



**2024 POPCORN SALE**

**LEADER GUIDE**  
Southeast Louisiana Council







# 2024



## POPCORN SCHEDULE

### KICKOFF & TRAINING

7/28

#### Popcorn Sale Kickoff- July 28th

##### St. Christopher Catholic Church Gymnasium

3900 Derbigny Street, Metairie, LA 70001

Time: 4:00 PM/Date: Sunday, July 28, 2024

A Jambalaya Dinner will be served.

#### How to Sell \$10K in a Weekend – July 28th

Training will be held in conjunction with the Popcorn Kickoff

### ONLINE ORDER

7/13

Sale Starts 7/13/2024

Sale Ends 12/31/2024

Online commissions are applied as a credit to the unit invoice. Online commissions may be delayed after Take Order Balances are paid.

### SHOW- N- SELL

7/13

July 13<sup>th</sup> – Units may start entering Show N Sell Orders in the system

Aug 5<sup>th</sup> – Unit Show N Sell Orders Due

Aug 24<sup>th</sup> – Show N Sell Distribution

Oct 28<sup>th</sup> – Show N Sell Balances due to the Council



Units may enter Show-N-Sell Orders ONLINE- July 13th

### TAKE ORDER

10/1

Oct 1<sup>st</sup> – Units may start entering Take Orders in the system

Oct 28<sup>th</sup> – Unit Take Orders due

Nov 15<sup>th</sup> – Take Order Balances due to Council by 3:00 PM

Nov 16<sup>th</sup> – Take Order Distribution



Units may enter TAKE ORDERS ONLINE- October 1st

### Product Transfers

8/24

- Unit Transfers are allowed from 8/24 – 11/5
- Enter transfer in system, then email [Kristie.Schouest@scouting.org](mailto:Kristie.Schouest@scouting.org) for approval
- Any transfers after November 5th will not be recorded by the Council and will be the responsibility of the units to decide monetary accountability.



Product Transfers due Nov 5<sup>th</sup>

### No Product Returns

10/28



Product Returns are not allowed, however, for HELP with Major Product Overages (multiple full cases), call Todd Conner \*\*\* Deadline 10/28/2024

### DISTRIBUTIONS

**Perrone & Sons Warehouse**  
1801 L and A Road  
Metairie, LA 70001

Pickup Schedule for Units will be created by Council during each sale



Show N Sell Distribution – Aug 24<sup>th</sup>  
Take Order Distribution – Nov 16<sup>th</sup>

### Balances & Prizes

Show N Sell Balance due Oct 28<sup>th</sup>

Take Order Balance due Nov 15<sup>th</sup>

Prize Orders due in the system Nov 15<sup>th</sup>



Sale Ends: 11/16/2024

# LET THE ADVENTURE BEGIN



## Welcome

Hello,

Thank you for contributing so much of your time, energy and efforts to our 2024 popcorn fundraiser. Your willingness to dedicate your time and resources are greatly appreciated. I hope you know the priceless impact you have on so many lives.

We hope this guidebook provides a step-by-step approach to setting your Unit up for popcorn sale success. Additional resources will be provided leading up to the sale. Please join Camp Master's Facebook group.

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

Also, check out:

<https://www.campmasters.org>

<https://www.bsa-selacouncil.org/popcorn>

However, if there is anything you need to help fuel your popcorn success, please don't hesitate to reach out to the Council's great team for assistance. (See page 6 for the Council's Popcorn Leadership contact info)

**We are fully invested in your popcorn success!**



## 05 Learn with Popcorn

Through the BSA curriculum and the CAMP MASTERS Popcorn Program, Scouts learn goal setting, decision making, money management, people skills and business ethics skills.

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THINKING OUTSIDE THE BOX

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High Achiever Prize- CAMP MASTERS

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- Sample Selling Script
- Objection Handling
- GEO Fencing- Facebook

## 19 CAMP MASTERS Resources

- Register Your Scouts
- Show & Sell Scheduling
- Credit Card



# Why Participate?

The Boy Scouts of America offers financial empowerment programs to help youth develop good money management habits and prepare for future financial success. Through progression, Scouts acquire new skills, increase self-confidence and develop an entrepreneurial mindset. By participating in the CAMP MASTERS Popcorn Program, Scouts learn goal setting, decision making, money management, people skills and business ethics.

Through the CAMPMASTERS Popcorn Program, Scouts learn...	The benefit is...
<p><b>Goal Setting</b> A Scout sets an individual popcorn business goals and then creates a plan to reach those goals</p>	<p>By setting and reaching goals, Scouts develop a strong sense of self and cooperation and team-building skills that will help them succeed in school, on the job, and in life.</p>
<p><b>Decision Making</b> A Scout decides how to market their popcorn business and adjust to changing opportunities and challenges.</p>	<p>Through these activities, Scouts learn how to think critically, solve problems and develop a sense of responsibility.</p>
<p><b>Money Management</b> A Scout gains confidence in taking popcorn orders, track sales, handling and managing money.</p>	<p>As a result, Scouts gain practical life skills, such as how to confidently handle, manage, and leverage money so that they can achieve their goals.</p>
<p><b>People Skills</b> A Scout learns how to speak to, listen to and work with customers in person.</p>	<p>Scouts benefit from these experiences by developing healthy relationships and conflict-resolution skills.</p>
<p><b>Business Ethics</b> Scouts learn how to run an honest, responsible popcorn business.</p>	<p>To become ethical leaders, they practice putting the positive values they learn as Scouts into action.</p>





# Important Contacts

## Todd Conner

Popcorn Advisor

(504) 810-1683

Todd.Conner@scouting.org

## Kristie Spinelli

Popcorn Admin. Support

(504) 889-0388

Kristie.Schouest@scouting.org

## Juan Prado

District Director

(504) 289-4318

Juan.Prado@scouting.org

## Grant Waggenpack

Bayou District Kernel

Grant.Waggenpack@gmail.com

## To Be Determined

Cataouatche District Kernel

## Melissa Ruddick

Cypress District Kernel

melissaruddick@gmail.com

## Ms. Skip Gibson

Emerging Markets District

Unit131.TheGoodGang@gmail.com

## Mirela Nicola

Fleur de Lis District Kernel

Mirela.Nicola@hotmail.com

## Jeremy Baton

Pelican District Kernel

Jeremy.Batson123@yahoo.com

## WAREHOUSE

Perrone & Sons Warehouse

1801 L and A Road

Metairie, LA 70001

Please call Council with Questions: (504) 889-0388



# POPCORN



**CAMPMASTERS**  
GOURMET POPCORN



# 2024 Product Selections

**ON AVERAGE 73% GOES TO SCOUTING**

<b>ZZ</b> Support the Military and Scouting Troop <b>\$30 Military Donation</b> 	<b>DO</b> Tasty Trio Tin 	<b>P</b> 3-Way Cheese Tin 	<b>MM</b> 22 Pack Movie Theater Extra Butter Microwave Popcorn 	<b>E</b> Supreme Caramel Tin 
<b>X</b> Classic Trail Mix 	<b>ZE</b> Chocolate Delite Caramel Bag 	<b>G</b> 14 Pack EXTRA BUTTER Roasted Summer Cans 	<b>YY</b> 12 Pack Sweet & Salty Kettle Corn Microwave Popcorn 	<b>ZD</b> White Cheddar Cheese Bag 
<b>ZH</b> Honey Roasted Peanuts 	<b>ZW</b> Chocolate Covered Pretzels Bag 	<b>V</b> Purple Popping Corn Jar 	<b>DD</b> Caramel Popcorn Bag 	<b>U</b> 6 Pack Butter Microwave Popcorn 

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

**ALL PRODUCTS TRANS FAT FREE and NON-GMO POPCORN**  
 ♡ Contains Antioxidants & Virtually Husks! / Feather Light / Low Calorie

Thank you for supporting Scouting



## 2024 NEW PRODUCT

**Added to Product Line Up**

### Salted Jumbo Cashews - \$30

### Think Outside The Box

**If there are people there, sell Popcorn there!**

**SET up at a LOCAL COLLEGE or UNIVERSITY-** College students love popcorn. Go door-to-door down frat row. Mid-week snacks and weekend treats are always welcome. Research busy times on campus and set up shop outside the student union or in front of the library. Pro Tip- Parent and Family Weekend, Football games. on Friday evenings/weekend mornings/after exams/after late night parties

**LOCAL EVENTS-** Craft fair, gathering of food trucks at a local farmer's market, local parade, golf tournament, another great place is a sport club, gym or range (with permission off course). Also large train or bus stops.

**NEXT TO ANY ASPCA EVENT-** - also offer dog treats, because cute Scouts + pets = Sympathy and \$\$

### WHAT SIZE VEHICLE WILL I NEED?



**Mid-size car**  
20 cases



**Standard SUV**  
40 cases



**Standard Van**  
60 cases



**Full size SUV**  
70 cases



**Pickup**  
90 cases

**Not recommended**





# Leading Your Unit

The Popcorn Kernel oversees operations of the Unit's popcorn sale. This is an important leadership role within the Unit. The Popcorn Kernel 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):

- 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.

## Tip

For example, instead of: Hey Sarah, will you volunteer as Kickoff Kernel this year?

Ask: Hey Sarah, your creativity and crafting skills are top notch. Would you help me with decorations and games for the Popcorn Kickoff? I'm thinking it will take us about 5 hours in planning and decorating day of, plus whatever time you'd estimate for creating them.

# POPCORN







# Kernel Checklist

## My Popcorn Squad

### Unit Kernel

Phone  
Email

### Assistant Kernel

Phone  
Email

### Kickoff Kernel

Phone  
Email

### Show-N-Sell Kernel

Phone  
Email

### Pickup Kernel

Phone  
Email

### Prize Kernel

Phone  
Email

### Communications Kernel

Phone  
Email

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



# Ordering Inventory

Show and Sell is a great way to raise money for your unit and is a very popular method as well. Here are a few helpful hints when ordering your show and sell inventory.

- Be conservative in your order, we will maintain an inventory at the council service center and will be happy to provide you with more product.
- Keep your goals in mind, if you have an exceptional event coming up that will require more money you might want to schedule extra opportunities.

## Popcorn Policy

• **All left over Show-n-Sell product must be incorporated into your unit's Take Order.**

• **No Returns: Units will NOT be allowed to return product.**

**However, if your unit is at risk of having major product overages (multiple full cases) that could potentially jeopardize your profits, contact Todd Conner before October 28<sup>th</sup>.**

## Payment Terms

\* SHOW-N-SELL payments are due to the Council Service Center on or before **10/28 at 3:00pm.**

\*TAKE ORDER payments are due to the Council Service Center on or before **11/15 3:00pm.** PRIZE ORDERS are also due **11/15.**

\* Prize Orders will be released by the first week of December. Release of prize order is contingent on balances being paid in full.

\* Prize Opt Out checks will be mailed to the unit, in care of the representative listed on the Unit Commitment form or Kernel by Christmas, provided the account has been cleared with the Council on time.

## UNIT-TO-UNIT TRANSFERS

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

1. Units may transfer product between each other.
2. Transfers may be in container quantity.
3. Units can log into the Camp Master site and complete the transfer themselves. Send an email to [Kristie.Schouest@scouting.org](mailto:Kristie.Schouest@scouting.org) once the transfer has been made for approval.
4. **ALL TRANSFERS MUST BE SUBMITTED TO COUNCIL BY NOVEMBER 5TH.**
5. Any transfers after November 5th will not be recorded by the Council and will be the responsibility of the units to decide monetary accountability.
6. All negotiations are strictly between units and the Council only provides contact information for involved units.

## Additional Product

Additional product may be available. Contact the Council Service Center for more information. Inventory is not guaranteed and is on a first come first served basis.

## Base Profit = 37%

1. Units will have their 37% Base Profit deducted from their invoices.
2. Online sales base profits will be credited to unit invoices until Nov 15<sup>th</sup>. Online sales made after invoices have been paid will be mailed to the unit after Christmas.
3. Base Profits may be forfeited if Units do not pay balances by deadlines.

## Payment Terms

1. Please pay with (1) Unit check, made payable to Boy Scouts of America. The Council cannot accept debit/credit cards payments unless the Unit is willing to pay a 3% fee. You may also pay online through the Council website with an EFT check at no charge. A link will be emailed to kernels prior to deadlines.
2. Prize Opt Out funds are void if a unit fails to clear its account balance (retail value minus base profit by the deadlines). Deadline will be strictly enforced.
3. Units that do not clear their accounts by December 15, 2024, may forfeit their entire base profit of 37% and 3% Prize Opt Out funds. The entire retail amount will be due.



# 1 ANNUAL PROGRAM PLANNER

1 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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		\$
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		\$
		\$

## NOW CALCULATE YOUR POPCORN SALES GOALS

Divide UNIT BUDGET by UNIT COMMISSION  
*(This is your Unit Sales Goal)*

\$

Divide by NUMBER OF PARTICIPATING OF SCOUTS  
*(This is your Scout Sales Goal)*

\$

Registration & Insurance	\$
Advancements	\$
Uniforms	\$
Scholarships	\$
Other	\$
<b>TOTAL UNIT BUDGET</b>	<b>\$</b>

# Commissions, Prizes & Incentives

1  
2

**Base Profit: 37%**

**Units keep 37% off each item sold**

**Opt Out of Prize Program: 3%**

**Units may decide to Opt Out of the Prize Program. Nothing needs to be done, just don't enter a prize order. Patches can still be ordered by the Unit Leader through the system.**



My prize goal is: \_\_\_\_\_  
My popcorn goal is: \_\_\_\_\_

## CHOOSE A PRIZE AND GO FOR IT!

**\$5,000 LEVEL 14**

- 43 - LEGO Technic Mercedes-AMG F1 W14 E Performance
- 44 - Cross Canyon 2 Tent & Footprint
- 50 - Carrera Evolution Mario Kart Analog Electric Slot Car Racing

**\$4,000 LEVEL 13**

- 45 - Adventure Camp Package
- 46 - Back to Camp Slope 2+
- 47 - Case Borewing Folding Hunter Knife w/ Leather Sheath

**\$3,000 LEVEL 12**

- 41 - Live Indoor/Outdoor Bluetooth Solar Speakers
- 42 - LEGO City Modular Space Station
- 44 - Coleman Sundome 4 Person Tent

**\$2,150 LEVEL 11**

- 39 - LEGO Friends Castle Bed and Breakfast
- 40 - SkullCandy Wireless Earbuds
- 41 - Foldable Drone

**\$1,650 LEVEL 10**

- 37 - Youth Pickle Ball Set
- 38 - LEGO Star Wars Anaconda Base Force & Blacksmith
- 39 - The North Face Stateville Backpack

**\$1,250 LEVEL 9**

- 33 - LEGO Batman - Batcycle
- 34 - Swiss Army Flatbreaker Knife
- 35 - Walkie Talkie Set w/ Rechargeable Batteries

**\$850 LEVEL 8**

- 28 - Hydration Pack - 2L
- 29 - Transformers: Rise of the Beasts Bumblebee Model Kit
- 30 - Zing Quick Switch Power Bow
- 31 - Children Waterproof Tent
- 32 - Grab Bag G

**\$625 LEVEL 7**

- 23 - E-Box Parts Plus Construction Kit w/ Telescope - 40X Magnification
- 24 - 5pc Stainless Steel Mess Kit
- 25 - Sun-1 Multi-Tool w/ Shovel & Ax
- 26 - Hatching Mechanicals Wasp Assorted Colors
- 27 - Grab Bag F

**\$425 LEVEL 6**

- 18 - Light Saber w/ Stand
- 19 - 5pc Stainless Steel Mess Kit
- 20 - Adventure Duffel Bag w/ BSAB Branding
- 21 - Air Hunter Zano Bow w/ 2 Zarts
- 22 - Grab Bag E

**\$325 LEVEL 5**

- 13 - Multi Tool Flashlight
- 14 - Magic Sand Set w/ 6 Modes
- 15 - White Handle Lock Blade Knife & Case w/ BSAB Branding
- 16 - Backpack Frame w/ Decorative Stickers
- 17 - Grab Bag D

**\$250 LEVEL 4**

- 9 - Dry Bag - 5 liter - Yellow w/ BSAB Branding
- 10 - Mini Multi-Tool w/ Case
- 11 - 4x20 Binocular w/ Case
- 12 - 8 Stuffed Animal - Goat

**\$190 LEVEL 3**

- 5 - First Aid Kit w/ Waterproof Case
- 6 - Cinch Backpack w/ BSAB Branding
- 7 - Mini Dynamic Dual LED Light w/ BSAB Branding - Assorted Colors
- 8 - Watch/Indometer

**\$90 LEVEL 2**

- 1 - Fire Starter and Steel
- 2 - Tony Hawk Box Boarders Assorted Characters
- 3 - Compass Thermometer Whistle
- 4 - Highlighter Scout - 4 Color Highlighter w/ Retractable Computer Brush

**LEVEL 1**

- 0.1 - Popcorn Sale Patch (Sell any item)
- 0.2 - Military Club Patch (Sell One Military Donation)
- 0.3 - Online Sale Pin (Sell One Online Order)
- 0.4 - Top Sales Pin (Sell over \$1,000)

**\$650 Bonus Club**  
Scouts who sell \$650 in product will receive their choice of:

- 0.5 - Hanging Hammock
- 0.6 - Dart Zone Max Solo w/ 10 Darts
- 0.7 - Lego Friends Adventure Camp Archery Range



Scout Name: \_\_\_\_\_ Pack/Troop: \_\_\_\_\_ Total Sales: \_\_\_\_\_

Prize #	Prize Description	Quantity

List all Patches, Pins, and Prizes earned above and turn in to your Unit Leader.

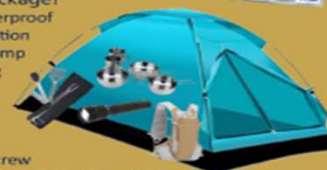
**IN ADDITION to Council incentives, CAMP MASTERS offers Prizes to recognize Scouts Popcorn Sale efforts.**



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

## CAMP MASTERS 2024 High Achiever Prizes \$3,000 & Up Club

**Camping Package!**  
2-Person Waterproof Tent, 2L Hydration Pack, 6 in 1 Camp Tool (including meat fork, spatula, baster brush, knife, bottle opener, corkscrew and case), 5pc Stainless Steel Mess Kit w/bag, and an Aluminum Safety Flashlight **OR** Visa Debit Card for 4% of total sales.



**Example: \$3000 = \$120 debit card.**  
Visa Debit Cards will be rounded to nearest \$10.  
CAMP High Achiever prizes are **not** cumulative.  
Select only **ONE** prize. See prize form for more details at [campmasters.org](http://campmasters.org)





# Selling Strategies

1  
3

## DOOR-TO-DOOR:

**aka Wagon Sales** – One of the most effective sales methods! In this case, a unit signs out popcorn to a Scout who takes it throughout their neighborhood, selling as he goes. Product is brought along (in wagon or vehicle), making it a quick and easy process for the customer. So, it is like a mobile show & sell booth. Units should order for this as part of their show & sell order. A large percentage of homeowners say that no Scout has ever come to their door, missing this great opportunity. If the desired product is not on hand, an order can be taken and product delivered later, but you don't have to make the return trip back to houses! You bring along the product as you sell it door-to-door. When a sale agreement is reached, the Scout goes to the car or wagon, gets the product and delivers it on the spot while the customer pays. If the desired product is not on hand, the Scout uses the Take Order method and returns with the ordered product later. To participate in Show and Deliver, you need to order Show & Sell popcorn.

## Super Triangle

Have your Scouts complete the SUPER TRIANGLE! The SUPER TRIANGLE is the 15 neighbors that surround their home. Make a triangle from your home by selling to the first 4 neighbors down, cross the street and sell to 7 houses back toward your home, cross back to your side of the street and stop by 4 neighbors on your way back home. Find a simple prize to encourage your Scouts. We've seen tremendous success from units who just have each Scout do this simple task.

## Neighborhood Blitz & Blitz Day

A Blitz Day is an organized day for a group of Scouts to go out selling in a specific area together. Scouts have fun with their friends as they travel to a neighborhood. A neighborhood can be covered very quickly with several Scouts each going door to door.

## Helpful Sales Suggestions:

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

## Try This:

Scout: "Do you like Popcorn?"

Customer: "Well, yes I do!"

Scout: "What is your favorite kind of popcorn?"

Customer: " I like caramel corn and white cheddar."

Scout: "Well you're in luck. We are selling BOTH of those. Would you like to order some of your favorite popcorn right now? You don't have to pay any money today."

## CORPORATE SALES:

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

# Selling Strategies- Continued

## SHOW AND SELL

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

## STEPS TO SUCCESS

**Identify Locations** –Look for high traffic locations with good visibility for potential customers to find you. Great spots might include stores, parking lots, movie theaters, shopping centers, ball fields, after church on Sunday, or your chartered organization!

**Initiate conversation with location** –Contact the desired location where you would like to have a Show-n-up a location in a high traffic area in front of the store. If they won’t allow a sale in front of the store, see if you can do a Drive Thru Sale in the back of the parking lot!

## POP UP SHOPS: A Neighborhood

**Encourage Scouts to set up a local Show & Sell type stand in their driveway or another location in their neighborhood. This is similar to a lemonade stand, where interested customers can come and purchase if interested!**

**Marketing & Promotion** –Be sure to let everyone in the neighborhood know you are selling popcorn when & where.

**Social Media** –Utilize social media apps like Next Door or Facebook to market the sale.

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

## DRIVE THRU BOOTH <sup>NEW!</sup>

The best thing to come out of the last couple of years is curbside pick-up. I don’t want to get out of the car to shop for anything and now I don’t have to. Hosting a drive-thru event so people can buy popcorn from the convenience of their cars, is the perfect opportunity to sell to folks who feel the same. The drive thru sale plan can be done anywhere. By asking retail locations, your chartered organization, or other venues to provide space in the parking lot where customers can drive up, place and receive an order, then drive away, provides convenience and a low-pressure option to customers.

### Other Tips & Tricks –

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

## ONLINE DIRECT

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

## HOW DOES ONLINE DIRECT WORK?

### Two Ways Customers Order Online Direct.

- 1.Virtual Store - Scouts share their fundraising page via email, text or social media.
2. Scout Recorded - Record customer orders directly on the Scout's phone (Credit/debit only).

CAMP MASTERS ships products to customers, and unit never handles products or cash.



**CAMP MASTERS**  
GOURMET POPCORN



# Sample Selling Script

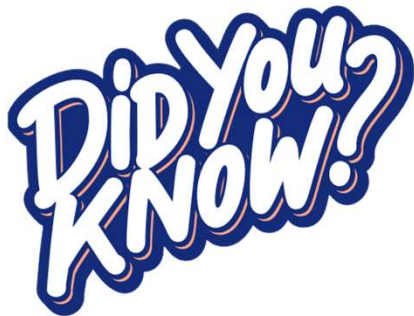
## YOUR BEST SALE

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

1  
5

“Hello, my name is \_\_\_\_\_ and I’m with Pack/Troop \_\_\_\_\_. I am trying to earn my way to \_\_\_\_\_ and support our camp programs. I have many DELICIOUS flavors of popcorn and \_\_\_\_\_ is my favorite because \_\_\_\_\_! Can I count on your support to help fund my adventures?”

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



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

### Selling Tips

- ALWAYS wear your uniform
- Practice your sales pitch and role play with other Scouts
- ALWAYS smile and introduce yourself
- ALWAYS tell your customers why you are selling popcorn
- KNOW the different kinds of popcorn you are selling
- ALWAYS say “Thank You”
- ALWAYS make a copy of your order form
- ALWAYS have a clean order form with a pen
- The MORE you ask the MORE sales you have!
- BE SURE to get customer email addresses to send them a “Thank You” email after the sale, reminding them they can re-order online.**



### Safety Tips

- NEVER enter anyone’s home
- NEVER sell after dark unless you are with an adult
- DON'T carry large amounts of cash with you
- ALWAYS walk on the sidewalk and driveway
- ALWAYS sell with another scout or with an adult



# Objections at the Point of Sale

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

## **I cannot eat popcorn...**

**That's ok. You can still support us and the military by sending popcorn to troops overseas. Popcorn also makes a great gift for someone else. We also have chocolate covered pretzels that you may like. Which one works best for you?**

## **Popcorn is not healthy...**

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

## **The price is too high..**

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

## **We already bought popcorn...**

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

## **I don't have any money on**

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

## **I am allergic...**

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

## **I don't support the Scouts**

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

**Be proactive about handling objections**





# GEO- Fencing: Facebook



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

To guarantee advertisement success, please follow the steps below.

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

To create a 'Community' nonprofit page, use the link: <https://www.facebook.com/pages/create> and select the box on the top row, center column titled Company, Organization, or institution, and follow the prompts.

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

For instructions on creating an event, use the link:

[https://www.facebook.com/help/210413455658361?helpref=about\\_content](https://www.facebook.com/help/210413455658361?helpref=about_content)

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

For instructions use the following link: <https://www.facebook.com/business/help/347929565360250?id=300360584271273> and follow the prompts.

We suggest using the following parameters for your event, but feel free to adjust them as appropriate for your event or area.

Gender: Both Male and  
Female Age: Adults 33-49



# UNIT KICKOFF CHECKLIST

Time For  
ADVENTURE

## LOGISTICS

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

## ATMOSPHERE

- Theme  Games & Activities
- Music
- Decorations

## CONTENT

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

Pick a theme



## Sample Kickoff Agenda

### Grand Opening (5 mins)

Play music, dim the light and have fun!

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

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

Highlight key dates that are important to the popcorn sale

### Train your Scouts (10 mins)

Explain the different ways Scouts can sell: Show-N-Sell, Show & Deliver, Take Order.

Digital Take Order and online at [CAMPMASTERS.org](http://CAMPMASTERS.org)

### Showcase your Scout Rewards (5 mins)

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

### Big Finish

Have top sellers from last year spray the leaders with silly string

Send everyone home motivated to sell.

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



# Register Your Scouts

**UNIT LEADERS: Scouts must be registered in the CAMP MASTERS system to receive sales! Step One:** Log in to the CAMP MASTERS system and click “Setup / Invite Scouts.

**CAMP MASTERS** Dashboard

2020 Fall Popcorn Sale

Jason Sieg | Troop 313  
Demo Council | Demo District Anytown

**To Do:**

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

**Links:**

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

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

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

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

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

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

**CAMP MASTERS** Demo Council | Demo District Anytown | Troop 313 > Users

INFO USERS

+ Add User - Remove Send Sign-On Link Layouts Export to Excel Export to PDF

<input type="checkbox"/>	Type	Key Code	First Name	Last Name	Phone	Email
<input type="checkbox"/>	Leader		Jason	Sieg	(214) 608-3499	pkp25@yahoo.com
<input type="checkbox"/>	Scout	D9YW	Jacob	Smith	(555) 555-5555	Troop313.Jacob@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	jilsmith@gmail.com
<input type="checkbox"/>	Scout	D9Y7	Max	Franklin	(214) 608-3499	troop313max@demo.com
<input type="checkbox"/>	Scout	D9YX	Max	Sieg	(812) 347-3505	jason@yahoo.com
<input type="checkbox"/>	Scout	D9Y9	Ryan	Franklin	(-)	Ryno23@yahoo.com

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

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# Register Your Scouts

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

Demo Council | Demo District Anytown | Troop 313 > Users

INFO USERS

+ Add User Remove Send Sign-On Link Layouts Export to Excel Export to PDF

	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	jllsmith@gmail.com
<input type="checkbox"/>	Scout	D9Y7	Max	Franklin	(214) 608-3499	troop313max@demo.com
<input type="checkbox"/>	Scout	D9YX	Max	Sieg	(812) 347-3505	jason@yahoo.com
<input type="checkbox"/>	Scout	D9Y9	Ryan	Franklin	()-	Ryno23@yahoo.com

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

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

Demo Council | Demo District Anytown | Troop 313 > Users

INFO USERS

+ Add User Remove Send Sign-On Link Layouts Export to Excel Export to PDF

	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	jllsmith@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

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

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





2  
1

# Register Your Scouts

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

The screenshot shows the Camp Masters dashboard for Jason Sieg | Troop 313. The left sidebar contains navigation options: Home, Camp Masters, Main (Dashboard, Unit Orders, Unit Returns, Scout Credits, Scout Sales, Online Orders, Take-Order), and Organization (Units, Users & Scouts). The main content area is titled 'Dashboard' and features a '2020 Fall Popcorn Sale' banner. Below the banner, there are 'To Do' items: 'Submit your Unit Commitment Form', 'There are 11 Unordered Scout Take Orders', and 'There are 2 Open Unit Orders'. A 'Links' section includes 'Manage Unit Information', 'Setup/Invite Scouts', 'Setup/Import Scouts', 'View Scout Online Sales', 'View Unit Invoice', 'Order Prizes', 'Edit Your Profile', and 'Reset Password'. On the right, there are sections for 'Show-N-Sell' and 'Take Order', each with a 'View Product Listing' button and a 'Place Unit Order' button.

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

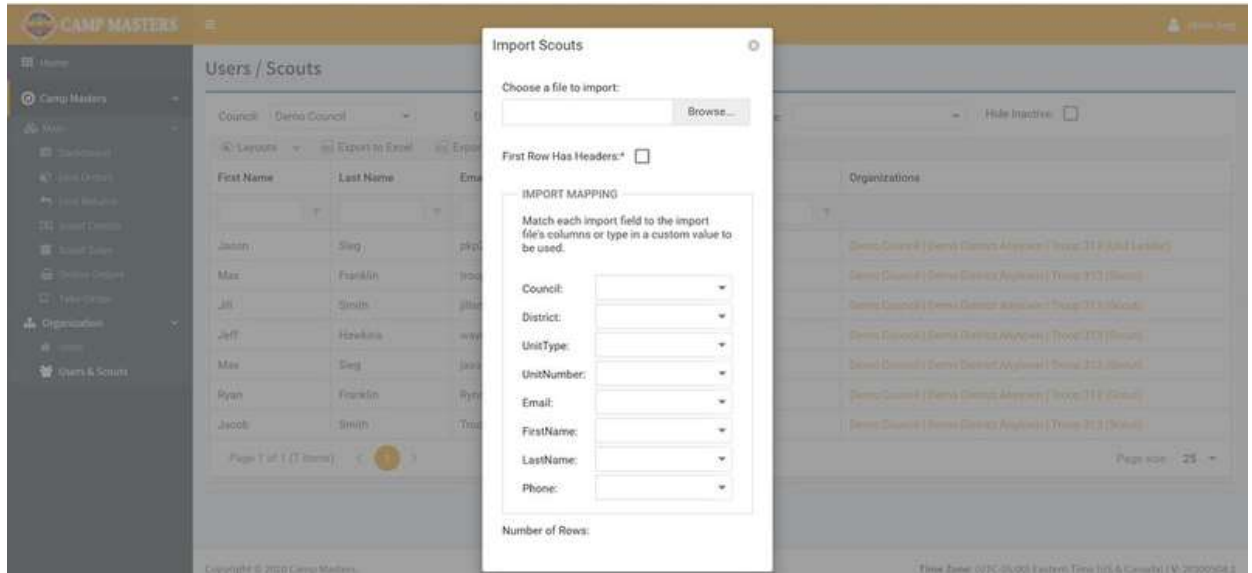
The screenshot shows the 'Users / Scouts' page in Camp Masters. The top navigation bar includes 'Camp Masters' and a user profile for Jason Sieg. The left sidebar is the same as in the previous screenshot. The main content area is titled 'Users / Scouts' and features a search and filter section with 'Council: Demo Council', 'District: Demo District Anytown', and 'User Type:'. Below this, there are buttons for 'Layouts', 'Export to Excel', 'Export to PDF', and 'Import Scouts'. The main table lists users with columns for 'First Name', 'Last Name', 'Email', and 'Organizations'. The table contains 7 rows of data. At the bottom, there is a pagination bar showing 'Page 1 of 1 (7 items)' and a 'Page size: 25' dropdown.

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)

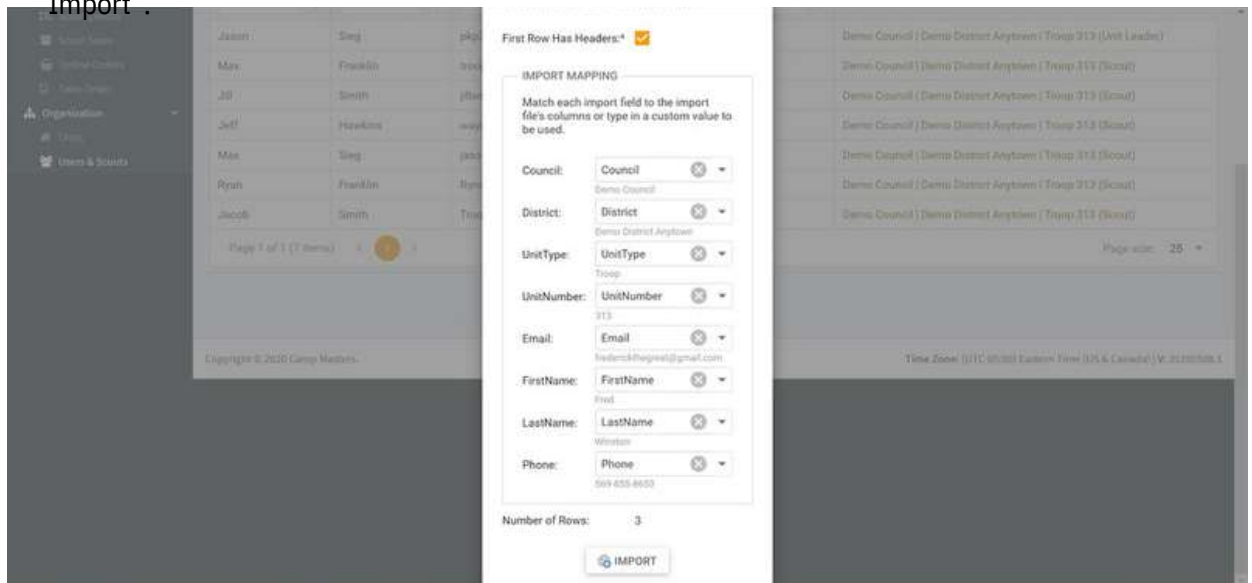


# Register Your Scouts

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



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



You'll see a green success box once imported.

✔ 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.







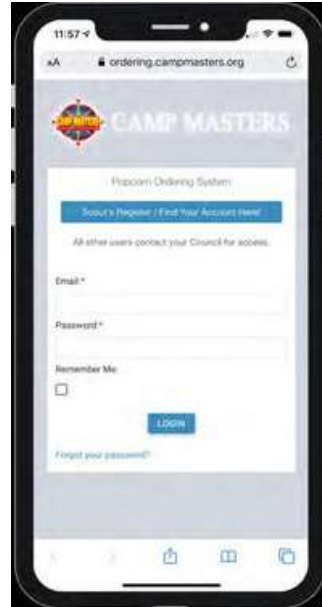
# CAMP MASTERS MOBILE APP

SCOUTS, PARENTS & LEADERS

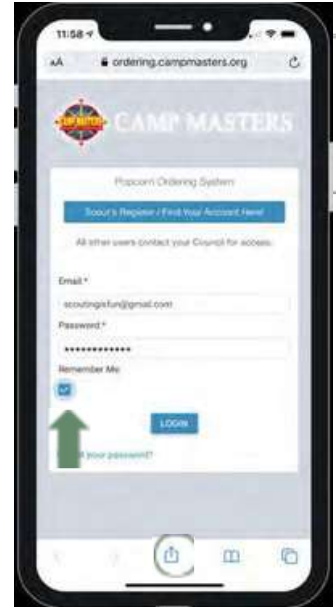
Follow these instructions to easily create a CAMP MASTERS app icon on your smartphone.



Open Safari  
Chrome on  
Android



Go to  
[ordering.campmasters.org/Account/Login](http://ordering.campmasters.org/Account/Login)



Enter your login and click  
"Remember Me" then Login

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



Select "Add  
to Home  
Screen"



Then click  
"Add"



Ready to sell? Click the  
icon!

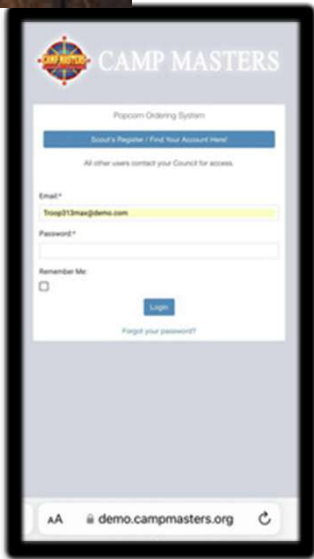




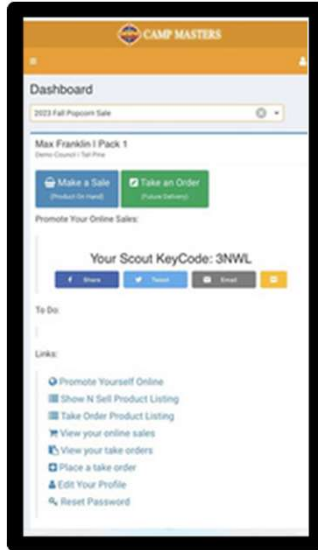
# TAKE ORDERS by Cash and Credit Cards

## SCOUTS, PARENTS & LEADERS

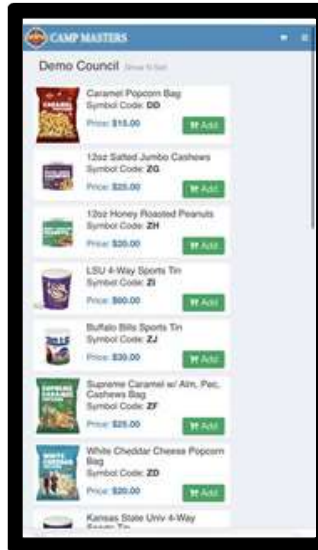
Follow these instructions to easily take orders and payment on your smartphone.



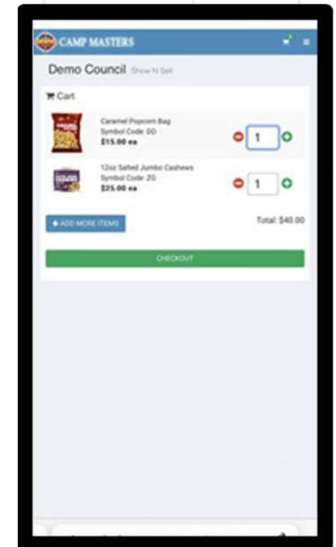
**Login to CAMP MASTERS Dashboard**



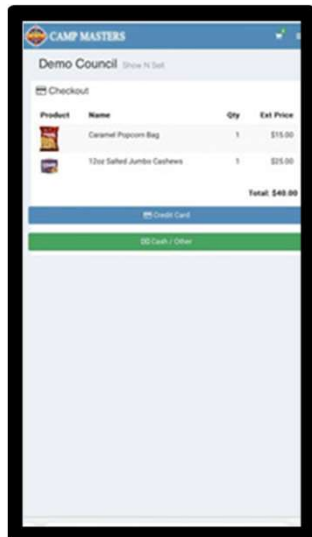
**Click "Place a Take Order" from the dashboard**



**This will take you to the products page. Scroll down to find the requested product. Then click "Order" to add the item to the shopping cart**



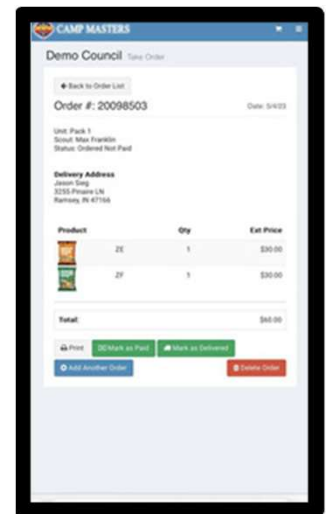
**Scroll down to find the requested product. Then click "Order" to add the item to the shopping cart.**



**A confirmation window will appear. You can either take cash or Credit card for payment**



**To take payment, you can:**  
**1. Have the customer scan QR code for them to enter payment.**  
**2. Text them so they can enter payment.**  
**3. Enter Information manually.**



**Mark as paid and delivered if applicable.**

