

2022 POPCORN SALE LEADER GUIDE



CORONADO AREA COUNCIL

in partnership with

CAMP MASTERS
GOURMET POPCORN

WE'RE IN THIS TOGETHER

2022 is an unprecedented year in the lives of our Scouting families as we continue to recover from COVID-19. 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 2022 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.

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

We are fully invested in your popcorn success!

Warm Regards,

Wilfred Sieg, Jr.
President



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LEARN WITH POPCORN

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

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

Association with Adults

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

Salesmanship and Entrepreneurship

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

Grow and Sustain Scouting

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

Fund Membership and Activities

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



IMPORTANT CONTACTS

District Kernels

Wheatland

Konza

Leola Peterson

907-306-0595

leola89@Live.com

Triconda

Nicole Leonard

Buffalo Bill

Tomahawk

District Executive

Wheatland

Cindy Blattner

785-656-8190

cindy.gashler@scouting.org

Konza

David Starks

580-402-7838

david.starks@scouting.org

Triconda

Micah Bunce

785-827-4461

micah.bunce@scouting.org

Buffalo Bill

Tomahawk

WAREHOUSES

Wheatland

Hays Office

205 E 7th. St. Suite 115

Hays, KS 67601

Konza

Purple Wave Auction

825 Levee Dr.

Manhattan, KS 66502

Triconda

Crestwood Inc

601 E. Water Well Rd.

Salina, KS

Buffalo Bill

Surefire Electronics

11965 HWY 25

Atwood, KS 67730

Tomahawk

Hays Office

205 E. 7th. St. Suite 115

Hays, KS 67601

2022 PRODUCT SELECTIONS

SHOW N SELL PRODUCTS Show N' Sell orders due by Friday
August 12th 5:00 p.m.



**3 Way Cheese
Cheese Tin**



**Caramel Corn
Bag**



**Supreme
Caramel**



**Cinnamon Crunch
Bag**



**Salted Jumbo
Cashews**



**Honey Roasted
Peanuts**



**Purple Popping
Corn Jar**



**White Cheddar
Popcorn**



**22 Pack Movie Theater
Butter Microwave**



**14 Pack Roasted Summer
Corn Microwave**



**12 Pack Kettle Corn
Microwave**



**6 Pack Butter
Microwave**

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 XX cases
- Large Pickup bed holds about XX cases
- Rental Truck holds over 70 cases



**KSU Sports
Tin
Caramel Corn**
Limited to 600 tins for all
of CAC



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2022 PRODUCT SELECTIONS

TAKE HOME ORDERS



Tasty Trio Tin
S'mores Popcorn
Chocolatey Pretzels
Sweet and Savory Kettle Corn



Chocolatey Drizzled
Caramel Tin
Caramel Corn with
Chocolatey Drizzle



Chocolate
Pretzels Tin

All items with chocolate
available for ordering
after 9/30

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 XX cases
- Large Pickup bed holds about XX cases
- Rental Truck holds over 70 cases

LEADING YOUR UNIT

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

The best part is leading their #PopcornSquad in the Unit's goals for the sale. This includes:

- ★ Encouraging Scouts to Earn Their Way
- ★ Developing the Overall Sale Strategy for the Unit
- ★ Establishing Relationships with Community Businesses
- ★ Helping Parents Support Their Scout
- ★ Guiding the Unit's Progress to Their Sales Goal
- ★ Gathering and Distributing Important Information
- ★ Running Logistics for Product and Sales Earnings
- ★ Rewarding Scout Efforts with Great Prizes
- ★ and Hosting an EPIC Unit Kick-Off Celebration

Your #PopcornSquad includes *(based on your Unit and District Size):*

- ★ District Popcorn Kernel - Your right-hand in all things popcorn
- ★ Unit Committee Members - Helping you develop the plans and budgets
- ★ Assistant Popcorn Kernel - Your left-hand in all things popcorn
- ★ Kickoff Kernel - Your party planning partner
- ★ Show-N-Sell Kernel - Your logistics coordinator (preferably with a truck!)
- ★ Pickup Kernel - Your warehouse watchdog for product inventory
- ★ Prize Kernel - Your fun-lovin' prize patrol buddy
- ★ Communications Kernel - Your social media / email master spreading popcorn love

As exciting as these position titles are, people tend to be more receptive when asked to execute a specific task, not just serve a role in the popcorn sale. **When asking for help, be sure to say what you specifically NEED help with and how much time you think it will take them.**

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

DISTRICT KERNEL CHECKLIST

Edit as needed

My #PopcornSquad

District Kernel
Phone
Email

Assistant Kernel
Phone
Email

Kickoff Kernel
Phone
Email

Show-N-Sell Kernel
Phone
Email

Pickup Kernel
Phone
Email

Prize Kernel
Phone
Email

Communications Kernel
Phone
Email

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

POPCORN TRAINING

DATE	LOCATION	TIME	ATTENDEES
Aug 1 st			Unit Commitment Due Orders begin
Aug 11	Michael Beck Training via Zoom	6:00 PM	https://zoom.us/j/98604981801?pwd=a2l3NTh4czBjaUVTTHTbDg5T3ZyZz09
Aug 12			Show N' Sell Order Due
Aug 18	Michael Beck Training via Zoom	6:00 PM	https://zoom.us/j/96386152092?pwd=WkhIREZXSWkwUW9hYW52MUJvZ3M3dz09
Aug 29 th .	Ogden Community Center	7:00 PM	Konza Kickoff
Sept. 1 st .	CAC Service Center	6:30 PM	Triconda District Kickoff
Sept. 1 st .	First UMC @ Hays Roundtable	7:30 PM	Wheatland District Kickoff
Sept. 6 th .	Brewster Roundtable	7:30 PM	Buffalo Bill District Kickoff
Sept. 6 th .	TBD	TBD	Tomahawk District Kickoff

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:

<u>Program Ideas:</u>	<u>Other</u>
<u>Considerations:</u>	
Summer Camp	BSA
Registrations & Life Magazine	
Cub Scout Council Events	Meeting Supplies/Awards &
Recognitions	
Monthly Unit Activities	Den/Patrol Expenses/Training
Courses	
Pinewood Derby	Unit Equipment
Patrol/Den Activities	
Uniforms/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!



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.

NOW CALCULATE YOUR POPCORN SALES GOALS

COMMISSION & PRIZES

2022 Unit Popcorn Commissions

Base Commission- 30%

Increase Sale by 10% over 2021 Sales- 2% (Total of 32%)

Increase Sales by 25% over 2021 Sales- 5% (Total of 35%)

Prize Opt-Out(no Council based prizes, parties, drawings -3%
(Possible max of 38%)

Contact your District Executive for 2021 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.

Overall Council Top Seller

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.



PRIZE PROGRAM

LEVEL 1  Sell up to \$350 Earn 2022 Sellers Patch	LEVEL 5  Sell up to \$ 1,001-1,500 Earn 2022 Sellers Patch and one prize
LEVEL 2  Sell up to \$ 351-500 Earn 2022 Sellers Patch and one prize	LEVEL 6  Sell up to \$ 1,501-2,500 Earn 2022 Sellers Patch and one prize
LEVEL 3  Sell up to \$ 501-750 Earn 2022 Sellers Patch and one prize	LEVEL 7  Sell up to \$2,501-5,000 Earn 2022 Sellers Patch and one prize
LEVEL 4  Sell up to \$ 751-1,000 Earn 2022 Sellers Patch and one prize	LEVEL 8  Sell up to \$ 5,001-7,500 Earn 2022 Sellers Patch and one prize

Overall Council Top Seller Will
Receive an additional \$250 Gift Card
(CHOICE OF AMAZON OR VISA)

IN ADDITION to these incentives, CAMP MASTERS offers High Achiever Prizes to recognize Scouts Popcorn Sale efforts.



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



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


CAMP MASTERS 2022 High Achiever Prizes \$3,000 & Up Club

Camping Package!
2-Person Waterproof
Tent, Sleeping
Bag rated at
20 degrees,
Silicone
Banded
Headlamp...
new with
multiple changes in
lighting, rechargeable through USB,
durable 5 piece stainless steel camp cooking set
with mesh bag for storage, Emergency Survival Kit
OR Visa Debit Card for 5% of total sales.

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

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

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

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



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Coronado Area Council

50 States Online Popcorn Challenge 2022

The first 50 youth to sell popcorn online from each state will earn a \$ 100 gift card and Limited Edition 50 States Neckerchief. Those that complete the challenge after the first 50 participants will still earn a neckerchief but will not earn the \$100 gift cards. This challenge will help the online portion of your popcorn sale expanding earning for the pack or troop. Social media is a very powerful tool. Are you ready to take the challenge ?



CAMP MASTERS
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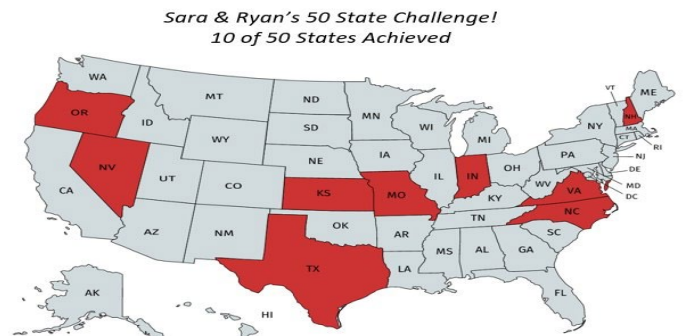


Online Sales

Think outside the box!



Dad first posted to Facebook on August 18.



https://www.amcharts.com/visited_states/



Promoted throughout the day on Facebook, tagging buyers with a Thank You...

Filled up in 4 days!

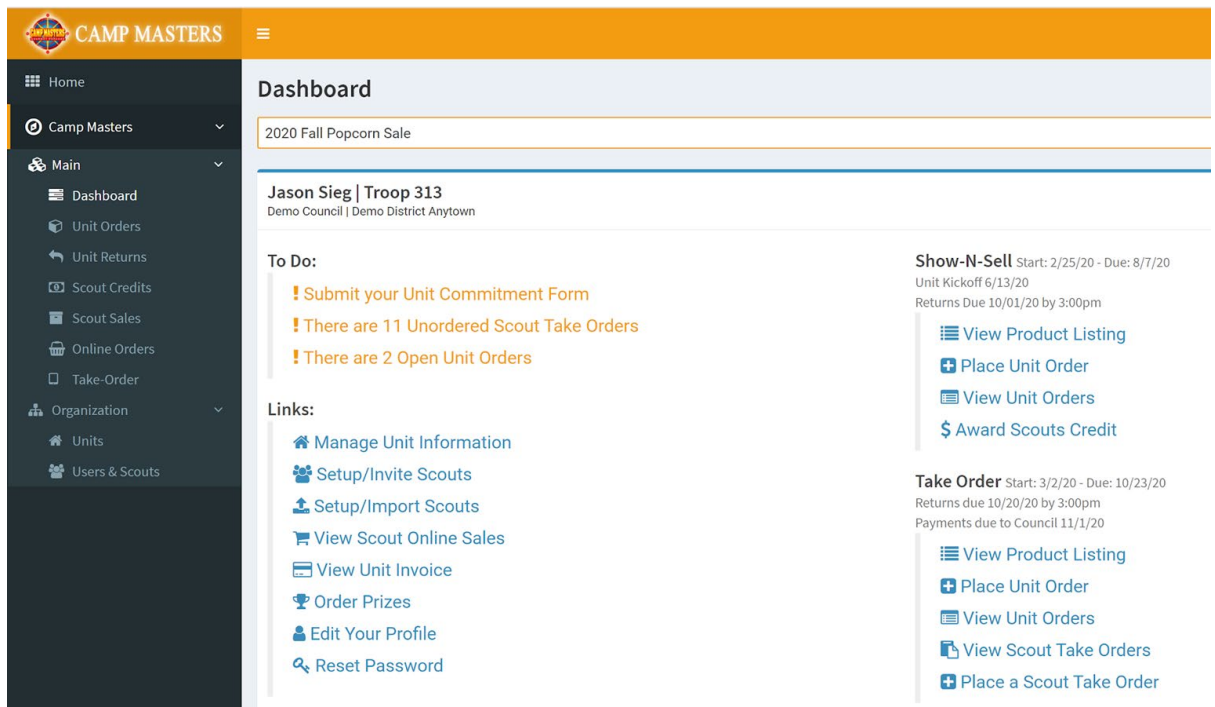


CAMPMASTERS
GOURMET POPCORN

REGISTER YOUR SCOUTS

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

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



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

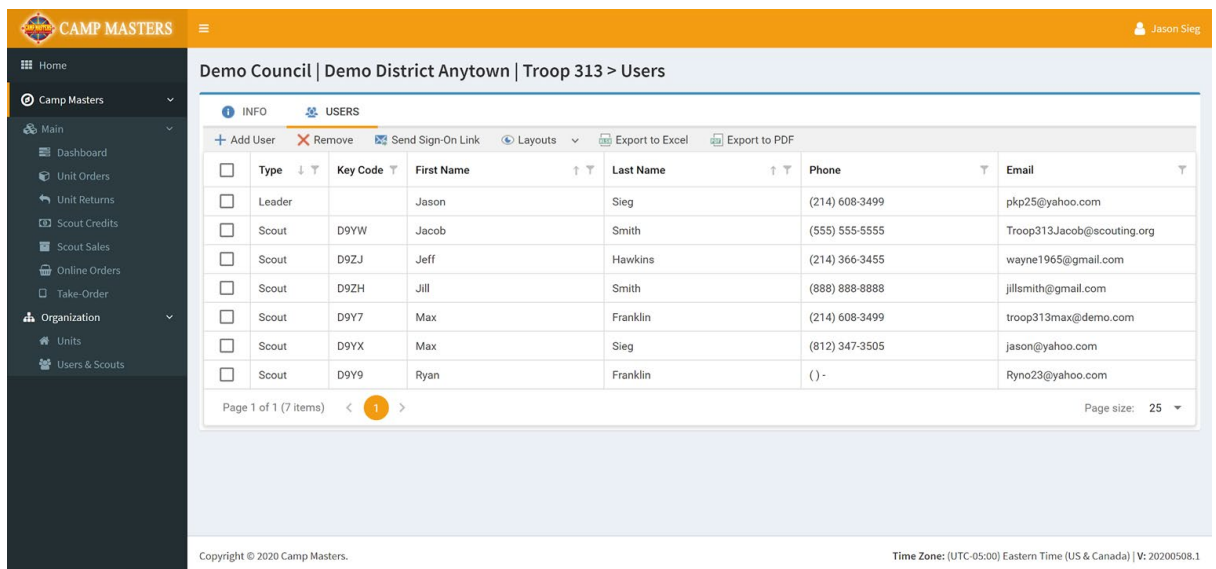
Show-N-Sell Start: 2/25/20 - Due: 8/7/20
Unit Kickoff 6/13/20
Returns Due 10/01/20 by 3:00pm

- 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

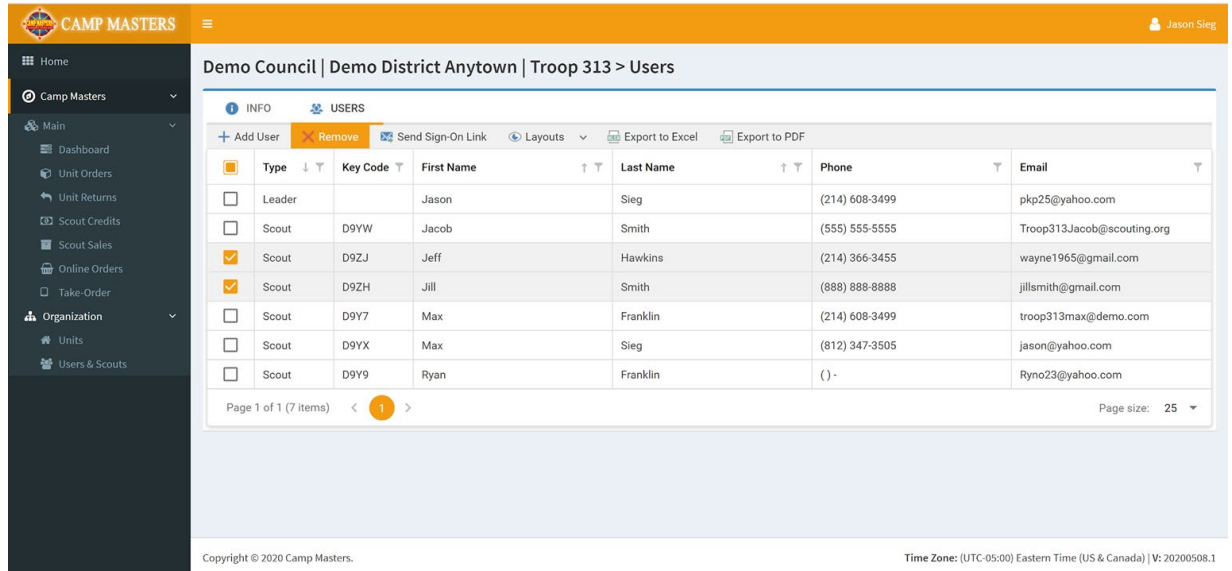
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REGISTER YOUR SCOUTS

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.

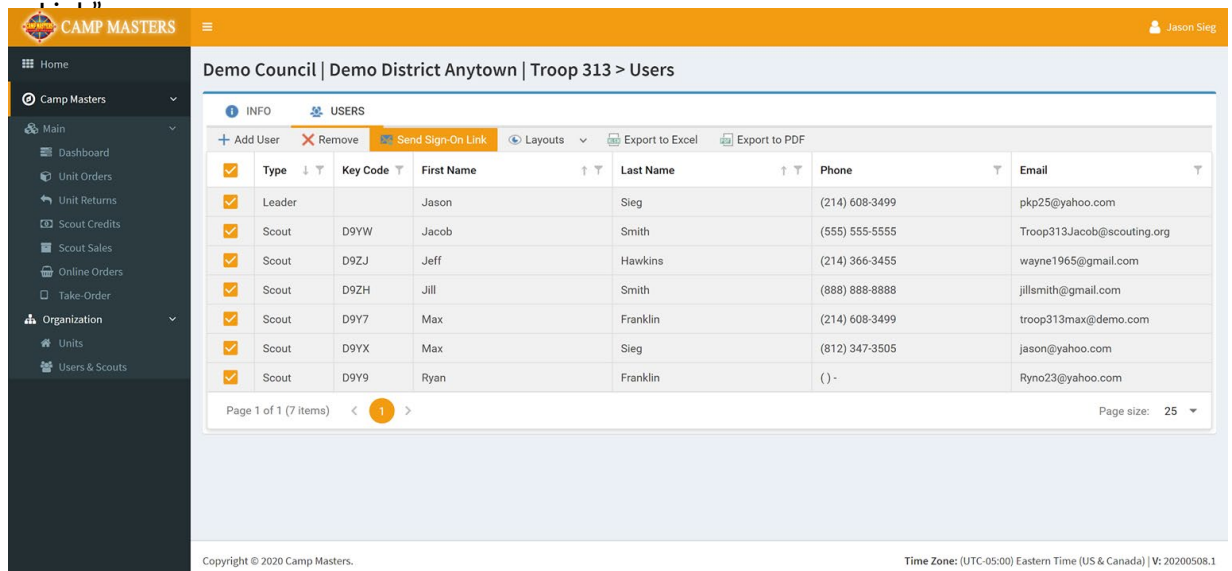


The screenshot shows the Camp Masters interface for Troop 313. The 'USERS' tab is active, displaying a table of users. The 'Remove' button is highlighted in the top menu. The table lists 7 users, with checkboxes in the first column for selection.

	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

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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



The screenshot shows the same Camp Masters interface, but now the 'Send Sign-On Link' button is highlighted in the top menu. All checkboxes in the user table are now checked.

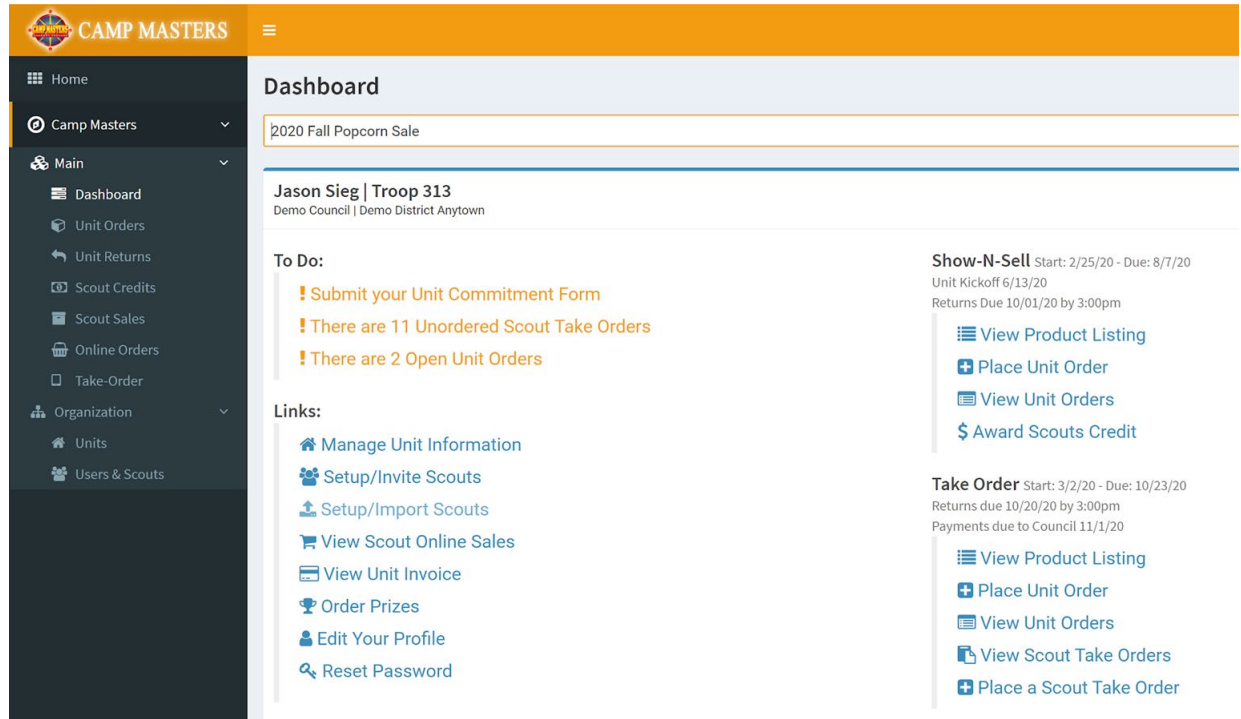
	Type	Key Code	First Name	Last Name	Phone	Email
<input checked="" type="checkbox"/>	Leader		Jason	Sieg	(214) 608-3499	pkp25@yahoo.com
<input checked="" type="checkbox"/>	Scout	D9YW	Jacob	Smith	(555) 555-5555	Troop313Jacob@scouting.org
<input checked="" type="checkbox"/>	Scout	D9ZJ	Jeff	Hawkins	(214) 366-3455	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

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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.

REGISTER YOUR SCOUTS

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



CAMP MASTERS

Dashboard

2020 Fall Popcorn Sale

Jason Sieg | Troop 313
Demo Council | Demo District Anytown

To Do:

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

Links:

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

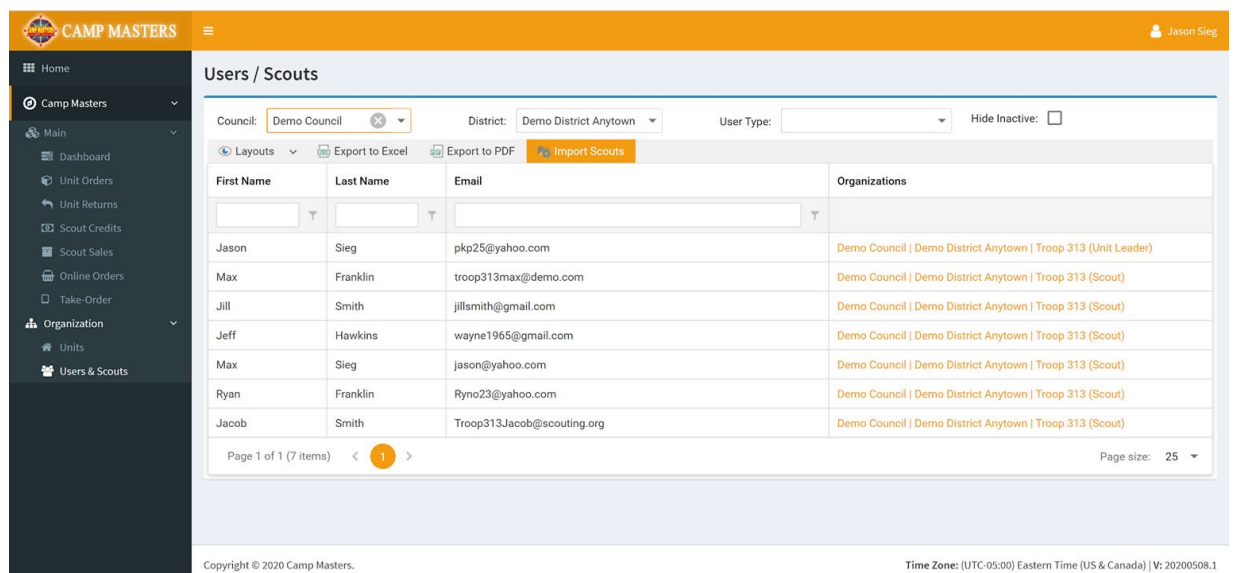
Show-N-Sell Start: 2/25/20 - Due: 8/7/20
Unit Kickoff 6/13/20
Returns Due 10/01/20 by 3:00pm

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

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

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

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



CAMP MASTERS

Users / Scouts

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

Layouts Export to Excel Export to PDF Import Scouts

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

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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.

Import Scouts

Choose a file to 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:

District:

UnitType:

UnitNumber:

Email:

FirstName:

LastName:

Phone:

Number of Rows:

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

Import Scouts

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: Demo Council

District: Demo District Anytown

UnitType: Troop

UnitNumber: 313

Email: frederickthegreat@gmail.com

FirstName: Fred

LastName: Winston

Phone: 569-855-8653

Number of Rows: 3

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]??



2022 POPCORN SCHEDULE

AUGUST 2022

IMPORTANT DATES

August 1st
 Unit Commitment Due
 Orders begin to be
 accepted
August 11th
 Michael Beck Training
August 12th
 Show and Sell Orders
 Due
August 18th
 Michael Beck Training
Aug 29th.
 Konza District Kickoff

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

IMPORTANT DATES

Sept 1st
 Triconda District Kickoff
 Wheatland District
 Kickoff
Sept. 6th
 Buffalo Bill District
 Kickoff
 Tomahawk District
 Kickoff
Sept. 8th
 Show and Sell
 Distribution
Sept. 10th
 Popcorn Sale Begins
 Prize Opt Out Forms
 Due

SEPTEMBER 2022

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

2022 POPCORN SCHEDULE

OCTOBER 2022

IMPORTANT DATES

Oct. 9th
Show and Sell and Take
Orders Sales End
Oct 10th
Show and Sell Returns
Due
Oct 11th
Final Order Due.
Sellers Roster and Prize
Form Due

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

NOVEMBER 2022

IMPORTANT DATES

Nov 10th
Final Order Distribution
Nov 22nd
Final Payment Due,

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

POPCORN POLICIES

Council / District Policies on popcorn sales, pickup, returns, swaps, etc.

If your Council allows swaps, consider using an online form to ease back and forth exchanges over email. CAMP MASTERS recommends these free services:

[Wufoo Forms](#)

[Google Forms](#)

Show-N-Sell Returns are limited to 40% of unit's Show-N-Sell order. (Council will have extra product on hand during Show and sell that can be added to a unit's order.

Returns will only be accepted on Oct 10th. Coordinate with your District Kernel for time and location

Returns will not be accepted at final order pick-up

If your unit receives damaged popcorn, the product must be returned to get credit.

Final payment is due November 22nd, 2022. Preferred method of payment is check. If mailing, postmark can be on or before November 22nd.

Units can transfer product within the ordering system. Council will then approve transfers

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

Show-N-Sell orders are due in the Camp Master's system on August 12th, 2022 by 5:00 p.m.

All orders are subject to council approval.

Take orders are due In the Camp Master's system on October 11th.

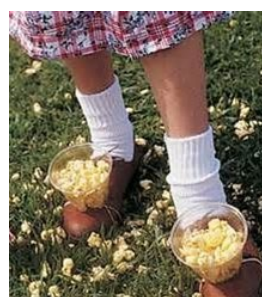
There is a video on how to place your unit's order at this link:

[Place Your Unit Show-N-Sell Order | CAMP MASTERS POPCORN - YouTube](#)

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!



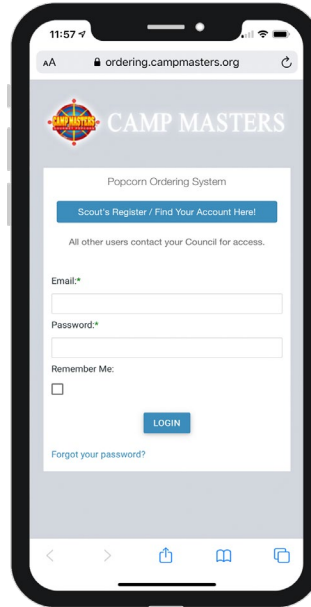
CAMP MASTERS APP

SCOUTS, PARENTS & LEADERS

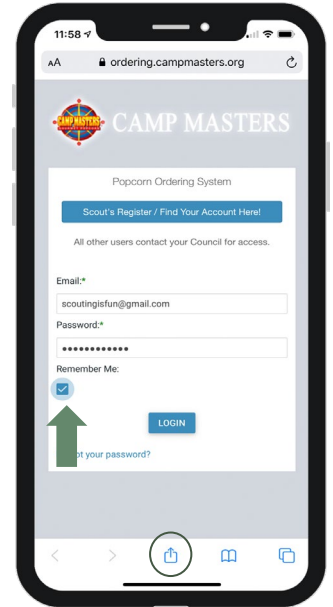
Follow these instructions to easily create a CAMP MASTERS app icon on your smartphone.



Open Safari
Chrome on Android

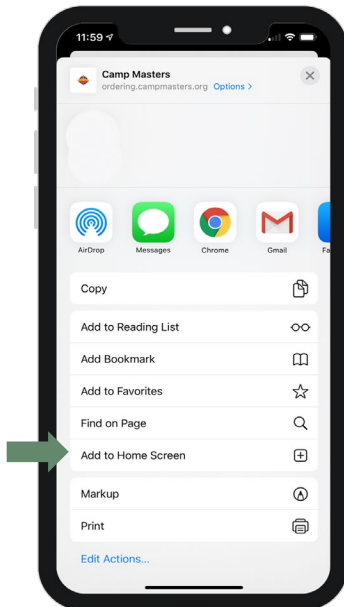


Go to
ordering.campmasters.org/Account/Login

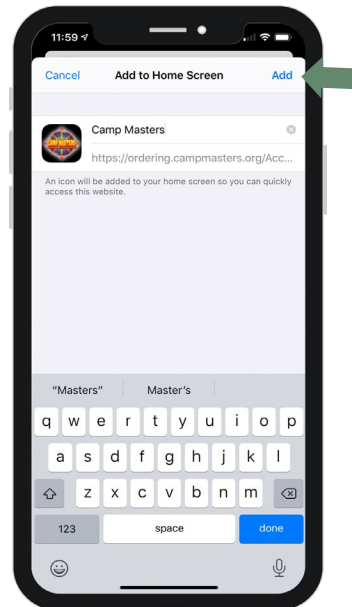


Enter your login and click
"Remember Me" then Login

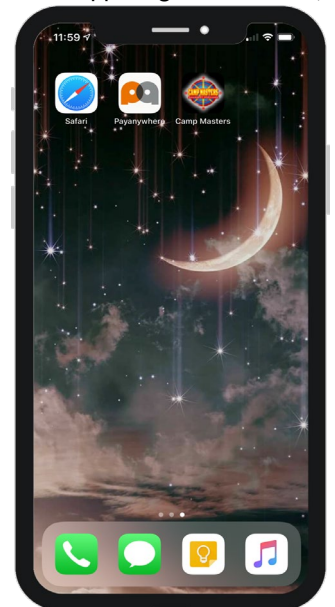
Once on your dashboard, click
the menu button (circled icon
above)
(3 dots in upper right on Android)



Select "Add to
Home Screen"



Then click "Add"



Ready to sell? Click the icon!



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.

Prefer the phone?
Call to register: 877.387.5640

How will you use PayAnywhere?

As a Business
Require state of goods or services you sell through Pay.

As an individual
For personal use like a group sale or the sale of a household item.

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

Information about you, the principal of the company

First name:
First name

Last name:
Last name

Email:
Email

Phone number:
000-000-0000

Birthday:
Month Day Year

Last 4 digits of SSN:
XXXX

Address:
Address

Suite / Apt #:
Suite / Apt #

Zip code:
Zip code

☒ This is the same as the business address

Please create a password:
Password

Confirm password:
Confirm password

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

Information about your company

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

We are a:
Sole proprietor

Industry:
Select industry

Business type:
Select industry above

DBA name:
Doing business as

Federal tax ID:
Federal tax ID

Total monthly CC sales:
Select range

Average ticket amount:
Select range

We have been in business for:
Less than 6 months

Select "<\$25,000."

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

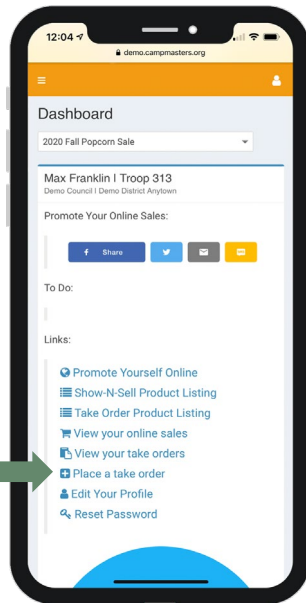
CREATE ACCOUNT

This site and your information are protected by SSL encryption.

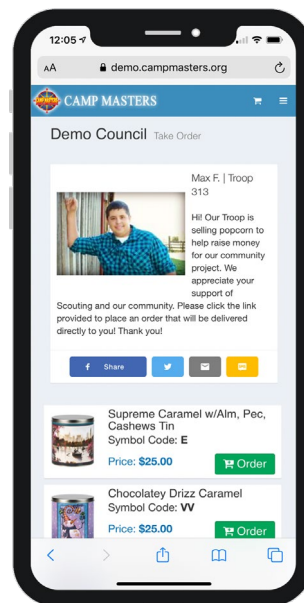
TAKE ORDERS ON THE GO

SCOUTS, PARENTS & LEADERS

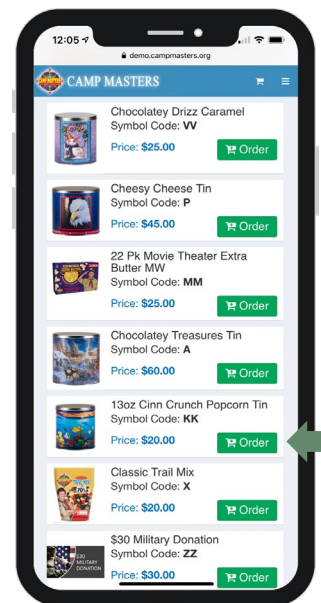
Follow these instructions to easily take orders and payment on your smartphone.



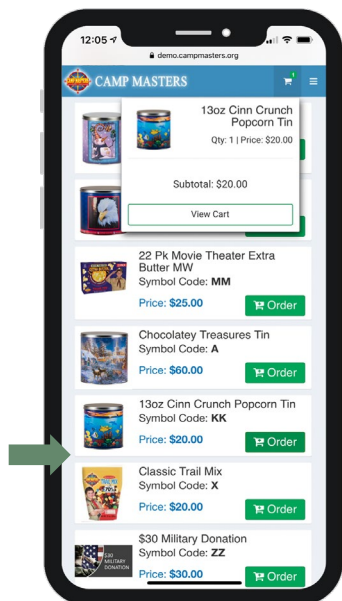
Click "Place a Take Order" from the dashboard



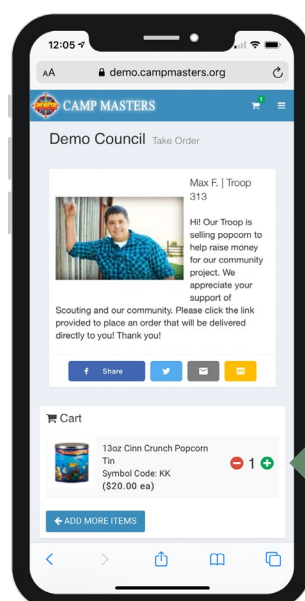
This will take you to the products page.



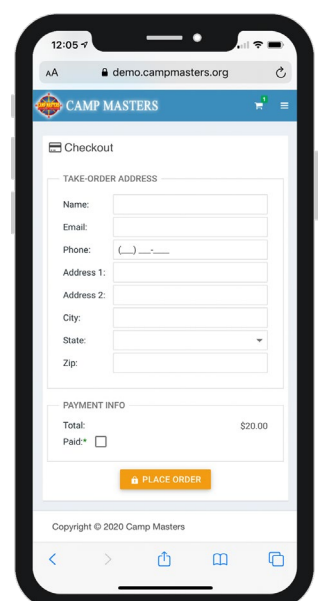
Scroll down to find the requested product. Then click "Order" to add the item to the shopping cart.



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.

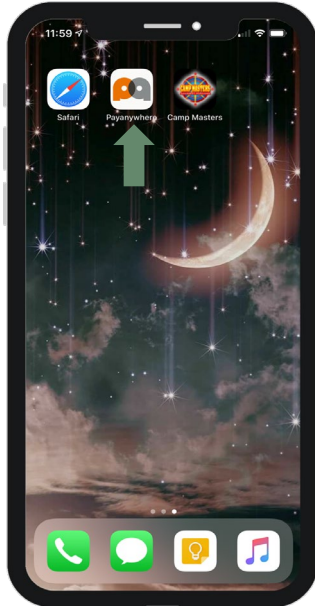


CAMP MASTERS
GOURMET POPCORN

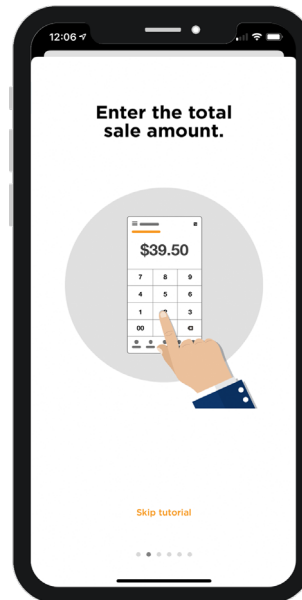
TAKE ORDERS ON THE GO

SCOUTS, PARENTS & LEADERS

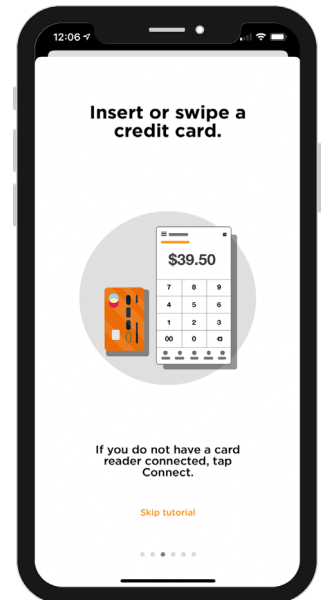
Follow these instructions to easily take orders and payment on your smartphone.



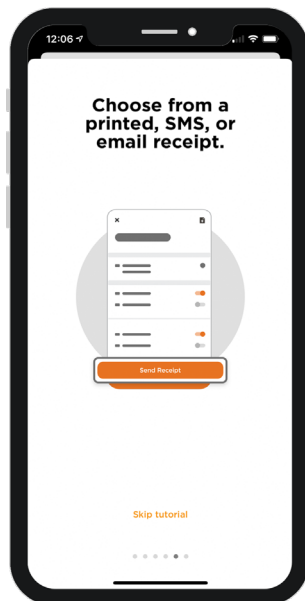
Return to your home screen and open the PayAnywhere app.



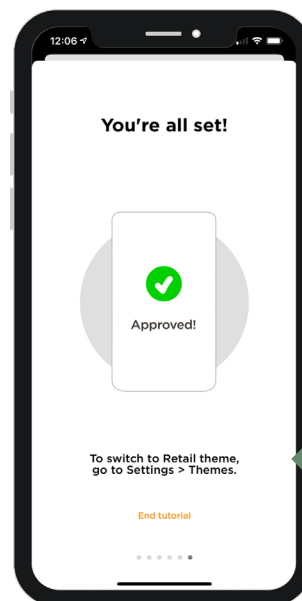
Enter the total charge.



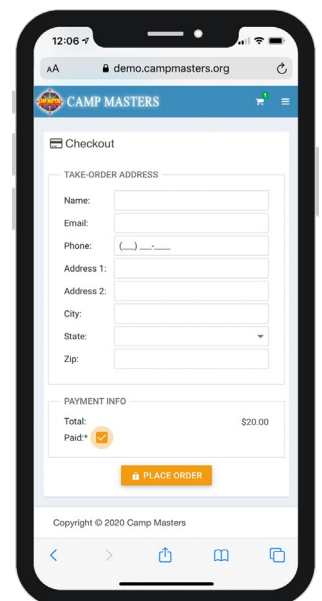
Insert or swipe the credit card depending on your reader type..



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.



CAMP MASTERS
GOURMET POPCORN

WRAPPING UP YOUR SALE

Please submit final payment to the Salina office by 5:00 p.m. on November 22nd, 2022. Preferred method of payment is by check. Checks can be mailed to the Coronado Area Council office at 644 S. Ohio St Salina, KS 67401. Envelopes post marked November 22nd, 2022, will be considered as on time.

Failure to submit payment in a timely manner will result in forfeiting commissions.

Sellers Rosters and Prize Forms are due Oct. 12th. (this is a combined form. This form can be found at

[page : POPCORN : Coronado Council
\(coronadoscout.org\)](https://coronadoscout.org/POPCORN)

These forms may be emailed to. coronadopopcorn@gmail.com

The Sellers Roster and Prize form is a combined form. Only one form needs to be completed and submitted.