



2021 POPCORN SALE KERNEL'S GUIDE

in partnership with



WE'RE IN THIS TOGETHER

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

This year's popcorn sale may look and feel a little 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 continues to take 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 2021, CAMP MASTERS is providing all Councils and Units with new training and marketing resources. Some information on these resources is included in this guide. And you'll gain access to others over the coming months leading up to the sale.

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

We are fully invested in your popcorn success!

Warm Regards,

Wilfred Sieg, Jr.
President



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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



Great Smoky Mountain Council

Council Support

Council Staff Advisor:	Neal Drown	865-454-7155	neal.drown@scouting.org
Support Staff:	Tracy Slice	865-566-0642	tracy.slice@scouting.org
Council Kernel:	Paul Renier	865-943-0613	paul.renier@gmail.com

District Kernels

Cades Cove:	Michele Ellis	865-684-3660	michele.ellis55@gmail.com
Cataloochee:	Robin & Justin Walker	865-223-3923	rotcrops@gmail.com
Eagle Creek:	Amanda Jolly	931-202-2232	akjolly91@gmail.com
Mount Cammerer:	Michelle Wilder	865-585-4465	michellewilder63@yahoo.com
Mount Le Conte:	Paul Renier	865-943-0613	paul.renier@gmail.com
	Paul Bennett	865-291-8164	pauljoebennett@yahoo.com

District Executives

Cades Cove:	Austin Abee	423-920-4536	Austin.abee@scouting.org
	Geoff Cusick	865-324-4608	Geoff.Cusick@scouting.org
Cataloochee:	Russ Patterson	865-455-4284	Russell.Patterson@scouting.org
Eagle Creek:	Derek Brawner	865-454-795	derek.brawner@scouting.org
Mount Cammerer:	Anthony Ingram	865-455-5268	Anthony.ingram@scouting.org
	Chris Hargis	865-455-6722	chris.hargis@scouting.org
Mount Le Conte:	James Gaddis	865-455-4230	ames.gaddis@scouting.org
	Patrick Finn	865-455-1757	Patrick.finn@scouting.org
Tremont:	Kayla Klein	865-454-7799	kayla.Klein@scouting.org



IMPORTANT DATES

July	22	Popcorn Kickoff – Central, 6:30pm – Scout Service Center
	27	Popcorn Kickoff – East, 6:30pm – 1 st UMC, Jefferson City
	28	Michael Beck Training – Zoom, 6:30pm
	29	Popcorn Kickoff – West, 6:30pm – St. Thomas the Apostle, Lenoir City
August	1	Internet Sale Begins
	26	Follow-up Kickoff – 6:30pm, Scout Service Center
	27	Show & Sell Order Deadline
September	6	Take Order & Blitz Club Begins
	15-16	Show & Sell Delivery
	17	Show & Sell Begins
	18 – Oct. 1	Kroger Show & Sell Dates
	24 – Oct. 24	Food City Dates
	27	Replenishment Orders Due / Early Return Deadline
	27	Hamblen/Late Sale Show & Sell Orders Due
October	6	Blitz Club Ends
	7	Blitz Club Salesman Forms Due
	14	Replenishment / Late Sale Product Delivery
	14	Hamblen / Late Sale Kickoff, 6:30pm – Scout Service Center
	25	Show & Sell Final Returns and Money Due
	26	Take Orders Due
	26	Top Seller and Prize Order Forms Due
November	1	Hamblen / Late Sale Begins
	11	Take Order Product Delivery
	30	Hamblen / Late Sale Ends, Show 7 Sell Returns, and Money Due
December	1	Hamblen / Late Sale Take Order Due and Prize Forms
	3	All Money Due
	29	All Hamblen / Late Sale Money Due



2021 PRODUCT SELECTIONS

OVER 70% OF EACH DOLLAR GOES TO LOCAL SCOUTING

ZZ Support the Military and Scouting Too!

\$30 Military Donation



WW

\$50 Military Donation

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

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

A *Chocolatey Treasures Tin

A Chocolate Lovers Dream. Includes: Chocolate Caramel Corn, Chocolatey Pretzels, White Frosted Pretzels, and delicious morsels of Chocolatey Covered Peanut Brittle Bites — 58 oz. ☉
**1.40 gal.




\$60

P *3-Way Cheesy Cheese Tin 

Celebrate Scouting with a simply sensational collection of White and Yellow Cheddar Cheese along with a zesty Cheesy Salsa popcorn (3 BSS Bags!) ☉
— 15 oz. ☉
**1.15 gal.




\$35

E *Supreme Caramel Crunch with Almonds, Pecans, and Cashews

Buttery sweet gourmet caramel corn with nuts — 18 oz. ☉
**1.18 gal.




\$25

MM 22 Pack Movie Theater Extra Butter Microwave Popcorn

Popcorn perfectly seasoned with EXTRA Buttery flavor just like the movie theaters. America's #1 selling flavor! ☉



\$25

VV *Chocolate Drizzled Caramel Popcorn

Buttery gourmet caramel popcorn w/ chocolate drizzle — 14 oz. ☉
**1.18 gal.




\$25

X Classic Trail Mix

Delicious wholesome goodness includes peanuts, cranberries, raisins, chocolate candies and cashews — 16 oz. ☉




\$20

ZG Salted JUMBO Cashews

Salted JUMBO Cashews - Everyone's favorite, fresh and crunchy! — 12 oz. ☉




\$20

G 14 Pack EXTRA BUTTER Roasted Summer Corn

If you like buttery corn on the cob, you'll love this EXTRA BUTTER flavor popcorn! ☉




\$15

YY 12 Pack Sweet & Salty Kettle Corn Microwave Popcorn

A sweet and salty old fashioned kettle corn taste, like the popcorn at old time county fairs! ☉




\$15

ZD White Cheddar Bag

Cheesy goodness of white cheddar on light, crunchy, crispy popcorn — 5 oz. ☉




\$15

DD *Caramel Popcorn Bag 

Mouthwatering taste of delicate and crispy gourmet caramel popcorn. — 10 oz. ☉




\$10

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

ALL PRODUCTS TRANS FAT FREE and NON-GMO POPCORN

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

Thank you for supporting Scouting

To pick up your popcorn, follow these vehicle recommendations:

- Midsize car holds about 30 cases
- Luxury sized car holds about 40 cases
- Minivan holds about 60 cases
- Large SUV holds about 70 cases
- Small Pickup bed holds about 50 cases
- Large Pickup bed holds about 70 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	DESCRIPTION
July 22, 2021	Council HQ 1333 Old Weisgarber Rd. Knoxville, TN 37909	6:30 PM	COUNCIL KICKOFF - CENTRAL
July 27, 2021	First United Methodist Church 2011 Branner Ave. Jefferson City, TN 37760	6:30 PM	COUNCIL KICKOFF - EASTERN
July 28, 2021	Zoom Meeting	6:30 PM	MICHAEL BECK TRAINING https://eastnscouts-org.zoom.us/j/82179933963?pwd=aDJFSGpCY09lZFNKRtIzcmV5MTkwdz09
July 29, 2021	St Thomas the Apostle Parish Family Life Center 1580 St. Thomas Way Lenoir City, TN 37772	6:30 PM	COUNCIL KICKOFF - WESTERN
August 26, 2021	Council HQ 1333 Old Weisgarber Rd. Knoxville, TN 37909	6:30 pm	FOLLOW-UP KICKOFF (If needed)

* A representative from each unit MUST attend one of the scheduled council kickoffs

Additional online training tools are available at:

www.campmasters.org/videos



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 are proven to be more successful and make a more profound impact on the lives of their members. 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/Day Camp
Camporees
Fall Family Camp
ScoutFest 2022
Pinewood Derby
Monthly Unit Activities

Other Considerations:

BSA Registrations & Life Magazine
Cub Scout Council Events
Meeting Supplies/Awards & Recognitions
Den/Patrol Expenses/Training Courses
Unit Equipment
Patrol/Den Activities
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. 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.

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

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



ANNUAL PROGRAM PLANNER

Involvement is key in the successful planning of your annual program. We recommend allowing Scouts and their families express their ideas during a Troop brainstorming session. The older the scout, the more benefit they get from participating in this planning. It also keeps everyone more engaged in the popcorn sale because they know the rewards of their efforts.

ACTIVITY	PROGRAM MONTH	COST
		\$
		\$
		\$
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		\$

NOW CALCULATE YOUR POPCORN SALES GOALS

Divide UNIT BUDGET by UNIT COMMISSION <i>(This is your Unit Sales Goal)</i>	\$
Divide by NUMBER OF PARTICIPATING OF SCOUTS <i>(This is your Scout Sales Goal)</i>	\$

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

COMMISSION & RETURNS

- ✓ 28% for units that sell \$1 - \$3,999
- ✓ 30% for units that sell \$4,000 - \$5,999
- ✓ 34% for units that sell \$6,000 - \$9,999
- ✓ 36% for units that sell \$10,000 +
- ✓ 30% for ALL online sales

Commissions drop by 5% after due date / Commissions drop 10% one week after due date /
Commissions drop 15% two weeks after due date

Return Policy

In order to help eliminate risk for both the units and the council, the GSMC will allow units to return up to 25% of all product checked out. If your unit has excess product during the regular sale dates, we STRONGLY encourage the product be returned prior to the end of the sale so we may redistribute it appropriately.

The scheduled early return/replenish order date is set for September 27.

PRIZES & INCENTIVES



My prize goal is: _____
My popcorn goal is: _____

CHOOSE A PRIZE AND GO FOR IT!

Scouts can qualify for BOTH standard prizes AND an additional CAMP MASTERS High Achiever Prize

<p>\$5,050 LEVEL 13</p> <p>49 - Carrera Evolution Speedway Champions 50 - Coleman 10'x9' DarkRoom Fast Pitch Screened Dome 6-Person Tent 51 - LEGO Bugatti Chiron 52 - \$150 Amazon Gift Card</p> <p>\$3,550 LEVEL 12</p> <p>45 - Skullcandy Indy ANC True Wireless Earbuds 46 - Dart Zone Pro MK 1.1 47 - LEGO Technic Porsche 911 RSR 48 - \$125 Amazon Gift Card</p> <p>\$2,800 LEVEL 11</p> <p>41 - Adventure Camp Package 42 - HEXBUG Build Blitz 43 - LEGO Friends Water Park & Cafe 44 - \$100 Amazon Gift Card</p> <p>\$2,050 LEVEL 10</p> <p>37 - LEGO Harry Potter's Hogwarts Clock Tower 38 - Coleman 4-Person Tent 39 - Holy Stone Drone w/ HD Camera 40 - \$75 Amazon Gift Card</p> <p>\$1,700 LEVEL 9</p> <p>33 - High Sierra Tactical Pack 34 - HEXBUG Battleground Tower w/ 2 Spiders 35 - LEGO Star Wars Resistance Y-Wing Starfighter 36 - \$50 Amazon Gift Card</p> <p>\$1,150 LEVEL 8</p> <p>29 - Walkie Talkie 30 - LEGO DC Super Heroes Lex Luthor Mech Takedown w/ Batman & Wonder Woman 31 - HEXBUG Battlebots Sumo Bash 32 - \$35 Amazon Gift Card</p> <p>\$825 LEVEL 7</p> <p>25 - 126-piece Tool Set 26 - LEGO Star Wars: The Mandalorian Trouble on Tatooine 27 - 2-Person Waterproof Tent 28 - Grab Bag G</p> <p>\$575 LEVEL 6</p> <p>21 - Swiss Army Classic Knife 22 - Telescope w/ 40x Magnification 23 - Telescoping Fishing Pole w/ Reel 24 - Grab Bag F</p>	<p>\$425 LEVEL 5</p> <p>17 - 5 piece Stainless Steel Mess Kit 18 - Multi-Tool w/ Hammer and Axe 19 - Color Changing Light Saber w/ Stand 20 - Grab Bag E</p> <p>\$325 LEVEL 4</p> <p>13 - 3-Watt - 200 Lumen COB LED Headlamp 14 - Air Hunterz Zano Bow w/ 2 Zarts 15 - Emergency Outdoor Survival Kit 16 - 4" Wood Handle Knife w/ BSA® Branding</p> <p>\$225 LEVEL 3</p> <p>9 - 4x30 Binoculars 10 - Dry Bag - 5 Liter w/ BSA® Branding 11 - Indoor Squishy Sticky Baseball (2pack) w/ BSA® Branding 12 - 6" Sloth w/ BSA® Branding</p> <p>\$125 LEVEL 2</p> <p>1 - Fire Starter 2 - Keyring Light w/ BSA® Branding 3 - Compass Thermometer Whistle 4 - Pop Up Phone Stand/Holder (Phone not included) 5 - Mini Dynamo Flashlight w/ BSA® Branding 6 - Cinch Backpack w/ BSA® Branding 7 - Camp Journal Book 8 - Color Changing Watch/ Pedometer</p> <p>LEVEL 1</p> <p>0.1 - Popcorn Sale Patch Sell any item 0.2 - Online Sale Pin Sell One Online Order 0.3 - Military Sale Pin Collect One Military Donation 0.4 - Top Seller Pin Sell over \$650</p>
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Full Name: _____ Pack/Troop#: _____ Total Sales: _____

Level:	Description	Pack/Troop#:	Total Sales:	Quantity

Descriptions of Prizes Available at www.kellerprizeprogram.com

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



PRIZES & INCENTIVES

2021 Great Smoky Mountain Council Popcorn Incentives

All Scouts that sell ANY amount of popcorn will earn this awesome Superhero Patch!



Blitz Club – Earn a Head Lamp!

All Scouts who sell at least \$400 during the first four weeks of the sale (Sept. 6 – Oct. 6) will receive a head lamp for all their Scouting outings!



Regal Movie Day – Earn two tickets to the movies!

All Scouts who sell \$150 or more earn 2 free tickets to Regal Cinema's Pinnacle 18 theater on 1/22/2022. *Movie title TBD.



Mystery House – Find a Mystery House and earn a prize!

Houses in your community will be selected to have a winning certificate for the 2021 Mysery House! Find one of these houses to receive your certificate and redeem it at the Council Service Center and pick from our treasure chest of special prizes! Look for clues starting September 6, 2021!



Top Council & District Sellers

The top selling Scout in the council (1) will receive a \$250 Scout Shop gift card and the top selling Scout in each district (5) will receive a \$100 Scout Shop gift card. **The top selling Scout must sell a minimum of \$1,000 to qualify.



PRIZES & INCENTIVES



2021 Popcorn Sale Mystery House Prizes

Welcome to the Great Smoky Mountain Council's Popcorn Sale "Mystery House" Program! During the popcorn sale period (September 8 through October 27, 2020) if you are the first to knock on the door of one our Mystery Houses you will be eligible to select a prize from prize box at the Council Office.

- *SOL Scout Survivor Kit*
- *Klymit V Pad Insulated Sleeping Pad*
- *Kelty Tuck 20 Degree Sleeping Bag*
- *Leatherman Leap Multi Tool*
- *Klymit V Pad Ultra-Light Sleeping Pad*
- *Kelty Upslope 1.0 Trekking Pole*
- *Osprey 3L Hydration Pack*
- *126pc Tool Set*
- *Celestial Telescope*
- *2-Way 5KM Walkie Talkies*
- *Strikeball stick to anything baseballs*
- *Holly Stone Smart Drone*
- *Smart phone PopSocket & LED Headlamp*
- *Special FX Saber w/display stand*
- *LEGO Star Wars 578pc Set*
- *BSA Scout Shop \$25 gift card*
- *BSA Scout Shop \$50 gift card*
- *BSA Scout Shop \$75 gift card*
- *Panasonic Smart Network Blu-Ray Player*
- *KAVU Rope Bag*

To select and receive your item, you must bring the certificate you received at the Mystery House to the Great Smoky Mountain Council Scout Center located at 1333 Old Weisgarber Road, Knoxville, TN 37909.

You will then select from the remaining prizes available. (FIRST COME, FIRST SERVED) Or email tracy.slice@scouting.org with your prize selection!!

MYSTERY HOUSE CLUES ARE AVAILABLE STARTING SEPTEMBER 6 AT:

www.EastTNScouts.org/popcorn



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.”

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

<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



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. The 'Remove' button is highlighted in orange. The table below shows the user list with checkboxes selected for the Scouts of Jeff Hawkins and Jill Smith.

	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 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

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

The screenshot shows the Camp Masters interface for Troop 313. The 'Send Sign-On Link' button is highlighted in orange. The table below shows the user list with checkboxes selected for all Scouts.

	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	Troop313Jacob@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

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



REGISTER YOUR SCOUTS

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

CAMP MASTERS Dashboard

2020 Fall Popcorn Sale

Jason Sieg | Troop 313
Demo Council | Demo District Anytown

To Do:

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

Links:

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

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 Users / Scouts

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

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

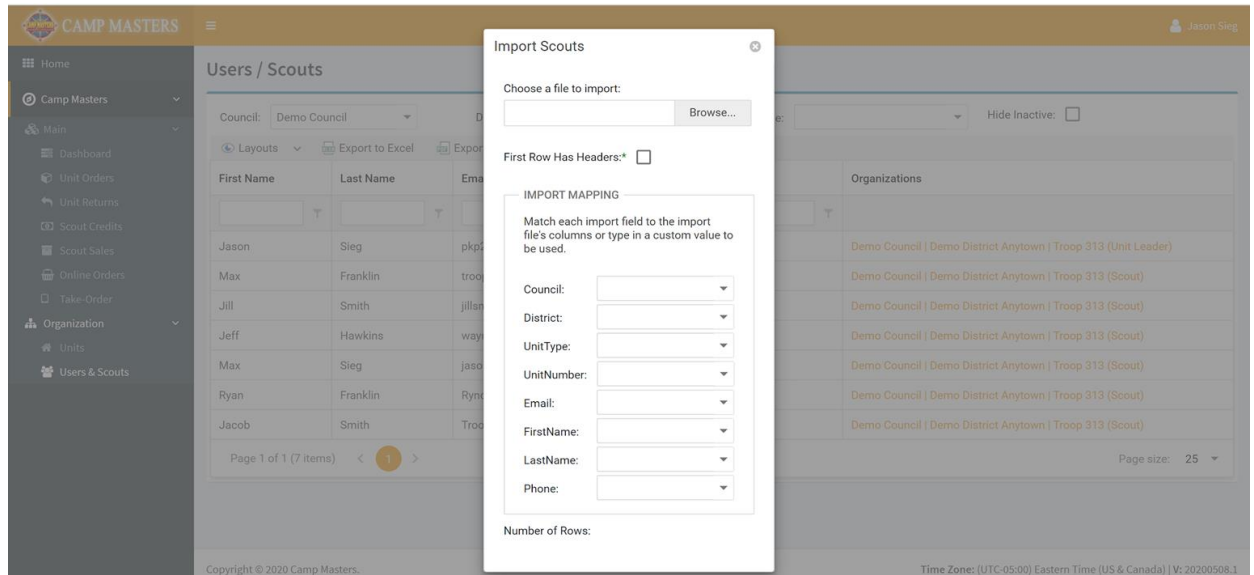
First Name	Last Name	Email	Organizations
Jason	Sieg	pkp25@yahoo.com	Demo Council Demo District Anytown Troop 313 (Unit Leader)
Max	Franklin	troop313max@demo.com	Demo Council Demo District Anytown Troop 313 (Scout)
Jill	Smith	jillsmith@gmail.com	Demo Council Demo District Anytown Troop 313 (Scout)
Jeff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

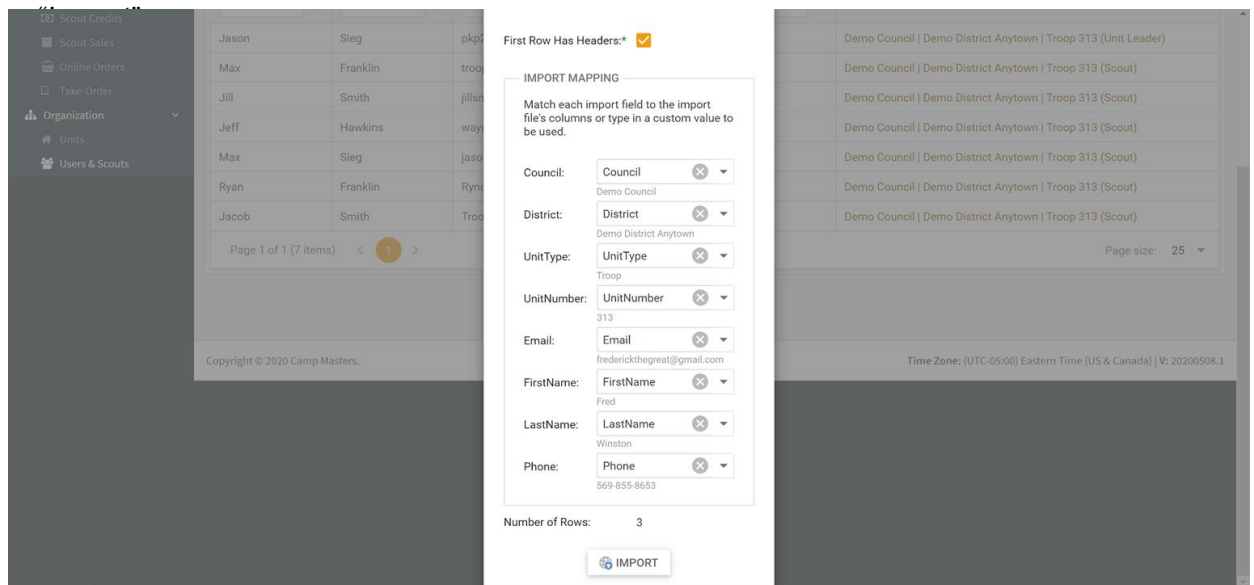
Copyright © 2020 Camp Masters. Time Zone: (UTC-05:00) Eastern Time (US & Canada) | V: 20200508.1

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



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]?



2021 POPCORN SCHEDULE

JULY 2021

IMPORTANT DATES

June 28th
Michael Beck Training

Sun	Mon	Tue	wed	Thu	Fri	Sat
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

AUGUST 2021

IMPORTANT DATES

August 27th
Show & Sell orders due

Sun	Mon	Tue	wed	Thu	Fri	Sat
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

2021 POPCORN SCHEDULE

SEPTEMBER 2021

IMPORTANT DATES

- Sept. 6
Blitz Club begins

- Sept. 15-16
Show & Sell pickup

- Sept 17
Show & Sell Begins

Sun	Mon	Tue	wed	Thu	Fri	Sat
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

OCTOBER 2021

IMPORTANT DATES

- October 6
Blitz Club ends

- October 25
Show & Sell returns and
money due

- October 26
Prize Order Forms due

Sun	Mon	Tue	wed	Thu	Fri	Sat
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

2021 POPCORN SCHEDULE

NOVEMBER 2021

IMPORTANT DATES

	Sun	Mon	Tue	wed	Thu	Fri	Sat
<u>November 1</u> Hamblen/Late sale begins		1	2	3	4	5	6
<u>November 11</u> Take Order distribution	7	8	9	10	11	12	13
<u>November 29</u> Hamblen Show & Sell returns & money due	14	15	16	17	18	19	20
	21	22	23	24	25	26	27
	28	29	30				

DECEMBER 2021

IMPORTANT DATES

	Sun	Mon	Tue	wed	Thu	Fri	Sat
<u>December 1</u> Hamblen/Late Take Order due				1	2	3	4
<u>December 3</u> All money due	5	6	7	8	9	10	11
<u>December 29</u> All Hamblen/Late money due	12	13	14	15	16	17	18
	19	20	21	22	23	24	25
	26	27	28	29	30	31	

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.

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.
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!



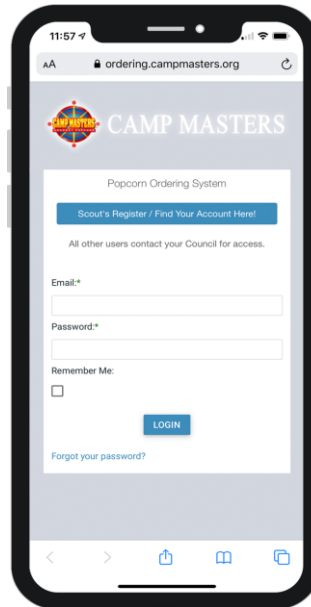
CAMP MASTERS APP

SCOUTS, PARENTS & LEADERS

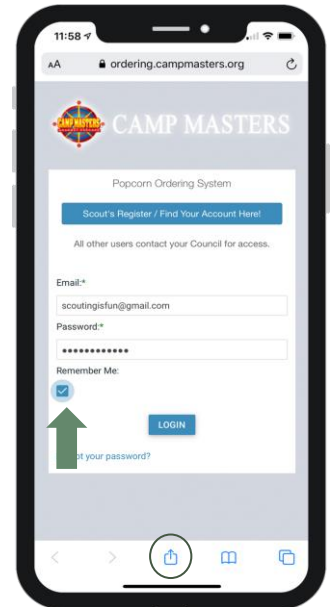
Follow these instructions to easily create a CAMP MASTERS app icon on your smartphone.



Open Safari
Chrome on Android

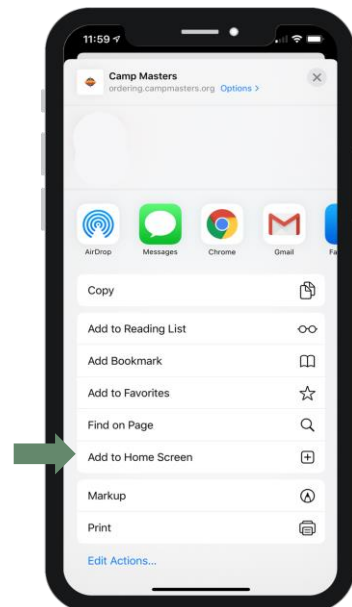


Go to
ordering.campmasters.com/Account/Login

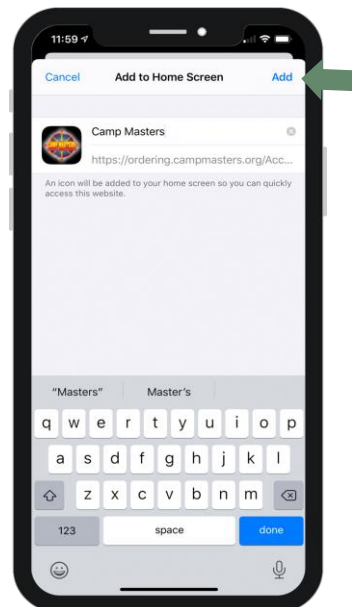


Enter your login and click
"Remember Me" then Login

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



- **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**

CREATE YOUR ACCOUNT

Applying for PayAnywhere.



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

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

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

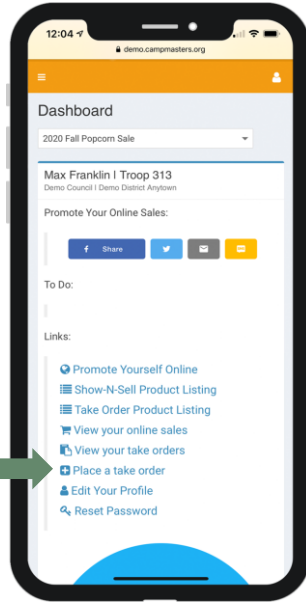
The screenshot shows the PayAnywhere account creation form. At the top left is the PayAnywhere logo. At the top right, it says "Prefer the phone? Call to register: 877.387.5640". The main heading is "How will you use PayAnywhere?". Below this are two tabs: "As a Business" (with a person icon) and "As an Individual" (with a person icon). A callout box points to the "As an Individual" tab, stating: "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, Address, Suite / Apt #, Zip code, Birthday (Month, Day, Year), Last 4 digits of SSN, Please create a password, and Confirm password. A callout box points to the "Please create a password" field, stating: "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 (dropdown), Industry (dropdown), Business type (dropdown), DBA name (text), Federal tax ID (text), Total monthly CC sales (dropdown), Average ticket amount (dropdown), and We have been in business for (dropdown). A callout box points to the "Total monthly CC sales" dropdown, stating: "Select '<\$25,000.'". At the bottom of the form, there is a checkbox for "I have read and agree to the Terms and Conditions" and a "CREATE ACCOUNT" button. A footer note states: "This site and your information are protected by SSL encryption."



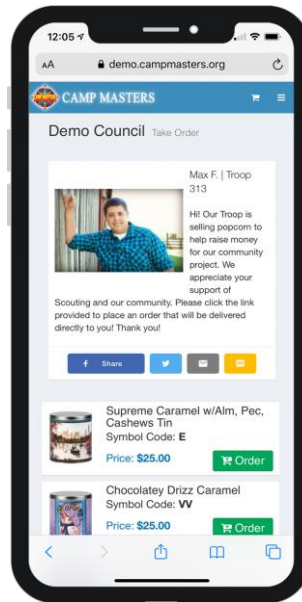
TAKE ORDERS ON THE GO

SCOUTS, PARENTS & LEADERS

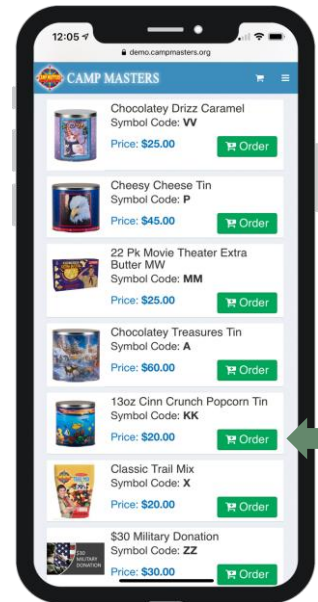
Follow these instructions to easily take orders and payment on your smartphone.



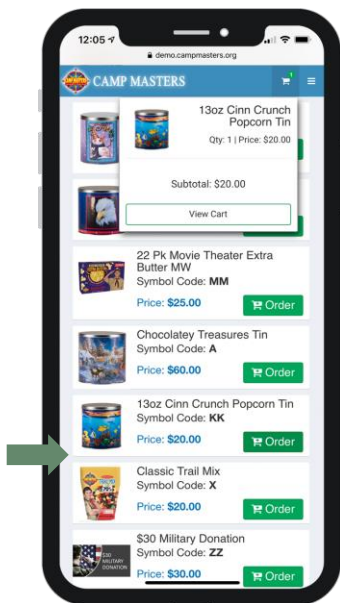
Click "Place a Take Order" from the dashboard



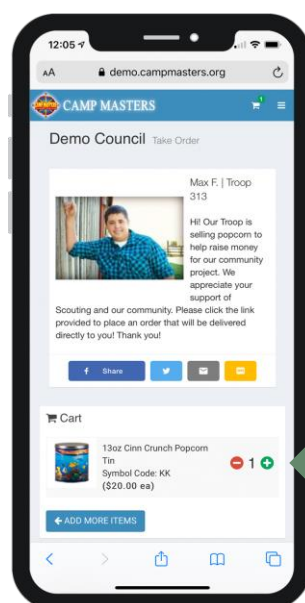
This will take you to the products page.



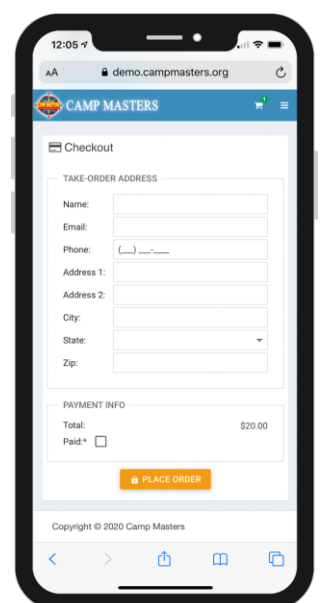
Scroll down to find the requested product. Then click "Order" to add the item to the shopping cart.



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.



CAMP MASTERS
GOURMET POPCORN

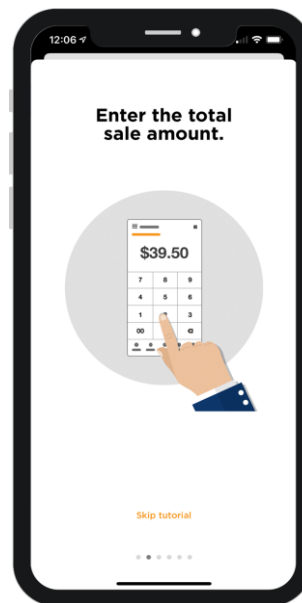
TAKE ORDERS ON THE GO

SCOUTS, PARENTS & LEADERS

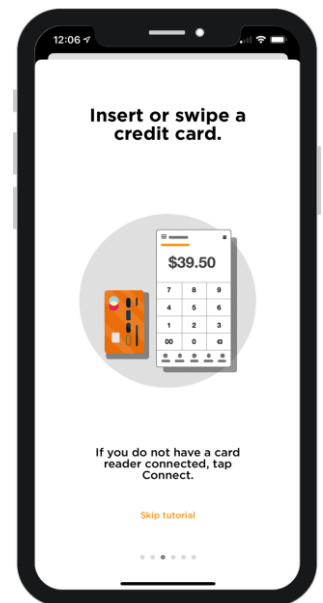
Follow these instructions to easily take orders and payment on your smartphone.



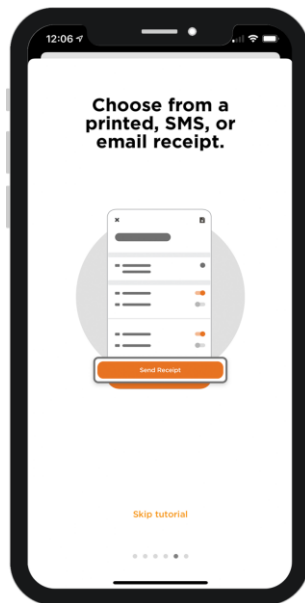
Return to your home screen and open the PayAnywhere app.



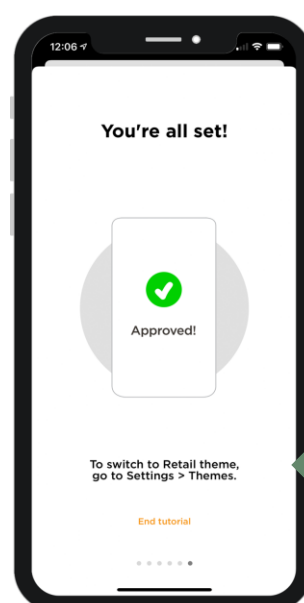
Enter the total charge.



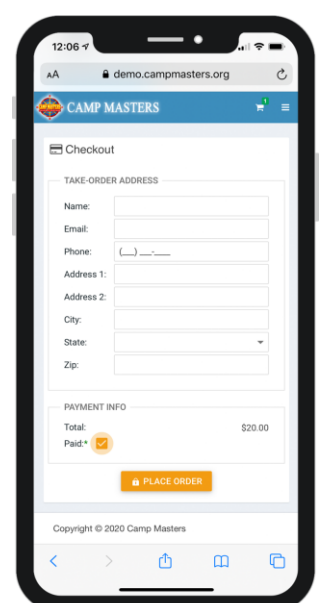
Insert or swipe the credit card depending on your reader type..



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.



ORDERING POPCORN

Follow these steps to place your unit's Show & Sell and Take Orders:

1. Login to your Camp Master's Unit Dashboard.
2. Select "View Unit Orders"
3. Click on "Create Unit Order," enter your unit info and continue.
4. Select either "Show & Sell" or "Take Order".
5. Select "Products" at the top.
6. Enter the desired case quantity in the "Order Quantity" column.
7. Select "Save" from the top.
8. Return to "Summary Page" and print a copy of your order.
9. Select "Submit Order to Council."

A step-by-step instruction video can be found by visiting:

<https://www.youtube.com/watch?v=dRbNpQDhZm8&list=TLGGXOaN3DkbNkgwODA3MjAyMQ>

Unit Order #798276 | Troop 231 | Chippawa District | Ramsey Training Council

Image	Code	Product Name	Price	Qty Needed from Scout Sales	Order Quantity	Total
	DD	Caramel Popcorn Bag	\$10.00	0	36	\$0.00
	G	14pk Extra Btr Roasted Summer Corn	\$20.00	0	<input type="text"/>	\$0.00
	MM	22 Pk Movie Theater Extra Butter MW	\$25.00	0	0	\$0.00
	P	3 Way Cheesy Cheese Tin	\$35.00	0	0	\$0.00
	RR	Supreme Caramel w/ Alm, Pec, Cashews Bag	\$25.00	0	0	\$0.00
	U	6pk Butter MW	\$10.00	0	0	\$0.00
	V	Pumpkin Bonnae Popcorn	\$15.00	0	0	\$0.00

Place Your Unit Show-N-Sell Order | CAMP MASTERS POPCORN

WRAPPING UP YOUR SALE

Regular Sale

- All leftover Show & Sell product (up to 25% of checked out retail) and payments are due by Monday, October 25.
- Prize order forms due Tuesday, October 26.
- All Take Order money due by Friday, December 3.

Hamblen/Late Sale

- All leftover Show & Sell product (up to 25% of checked out retail) and payments are due by Tuesday, November 30.
- Prize order forms due Wednesday, December 1.
- All Take Order money due by Wednesday, December 29.



THANK YOU!

in partnership with

