

2020 POPCORN SALE LEADER GUIDE



MOUNTAINEER AREA COUNCIL

in partnership with

CAMP MASTERS
GOURMET POPCORN

WE'RE IN THIS TOGETHER

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

This year's popcorn sale will look and feel different for many of us. But your Council and CAMP MASTERS are dedicated to supporting you every step of the way. We are continually evaluating the current environment and recommendations with the best interests of everyone in mind. As the popcorn sale nears, we ask that you reach out to your Council regarding best practices and local safety guidelines.

As our Country takes the beginning steps towards recovery, we must continue moving forward as well. We need a united mindset focused on adaptability and resilience to keep the popcorn sale a vital part of funding your Scouting program in the coming year.

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

In 2020, CAMP MASTERS is providing all Councils and Units with new training and marketing resources. Some information on these resources is included in this guide. And you'll gain access to others over the coming months leading up to the sale.

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

We are fully invested in your popcorn success!

Warm Regards,

Wilfred Sieg, Jr.
President



CAMP MASTERS
GOURMET POPCORN

LEARN WITH POPCORN

You've likely heard many times that "*it's not about selling popcorn, it's supporting Scouting.*" But what does this mean? And how does it impact each individual Scout?

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

Association with Adults

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

Salesmanship and Entrepreneurship

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

Grow and Sustain Scouting

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

Fund Membership and Activities

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



2020 PRODUCT SELECTIONS

ZZ Support the Military and Scouting Too!

\$30 Military Donation



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

A *Chocolately Treasures Tin

A Chocolate Lovers Dream. Includes: Chocolate Caramel Corn, Chocolately Pretzels, White Frosted Pretzels, and delicious morsels of Chocolately Covered Peanut Kettle Nuts

— 58 oz.
 **7.48 gal.

\$60

ZA *Premium Tin

A rich sampling of THREE most decadent products: Chocolately Caramel, Sweet & Salty Kettle, & Butter Toffee Caramel popcorn

— 31 oz.
 **3.00 gal.

\$45

P *3-Way Cheesy Cheese Tin

Celebrate Scouting with a simply sensational collection of White and Yellow Cheddar Cheese along with a saucy Cheesy Salsa popcorn (3 Big Bags!)

— 15 oz.
 **3.10 gal.

\$35

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

Buttery sweet gourmet caramel corn with nuts

— 18 oz.
 **3.00 gal.

\$25

MM 22 Pack Movie Theater Extra Butter Microwave Popcorn

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

\$25

VV *Chocolate Drizzled Caramel Popcorn

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

\$25

X Classic Trail Mix

Delicious wholesome goodness includes peanuts, cranberries, raisins, chocolate candies and cheddar

— 15 oz.

\$20

KK *Cinnamon Crunch Popcorn Tin

Lightly sweet popcorn with warm, savory cinnamon

— 13 oz.
 **3.10 gal.

\$20

G 14 Pack EXTRA BUTTER Roasted Summer Corn

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

\$15

NN *White Cheddar Cheese Tin

Cheesy goodness of White Cheddar on light, crunchy, crispy popcorn

— 8.88 oz.
 **3.10 gal.

\$15

YY 12 Pack Sweet & Salty Kettle Corn Microwave Popcorn

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

\$15

ZC Sea Salt BIG Bag

Light & Crispy Sea Salt Popcorn. No Artificial Anything! ONLY 31 calories per cup — 3.7 oz.

\$15

V Purple Popping Corn Jar

This delicate popcorn, contains antioxidants, has virtually no hulls and TASTES GREAT! No Artificial Anything!

\$12

U 6 Pack Butter Microwave Popcorn

A convenient way to enjoy popcorn with a hint buttery flavor anytime of the day. ONLY 35 CALORIES per cup!

\$10

DD *Caramel Popcorn Bag

Nonsticking taste of delicate and crispy gourmet caramel popcorn.

— 10 oz.
 **3.10 gal.

\$10

To pick up your popcorn, follow these vehicle recommendations:

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

LEADING YOUR UNIT

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

- ★ Council 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 more receptive when asked to execute a specific task, not just serve a role in the popcorn sale. **When asking for help, be sure to say what you specifically NEED help with and how much time you think it will take them.**

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

KERNEL CHECKLIST

My #PopcornSquad

Council Kernel

412-216-5980
atranson78@gmail.com

Assistant Kernel

Phone
Email

Kickoff Kernel

Phone
Email

Show-N-Sell Kernel

Phone
Email

Pickup Kernel

Phone
Email

Prize Kernel

Phone
Email

Communications Kernel

Phone
Email

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



HOW MUCH POPCORN TO SELL

The mission behind the unit program planning philosophy is to help Scouting units fulfill young people's need for adventure and deliver on this promise. Units that operate under an annual program plan, that young people help construct, are proven to be more successful and make a more profound impact on the lives of their members. We promise young people the most exciting adventures they can imagine, and we had better be prepared to make it happen. How do you get buy-in and commitment from your unit's families when it comes to annual programming and fundraising needs? Your answer to this question is the key factor to the level of success your Scouting program will enjoy.

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

Program Ideas:

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

Other Considerations:

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

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

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

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

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

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

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



COMMISSION & PRIZES

Commission structure for your Units plus any incentives you're adding for sales, prizes, etc.

- 30% Base Commission
- +3% for Attending Training
- +3% for Reaching a Unit Average of \$250 per Scout.
- +1% Unit Commits to Fall 2020 Sale by August 7th

Special - Units that achieve a total sales goal of \$400 per Scout will receive a total of 40% commission.

CHOOSE A PRIZE AND GO FOR IT!

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

| | |
|--|---|
| <p>\$5,000 LEVEL 15</p> <ul style="list-style-type: none"> 50 - Camera Evolution DTM Ready to Fly 51 - Coleman 10'x6' DarkRoom Fast Pitch Screened Dome 6-Person Tent 52 - Ramble Control Drone w/ Camera & GPS 53 - \$200 Walmart Card | <p>\$575 LEVEL 5</p> <ul style="list-style-type: none"> 17 - Rosewood Knife w/ Clip & BSA® Branding in Box 18 - Hanging Hammock 19 - Cooler Chair w/ Backpack 20 - HEXBUG Nature Babies - Snow Leopard 21 - Grab Bag E |
| <p>\$3,500 LEVEL 12</p> <ul style="list-style-type: none"> 46 - Jet Boil Joule 47 - Dart Zone Pro MK 1.1 48 - HEXBUG Bute Blitz 7 Different Robot Builds 49 - \$175 Walmart Card | <p>\$275 LEVEL 8</p> <ul style="list-style-type: none"> 13 - 3-Wall - 200 Lumen COB LED Headlamp 14 - Air Hunterz Zano Bow w/ 2 Arrows 15 - SOS Survival Kit 16 - Zing Foam Hatchet |
| <p>\$2,750 LEVEL 11</p> <ul style="list-style-type: none"> 42 - Adventure Camp Package 43 - Arker Soundcore Liberty Air 2 True Wireless In-Ear Headphones 44 - LEGO Friends Heartlake City Adventure Play 45 - \$125 Walmart Card | <p>\$175 LEVEL 3</p> <ul style="list-style-type: none"> 9 - 2-3/8" Brass & Rosewood Handle Knife w/ BSA® Branding 10 - First Aid Kit 11 - Indoor Quality Sticky Baseball (2pack) w/ BSA® Branding 12 - 6" Penguini w/ BSA® Branding |
| <p>\$2,000 LEVEL 10</p> <ul style="list-style-type: none"> 38 - LEGO Harry Potter's Hogwarts Clock Tower 39 - Carhartt Signature Backpack Cooler 40 - Xrem Bots Guardian Bot 41 - \$100 Walmart Card | <p>\$125 LEVEL 2</p> <ul style="list-style-type: none"> 1 - Fire Starter 2 - Carabiner w/ Strap & BSA® Branding 3 - Compass Thermometer Wristband 4 - Pop Up Phone Stand/Holder (Phone not included) 5 - Mini Dynamo Flashlight w/ BSA® Branding 6 - Cinch Backpack w/ BSA® Branding 7 - Retractable Straw & Utensil Set 8 - Color Changing Watch/ Pedometer |
| <p>\$1,650 LEVEL 9</p> <ul style="list-style-type: none"> 34 - Coleman Go!™ 4 Person Tent 35 - HEXBUG VEX Construction Zone 36 - LEGO Star Wars Resistance Y-Wing Starfighter 37 - \$75 Walmart Card | <p>LEVEL 1</p> <ul style="list-style-type: none"> 0.1 - Popcorn Sale Patch Sell any item 0.2 - Online Sale Pin Sell One Online Order 0.3 - Military Sale Pin Collect One Military Donation 0.4 - Top Seller Pin Sell over \$1,000 |
| <p>\$1,100 LEVEL 6</p> <ul style="list-style-type: none"> 30 - Walkie Talkie 31 - LEGO DC Super Heroes Lex Luthor Mech Take-down w/ Batman & Wonder Woman 32 - Camp Stove w/ Regulator (Fuel not included) 33 - \$40 Walmart Card | <p>\$600 Club</p> <p>Scouts who sell \$600 in popcorn will receive their choice of a Zing Air Zoom Zooka, a Light Saber w/ Stand or an Outdoor Adventure Set</p> |
| <p>\$825 LEVEL 7</p> <ul style="list-style-type: none"> 26 - HEXBUG VEX Ambush Striker 27 - LEGO Speed Champions Formula E Panasonic Jaguar Racing 28 - 2-Person Waterproof Tent 29 - Grab Bag C | <p>\$600 Club</p> |
| <p>\$575 LEVEL 4</p> <ul style="list-style-type: none"> 22 - Aluminum Safety Flashlight 23 - Telescope w/ 40x Magnification 24 - Telescoping Fishing Pole w/ Reel 25 - Grab Bag F | <p>Descriptions of Prizes Available at www.kellerprizeprogram.com</p> |

CAMP MASTERS 2020 High Achiever Prizes

\$3,000 & Up Club

NEW Camping Package!
(2-Person Water Resistant Tent, 6 in 1 Grilling Tool with case, Hammock, Cooler Chair Backpack, Camp Stove with two burners, Bluetooth Speaker w/ Powerbank & Lantern) 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 towards your prizes!

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

Mountaineer Area Council
www.macbsa.org
Council ID: 615MAC
For Popcorn Related Questions:
Council Office: (304) 366-3940
For Prize Related Questions
GCC/Keller Marketing: (888) 351-8000

GUIDELINES to Select Prizes

- (1) Prizes earned based on 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 \$175 or more & select a prize from the level you achieve or select prizes from the lower levels as long as the total of the prize levels does not exceed the prize level achieved. Example: If you sell \$375 in popcorn, you may select ONE prize from the \$375 Level or ONE prize from the \$375 Level and ONE prize from the \$175 Level.
- (5) Parent's permission required and a Whittling Chip or Tally Chip to order a knife.
- (6) All prizes will ship to your Unit Leader.
- (7) If a prize is no longer available a substitute of equal or greater value will be shipped.
- (8) Turn in your prize order with your popcorn order.

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

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

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



REGISTER YOUR SCOUTS

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

Step One: Log in to the CAMP MASTERS system and click "Setup / Invite Scouts."

CAMP MASTERS Dashboard

2020 Fall Popcorn Sale

Jason Sieg | Troop 313
Demo Council | Demo District Anytown

To Do:

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

Links:

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

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

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

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

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

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

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

INFO USERS

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

| <input type="checkbox"/> | Type | Key Code | First Name | Last Name | Phone | Email |
|--------------------------|--------|----------|------------|-----------|----------------|----------------------------|
| <input type="checkbox"/> | Leader | | Jason | Sieg | (214) 608-3499 | pkp25@yahoo.com |
| <input type="checkbox"/> | Scout | D9YW | Jacob | Smith | (555) 555-5555 | Troop313Jacob@scouting.org |
| <input type="checkbox"/> | Scout | D9ZJ | Jeff | Hawkins | (214) 366-3455 | wayne1965@gmail.com |
| <input type="checkbox"/> | Scout | D9ZH | Jill | Smith | (888) 888-8888 | jillsmith@gmail.com |
| <input type="checkbox"/> | Scout | D9Y7 | Max | Franklin | (214) 608-3499 | troop313max@demo.com |
| <input type="checkbox"/> | Scout | D9YX | Max | Sieg | (812) 347-3505 | jason@yahoo.com |
| <input type="checkbox"/> | Scout | D9Y9 | Ryan | Franklin | () - | Ryno23@yahoo.com |

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REGISTER YOUR SCOUTS

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

The screenshot shows the Camp Masters interface for Troop 313. The 'Users' tab is active, and the 'Remove' button is highlighted in orange. The table below shows the user list with checkboxes selected for the Scouts Jeff Hawkins and Jill Smith.

| | Type | Key Code | First Name | Last Name | Phone | Email |
|-------------------------------------|--------|----------|------------|-----------|----------------|----------------------------|
| <input type="checkbox"/> | Leader | | Jason | Sieg | (214) 608-3499 | pkp25@yahoo.com |
| <input type="checkbox"/> | Scout | D9YW | Jacob | Smith | (555) 555-5555 | Troop313Jacob@scouting.org |
| <input checked="" type="checkbox"/> | Scout | D9ZJ | Jeff | Hawkins | (214) 366-3455 | wayne1965@gmail.com |
| <input checked="" type="checkbox"/> | Scout | D9ZH | Jill | Smith | (888) 888-8888 | jillsmith@gmail.com |
| <input type="checkbox"/> | Scout | D9Y7 | Max | Franklin | (214) 608-3499 | troop313max@demo.com |
| <input type="checkbox"/> | Scout | D9YX | Max | Sieg | (812) 347-3505 | jason@yahoo.com |
| <input type="checkbox"/> | Scout | D9Y9 | Ryan | Franklin | () - | Ryno23@yahoo.com |

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

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

| | Type | Key Code | First Name | Last Name | Phone | Email |
|-------------------------------------|--------|----------|------------|-----------|----------------|----------------------------|
| <input checked="" type="checkbox"/> | Leader | | Jason | Sieg | (214) 608-3499 | pkp25@yahoo.com |
| <input checked="" type="checkbox"/> | Scout | D9YW | Jacob | Smith | (555) 555-5555 | Troop313Jacob@scouting.org |
| <input checked="" type="checkbox"/> | Scout | D9ZJ | Jeff | Hawkins | (214) 366-3455 | wayne1965@gmail.com |
| <input checked="" type="checkbox"/> | Scout | D9ZH | Jill | Smith | (888) 888-8888 | jillsmith@gmail.com |
| <input checked="" type="checkbox"/> | Scout | D9Y7 | Max | Franklin | (214) 608-3499 | troop313max@demo.com |
| <input checked="" type="checkbox"/> | Scout | D9YX | Max | Sieg | (812) 347-3505 | jason@yahoo.com |
| <input checked="" type="checkbox"/> | Scout | D9Y9 | Ryan | Franklin | () - | Ryno23@yahoo.com |

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



REGISTER YOUR SCOUTS

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

The screenshot shows the Camp Masters dashboard for Jason Sieg | Troop 313. The left navigation menu includes options like Home, Camp Masters, Main, Dashboard, Unit Orders, Unit Returns, Scout Credits, Scout Sales, Online Orders, Take-Order, Organization, Units, and Users & Scouts. The 'Setup/Import Scouts' option is highlighted in the 'Main' section. The dashboard header shows '2020 Fall Popcorn Sale'. The main content area displays a 'To Do' list with three items: 'Submit your Unit Commitment Form', 'There are 11 Unordered Scout Take Orders', and 'There are 2 Open Unit Orders'. Below this is a 'Links' section with options like '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 list of actions like 'View Product Listing', 'Place Unit Order', and 'View Unit Orders'.

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

The screenshot shows the 'Users / Scouts' page in Camp Masters. At the top, there are filters for Council (Demo Council), District (Demo District Anytown), User Type, and Hide Inactive. Below the filters are buttons for 'Layouts', 'Export to Excel', 'Export to PDF', and 'Import Scouts'. The main content is a table with columns for First Name, Last Name, Email, and Organizations. The table contains seven rows of user data. At the bottom of the table, there is a pagination indicator showing 'Page 1 of 1 (7 items)' and a page size dropdown set to 25.

| First Name | Last Name | Email | Organizations |
|------------|-----------|----------------------------|--|
| Jason | Sieg | pkp25@yahoo.com | Demo Council Demo District Anytown Troop 313 (Unit Leader) |
| Max | Franklin | troop313max@demo.com | Demo Council Demo District Anytown Troop 313 (Scout) |
| Jill | Smith | jillsmith@gmail.com | Demo Council Demo District Anytown Troop 313 (Scout) |
| Jeff | Hawkins | wayne1965@gmail.com | Demo Council Demo District Anytown Troop 313 (Scout) |
| Max | Sieg | jason@yahoo.com | Demo Council Demo District Anytown Troop 313 (Scout) |
| Ryan | Franklin | Ryno23@yahoo.com | Demo Council Demo District Anytown Troop 313 (Scout) |
| Jacob | Smith | Troop313Jacob@scouting.org | Demo Council Demo District Anytown Troop 313 (Scout) |

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REGISTER YOUR SCOUTS

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

Import Scouts

Choose a file to import: Browse...

First Row Has Headers:

IMPORT MAPPING

Match each import field to the import file's columns or type in a custom value to be used.

Council:

District:

Unit Type:

Unit Number:

Email:

FirstName:

LastName:

Phone:

Number of Rows:

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

First Row Has Headers:

IMPORT MAPPING

Match each import field to the import file's columns or type in a custom value to be used.

Council: Council
Demo Council

District: District
Demo District Anytown

Unit Type: Unit Type
Troop

Unit Number: Unit Number
313

Email: Email
frederickthegreat@gmail.com

FirstName: First Name
Fred

LastName: Last Name
Winston

Phone: Phone
569-855-8653

Number of Rows: 3

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.



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]?



2020 POPCORN SCHEDULE

AUGUST 2020

IMPORTANT DATES

Aug 7th
Unit Commitment
Deadline
Aug 25
Show & Sell Orders Due

| SUN | MON | TUE | WED | THU | FRI | SAT |
|-----|-----|---------------------------------|-----|-----|-------------------------------------|-----|
| | | | | | | 1 |
| 2 | 3 | 4 | 5 | 6 | 7 Unit Commitment Deadline | 8 |
| 9 | 10 | 11 | 12 | 13 | 14 | 15 |
| 16 | 17 | 18 | 19 | 20 | 21 | 22 |
| 23 | 24 | 25 Show & Sell Orders Due | 26 | 27 | 28 | 29 |
| 30 | 31 | | | | | |

SEPTEMBER 2020

IMPORTANT DATES

Sept 11th
Show & Sell Pick Up

| SUN | MON | TUE | WED | THU | FRI | SAT |
|-----|-----|-----|-----|-----|------------------------------|-----|
| | | 1 | 2 | 3 | 4 | 5 |
| 6 | 7 | 8 | 9 | 10 | 11 Show & Sell Pick Up | 12 |
| 13 | 14 | 15 | 16 | 17 | 18 | 19 |
| 20 | 21 | 22 | 23 | 24 | 25 | 26 |
| 27 | 28 | 29 | 30 | | | |

2020 POPCORN SCHEDULE

OCTOBER 2020

IMPORTANT DATES

OCT 16 - Take order
and Prizes due

| SUN | MON | TUE | WED | THU | FRI | SAT |
|-----|-----|-----|-----|-----|---------------------------------|-----|
| | | | | 1 | 2 | 3 |
| 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| 11 | 12 | 13 | 14 | 15 | 16 Take orders Prizes Due | 17 |
| 18 | 19 | 20 | 21 | 22 | 23 | 24 |
| 25 | 26 | 27 | 28 | 29 | 30 | 31 |

NOVEMBER 2020

IMPORTANT DATES

Nov 12th
Take order Pick Up

Nov 13th
Final Payment is Due

| SUN | MON | TUE | WED | THU | FRI | SAT |
|-----|-----|-----|-----|-----------------------------|----------------------|-----|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 8 | 9 | 10 | 11 | 12 Take Order Pick Up | 13 Payment Due | 14 |
| 15 | 16 | 17 | 18 | 19 | 20 | 21 |
| 22 | 23 | 24 | 25 | 26 | 27 | 28 |
| 29 | 30 | | | | | |

POPCORN POLICIES

Returns

If you have left over items from Show and Sell, let Margie know before you place your take order. You should have no returns for your take orders!

SHOW-N-SELL SCHEDULING

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

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

ONLINE SIGN UP INSTRUCTIONS

Video Training here:

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



COVID-19 GUIDELINES

CAMP MASTERS is dedicated to the safety of our Leaders, scouts, Families & customers. As we prepare for the popcorn sale, it's important that everyone operate in accordance with any restrictions outlined by your state and local health department or other state and local authorities. Be sure to check with your Council if you are unsure what's required in your area.

When it comes to the products, we have implemented numerous safety protocols at our production, warehouse and fulfillment centers. This measure includes many of the guidelines recommended below. And we continue to evaluate the current environment in our local area.

Show-n-Sells are an exciting time for your Scouts. All the energy and enthusiasm of representing their pack within the community. CAMP MASTERS is offering the following guidelines to keep everyone safe this fall. These will be updated when necessary.

RECOMMENDED SHOW-N-SELL GUIDELINES

- Reiterate before the event anyone exposed to Coronavirus should find an alternate person to take their place at the sale or contact the Popcorn Kernel.
- Take everyone's temperature before and/or at arrival to the store.
- Everyone should wear masks and gloves to minimize the spread of germs. [Watch this video to see how quickly they can spread.](#)
- No more than 3 kids and 2 adults should be at any single selling location.
- Always wash your hands minimum of 20 seconds. (Refer back to the germ video).
- Use hand sanitizer regularly, especially after customer transactions.
- Clean surfaces frequently with a disinfectant wipe or hand sanitizer.
- Assign one individual to handle all money transactions. And one to handle all popcorn.
- Use Signs to help inform customers you're fundraising and provide directions for safe interactions between Scouts and customers.
- Do not shake hands with customers and maintain social distance to them as well as any other booth participants.
- Do not have open food or drinks in the area. Do not share drinks, cups or utensils. There is high potential for spread of the virus to these items.
- If you have to sneeze or cough do it away from the booth and other people. Remember to sneeze or cough into your elbow.
- When possible, avoid engaging with anyone exhibiting symptoms.



ORDERING INVENTORY

Instructions / Guidelines from the Council to Units on placing orders. For example:

- Initial orders
- Who to contact for help
- Any forms or other guidelines you have in place
- Any tools you have in place to help

YOUR POPCORN KICKOFF

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

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



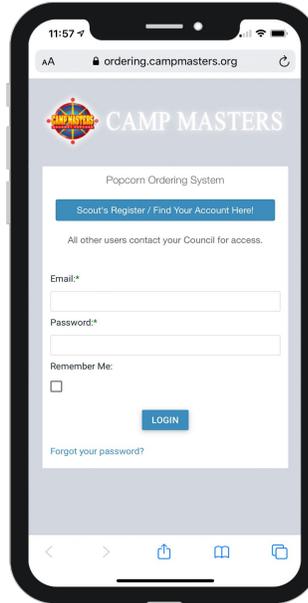
CAMP MASTERS APP

SCOUTS, PARENTS & LEADERS

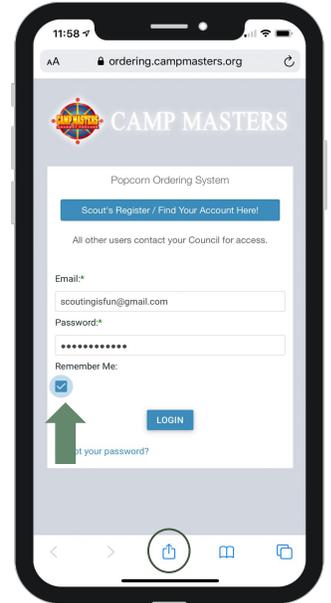
Follow these instructions to easily create a CAMP MASTERS app icon on your smartphone.



Open Safari
Chrome on Android

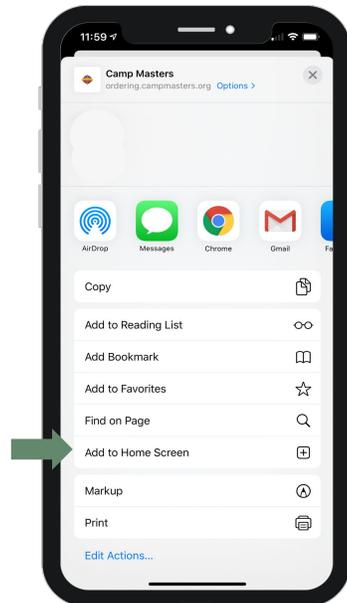


Go to
ordering.campmasters.com/Account/Login

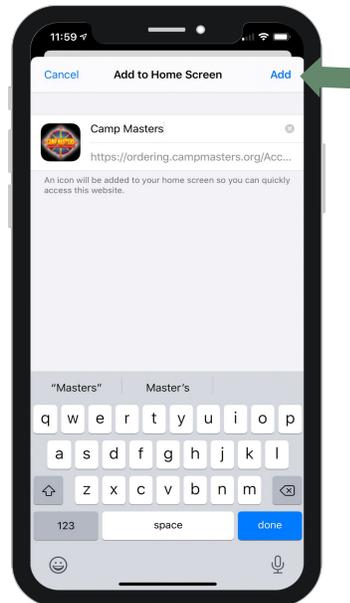


Enter your login and click
"Remember Me" then Login

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



Select "Add to
Home Screen"



Then click "Add"



Ready to sell? Click the icon!



ACCEPTING CREDIT CARDS

CAMP MASTERS has partnered with PayAnywhere to provide accounts and free readers to all Units. Just go to: payanywhere.com/campmasters



- **FREE app and FREE card readers**
- **Multiple device and multiple user ready**
- **No hidden fees....No monthly minimum fees, no setup fees, and no cancellation fees**
- **2.69% per swipe transaction fee; 3.49% + \$0.19 for keyed transactions**
- **Transaction fees removed from deposits automatically**
- **Funds within 24 hours of processed transactions**
- **Free Merchant Portal for detailed account activity and business intelligence reporting**
- **Create versatile item library with multiple products and prices or input charges directly.**
- **Safe and secure with immediate data encryption and PCI compliant and certified**
- **Live Customer Support via Phone and Chat**
- **www.campmasters.org/pay-anywhere**

CREATE YOUR ACCOUNT

Applying for PayAnywhere.



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

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

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

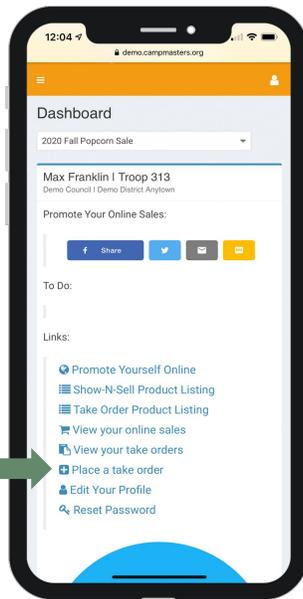
The screenshot shows the PayAnywhere account creation form. At the top left is the PayAnywhere logo. At the top right, it says "Prefer the phone? Call to register: 877.387.5640". The main heading is "How will you use PayAnywhere?". Below this are two tabs: "As a Business" (with a note: "Require sales of goods or services you earn income from.") and "As an Individual" (with a note: "For occasional use like a garage sale or the sale of a household item."). A callout box points to the "As an Individual" tab with the text: "If you do not have a TIN, use the 'Individual' tab to apply for an account." Below the tabs is the section "Information about you, the principal of the company". It contains fields for: First name, Last name, Email, Phone number, Address, Suite / Apt #, Zip code, Birthday (Month, Day, Year), and Last 4 digits of SSN. There are also fields for "Please create a password" and "Confirm password". A checkbox is labeled "This is the same as the business address". A callout box points to the password fields with the text: "Be sure to write down your password. You will use it to log in to the PayAnywhere app and PayAnywhere inside." Below this is the section "Information about your company". It contains fields for: We are a (dropdown), Industry (dropdown), Business type (dropdown), DSA name (text), Federal tax ID (text), Total monthly CC sales (dropdown), Average ticket amount (dropdown), and We have been in business for (dropdown). A callout box points to the "Total monthly CC sales" dropdown with the text: "Select '$\leq 20,000.$'". At the bottom, there is a checkbox "I have read and agree to the Terms and Conditions" and a "CREATE ACCOUNT" button. A footer note says "This site and your information are protected by SSL encryption."



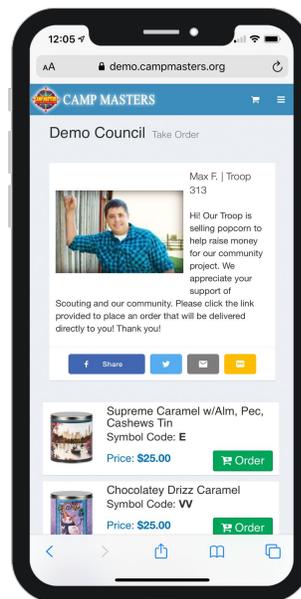
TAKE ORDERS ON THE GO

SCOUTS, PARENTS & LEADERS

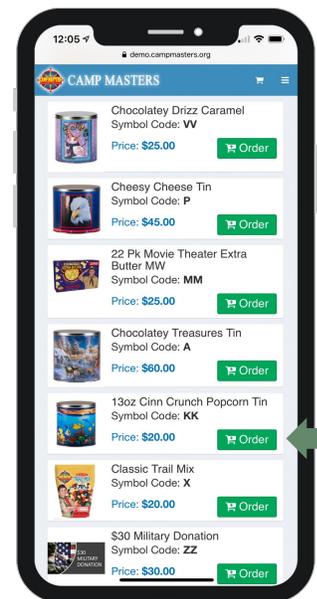
Follow these instructions to easily take orders and payment on your smartphone.



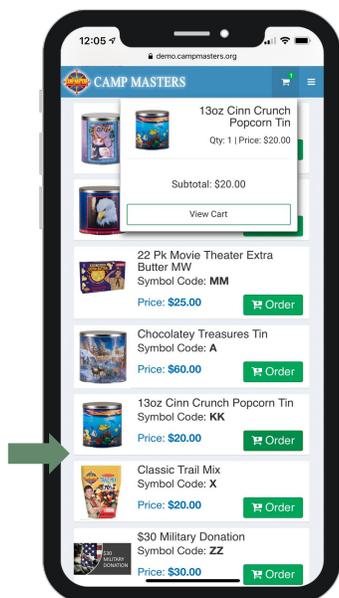
Click "Place a Take Order" from the dashboard



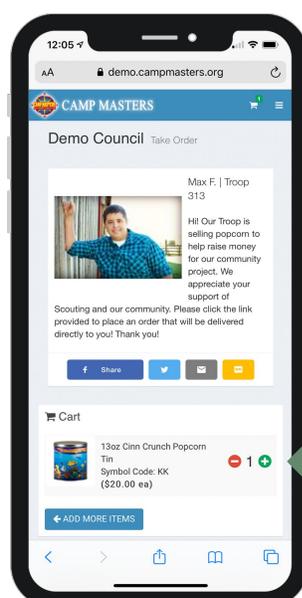
This will take you to the products page.



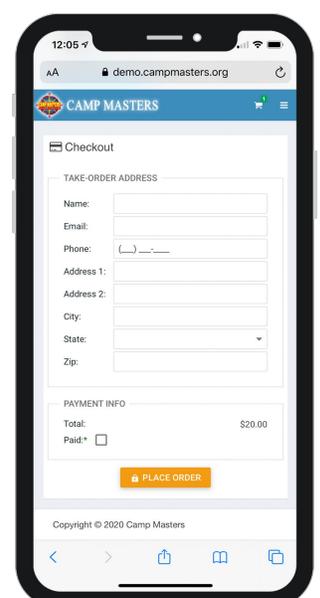
Scroll down to find the requested product. Then click "Order" to add the item to the shopping cart.



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



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



Complete the customer information.



CAMP MASTERS
GOURMET POPCORN

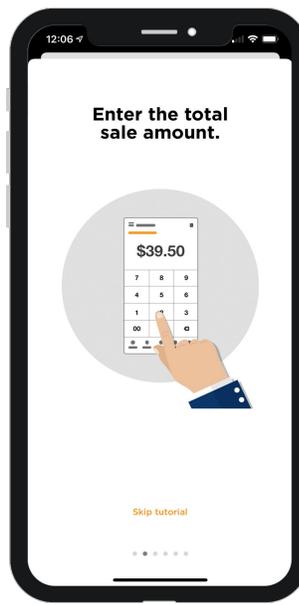
TAKE ORDERS ON THE GO

SCOUTS, PARENTS & LEADERS

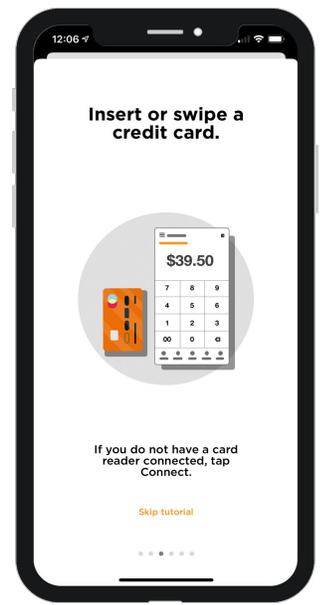
Follow these instructions to easily take orders and payment on your smartphone.



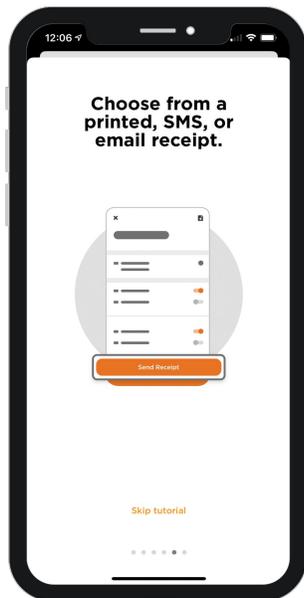
Return to your home screen and open the PayAnywhere app.



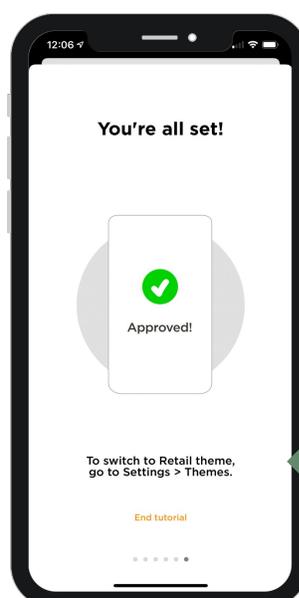
Enter the total charge.



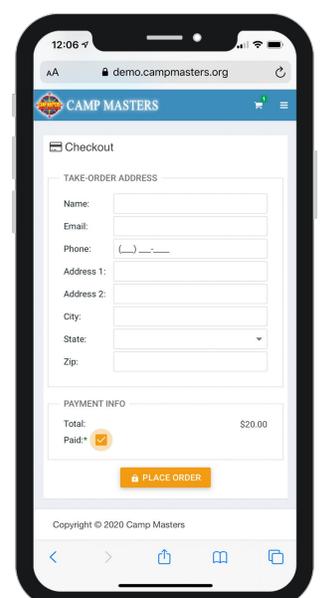
Insert or swipe the credit card depending on your reader type..



Offer the customer a SMS text or email receipt.



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



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



INVENTORY & PAYMENTS

Guidelines from the Council on how to order and manage inventory. Plus collect and remit payments.

WRAPPING UP YOUR SALE

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

- Collection & Payments
- Unsold product
- Prize Submission Form