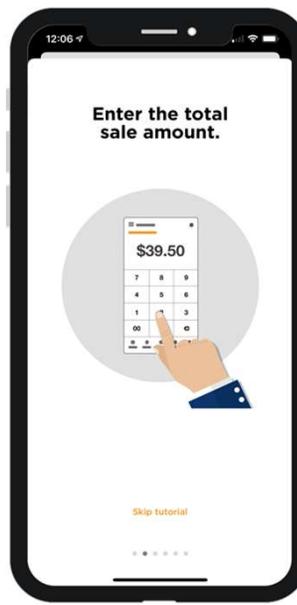
# TAKE ORDERS ON THE GO

## SCOUTS, PARENTS & LEADERS

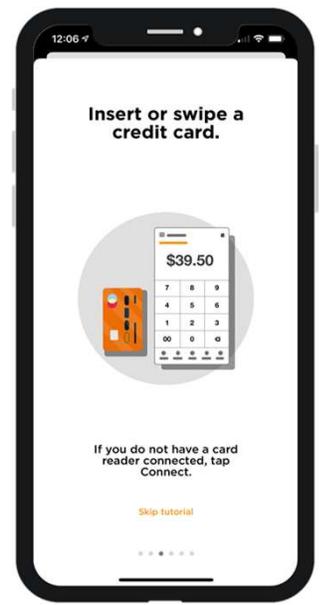
Follow these instructions to easily take orders and payment on your smartphone.



Return to your home screen and open the PayAnywhere app.



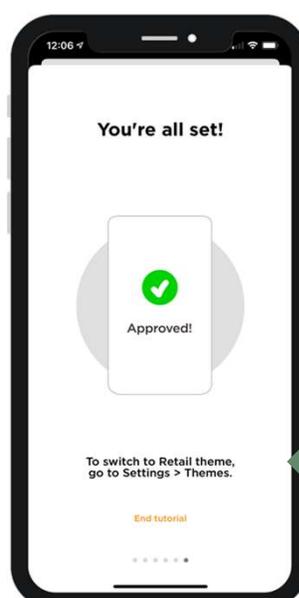
Enter the total charge.



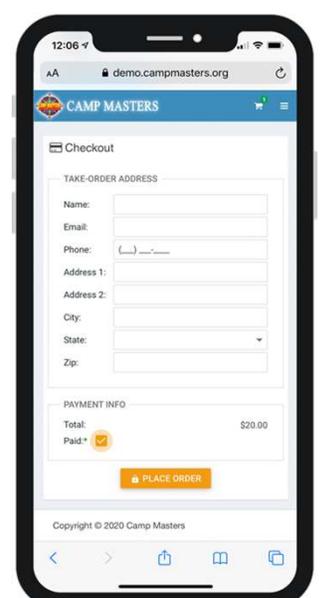
Insert or swipe the credit card depending on your reader type..



Offer the customer a SMS text or email receipt.



When you receive payment confirmation, return to CAMP MASTERS window.



Mark as paid and then tap the "Place Order" button.

# INVENTORY & PAYMENTS

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WHOLE CASES of only unsold Show and Sell popcorn to not exceed 25% of the ordered Show and Sell Popcorn can be returned by October 17<sup>th</sup> 5pm to the Council Office!

Show and Sell Popcorn payment due by 5pm on October 26, 2022

Take Order Popcorn payment due by 5pm on December 12, 2022

## WRAPPING UP YOUR SALE

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All Prizes must be  
submitted by

**Nov 11<sup>th</sup>** at 5pm.

**No Exceptions**