2023 POPCORN SALE
LEADER GUIDE
CORONADO AREA COUNCIL
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CAMP MASTERS

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Popcorn Key Dates

- SHOW and SELL
  - TUESDAY, AUGUST 1ST
    Commitment forms Due
  - THURSDAY, AUGUST 10TH
    Unit Orders DUE
  - THURSDAY, AUGUST 11TH
    Council Orders DUE
  - THURSDAY, AUGUST 31ST
    COUNCIL DELIVERY
  - SATURDAY, SEPTEMBER 2ND
    Show and Sell - Sale Starts

- TAKE ORDER
  - SATURDAY, SEPTEMBER 2ND
    Take Order - Sale Starts
  - MONDAY, OCTOBER 10TH
    Unit Orders DUE
  - FRIDAY, OCTOBER 13TH
    Council Orders DUE
  - MONDAY, OCTOBER 30TH
    COUNCIL DELIVERY
  - FRIDAY, October 8TH
    Sale Ends

- ONLINE ORDER
  - MONDAY, JULY 31ST
    Sale Starts
  - SUNDAY, DECEMBER 31ST
    Sale Ends

- CAMP MASTERS- HIGH ACHIEVER FORMS
  - THURSDAY, DECEMBER 21ST

Popcorn Training

- Seller's Academy/Kick Offs
  - Manhattan - Saturday, August 12th @ 10am
  - Salina - Monday, August 14th @ 5:30pm
  - Hays - Saturday, August 19th @ 9am

Training Webinars

- Planning & Budgeting - Weds, July 26th @ 6:30pm
- New Kernel/Refresher - Thurs, July 27th @ 6:30pm
- Closing of your Sale - Wed, October 4th @ 6:30pm

2023 POPCORN SALES GUIDE
We hope this guidebook provides a step-by-step approach to setting your Unit up for popcorn sale success.

2023 CAMP MASTERS is providing all Councils and Units with training and marketing resources. Some information on these resources is included in this guide. And you’ll gain access to others over the coming months leading up to the sale. Please join our Facebook group

www.facebook.com/groups/campmastersunitsparentsandscouts/

However, if there is anything you need to help fuel your popcorn success, please don’t hesitate to reach out by email to our great team for assistance:

customerservice@campmasters.org.

We are fully invested in your popcorn success!

Warm Regards,

Jason Sieg

Vice President of Sales and Marketing
CAMP MASTERS Popcorn Brand

In this guide you will find:

Popcorn Guidebook—Fundraising and Popcorn best practices

Program Calendar—Find a program calendar for August 2023-
Welcome and Commitment
Why Participate?

The annual popcorn sale remains an excellent opportunity for Scouts and units to fund their entire Scouting program for the year. With the rising cost of membership fees, a successful popcorn sale is critical to the stability of our units. All proceeds stay right here to help support local Scouts. That’s 73% that goes to Scouting. While a portion of that goes to directly support your Scout unit, the remaining portion gets reinvested into supporting your unit, and into local programs and supplies. So by selling, you not only help your unit, but you help Scouting as a whole. That means new equipment at camp and enhanced facility improvements so that your unit can enjoy every moment of their stay.

When participating in popcorn, Scouts gain self-confidence, people skills, money management, salesmanship, and business ethics – things that help prepare them for life! These are great values and skills for youth to learn.

Many of us have experienced an early school memory of getting up in front of the classroom to do a presentation or oral report only to freeze and forget everything that we had prepared. This is because we allowed our nervousness and self-doubt to creep in and take over instead of being confident about what we had to say. And even as adults, many of us still dread the act of public speaking and debate. That’s why mastering the art of public speaking should be taught to children. In fact, child psychology experts say that it is essential for children to be encouraged and given opportunities to practice public speaking from a young age. And when granted those opportunities, Scouts gain more social awareness, a sense of responsibility and accountability, organizational skills, and more.

The skills we learn from public speaking tie directly into our everyday lives and are often the foundation of successful communication, leadership, and performance. Whether it's in our career paths or personal relationships, public speaking skills have a huge impact.

Builds and Improves Confidence

Mastering the art of public speaking empowers Scouts to view themselves in a different, more positive light. It helps them learn practical communication skills, ultimately boosting self-confidence and other soft skills. Having a positive self-image enables Scouts to talk more easily and naturally, which will help those who are inherently shy in nature. Once your Scouts starts public speaking, they will feel like they are delivering value to their audience, which in turn helps them develop faith in themselves and provides a sense of pride in their work.

Develops Leadership Qualities

Public speaking helps Scouts understand the importance of standing up for what they believe in and how to speak their minds without hesitation or fear. Having that understanding is essential in developing leadership qualities in your Scout. A Scout who believes that they can lead their peers from a young age, who are confident in expressing themselves, and feel comfortable talking in front of others build strong governance skills early on.

Enhances Academic Performance

It challenges Scouts to think on their feet and develop an analytical mindset toward problem-solving. Plus, it teaches them how to be assertive in their beliefs but politely and authentically. It also teaches them about empathy and active listening, to appreciate other peoples’ perspectives and points of view, and to learn from those experiences. Teaching your child public speaking is perhaps one of the best ways to prepare them for a better future. A huge component of public speaking is learning how to overcome fears. Additionally, it teaches your child skills such as critical thinking, broadens their self-awareness, and enhances their social connections, which are all vital to us as we get older.
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):

- 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 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.
Before the Sale

KEYS TO SUCCESS

• Program planning is the first step for successful Scouting and for goal setting. This should take place during the summer before fall recruitment.
• Don’t wait until the last minute to find your unit’s Popcorn Kernel! Volunteer recruitment, engagement and accountability are important in a successful popcorn sale.
• It’s important to have a little fun. Make sure your fall kickoff is fun, motivating and meaningful!
• Be sure your goal is customized to fit your unit’s needs.

BUILD A TEAM

• Popcorn Kernel Team
• Shared ideas and effort
• Unit knowledge passed down

RECRUIT NEW MEMBERS

• Recruit at Show and Sells
• Train the parents
• Distribute Flyers
• Take Contact Information

MOTIVATING SCOUTS

• Personal Growth- Build and Improve Confidence, Develop Leadership Skills and Enhances Academic Performance
• One Fundraiser per year
• Advancement opportunities- Possibility of No Dues!
• Unit Culture - This is what we do!
• Accepts Credit Cards
• No Processing Fees
• Real-time reporting
• Unit recognition for sellers
Selling Strategies

**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?"

**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
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.
“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.

Did You Know?

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
I am allergic…
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, 73% 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 me…
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

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.
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

**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
Tips for Making Sales Pop

SELL SELL SELL - Keep Scouts motivated! Do one fundraiser per year and do it well! Some ideas to keep Scouts motivated: arrange den/patrol competitions, continuously share what prizes and incentives are available at each sales level, remind parents about how the popcorn sale pays for their program, and give regular updates on your unit’s progress towards your sales goal.

FIND A HOOK; Make the sale fun. Have adults dress up in costume, cook and give out free hotdogs, silly signs, pictures of Scouting events, have a good popcorn cheer, be a little silly and fun, have a “game” a customer could participate in.

CREATE A GOAL. Units that have a written down and expected goal sell more. Scouts who either have a goal assigned by the unit OR one they’ve selected sell MUCH more.

INSPIRE COMPETITION - Award a special prize to the Den or Patrol that has the highest average sales per Scout, award trophies, or ribbons to the Individual Sales leaders in each Den or Patrol.

USE YOUR TEAM. Assistant Kernels, Den Kernels (Cub Scouts) or Patrol Kernels (Scouts BSA). Make them responsible for communication and “energy” of the sale in their respective Den or Patrol. They keep track of their Scouts’ weekly sales and use that info for weekly prizes (your unit offers those!). They also check out popcorn for Show and Sells and collect forms & money when Take Orders are due. They balance and double check it all before giving it to the Unit Kernel.

HAVE ORGANIZED NEIGHBORHOOD CANVASSING OR “BLITZ” days where Scouts meet with unit popcorn in a parking lot or nearby location with designated streets for each den, patrol, etc. to canvass.

DECIDE IN ADVANCE HOW YOUR UNIT IS GOING TO DIVVY UP SALES. Either give each Scout an equal share or pro-rate on a time basis.

HAVE UNIT LEVEL REWARDS THAT COMPLEMENT THE REWARDS FROM CAMP MASTERS
Some ideas: gift cards for top seller or top den(s)/patrol(s), pie in the CM/SM face, free camping trip, dues refunded, special unit activity if they sell above X dollars, free pizza party for the highest selling den, etc. Find freebies at local stores such as free oil change, free massage, free day spa, etc. for the parents! Parents who are motivated will get their scouts selling.

TRAIN THE SCOUTS: set aside part of a Pack or Troop meeting to train the Scouts on their sales pitch, how to deal with all types of potential customers, teach them how to "ask for the business/order" take some time to "role play" and have the Scouts practice in front of the group. Give them the skills that will inspire confidence.

CHEER THE PROGRESS: send weekly updates about your unit’s sales progress, celebrate the successes and big sales, monitor and measure your sales each week and chart your progress publicly........... and praise the Scouts that are excelling in their sales efforts.

MAKE IT FUN: the scouts that have the most success are the ones that view this as FUN way to earn and win cool prizes, help their Pack or Troop and have some friendly competition with their fellow Scouts. Leaders should make sure to create a fun and supportive environment that rewards sales success while supporting every Scout’s efforts regardless of their sales.

COMMUNICATE WITH SCOUTS AND FAMILIES OFTEN: Check up on how they are doing, keep them informed of the great CAMP MASTERS rewards and unit incentives. Not a high-pressure email, just updates and reminders.
Think Outside The Box

If there are people there, sell Popcorn there!

The obvious places are probably outside grocery stores, Walmart, Target, big membership stores like Costco and Sam’s Club.

Less Obvious

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 framer'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.

LOCAL BUSINESSES- Approach businesses in your area and ask if you can set up a popcorn booth in their lobby or break room.

THE DMV (Department of Motor Vehicles)

BREWERY- that is hosting a beer tasting. See if they will do a popcorn and beer paring.

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

GRAND OPENINGS of BUSINESSES

HOST A GARAGE POPCORN BOOTH- Host a pop up booth in a leader's driveway/garage. Scouts would go around the neighborhood the week before and hung door hangers with the day and time of their booth encouraging people to stop and buy.

SALINA ARTS and ENTERTAINMENT
Fire Embers of Discovery
Tri Rivers Fair
8/11 Stiefel Theater- Concert
8/12 Run for the Hills
    Back to School Blast - Wild Life Museum
Zoo Brew Craft Fest
Trombone Shorty and Orleans Avenue, Ziggy Marley
Three Dogs Night
XWE Pro Wrestling Event
Public Safety Appreciation Day- Rolling Hills Zoo (Police, ect)
2023 Product Selections

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
### Important Contacts

**Kyle Smith, Scout Executive**  
Kyle.Smith@scouting.org  
(O) 785-827-4461

**Tori Varnadore, Office Contact**  
Tori.Varnadore@scouting.org  
(O) 785-827-4461

### Popcorn Delivery and Pick Up Information

<table>
<thead>
<tr>
<th>District</th>
<th>Location</th>
<th>Contact Information</th>
</tr>
</thead>
<tbody>
<tr>
<td>Triconda District</td>
<td><strong>Crestwood, Inc.</strong> 601 W Water Well Rd, Salina KS, 67401</td>
<td><a href="mailto:Tori.Varnadore@scouting.org">Tori.Varnadore@scouting.org</a></td>
</tr>
<tr>
<td>Konza District</td>
<td><strong>Purple Wave Auction</strong> 825 Levee Dr, Manhattan KS, 66502</td>
<td><a href="mailto:Kyle.Smith@scouting.org">Kyle.Smith@scouting.org</a></td>
</tr>
<tr>
<td>Wheatland District</td>
<td><strong>National Guard Armory</strong> 200 Main St, Hays KS, 67601</td>
<td><a href="mailto:Kyle.Smith@scouting.org">Kyle.Smith@scouting.org</a></td>
</tr>
</tbody>
</table>

*If you cannot pick up on Delivery Date please contact your DE or our office to arrange pick up.*

All other questions, concerns or issues please contact: Tori Varnadore
Kernel Checklist

☐ 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!
Setting Goals

A Per-Scout goal is a lot like a merit badge or skill requirement. In Scouting, we often tell Scouts that to receive an award, they must "do, tell, show, demonstrate, etc." All Cub Scouts are held to the motto of "Do your Best." Scouts want to succeed. Helping them to succeed in the popcorn sale for the health and strength of the unit is no different. We simply need to be able to help our Scouts define success. Use the formula below to help you set unit and Scout goals. Be sure to ask your Unit Treasurer and Unit Committee to help prepare your budget and popcorn sales goals.

Goal Setting Formula

<table>
<thead>
<tr>
<th>Total dollars your unit plans to spend this year (i.e. $2000)</th>
<th>Unit Budget $</th>
</tr>
</thead>
<tbody>
<tr>
<td>Divide the unit budget by the popcorn commission %</td>
<td>Unit Sales Goal $</td>
</tr>
<tr>
<td>(Use the percentage provided by Council to compete this exercise)</td>
<td></td>
</tr>
<tr>
<td>Divide the unit sales goal by the number of selling Scouts</td>
<td>Per Scout Goal $</td>
</tr>
</tbody>
</table>

HELPFUL TIPS

• Set a unit goal (2%-5% increase)
• Set a per Scout sales goal
• Communicate the per scout goal at the unit kick-off

• After sharing the goal, highlight what the unit goal pays for and how that benefits each Scout
• Remind scouts and parents of the Unit and Per Scout goal throughout the sale.
• Reward Scouts for achieving the Per Scout Sales Level.
• Encourage all Scouts and families to participate and achieve the per Scout goal.
• Develop unit incentives to encourage Scouts and families to sell.

If you’re not setting goals in sales and in life then you’re letting someone else dictate the path. By setting SMART goals you have something to strive for which helps you push and measure your progress. Set a specific goal to sell 20 bags in an hour which was an increase in your previous outing where you sold 15 bags. This was your short-term goal which aligned with the larger goal of selling 750 bags of popcorn. With this goal in mind, you will end of crushing your goal.
Commissions, Prizes and Incentives

Base Commission:
- Attend ALL Trainings: 10%
- Turn in your order on time: 15% (Total of 25%)
- Turn in Seller's Roster *October 11th* & Pay Invoice at Pickup *October 31st*: 8% (Total of 33%)

Prize Opt-Out (no Council based prizes, parties, drawings -3% (Possible max of 36%)

Contact your District Executive for 2023 sales numbers.

$950 CLUB

All Scouts, unless unit opted out of prizes, who sell $950 or more are eligible to attend (Final details and date to be announced.) This prize is in addition to the Council Prize Program and Camp Masters High Achievers Prizes and Incentives.

The overall Coronado Area Council Top Seller will receive an additional $250 AMAZON Gift card. This prize is in addition to all other prize programs the scout is eligible for.

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

High Achiever Prize

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

SELL $3000+ TOTAL
GET 4% BACK ON A VISA or EGift card

2-Person Tent, 3W-200 Lumen COB LED Headlamp, 4x30 Binoculars, 6-in-1 Cooking Multi-Tool, Cooler Chair Backpack, Metal Campfire Mug w/ BSA Branding, and Sleeping Bag. Image not to scale, items shown larger to show detail.
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.

<table>
<thead>
<tr>
<th>ACTIVITY</th>
<th>PROGRAM MONTH</th>
<th>COST</th>
</tr>
</thead>
<tbody>
<tr>
<td>Scholarships</td>
<td></td>
<td>$</td>
</tr>
<tr>
<td>Other</td>
<td></td>
<td>$</td>
</tr>
<tr>
<td>Registration &amp; Insurance</td>
<td></td>
<td>$</td>
</tr>
<tr>
<td>Advancements</td>
<td></td>
<td>$</td>
</tr>
</tbody>
</table>

NOW CALCULATE YOUR POPCORN SALES GOALS

Uniforms $              Divide UNIT BUDGET by UNIT COMMISION$                  (This is your Unit Sales Goal)

Scholarships $          Other $                                              totalTime $  
(Total is your Scout Sales Goal)                        

Divide by NUMBER OF PARTICIPATING OF SCOUTS$
2023 Key Dates

Planning & Budgetting Webinar with Mike O'Connor - July 26th
Click here to register!

New Kernel / Refresher Webinar with Tori Varnadore - July 27th
Click here to register!

Show n' Sell - August 1st
Show n' Sell Orders Due - August 10th
Seller's Academy / Kick Off - August 12, 14th, & 19th.
Show n' Sell Delivery - August 30th

Popcorn Sale Begins - September 2nd

Closing your Sale Webinar with Tori Varnadore - October 4th
Click here to register!

Popcorn Sale Ends - October 8th
Returns, Final Order, & Sellers Roster Due- October 11th
Popcorn Delivery - October 31st

Final Payment Due - November 15th

Scan the QR code to register for the Seller's Academy & District Kick off!
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.

- 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.
- Keep the lines of communication open, if it looks like you will have extra popcorn that you may not be able to sell create a "GOT IT" list and share your needs or wants with other units.
- If you have questions or problems don’t hesitate to contact the council service center for help and assistance.

*** All orders are subjected to Council approval.

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.

TRANSFERRING UNIT

1. Contact the Council Service Center to tell us what you have
2. The council will maintain a list what units are offering for sale or trade.
3. Provide the contact information for the person who will be representing your unit.
4. The Council will share the information with units looking to acquire more product.

RECEIVING UNIT

1. Contact the Council Service Center to see what product is available for sale or trade.
2. Provide the Council Service Center with your representative contact information.
3. Provide the Council Service Center with a list of your needs.
4. After communicating with the Transferring unit negotiate and execute your transfer.

Additional Product

Additional product may be available. Contact the Council Service Center for more information. Inventory is not guaranteed and will be sold at time of pickup at unit invoice amounts. i.e. units will be charged what they would have paid had they ordered the product in their initial order.

**Transfer and payment of popcorn will be the responsibility of the units.*
Inventory- Continued

If you sold last year, look at your history of what was ordered.
- Compare the number of Scouts you have this year versus last year.
- Adjust your order based on your goal per Scout
- Adjust products if you had more of one item that sold better
- Check out CAMP MASTERS.org for How to Order Demo

Hopefully your unit will not have any inventory left over after the sale. In the event you do here are some things that can be done to help.

- Do your best to sell your extra inventory (additional show and sell or take orders)

- IMPORTANT: Do not attempt to return damaged or dirty popcorn at the return day. It will be refused by our staff and your unit will be responsible for the cost of keeping the popcorn. We cannot redistribute damaged or dirty products.

- If you receive damaged popcorn at distribution, you must:
  1. Refuse to take it if you see the damage right away. We will make sure you get a replacement.
  2. Report the damage to the Council Service Center immediately upon finding it after getting it home.
## UNIT KICKOFF CHECKLIST

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

### ATMOSPHERE
- Theme
- Games & Activities
- Music
- Decorations

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

### 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

**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!

[Image: Sample Kickoff Agenda]
Wrapping up Your Sell

As we wrap up the 2023 Popcorn Sale here are a few key items to remember and make sure you have taken care of before finishing up.

- Follow the timeline closely for due dates.
- Remember with payment due the council we will accept Cash, Check or Card.
- If you are keeping any excess inventory please be sure to properly store it to preserve the product for future use or resale.
- Double check to make sure that prize orders are correct and submitted so that we can ensure your Scouts receive the prize they expect in a timely manor.
- Complete and submit CAMP MASTERS High Achiever Prize form.
Register Your Scouts

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

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

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

**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”.

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.

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

![Image of import process]

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

![Image of data preview]

You’ll see a green success box once imported.

If you get an error, check your spreadsheet rows again carefully for typos.
Show-N-Sell Scheduling

You can manage your Show-N-Sell dates and volunteers within this table. Please visit CAMP MASTERS in late July for a Show and Sell scheduling platform.

<table>
<thead>
<tr>
<th>DATE</th>
<th>LOCATION</th>
<th>SHIFTS</th>
<th>NEEDED ADULTS AND SCOUTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ex. Sep 15</td>
<td>Teeter</td>
<td>- 10 AM</td>
<td>Adult 1:</td>
</tr>
<tr>
<td></td>
<td>St. Johns Avenue</td>
<td></td>
<td>Adult 2:</td>
</tr>
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<td></td>
<td></td>
<td></td>
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</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Scout 2:</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Scout 3:</td>
</tr>
</tbody>
</table>
SCOUTS, PARENTS & LEADERS
Follow these instructions to easily create a CAMP MASTERS app icon on your smartphone.

1. Open Safari Chrome on Android
2. Go to ordering.campmasters.org/Account/Login
3. Enter your login and click “Remember Me” then Login
4. Once on your dashboard, click the menu button (circled icon above (3 dots in upper right on Android)
5. Select “Add to Home Screen”
6. Then click “Add”
7. 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.
You can never start too early in securing storefronts.

- Grocery stores and home improvement
  Make sure you approach the store/company Manager. 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.
- Think of other high-traffic, essential businesses in your area to contact. As other businesses begin reopening, reach out to them as well.
- CAMP MASTERS Plans to have a Storefront scheduling tool for every Council where you can manage your sites and volunteers. Once we have this we will schedule a Webinar and make resources available.