

2021 POPCORN SALE LEADER GUIDE



Minsi Trails Council 2021 Unit Kernel Leader Guide

V.1

4/27/2021
Updated on

Minsitrails.org/popcorn

in partnership with



Message from Minsi Trails

Scouts, Parents, Unit Kernels and Council Members,

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

This year's popcorn sale will continue to look and feel different. But your Council, along with 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 each Unit in Minsi Trails Council to support the 2021 Popcorn Campaign. Overall, the current environment has put a strain on Scouts, Units and Council budgets and fundraising objectives. Regarding Show & Sell. One area are the Wawa store fronts. We were informed once again the store fronts would not be available in 2021. COVID restrictions remain in place.

As our Country recovers, 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 our Scouting programs.

We hope this Leader Guide provides a step-by-step approach in preparing your Unit for a successful popcorn sale.

In 2021, Camp Masters is providing Council and Units with online training and marketing resources. Some will be through virtual platforms and others are included in this guide. Each Unit Kernel will gain access to others over the coming months leading up to the sale.

As you go through this guide, there will be little to no change from the 2020 sale; same great tasting products, excellent price points, and some new rewards.

In addition, due to the current environment, the 2021 no return policy will remain in place for the 2021 campaign. We recognize the inconvenience; our hope is to go back to some general popcorn normalcy in 2022. We hope you understand and support these "best practice" actions.

Yours in Scouting,

Minsi Trails Council Popcorn Team



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KEY POPCORN DETAILS

Popcorn Vendor - Campmasters

Through a comprehensive review, conducted by Key Top Selling Unit Kernels, Council Field Staff, Council Board / Finance Committee Members and Key stake holders. It was determined, based of the needs of the selling Scouts and units; a change was needed.

Key Factors for the Change

Product lineup that includes variety of offerings; Popcorn, Nut Products, and Trail Mix. Bag and Tin containers. Product price points with increased offerings under \$20. Show & Sell and Take Order lineup that offers 8 products under \$20 dollars vs 3 from previous years. Multiple options for selecting prizes; Scouting Gear, National Retail Gift Cards, and MTC Camp Bucks and so much more.

Support Scouting Families and Sustain Scouting

This year in particular, with the opportunity loss of winter and spring time unit fundraising. The late summer and Fall popcorn sale is more important then ever for our Scouting Families and Minsi Trails Council.

Turnkey Unit Selling Strategy

These turnkey options provide Scouting Units the opportunity to participate in three different selling strategies in the face of potential restrictions.

Show and Sell – (Store Front or Community Events)

Take Order – (Door to Door or Wagon Sales)

Online Selling App – (Share messages with friends and family to buy directly with you or take Online Direct orders to have product shipped directly to the customer)

Key Details for 2021 Campaign

- One Show and Sell Order *
- Unit Product Commissions: (38% Show & Sell and Take Order) (35% - Online Sales)
- **No Product Return Policy** will be in effect for the entire 2021 Popcorn Selling Campaign *
This necessary step supports “best practices” for those distributing, selling and purchasing products.
- Wawa has deferred all store front solicitation opportunities through 2021.

*** Please note:** The MTC Popcorn Team hope these changes will only be for this 2021 Popcorn Campaign and hope to be back to previous Popcorn Campaign processes in 2022!



KEY STEPS & DATES

Step – 1 “Unit Commitments & Unit Kernel Contact Info Updates”

- **June 1, 2021** - An email was sent to all 2020 Unit Popcorn Kernels to update contact info and commit to the 2021 Popcorn Campaign. If no longer the Kernel, forward info to Committee Chair of the Unit. This is a critical step in the process – knowing who will handle the unit popcorn management. Recognize, if you have established an account the previous year, all the info will pull through to the current year.
- If no email received to update unit commitment and info, email Paul at paul.oswald@scouting.org with your name, unit # and District. A direct link will be sent.
- Kernel establishes the Unit Account, updates contact info, and adds all the scouts with emails. Setting up Scout accounts and sending them an email to log in and create an account is critical for the APP sales and online sales.

Step – 3 Unit Show and Sell Order

- **August 6, 2021** - Unit Show and Sell Product Order due on or before.
Completed online by the Unit Kernel through the Camp Master ordering system.
- **August 27, 2021** - Unit Show & Sell Orders available for Pick Up
All orders will be picked up at Atas International 6642 Grant Way, Allentown, PA 18106. You will receive an advanced link to pre-register and select a pickup time.
- **September 23, 2021** - Unit Show & Sell Money due to Council on or before.

Step – 3 Unit Take Order

- **October 26, 2021** - Unit Take Order due on or before.
Completed online by the Unit Kernel through the Camp Master ordering system.
- **November 19 & 20, 2021** - Unit Take Order available for Pick Up
All orders will be picked up at Atas International 6642 Grant Way, Allentown, PA 18106. Follow directional signs to warehouse
- **December 6, 2021** - Unit Take Order Money due to Council on or before

Online Orders

- Scouts can begin selling online **June 1, 2021 through December 4, 2021**



IMPORTANT CONTACTS

Your Local Contacts

Monroe District Units

Ed Schaefer
(610) 465-8571
Edward.schaefer@scouting.org

Northampton District Units

Michael Wells
(610) 465-8560
Michael.wells@scouting.org
Arby Beisel
(610) 465-8558
Russell.Beisel@scouting.org

Lehigh District Units

Diane Lariar
(610) 465-8563
diane.lariar@scouting.org

Carbon-Luzerne District Units

Mike Borgman
(610) 465-8575
mike.borgman@scouting.org

Warren District Units

Tim Hands
(610) 465-8564
Timothy.hands@scouting.org

Your Council Contacts

Popcorn Staff Adviser

Minsi Trails Council
Paul Oswald
(610) 465-8576
paul.oswald@scouting.org

Popcorn Asst. Staff Adviser

Minsi Trails Council
Teresa Smith
(610) 465-8574
Teresa.smith@scouting.org

Our Partner Contacts

Camp Masters Popcorn

Technical Support with Online System & APP
Melissa Carpenter
(812) 347-2441
Melissa@ramseypopcorn.com

Keller Marketing

Product Prize Program
Brad Siefke
(888) 351-8000
Brad_Siefke@gcc-usa.com



PRODUCT COMMISSIONS FAQ

My #PopcornNotes

Understanding Unit Product Commissions

Show & Sell Commissions (38%)

- Since the overall product is ordered by the unit, sold through the unit sale, and all monies collected is by the unit – commission portions of the sale stay within the unit finances for disbursement back to the Scouts.
- The only monies owed to Council will be the cost of goods invoice (wholesale amount).

Take Order Sale (38%)

- Since the overall product is sold by the individual Scouts, then ordered through the unit as one collective order, and all monies collected is by the unit – commission portions of a sale stay within the unit finances for disbursement back to the Scouts.
- The only monies owed to Council will be the invoice of cost of goods (wholesale amount).

Online Order Sales (35%)

- Since the overall product is ordered and paid for by the purchaser online, the Scout or Unit does not need to collect money or worry about the delivery of product. All online sales are paid for by the purchaser and shipped directly to the purchaser.
- For a Scout to receive commission credit, the online purchaser must enter the Scout KeyCode or Search for a Scout by Name, Unit, or City.
- All online sale commissions are received and disbursed by Council. Following the end of each month, Campmasters will send a commission check to Council. Council will then credit the unit account each online sale commission. As example, John Scout's commission portion of his online sales equaled \$25. \$25 will be added to the Unit Account at Council, along with denotation of John's name.
- It will be the responsibility of the Unit to disburse the commission back to the Scout. Council will not write a check to the unit or family.

2021 VALUE ADDS

CAMP MASTERS & Pay Anywhere Credit Card Program/Readers

- Two Credit Card Readers per Unit

PROGRAM VALUE ADDS

- **Free shipping for online orders**
- Improved sales resources
- **Digital training for Scouts** and their families
- **Pre-written advertising materials** to engage your community
- Support for the scout family to save time and increase participation

FUNDRAISING FOR THE FAMILY BUNDLE **ALL NEW**

- multi-channel program designed to engage, excite and support fundraising participation
- includes *(subject to change)*:
 - ✓ emails and social media posts to send through their personal accounts
 - ✓ product images to use on social accounts, flyers, banners and other promotions
 - ✓ “out-of-town” family and friends call scripts for Scouts to promote online ordering
 - ✓ engaging goal chart designed to help Scout track progress towards their desired prize
 - ✓ our customized take order form and prize catalog
 - ✓ and much more so your Scouts feel excited, engaged and accomplished in their fundraising

SELLING WITH CONFIDENCE “SCOUTS ONLY” GUIDEBOOK **ALL NEW**

- fun and engaging training program created specifically for the Scout
- speaks to their most common fears and hesitations for selling
- provides development lessons for their communication, interpersonal and critical thinking skills
- boosts their personal confidence, self-esteem and approach to engaging with customers
- teaches simple techniques for addressing shyness and/or nervousness speaking with adults
- and gives their parents / leaders ways in which to support them in this important skill development



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

- Participate in Popcorn Online Trainings
- Determine the "BEST" Unit Selling Strategy
- Review Commission Structure/Prizes and No Product Return Policy.
- Determine Additional Unit Prizes to support the Unit Sale
- Set Budget for Program
- Recruit Your #PopcornSquad of helpers. Great at overall support!
- Direct Scouts to Self-Register or Update Bio Online through the APP
- Determine Per-Scout Fundraising Goal
- Secure Storefronts (as If and 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 Unit Selling Guidelines
- Place Unit Popcorn Order Online
- Host Unit Kickoff Meeting with Scouting Families
- 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 Online
- Order and Distribute Prizes. Use the work sheet to help track.
- Remit Product Payments to Council
- Contact District Kernel as Needed for Assistance
- Celebrate!

2021 SHOW & SELL PRODUCTS

<u>Product</u>	<u>Available For</u>	<u>Retail Price</u>
6pk Butter Microwave	Show & Sell	\$10.00
Caramel Popcorn Bag	Show & Sell	\$10.00
12 pk Sweet & Salty Kettle Corn Microwave	Show & Sell	\$15.00
12oz Honey Roasted Peanuts	Show & Sell	\$15.00
14pk Extra Btr Roasted Summer Corn Microwave	Show & Sell	\$15.00
Purple Popping Corn Jar	Show & Sell	\$15.00
12oz Salted Jumbo Cashews	Show & Sell	\$20.00
Classic Trail Mix	Show & Sell	\$20.00
22 Pk Movie Theater Extra Butter Microwave	Show & Sell	\$25.00
Supreme Caramel w/Alm, Pec, & Cashews Tin	Show & Sell	\$25.00
3 Way Cheesy Cheese Tin	Show & Sell	\$35.00
If any military donations are made – place in Unit Take Order		

2021 TAKE ORDER PRODUCTS

<u>Product</u>	<u>Available For</u>	<u>Retail Price</u>
6pk Butter Microwave	Unit Take Orders	\$10.00
Caramel Popcorn Bag	Unit Take Orders	\$10.00
12 pk Sweet & Salty Kettle Corn Microwave	Unit Take Orders	\$15.00
12oz Honey Roasted Peanuts	Unit Take Orders	\$15.00
14pk Extra Btr Roasted Summer Corn Microwave	Unit Take Orders	\$15.00
Purple Popping Corn Jar	Unit Take Orders	\$15.00
12oz Salted Jumbo Cashews	Unit Take Orders	\$20.00
Classic Trail Mix	Unit Take Orders	\$20.00
22 Pk Movie Theater Extra Butter Microwave	Unit Take Orders	\$25.00
Chocolatey Drizzled Caramel	Unit Take Orders	\$25.00
Supreme Caramel w/Alm, Pec, & Cashews Tin	Unit Take Orders	\$25.00
\$30 Military Donation	Unit Take Orders	\$30.00
3 Way Cheesy Cheese Tin	Unit Take Orders	\$35.00
Chocolatey Treasures Tin	Unit Take Orders	\$60.00



2021 ONLINE PRODUCTS

<u>Product</u>	<u>Available For</u>	<u>Retail Price</u>
\$25 Military Donation	Online Sales	\$25.00
12 pk Sweet & Salty Kettle Corn Microwave	Online Sales	\$25.00
14pk Extra Btr Roasted Summer Corn Microwave	Online Sales	\$25.00
New \$25 Food Bank Donation	Online Sales	\$25.00
\$30 Military Donation	Online Sales	\$30.00
Sea Salt Bag	Online Sales	\$30.00
White Cheddar Cheese Popcorn Bag	Online Sales	\$30.00
Chocolate Drizzle Popcorn Bag	Online Sales	\$35.00
Supreme Caramel w/ Alm, Pec, Cashews Bag	Online Sales	\$35.00
22 Pk Movie Theater Extra Butter Microwave	Online Sales	\$40.00
Caramel & White Cheddar Cheese Bags	Online Sales	\$40.00
Caramel Popcorn Bags	Online Sales	\$40.00
\$25 Military Donation & Caramel Popcorn	Online Sales	\$45.00
\$50 Food Bank Donation	Online Sales	\$50.00
\$50 Military Donation	Online Sales	\$50.00
Caramel & Supreme Caramel	Online Sales	\$50.00
\$50 Military Donation & Sea Salt Popcorn	Online Sales	\$65.00
\$30 Military Donation & 22pk Movie Theater Extra Butter Microwave	Online Sales	\$75.00
Chocolate Drizzle Caramel & 22pk Movie Theater Extra Butter Microwave	Online Sales	\$75.00
Chocolatey Treasures Tin	Online Sales	\$80.00
\$100 Military Donation	Online Sales	\$100.00

ORDERING INVENTORY

Instructions / Guidelines from the Council to Units on placing orders. Remember, the 2021 Popcorn Campaign has a **NO PRODUCT RETURN POLICY** in place for the entire 2021 Campaign.

Show and Sell Inventory

Develop a plan with support of Unit Leaders and Scouting Families on how you will conduct your 2021 Show and Sell by asking a variety of questions that will enable a successful sale.

Guidelines and or questions to follow:

- Plan! Plan! Plan!
- Understand the level of engagement with Scouting Families to cover selling dates & times.
- Potential limitations may exist on store fronts. Confirm opportunities first.
- What products will best fit our selling opportunity for a Show & Sell?
- Does our order size fit the selling Show & Sell opportunities?
- ALL left over Show & Sell product to be used for the Units other selling strategies.
- Use left over inventory for Wagon Sales or additional opportunities throughout the Fall.

Take Order

- Inventory left from Show and Sell should be used to fill Take Orders first.
- Getting the individual Scout Take Orders correct and placing the order is critical.
- When ordering, order what is needed from the individual scout sales.
- If you feel the need to order additional product above and beyond what the actual Take Order quantities call for; the additional inventory will be the responsibly of the unit. No returns will be accepted at Council.

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:

Summer Camp, BSA Registrations & Scout Life Magazine, Cub Scout Council Events, Meeting Supplies/Awards & Recognitions, Monthly Unit Activities, Den/Patrol Expenses/Training Courses, Pinewood Derby, Unit Equipment, Patrol/Den Activities, Uniforms, and 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 the 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. An 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!



PRIZES & REWARDS

Downloads available at minsitrails.org/popcorn

New: MTC Camp Bucks

Guidelines to Select Prizes

1. Prizes earned based on the individual sales. No combining of sales with other Scouts.
2. Sell any item receive the Popcorn Sale Patch.
3. Sell \$125 & select your choice of prize at the \$125 level.
4. Sell \$225 or more & select a prize from the level you achieve or select prizes from the lower levels that do not exceed the prize level achieved. (see Choose a Prize guide for an example).
5. Parent's permission required and a Whittling Chip or Totin' Chip to order a knife.
6. If a prize is no longer available a substitute of equal or greater value will be shipped.
7. Turn in your prize order with your popcorn order.



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>\$4,500 LEVEL 15</p> <p>51 - Carrera Evolution Speedway Champions 52 - Coleman 10'x9' DarkRoom Fast Pitch Screened Dome 6-Person Tent 53 - LEGO Technic Bugatti Chiron 54 - \$250 MTC Camp Bucks</p> 	<p>\$450 LEVEL 5</p> <p>19 - 5 piece Stainless Steel Mess Kit 20 - Multi-Tool w/ Hammer and Axe 21 - Color Changing Light Saber w/ Stand 22 - \$15 MTC Camp Bucks</p> 
<p>\$3,500 LEVEL 12</p> <p>47 - Skullcandy Indy ANC True Wireless Earbuds 48 - Dart Zone Pro MK 1.1 49 - LEGO Technic Porsche 911 RSR 50 - \$175 MTC Camp Bucks</p> 	<p>\$350 LEVEL 4</p> <p>14 - 3-Watt - 200 Lumen COB LED Headlamp 15 - Air Hunterz Zano Bow w/ 2 Zarts 16 - Emergency Outdoor Survival Kit 17 - 4" Wood Handle Knife w/ BSA® Branding 18 - \$10 MTC Camp Bucks</p> 
<p>\$2,750 LEVEL 11</p> <p>43 - Adventure Camp Package 44 - HEXBUG Bulli Blitz 45 - LEGO Friends Water Park & Cafe 46 - \$135 MTC Camp Bucks</p> 	<p>\$175 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" Glove w/ BSA® Branding 13 - \$5 MTC Camp Bucks</p> 
<p>\$2,000 LEVEL 10</p> <p>39 - LEGO Harry Potter's Hogwarts Clock Tower 40 - Coleman 4-Person Tent 41 - Holy Stone Drone w/ HD Camera 42 - \$110 MTC Camp Bucks</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>\$1,650 LEVEL 9</p> <p>35 - High Sierra Tactical Pack 36 - HEXBUG Battleground Tower w/ 2 Spiders 37 - LEGO Star Wars Resistance Y-Wing Starfighter 38 - \$85 MTC Camp Bucks</p> 	<p>LEVEL 1</p> <p>0.1 - Popcorn Sale Patch 0.2 - Online Sale Pin 0.3 - Military Sale Pin 0.4 - Top Seller Pin Sell over \$1,000</p> 
<p>\$1,100 LEVEL 8</p> <p>31 - Walkie Talkie 32 - LEGO DC Super Heroes Lex Luthor Mech Takedown w/ Batman & Wonder Woman 33 - HEXBUG Battlebots Sumo Bash 34 - \$45 MTC Camp Bucks</p> 	<p>THE TOP 50* SCOUTS ENJOY TWO HOURS OF JUMP TIME WITH A FRIEND TOP SELLERS PARTY SKYZONE TRAMPOLINE PARK + FOAM RECEIVE A SPECIAL TICKET FOR A HIGH VALUE PRIZE RAFFLE</p> <p><small>* Scouts must reach a minimum of \$1,000 in sales. The Top 50 Scouts with over that amount will qualify.</small></p> <p style="font-size: x-small; text-align: right;">Wassenaar, NJ 07099 908.875.5110 www.kellerprizeprogram.com</p>
<p>\$850 LEVEL 7</p> <p>27 - 126-piece Tool Set 28 - LEGO Star Wars: The Mandalorian Trouble on Tatooine 29 - 2-Person Waterproof Tent 30 - \$35 MTC Camp Bucks</p> 	<p>\$650 LEVEL 6</p> <p>23 - Swiss Army Classic Knife 24 - Telescope w/ 40x Magnification 25 - Telescoping Fishing Pole w/ Reel 26 - \$25 MTC Camp Bucks</p> 

Unit Prize Work Sheet

Use below sheet to track your needs. All prizes are ordered through your Unit Dashboard on the Campmasters ordering APP.

Prize Order Form Fall Product Sale 2021

Prize Ordering Website: www.kellerprizeprogram.com

Council ID: **502MTC**

Council Name: **Minsi Trails Council**

Unit Type: Pack / Troop / Crew / Post Unit # _____
(circle one)

Council Headquarters City: **Lehigh Valley, PA**

Retail Sales Dollars \$ _____

District Name: _____

of Scouts Selling _____

Shipping Address

Name: _____

Street: _____

City: _____ State: _____ Zip: _____

Phone: _____

Mailing Address (If Different than Shipping Address)

Name: _____

Street: _____

City: _____ State: _____ Zip: _____

Email: _____

Description	Tally/Scout	Order	Description	Tally/Scout	Order
Level 1			Level 7 - Sell \$850		
0.1 Popcorn Sale Patch	_____	_____	25 126-piece Tool Set	_____	_____
0.2 Online Sale Pin	_____	_____	26 LEGO Star Wars Mandalorian Trouble on Tatooine	_____	_____
0.3 Military Sale Pin	_____	_____	27 2-Person Waterproof Tent - Green	_____	_____
0.4 Top Seller Pin	_____	_____	28 Grab Bag G	_____	_____
Level 2 - Sell \$125			Level 8 - Sell \$1,100		
1 Fire Starter	_____	_____	29 Walkie-Talkie	_____	_____
2 Keyring Light w/ BSA® Branding	_____	_____	30 LEGO DC Super Heroes w/ Batman & Wonder Woman	_____	_____
3 Compass Thermometer Whistle	_____	_____	31 HEXBUG Battlebots Sumo Bash	_____	_____
4 Pop Up Phone Stand/Holder	_____	_____	Level 9 - Sell \$1,650		
5 Mini Dual LED Dynamo Flashlight w/ Keychain & BSA® Branding	_____	_____	32 High Sierra Tactical Pack	_____	_____
6 Cinch Backpack w/ BSA® Branding	_____	_____	33 HEXBUG Battleground Tower w/ 2 Spiders	_____	_____
7	_____	_____	34 LEGO Star Wars Resistance Y-Wing Starfighter	_____	_____
8 Color Changing Watch/Pedometer	_____	_____	Level 10 - Sell \$2,000		
Level 3 - Sell \$175			35 LEGO Harry Potter's Hogwarts Clock Tower	_____	_____
9 4x30 Binoculars	_____	_____	36 Coleman 4-Person Tent	_____	_____
10 Dry Bag - 5 liter	_____	_____	37 Holy Stone Drone w/ HD Camera	_____	_____
11 Stikball Twin Pack w/ BSA® Branding	_____	_____	Level 11 - Sell \$2,750		
12 6" Sloth w/ BSA® Branding	_____	_____	38 Adventure Camp Package	_____	_____
Level 4 - Sell \$350			39 HEXBUG Build Blitz	_____	_____
13 3 Watt-200 Lumen COB LED Headlamp	_____	_____	40 LEGO Friends Heartlake City Amusement Pier	_____	_____
14 Air Hunterz Zano Bow w/ 2 Zarts	_____	_____	Level 12 - Sell \$3,500		
15 Emergency Outdoor Survival Kit	_____	_____	41 Skullcandy Indy ANC Earbuds	_____	_____
16 4" Wood Handle Knife w/ BSA® Branding	_____	_____	42 Dart Zone Pro MK 1.1	_____	_____
Level 5 - Sell \$450			43 LEGO Technic Porsche 911 RST	_____	_____
17 5-piece Stainless Steel Mess Kit	_____	_____	Level 13 - Sell \$4,500		
18 Multi-Tool w/ Hammer & Axe	_____	_____	44 Carrera Evolution Speedway Champions	_____	_____
19 Adventure Duffle Bag w/ BSA® Branding	_____	_____	45 Coleman 10'x9' DarkRoom Fast Pitch Screened Dome 6-Person Tent	_____	_____
20 Grab Bag E	_____	_____	46 LEGO Bugatti Chiron	_____	_____
Level 6 - Sell \$650					
21 Swiss Army Classic	_____	_____			
22 Telescope w/ 40x Magnification	_____	_____			
23 Telescoping Fishing Pole w/ Reel	_____	_____			
24 Grab Bag F	_____	_____			

SPECIALS ANNOUNCEMENTS

CAMP MASTERS offers High Achiever Prizes to recognize Scouts Popcorn Sale efforts.

**CAMP MASTERS 2021
High Achiever Prizes
\$3,000 & Up Club**

NEW Camping Package!
(2-Person Tent, 6-in-1 Grilling Multi
Tool, Hanging Hammock,
Camping Bluetooth
Speaker w/Power
Bank, Metal
Campfire Mug,
Retractable
Straw & Utensil
Set, 20 Can Cooler
w/Speakers OR Visa
Debit Card for 5% of total sales.



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

CM High Achiever prizes are **not** cumulative.
Select only **ONE** prize. See prize form for more
details at campmasters.org.

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

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

THE TOP 50* SCOUTS
ENJOY TWO HOURS OF JUMP
TIME WITH A FRIEND
CHOOSE FROM THE PRIZE VAULT
RECEIVE A SPECIAL TICKET FOR
A HIGH VALUE PRIZE RAFFLE

* Scouts must reach a minimum of \$1,500 in sales. The Top
50 Scouts with over that amount will qualify.



TOP SELLERS PARTY
SKYZONE TRAMPOLINE PARK

www.scouts.org 2021 © Scouts BSA National Council 2021

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 screenshot shows the CAMP MASTERS dashboard for a user named Jason Sieg at Troop 313. The interface includes a navigation sidebar on the left with categories like Home, Camp Masters, Main, and Organization. The main content area is titled 'Dashboard' and features a '2020 Fall Popcorn Sale' banner. Below the banner, the user's name and troop information are displayed. The dashboard is divided into three sections: 'To Do' with three orange warning items, 'Links' with a list of utility links, and 'Show-N-Sell' and 'Take Order' sections with their respective start/end dates and action buttons.

CAMP MASTERS

Home

Camp Masters

Main

- Dashboard
- Unit Orders
- Unit Returns
- Scout Credits
- Scout Sales
- Online Orders
- Take-Order

Organization

- Units
- Users & Scouts

Dashboard

2020 Fall Popcorn Sale

Jason Sieg | Troop 313
Demo Council | Demo District Anytown

To Do:

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

Links:

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

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

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

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

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

REGISTER YOUR SCOUTS

Step Two: Entering Scouts, select the "Setup / Import Scouts" option from the dashboard.

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 Three: Click the "Import Scouts" button and upload your Excel spreadsheet.

Users / Scouts

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

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

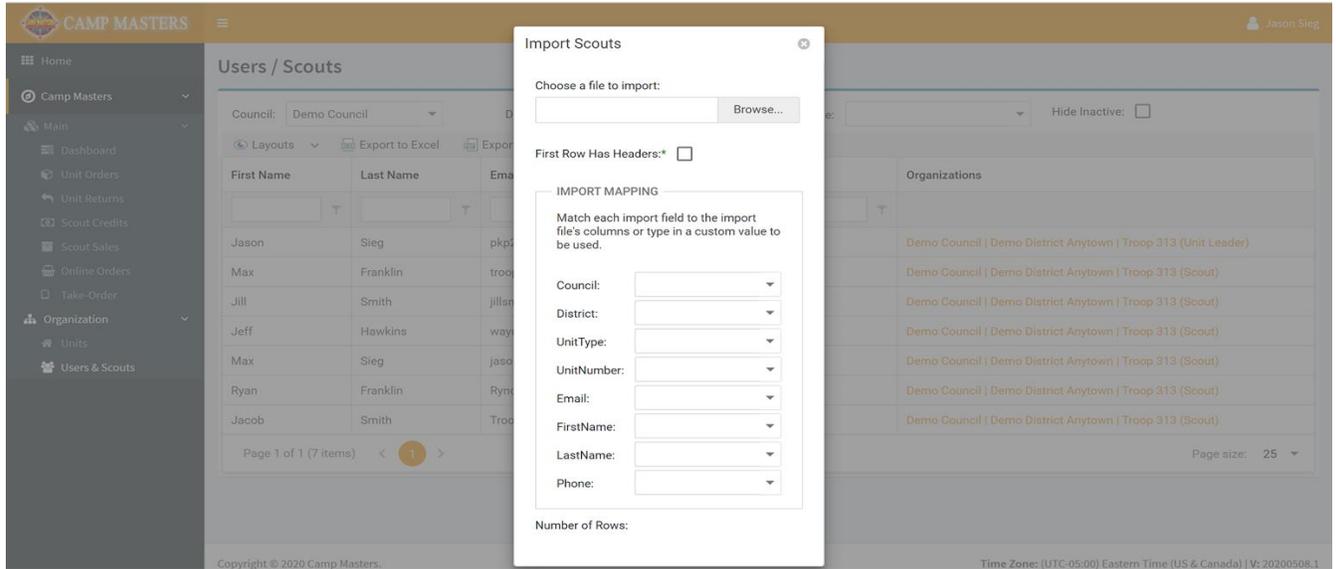
First Name	Last Name	Email	Organizations
Jason	Sieg	pkp25@yahoo.com	Demo Council Demo District Anytown Troop 313 (Unit Leader)
Max	Franklin	troop313max@demo.com	Demo Council Demo District Anytown Troop 313 (Scout)
Jill	Smith	jillsmith@gmail.com	Demo Council Demo District Anytown Troop 313 (Scout)
Jeff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

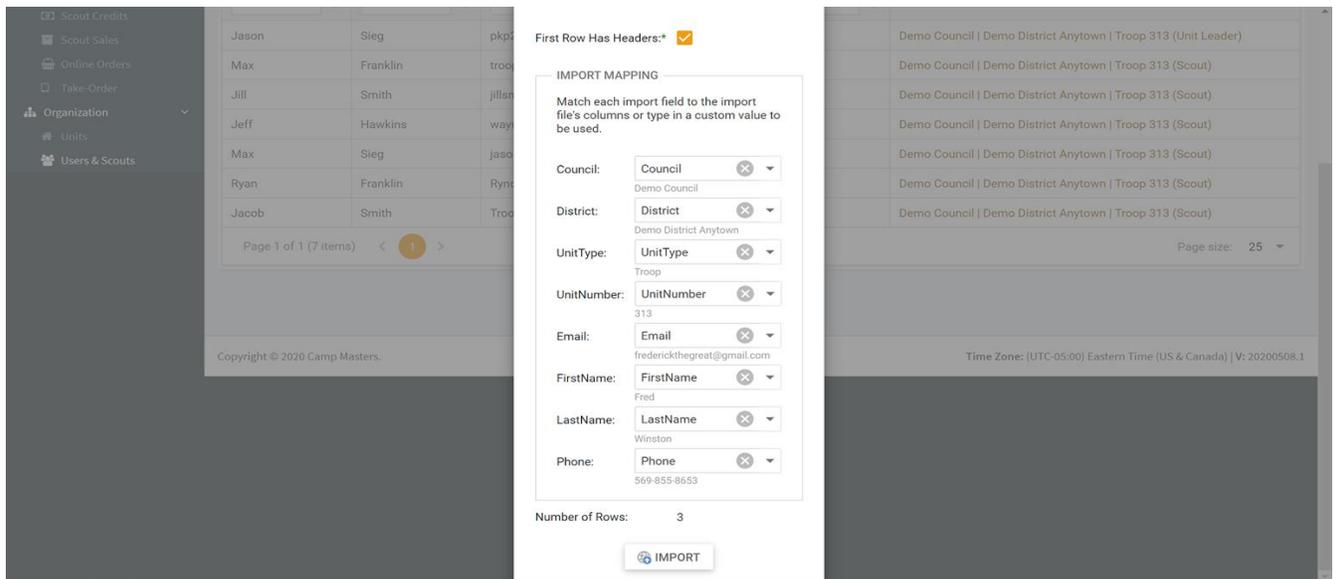
Copyright © 2020 Camp Masters. Time Zone: (UTC-05:00) Eastern Time (US & Canada) | V: 20200508.1

REGISTER YOUR SCOUTS

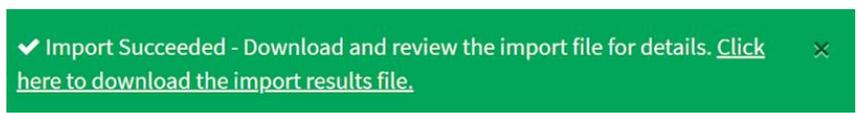
Step Four: Select your file and complete the field matches to the spreadsheet columns below. If your sheet has headers, be sure to select the "First Row Has Headers" box.



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. 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?]?



COVID-19 GUIDELINES

We are ALL 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 unit 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 UNIT 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!



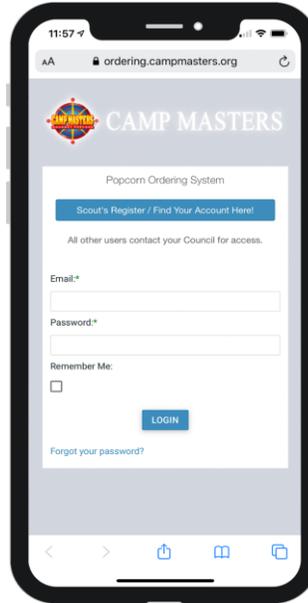
CAMP MASTERS APP

SCOUTS, PARENTS & LEADERS

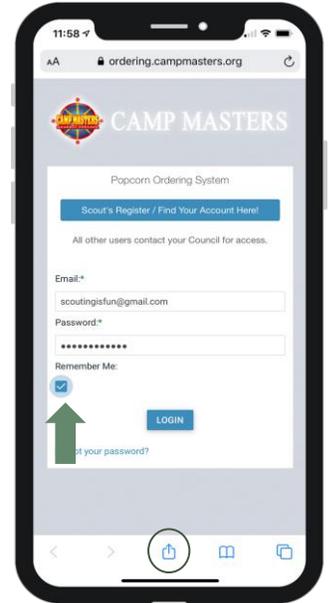
Follow these instructions to easily create a CAMP MASTERS app icon on your smartphone.



Open Safari
Chrome on
Android

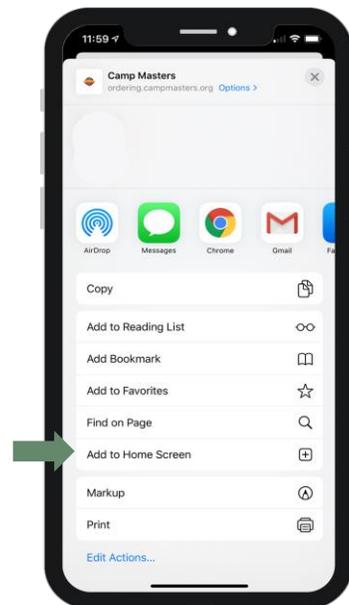


Go to
ordering.campmasters.com/Account/Login



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!



CAMP MASTERS
GOURMET POPCORN

ACCEPTING CREDIT CARDS

CAMP MASTERS has partnered with PayAnywhere to provide accounts and free readers to all Units.

- Just go to: payanywhere.com/campmasters
- Establish an account
- Readers will be shipped to the Kernel.



- **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.

 **Prefer the phone?**
Call to register: 877.387.5640

How will you use PayAnywhere?

 **As a Business**
Regular sales of goods or services you sell through your unit.

 **As an Individual**
For occasional use like a garage sale or the sale of a household item.

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

Information about you, the principal of the company

First name:	<input type="text"/>	Address:	<input type="text"/>
Last name:	<input type="text"/>	Suite / Apt #:	<input type="text"/>
Email:	<input type="text"/>	Zip code:	<input type="text"/>
Phone number:	<input type="text"/>	<input checked="" type="checkbox"/> This is the same as the business address	
Birthdate:	Month: <input type="text"/> Day: <input type="text"/> Year: <input type="text"/>	Please create a password:	<input type="password"/>
Last 4 digits of SSN:	<input type="text"/>	Confirm password:	<input type="password"/>

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

Information about your company

We are a:	<input type="text"/>	Total monthly CC sales:	<input type="text"/>
Industry:	<input type="text"/>	Average ticket amount:	<input type="text"/>
Business type:	<input type="text"/>	We have been in business for:	<input type="text"/>
DBA name:	<input type="text"/>		
Federal tax ID:	<input type="text"/>		

I have read and agree to the [Terms and Conditions](#)

CREATE ACCOUNT

This site and your information are protected by SSL encryption.

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

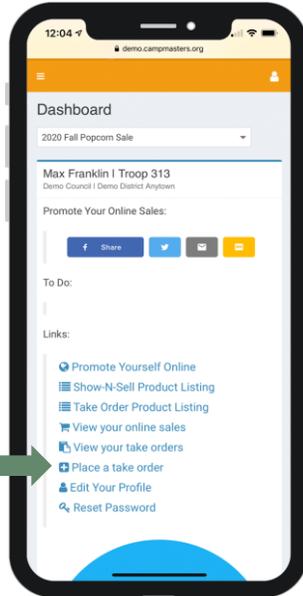
Select "<\$25,000."



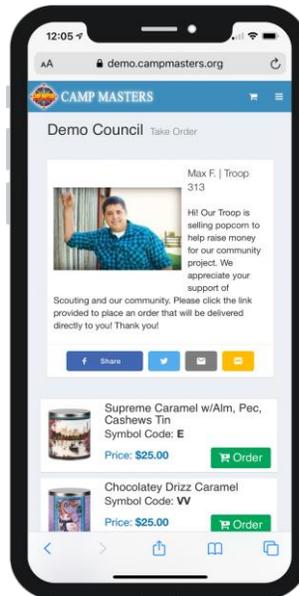
TAKE ORDERS ON THE GO

SCOUTS, PARENTS & LEADERS

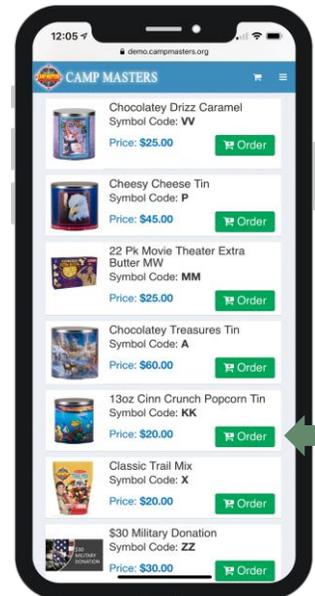
Follow these instructions to easily take orders and payment on your smartphone.



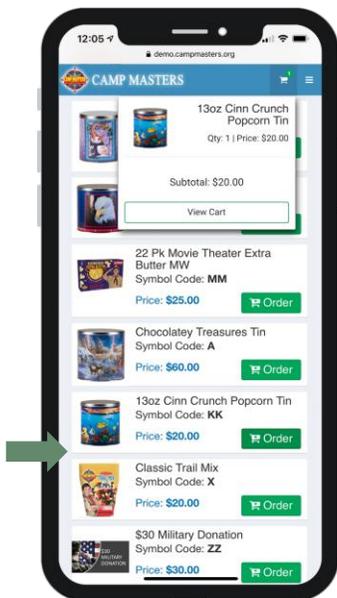
Click "Place a Take Order" from the dashboard



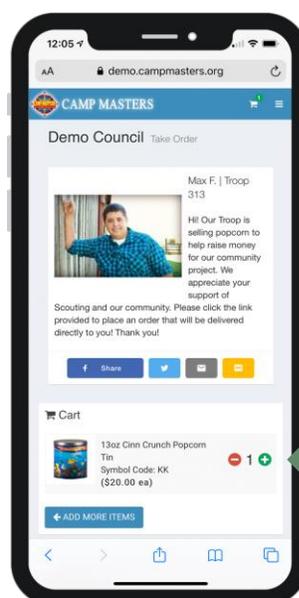
This will take you to the products page.



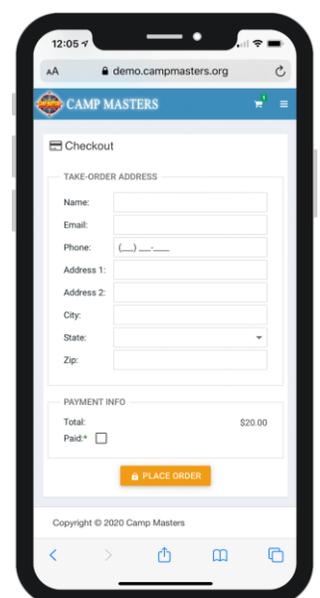
Scroll down to find the requested product. Then click "Order" to add the item to the shopping cart.



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

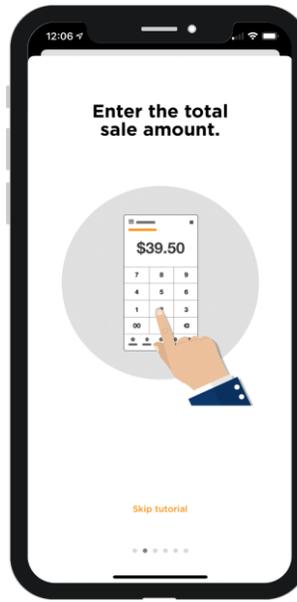
TAKE ORDERS ON THE GO

SCOUTS, PARENTS & LEADERS

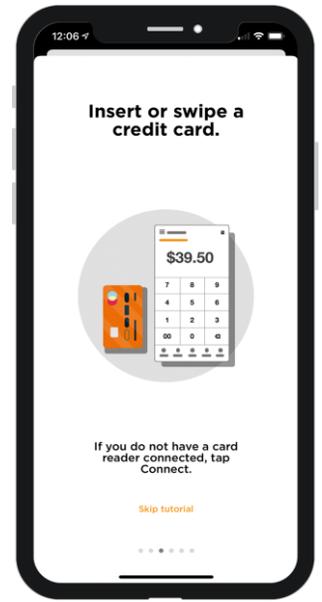
Follow these instructions to easily take orders and payment on your smartphone.



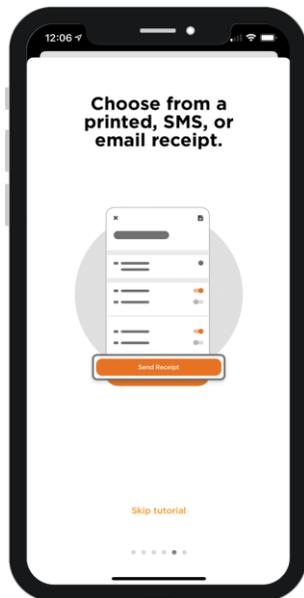
Return to your home screen and open the PayAnywhere app.



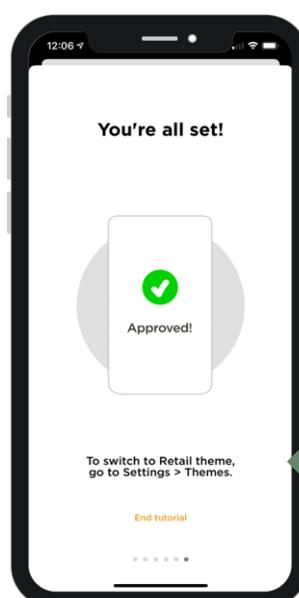
Enter the total charge.



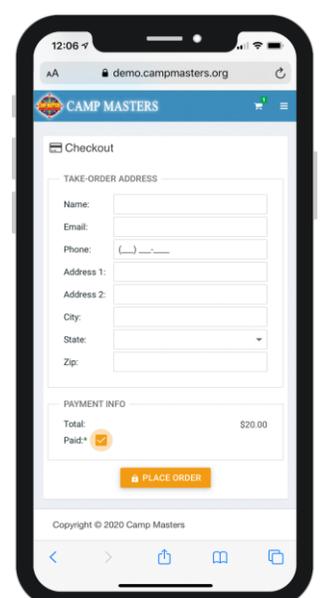
Insert or swipe the credit card depending on your reader type..



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.



CAMP MASTERS
GOURMET POPCORN

UNIT PAYMENTS

Unit Show & Sell Orders

- Unit Show & Sell Money due to Council on or before **September 23, 2021**

Unit Take Order

- Unit Take Order Money due to Council on or before **December 6, 2021**

Processing your Unit Invoice

- Unit invoice payments can be either through approved Unit Account Charge or Unit Check or Unit Credit Cards or Cash.
- Personal Credit Cards maximum charge is \$500.

All Checks Payable to: Minsi Trails Council

Mailing Address: Minsi Trails Council
Attn. Popcorn
PO Box 20624
Lehigh Valley, PA 18002-0624

CUSTOMER CREDIT CARD PAYMENTS

Customer Credit Card – Per Swipe Transaction Fee

- \$.27 cents for every \$10 sold
- Example: Total Sale of \$50. $$.27 \times 5 = \1.35
- Can be passed onto the customer.



TRAINING/WEBINARS/KICK OFFS

@ minsitrails.org/popcorn

Unit Kernel Training

Camp Master System Guide #4 for Unit Leaders

- Support on how to log on, enter Unit Commitments, and Kernel Contact info.
- Track Sales, place orders, monitor Sales.
- Enter Scout info, send invite to create APP feature to Sell

Webinars – Online Virtual

Dates & times – To Be announced. Email will be sent to all unit Kernels

Camp Masters Exclusive Motivational Leader Training with Michael Beck

- Will be offered virtually on multiple days – watch from your home.
- The Units that attend the training averaged a 15% Growth in their Sale.

Council and District Wide Kick Offs

- **Check the Council Popcorn page for upcoming Kick Offs**



BEST SELLER TIPS

Successful popcorn sales do not rely solely on “cuteness”. It comes down to:

- Establishing a clear goal.
- Organizing a plan to reach this goal.
- Executing the steps of this plan with determination.

Consistency -- not cuteness -- gets you to the finish line. This guide is designed to help you every step of the way.

In the following sections, you'll gain insight into the various tools and resources available to you. Remember to adapt these for the COVID-19 guidelines in your area.

TOP TIPS FOR SALES SUCCESS!

Show your pride for Scouting. Wear your clean, neat uniform. Share with customers why you love being a Scout and what the popcorn fundraiser supports. Be polite, professional and respectful towards others and the property you are on. You are an ambassador of the Scouting movement. Don't just sell popcorn. Show your customers what Scouting has done to help you grow.”

Set a clear goal. Whether it's an amount you need for an activity or a specific prize you want to earn, be sure to set a clear sales goal prior to the start of the popcorn sale.

Practice ahead of time. Know your CAMP MASTERS script and develop your skills in making conversation, greeting strangers and engaging others with your storytelling. Learn how to take a personal interest in people of all ages. Finally, be ready to address common objections like “I don't have cash” and “popcorn has too many calories.”

Give customers options. Know your products and be able to comfortably explain the value of larger products to your customers. This includes offering the military or food bank donation options for those who don't like or want to purchase popcorn.

Never give up. Ask those you meet to support the Scouts through popcorn. Help them understand you're earning your way to exciting opportunities. Don't be afraid of those who may say “no” because every no eventually leads to a yes!

Always be prepared. Have a filling meal, get a good night's rest and do something fun to energize you before heading out to sell. This helps you excite customers about Scouting and popcorn. Wear some bright, colorful shoes to spark conversations. You'd be surprised how well this works. And don't forget to stay hydrated!



PROMOTE EARLY & OFTEN

My #PopcornNotes

- Choose a head spokesperson/cheerleader.
 - They are responsible for spreading the word and generating excitement for the sale.
 - An outgoing personality is helpful because they'll need to call, email and connect with different people throughout the sale.
- Give it a theme!
 - Create a theme like 'Adventure is Calling' and a slogan like 'No Mountain is too High'
 - This creates a story for customers, a mantra for Scouts and a more cohesive message for promoting the sale.
- Spread the word in every way possible!
 - Send letters home with your Scouts.
 - Talk to the parents individually.
 - Share what the money is used for and why it is needed.
 - Share samples at your Popcorn Kickoff and send samples home for Scouts and families to share.
 - You can do this with a small cellophane bag from a craft store, a piece of construction paper, and a stapler. Have the Scouts decorate the bag "labels" and the parents pack the samples.
- Give your Scouts "business cards"
 - Be sure to include their online purchase information.
 - A template for this can be found in your materials folder.
 - You can print these on a business card stock or a piece of copy paper.
- Build a website for your sale!
 - Encourage Scouts to create their own or build one as a Unit.
 - Squarespace offers an inexpensive plan and everything is drag and drop for building.
 - You also need a simple domain so it's easy to remember like "troop123popcorn.com" -- get one at namecheap.com (currently \$6.98 per year for the month of June!).
- Use different methods for reaching supporters
 - such as posters, letters, and phone calls.
(call after work and be considerate of time zone differences)
- Don't forget everyone's favorite: social media!
 - Wherever you have a social presence, make a post about the sale with the order link for your Scout or Unit.
 - Social media increases fundraising amounts by as much as 40%.

PROMOTE EARLY & OFTEN

My #PopcornNotes

- Spread the word early and often throughout your entire sale.
 - Most people who buy early finish their product before the sale is even over. That's a repeat customer who needs to hear from you again!
- Your local newspaper and TV / Radio stations are a fantastic resource
 - Contact them three weeks before your sale begins.
 - Don't forget to invite them to your popcorn kickoff. They'll capture some great pictures of excited Scouts to go with the printed announcement.
 - Ask for the Community Editor or Reporter.
 - Ask that they include you in print and on their website.
 - You can even ask about free advertising on your local TV or radio station! They are required to run a certain percentage of ads for non-profits every day.
- Visit your local Chamber of Commerce website.
 - They often have a community calendar or email newsletter for their members.
 - They'd be happy to help support these budding future entrepreneurs.
- Don't forget community leadership!
 - Local police, fire fighters, EMTs, the Mayor's office, local government.
 - Any place where the sense of community is strong and support can be found for your Scouts.
- Anywhere you plan to be in person.
 - Ask if you can hang banners, pass out flyers, put up yard signs or hang door tags beforehand. Be sure to include an ordering link!
 - You can pick up extra orders online and have folks in these locations ready to greet your Scout with a smile.
- Call relevant businesses in your area.
 - Send emails or letters, arrange meetings and cultivate relationships.
 - These community leaders can help add fuel to your promotional fire in more ways than one. They might even become a customer!
- Create a blog.
 - Document your moves and progress.
 - Bring a human connection to your fundraiser while also generating further support from the community.

ONLINE SALES

CAMP MASTERS has free shipping anywhere in the United States!

My #PopcornNotes

Online sales are going to be a bigger part of the popcorn sale this year. And we want to make sure everyone is prepared to maximize their return from it. So here are a few tips for creating a great impression with your community *online*.

The most important aspect of your online presence is the Scout profile. It's important to see that smiling Scout face on every profile. And that their bios are well composed. This is the only thing some people will see before deciding whether or not to support your popcorn sale.

We recommend working with your Scouts to ensure everyone has a great profile this year!

One way to make this happen is to make creating/updating their profile as part of your popcorn kickoff. Create a fun backdrop, add some good lighting and take a headshot photo of each Scout in your Unit with a smartphone or digital camera.

Provide your Scouts with the Profile Bio worksheet to help them compose a strong bio. Then provide them instructions for how to place it on their CAMP MASTERS account.

Share the picture you took earlier for them to upload. Profile done!

Once they've set up their profile (*full walkthrough video in your drive folder*), there are links within the Scout profile to share their personal CAMP MASTERS ordering link. Make sure they know how to access this.

You can also encourage parents to support their Scouts as well using this link within their own networks. CAMP MASTERS has also provided a library of email templates, social media posts and graphics in your drive folder to make this easier on everyone.

Use your social channel's messaging feature to reach friends and family you know are active on social media. Send a private message about the fundraiser and ask for their support. Send an email to friends and family who might respond better to a more private request. If there is anything specific we can help you with, please let your Unit Leader or Council know!



MANAGING MOMENTUM

Perhaps the hardest part in any fundraiser is keeping 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.

These are resources CAMP MASTERS created to help you keep energy & sales strong.

- A game board for younger Scouts to help them reach their sales goal.
- A bingo board for Scouts to help them reach a Unit Goal of around \$400.
- Flyers promoting popcorn as a great gift for individuals, teachers and businesses.
- A personalized popcorn tag to put a local stamp on your popcorn.
 - This can be a slogan supporting the fundraiser purpose or a photo of your Scouts saying thanks for their support.
 - You can even hold a contest during your popcorn kickoff to choose the winning message or photo.
- An "Early Bird" award certificate for the first, second and third place Scouts to reach a specific objective you set during your popcorn kickoff. This is even better when combined with a prize of your choosing as well.
- Message templates to help you suit your message to specific people. Those who will be motivated by the cause, by their connection to you or by the incentive that comes with giving (*such as the tax write-off for a business*).
- A "Make a Difference" flyer that explains how a donation directly 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 extra incentive.
- Social proof -- or testimonials from others -- can be an important part of securing donations. We've provided a handout with ideas for how to gather and share these.
- A popcorn hotline guide for setting up a way to support your popcorn sellers!
- A printable progress chart to keep Scouts and families informed.
- Social media posts and graphics that help you: thank donors, share stories, create awareness, ask for donations, engage conversations, and show impact.
- A guide on using bloggers and micro-influencers within your community to support your fundraising efforts. These are active social media users who are strong voices within your community. They typically have an engaged audience that wants to hear about your efforts.
- A customer database template that helps Scouts keep track of customers year over year including what they've purchased in the past.

In 2021, we want to help you create an environment both online and off where your community finds pride in their contributions to supporting Scouting. Did we miss something? Let us know by contacting your Council today.

