

2025 **CAMPMASTERS KERNEL GUIDE**



Coronado Area Council

in partnership with

CAMPMASTERS
GOURMET POPCORN

Ready! Set! Go!

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

2025 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

<https://www.facebook.com/groups/campmastersunitsparentsandscouts/> Also check out <https://www.campmasters.org/> for more resources.

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

Welcome back, CAC Scouts!

The season's changing, the summer heat giving way to autumnal cool, and it's that time again...

Time to knock the caramel off that corn!

We're here to help you have the best experience in popcorn sales, from Show N' Sell to Take Orders, and we're so excited to have you join us at <https://www.facebook.com/profile.php?id=61576020616349>

Yours in Scouting,

The CAC Popcorn Team



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LET'S MAKE THIS YOUR BEST SALE EVER!

Congratulations on choosing to have your Unit fund its program through the Popcorn Fundraiser. 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. (Plus, Merit Badges!)

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

The funds you raise can be used to cover registration fees, uniforms, trips, activities, day camps, summer camps, and high adventure experiences within the program. Fewer out-of-pocket expenses for families equals better-equipped kids and more participation.

Help all of your families save money by encouraging 100% participation! This year's popcorn fundraiser can be the best fundraiser EVER!



IMPORTANT CONTACTS

CAC Team

Cassandra Weigel
Popcorn Administrator
785-833-9424
cassandra.smith@scouting.org

Samuel Pyle
Wheatland/Eastern Tomahawk District Executive
785-621-9052
samuel.pyle@scouting.org

Connor Peterson
Triconda District Executive
785-833-9425
connor.peterson@scouting.org

Ryan Hufcut
Konza District Executive
785-706-9051
ryan.hufcut@scouting.org

Kyle Smith
Scout Executive, Buffalo Bill/Western Tomahawk
785-827-4461
kyle.smith@scouting.org

Coronado Area Council Scout Shop
Popcorn Payments & Forms
785-827-4461
coronadoscoutshop@gmail.com



2025 PRODUCT SELECTIONS

<p>ZZ</p> <p>Support the Military and Scouting Too!</p> <p>\$30 Military Donation</p>  <p>Choose from 22 and 4400 M&S items and \$30 worth of popcorn in our military promotion.</p>	<p>JK</p> <p>Chicago Style Snack Attack Tin</p> <p>A delicious collection of our greatest hits... 100% Butter, 100% Popcorn, 100% Fun! Includes: 100% Butter, 100% Popcorn, 100% Fun! Includes: 100% Butter, 100% Popcorn, 100% Fun!</p>  <p>\$50</p>	<p>E</p> <p>Bagmaster Cornmeal Tin</p> <p>100% Butter, 100% Popcorn, 100% Fun! Includes: 100% Butter, 100% Popcorn, 100% Fun! Includes: 100% Butter, 100% Popcorn, 100% Fun!</p>  <p>\$30</p>	<p>MM</p> <p>18 Pack Movie Theater Extra Butter Microwave Popcorn</p> <p>100% Butter, 100% Popcorn, 100% Fun! Includes: 100% Butter, 100% Popcorn, 100% Fun! Includes: 100% Butter, 100% Popcorn, 100% Fun!</p>  <p>\$30</p>	<p>ZE</p> <p>Chocolate Snicker Caramel Bag</p> <p>100% Butter, 100% Popcorn, 100% Fun! Includes: 100% Butter, 100% Popcorn, 100% Fun! Includes: 100% Butter, 100% Popcorn, 100% Fun!</p>  <p>\$30</p>	<p>ZG</p> <p>Salted DORitos Caramel</p> <p>100% Butter, 100% Popcorn, 100% Fun! Includes: 100% Butter, 100% Popcorn, 100% Fun! Includes: 100% Butter, 100% Popcorn, 100% Fun!</p>  <p>\$25</p>	<p>G</p> <p>12 Pack EXTRA BUTTER Buttered Scatter Corn</p> <p>100% Butter, 100% Popcorn, 100% Fun! Includes: 100% Butter, 100% Popcorn, 100% Fun! Includes: 100% Butter, 100% Popcorn, 100% Fun!</p>  <p>\$20</p>	<p>KT</p> <p>Cinnamon Crunch Popcorn Bag</p> <p>100% Butter, 100% Popcorn, 100% Fun! Includes: 100% Butter, 100% Popcorn, 100% Fun! Includes: 100% Butter, 100% Popcorn, 100% Fun!</p>  <p>\$20</p>	<p>YY</p> <p>12 Pack Sweet & Salty Buttery Cinnamon Microwave Popcorn</p> <p>100% Butter, 100% Popcorn, 100% Fun! Includes: 100% Butter, 100% Popcorn, 100% Fun! Includes: 100% Butter, 100% Popcorn, 100% Fun!</p>  <p>\$20</p>	<p>2D</p> <p>White Cheddar Cheese Bag</p> <p>100% Butter, 100% Popcorn, 100% Fun! Includes: 100% Butter, 100% Popcorn, 100% Fun! Includes: 100% Butter, 100% Popcorn, 100% Fun!</p>  <p>\$20</p>	<p>ZW</p> <p>Chocolate Covered Fritos Bag</p> <p>100% Butter, 100% Popcorn, 100% Fun! Includes: 100% Butter, 100% Popcorn, 100% Fun! Includes: 100% Butter, 100% Popcorn, 100% Fun!</p>  <p>\$20</p>	<p>DD</p> <p>Caramel Popcorn Bag</p> <p>100% Butter, 100% Popcorn, 100% Fun! Includes: 100% Butter, 100% Popcorn, 100% Fun! Includes: 100% Butter, 100% Popcorn, 100% Fun!</p>  <p>\$15</p>	<p>ZH</p> <p>Heavy Roasted Peanuts</p> <p>100% Butter, 100% Popcorn, 100% Fun! Includes: 100% Butter, 100% Popcorn, 100% Fun! Includes: 100% Butter, 100% Popcorn, 100% Fun!</p>  <p>\$15</p>	<p>V</p> <p>Purple Popping Corn Jar</p> <p>100% Butter, 100% Popcorn, 100% Fun! Includes: 100% Butter, 100% Popcorn, 100% Fun! Includes: 100% Butter, 100% Popcorn, 100% Fun!</p>  <p>\$13</p>	<p>U</p> <p>5 Pack Butter Microwave Popcorn</p> <p>100% Butter, 100% Popcorn, 100% Fun! Includes: 100% Butter, 100% Popcorn, 100% Fun! Includes: 100% Butter, 100% Popcorn, 100% Fun!</p>  <p>\$10</p>
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CAMP MASTERS
GOURMET POPCORN

Picking Up My Popcorn

To pick up your popcorn, follow these vehicle recommendations:

- Midsize car holds about 20 cases
- Luxury sized car holds about 30 cases
- Minivan holds about 60 cases
- Large SUV holds about 50 cases
- Small Pickup bed holds about XX cases
- Large Pickup bed holds about XX cases
- Rental Truck holds over 70 cases

All of the capacity estimates are very dependent upon the products, which affect the shapes of the cartons.

In all of the examples, it is recommended that all seats behind the front driver and passenger seats be stowed into the car floor or removed.



Popcorn Squad

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 - A Must have (Ask for Help)**
- ★ 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 2 hours in planning and decorating day of, plus whatever time you'd estimate for creating them.

CREATING & MANAGING MOMENTUM

Fundraising is not a sales pitch but a long-term partnership between your Unit and the people in your community. Perhaps the hardest part of any fundraiser is creating and keeping the momentum up before and during the sale. Families are busy and Scouting may not be their only after-school activity. So we've compiled a list to help you keep excitement and spirits high throughout the popcorn sale.

- Ensure everyone knows the purpose of the fundraiser. Spread the word in every way possible!
 - Send letters home with your Scouts.
 - Talk to the parents individually. Share what the proceeds will be used for.
- A game board for Scouts to help them reach their sales goal.
- Promote popcorn as a great gift for teachers, coaches, employees, and business associates.
- An award/reward for the first, second, and third place Scouts to reach a specific objective you set during your popcorn sale.
- A "Make A Difference" flyer explains how a popcorn purchase benefits Scouts and their units. This helps make people feel good about making a difference.
- A goal guide with tips on keeping fundraisers motivated by setting weekly or monthly goals. You can also include bonuses or prizes for incentives.
- A printable progress chart to keep Scouts and families informed.



COMMISSION

2025 Commissions:

Short, sweet, and the same as last year's!

Why mess with a good thing? That's why we chose to keep the same percentages and break down.

Online Sales: Earn 30% on orders placed online, delivered by Camp Masters.

These commissions will be deposited into the Unit Account in the Scout Shop.

Show & Sell and/or Take Order: Maximum Commission to earn is 36%!

- Turn in Unit Calendar AND Budget by August 29th = +3%
 - Turn in Sales Commitment form by Aug 4th, attend a Seller's Academy = +7%
Show N' Sale order must be turned in by Monday, Aug 11th.
 - Turn in Take Order, Seller's Roster, & Prize Sheet by Tuesday, Oct. 14th = +15%
 - Pay Popcorn Invoice before or on Oct. 30th Final Order Pick Up = +8%
 - Prize Opt-out (No Council Prizes, Party, or Drawing) = +3%
-

Loss of Commission: Maximum to lose is - 13%

- Prize Sheet not received on Oct. 14th = -5%
- Payment not received before or on Dec. 1st = - 8%

Nobody likes to lose extra money, especially in Scouting! We want you and your Scouts to enjoy the fruits of your labors, and that means getting things in as early as possible for the Council to process! The sooner, the better, and the more commission your unit earns!

PRIZES

Due to supply and demand, some items may differ from what is pictured when Popcorn Sales are concluded.

Level 1 is \$10—\$200 Council Popcorn Patch and CAC Water Bottle

LEVEL 2 Sell up to \$200—\$400 Earn 2025 Sellers Patch, & Choice of Ugly Mug, or Keychain Thermometer & Compass		LEVEL 7 Sell up to \$2,001—\$3,000 Earn 2025 Sellers Patch, & Simmer Chair or Cook set or \$75 Amazon Gift Card	
LEVEL 3 Sell up to \$401—\$550 Earn 2025 Sellers Patch, & Lego 3-in-1 Creator set or Carabiner Multitool		LEVEL 8 Sell up to \$3,001—\$4,000 Earn 2025 Sellers Patch, & 2-person Tent or Camping Cooler, or \$125 Gift Card	
LEVEL 4 Sell up to \$551—\$800 Earn 2025 Sellers Patch, & Solar Powerbank or Headlamp		LEVEL 9 Sell up to \$4,001—\$5,000 Earn 2025 Sellers Patch, & \$150 Amazon Gift Card	
LEVEL 5 Sell up to \$801—\$1,000 Earn 2025 Sellers Patch, & Red Ryder BB Gun or Medium Daypack or Locking knife		LEVEL 10 Sell up to \$5,001—\$6,000 Earn 2025 Sellers Patch, & \$175 Amazon Gift Card	
LEVEL 6 Sell up to \$1,001—\$2,000 Earn 2025 Sellers Patch, & Hatchet or Sleeping Bag or \$50 Amazon Gift Card		LEVEL 11 Sell up to \$6,001—\$7,000 Earn 2025 Sellers Patch, & \$200 Amazon Gift Card	



CAMP MASTERS PRIZES

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

As always, GET THOSE HIGH ACHIEVER FORMS IN EARLY. The sooner, the better, because Campmasters will need them by the end of December, and with the flurry of activity around the holiday season, it's too easy for a form to be lost.



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

High Achiever Prizes (Selling \$3,000 or more)



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

OR

This year's High Achiever Camp Package contains the essentials for camping:

a 2-person waterproof tent, 2L

Hydration Pack, 5-in-1 Survival Tool with Shovel (including Shovel, Compass, Saw, Axe, Pick and Case), 80x80 Binoculars with Case, Telescope w/ 40x Magnification and Telescopic Fishing Pole with Reel and Case



CAMP MASTERS
GOURMET POPCORN

KERNEL CHECKLIST

My #PopcornSquad

District Kernel

Name
Phone
Email

Assistant Kernel

Name
Phone
Email

Kickoff Kernel

Name
Phone
Email

Show-N-Sell Kernel

Name
Phone
Email

Pickup Kernel

Name
Phone
Email

Prize Kernel

Name
Phone
Email

Communications Kernel

Name
Phone
Email

- ☐ Attend Popcorn Trainings
- ☐ Plan Annual Scout Program (w/ Unit Committee)
- ☐ Review Commission Structure & Prizes
- ☐ Determine Additional Unit Prizes
- ☐ Set Budget for Program (**Use Unit Fillable Budget**)
- ☐ Recruit Your #PopcornSquad
- ☐ Update Scout Roster (w/ Membership Chair)
- ☐ **Direct Scouts to Self-Register or Update Bio**
- ☐ Determine Per-Scout Fundraising Goal (**Use Scout Goal Worksheet**)
- ☐ Secure Storefronts (as / where possible)
- ☐ Create Unit Timeline for Popcorn Sale
- ☐ **Establish Guidelines for Popcorn Pickup / Returns & Money**
- ☐ Confirm Show-N-Sell Locations & Times
- ☐ 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	EVENT
June 24 th & 29 th	Virtual	6:30PM to 7:30PM	2025 Show N' Sell Training Webinars: What's new, what's old, just in time for new Kernels and Leaders!
August 16 th	Konza: TBD Western Kansas: North Oak Community Church 3000 Oak St Hays, KS 67601	TBD	Konza & Western Kansas District Seller's Academies! This training is required with all units committing to selling popcorn, but we work hard to make sure it's fun and informative!
August 23 rd	Trinity United Methodist Church 901 E. Neal Ave Salina, KS 67401	TBD	Triconda District Seller's Academy! This training is required with all units committing to selling popcorn, but we work hard to make sure it's fun and informative!
October 2 nd	Virtual	6:30PM to 7:30PM	End of Popcorn Sale Training Webinar: How to return your stock, final orders and how to make them, and more!



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!



ANNUAL PROGRAM PLANNER

Involvement is key in the successful planning of your annual program. We recommend allowing Scouts and their families express their ideas during a Troop brainstorming session. The older the scout, the more benefit they get from participating in this planning. It also keeps everyone more engaged in the popcorn sale because they know the rewards of their efforts.

ACTIVITY	PROGRAM MONTH	COST
		\$
		\$
		\$
		\$
		\$
		\$
		\$
		\$
		\$
		\$
		\$
		\$
		\$
		\$
		\$
		\$
		\$
		\$
		\$
		\$

<div><div>NOW CALCULATE YOUR POPCORN SALES GOALS</div><div><div>Divide UNIT BUDGET by UNIT COMMISSION (This is your Unit Sales Goal)</div><div>\$</div></div><div><div>Divide by NUMBER OF PARTICIPATING OF SCOUTS (This is your Scout Sales Goal)</div><div>\$</div></div></div>		Registration & Insurance	\$
		Advancements	\$
		Uniforms	\$
		Scholarships	\$
		Other	\$
		TOTAL UNIT BUDGET	\$

REGISTER YOUR SCOUTS

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

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

The screenshot shows the CAMP MASTERS system interface for Troop GT 220. The sidebar on the left contains navigation links: 'Unit Management' (with sub-links: Manage Unit Information, Setup/Invite Scouts, Setup/Import Scouts, Unit Inventory, View Unit Invoice), 'Sales & Orders', 'Storefronts', and 'Training & Rewards'. The main content area features a 'To Do' list with tasks such as '2024 Show N' Sell' (Start: 3/4/24, Due: 10/31/24), '2024 Show N' Sell - Video Demonstration' (Start: 3/31/24, Due: 5/27/24), '2024 Take Order Video Demonstration Copy' (Start: 5/1/24, Due: 6/1/24), 'Take Order' (Start: 6/1/24, Due: 10/16/24), and '2024 Take Order' (Start: 7/1/24, Due: 10/28/24). At the bottom, a 'Unit Goal' section displays a target of \$4,000.00.

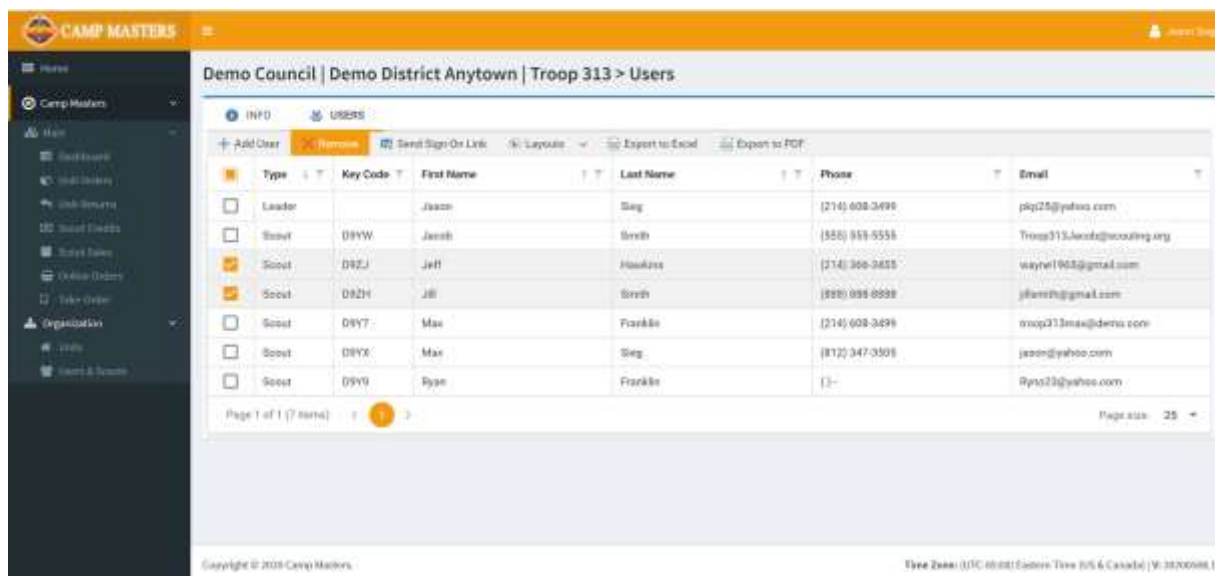
The list of current Scouts registered in your Unit will be displayed.

Type	Key Code	First Name	Last Name	Phone	Email
Leader		Carey	Castle	()-	ccareycastle@hotmail.com
Leader		Jason	Leader	()-	jason@ramseypopcorn.com
Leader		Josie	Mattie	()-	josie@ramseypopcorn.com
Leader		Nate	Schott	(133) 456-7890	schottmattian@kathar_schott@gmail.com
Leader		Stephanie Cottrell	Stephanie Cottrell	(502) 336-1014	stephanie@bluelephantcreative.com
Scout	3P0X	Alexandra	Jones	(133) 456-7890	afjones@gmail.com
Scout	KDOP	Bred	Cole	(502) 336-1014	stephanie@bluelephantcreative.com
Scout	KBYV	Cherry	Cottrell	(919) 737-5658	stephanie@bluelephantcreative.com
Scout	3NYB	Christina	Morcade	(886) 888-8887	chrismorcade@yahoo.com
Scout	3BAA	Darby	Paddie	(667) 654-3210	dpaddie@change.com
Scout	3P0X	Esther	Kini	101-101-1010	esekini@yahoo.com
Scout	3K0V	Fernando	Peyo	(555) 555-5555	fern.peyo@gmail.com
Scout	3P0X	Heather	Banks	(916) 999-9999	heatherb@fakemail.com
Scout	J54H	Malah	Schott	(133) 456-7890	schottmattian@gmail.com
Scout	KDOP	James	Castle	()-	ccareycastle@hotmail.com
Scout	3K0V	Jenna	Johnson	(887) 654-3210	jwjoh@exmple.com



REGISTER YOUR SCOUTS

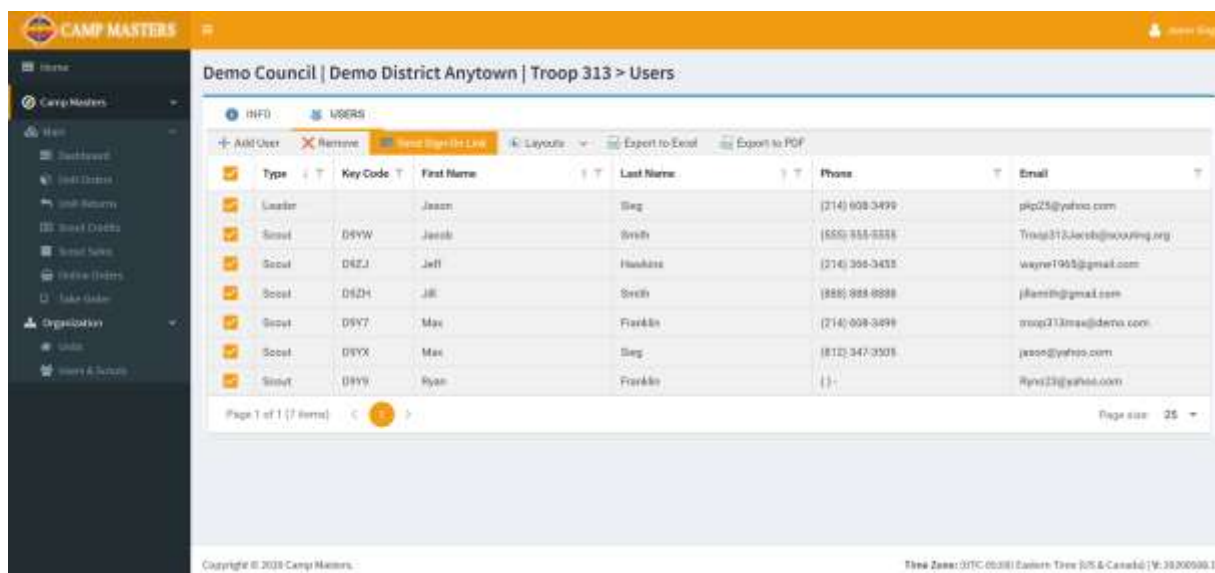
Step Two: Remove any Scouts no longer in your Unit by clicking the box to the left of their name(s). And then selecting “Remove” from the menu above.



The screenshot shows the Camp Masters web interface. The left sidebar contains navigation links: Home, Camp Masters, Main, Dashboard, Unit Orders, Unit Returns, Scout Orders, Scout Sales, Order Orders, Take Order, Organization, Units, and Users & Scouts. The main content area is titled "Demo Council | Demo District Anytown | Troop 313 > Users". It features a toolbar with buttons: Add User, Remove, Send Sign-On Link, Layout, Export to Excel, and Export to PDF. Below the toolbar is a table with columns: Type, Key Code, First Name, Last Name, Phone, and Email. The table lists seven users: Jason (Leader), Jacob (Scout), Jeff (Scout), Jill (Scout), Max (Scout), Max (Scout), and Ryan (Scout). Each row has a checkbox in the first column. The bottom of the page shows "Page 1 of 1 (7 items)" and "Page size: 25".

Type	Key Code	First Name	Last Name	Phone	Email
Leader		Jason	Seg	(214) 608-3496	pic25@yahoo.com
Scout	D9YW	Jacob	Smith	(888) 855-5555	Troop313Jacob@scouting.org
Scout	D9ZJ	Jeff	Hawkins	(214) 366-3435	wayne1985@gmail.com
Scout	D9ZH	Jill	Smith	(888) 888-8888	jilsmith@gmail.com
Scout	D9Y7	Max	Franklin	(214) 608-3496	troop313max@demo.com
Scout	D9YX	Max	Seg	(812) 347-3305	jason@yahoo.com
Scout	D9Y9	Ryan	Franklin	---	Ryan23@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”.



This screenshot is identical to the previous one, but the "Send Sign-On Link" button in the toolbar is highlighted with an orange box, indicating the next step in the process.

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

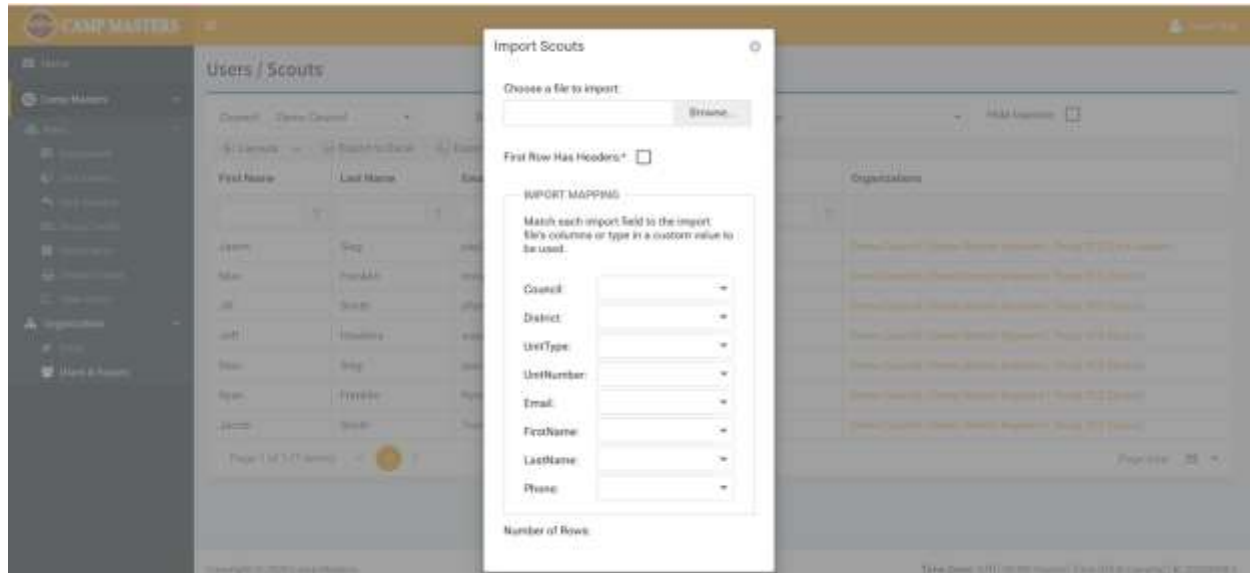
Step Four: For new Scouts, select the “Setup / Import Scouts” option from the dashboard.

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

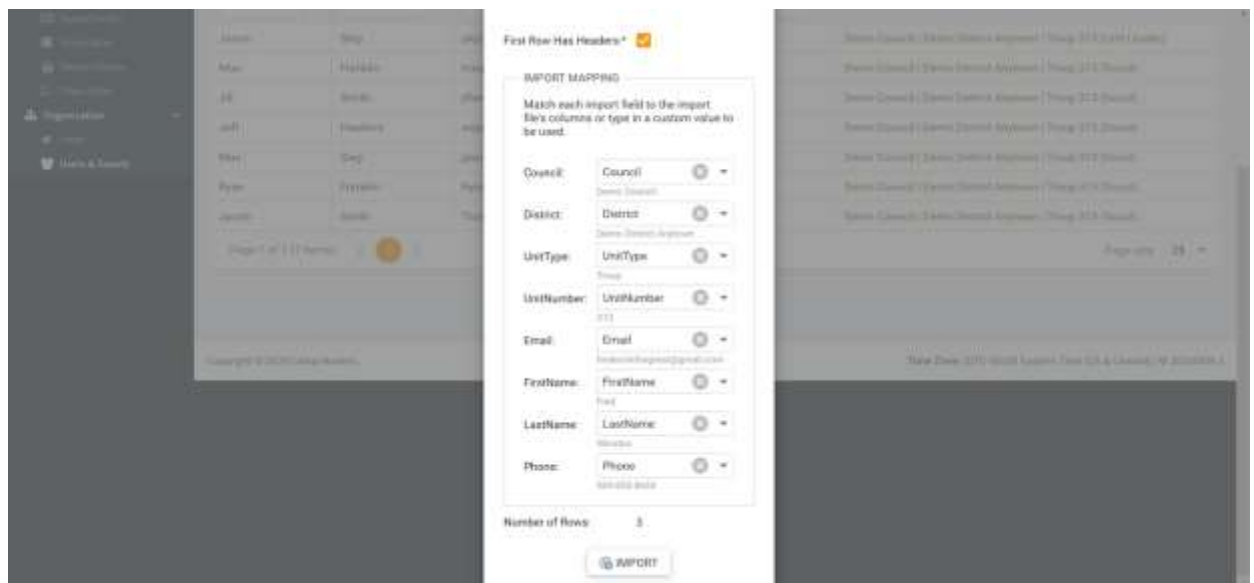
First Name	Last Name	Email	Organizations
Josie	Mathis	josie@ramseypopcorn.com	Ramsey Training Council (Council User) Ramsey Training Council Shawnee District (District User) Ramsey Training Council Chippewa District Troop GT 220 (Unit Leader)
Max	Sieg	jason@ramseypopcorn.com	Ramsey Training Council Chippewa District Troop 231 (Scout)
Scout	Gary	gary@popcorn.com	Ramsey Training Council Banner District Group 999 (Scout)
Philippa	Nolay	philippa@change.com	Ramsey Training Council Chippewa District Troop GT 220 (Scout)
Claude	Copeland	Claude@fakeemail.com	Ramsey Training Council Chippewa District Troop 231 (Scout)
Test	User	email@email.com	Ramsey Training Council Ramsey District (District User)
Video	Training	videotraining@campmasters.org	Ramsey Training Council Ramsey District Pack 300 (Scout)
Taylor	Rudic	Taylor@fakeemail.com	Ramsey Training Council Chippewa District Troop 231 (Scout)
Larry	Brown	larry.brown@scouting.org	Ramsey Training Council Chippewa District Pack 17 (Unit Leader)
Nathan	Council User	nathan@ramseypopcorn.com	Ramsey Training Council (Council User)
Fernanda	Payro	fern.payro@gmail.com	Ramsey Training Council Chippewa District Troop GT 220 (Scout)
Heather	Blanks	heather@fakeemail.com	Ramsey Training Council Chippewa District Troop GT 220 (Scout)

REGISTER YOUR SCOUTS

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



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



You'll see a green success box once imported.

✓ Import Succeeded - Download and review the import file for details. [Click here to download the import results file.](#)

If you get an error, check your spreadsheet rows again carefully for typos.

2025 POPCORN SCHEDULE

JULY 2025

IMPORTANT DATES

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 6:30P Show N' Sell Web.	25	26
27	28	29 6:30P Show N' Sell Web.	30	31		

AUGUST 2025

IMPORTANT DATES

SUN	MON	TUE	WED	THU	FRI	SAT
					1	2
3	4 Unit Commitment Forms Due	5 Unit Commitment Forms Due	6 Unit Commitment Forms Due	7 Unit Commitment Forms Due	8 Unit Commitment Forms Due	9
10	11 SNS Orders Due	12	13	14	15	16 K & W Seller's Academies
17	18	19	20	21	22	23 T Seller's Academy
24	25	26	27	28	29 SNS Delivery	30/31 Start of Popcorn Sale

2025 POPCORN SCHEDULE

OCTOBER 2025

IMPORTANT DATES

SUN	MON	TUE	WED	THU	FRI	SAT
			1	2 End of Sale Webinar	3	4
5 Sale Ends	6	7 SNS Returns Due	8	9	10	11
12	13	14 Final Order & Rosters Due	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30 Final Order Pick Up & Early Payment	31	

NOVEMBER 2025

IMPORTANT DATES

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

2025 POPCORN SCHEDULE

IMPORTANT DATES

DECEMBER 2025

SUN	MON	TUE	WED	THU	FRI	SAT
	1 Popcorn Payment Due	2	3	4	5	6
7	8	9	10	11	12	13
14	15 Prizes Distributed	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31 Top Seller's RSVP's Due			

IMPORTANT DATES

JANUARY 2026 – Top Seller's Party TBD!

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		

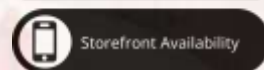
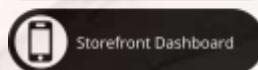
STOREFRONT RECRUITING

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 has storefront scheduling, see your dashboard for storefront training videos. For Unit information, start the Storefront Availability video 2min & 45 seconds in.



SAMPLE / SCRIPT

Hello my name is (Name), our (Unit) is located right here in (Name of location). Our Scouts want to raise their own money to (Go to Summer Camp). You can help by letting us use your store front so our Scouts can earn their salesmanship merit badge and earn their own way to camp. We appreciate your willingness to support us as members of the same community.

Make sure you get on their schedule. Bring a letter that they can sign if necessary that says the same thing, Has a place to put their store Name and Store Number, Signature Spot as well as a written name spot.

Make sure you follow up a few weeks before as well as a few days before.

STOREFRONT SCHEDULING

You can manage your storefront dates and volunteers. Please visit CAMP MASTERS in late July for a Show and Sell scheduling platform.

Store	Patrol/Group	Sales Goal	Location	Times

ORDERING INVENTORY

- 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
 - Attend a CAMP MASTERS Webinar hosted by Michael Beck. (July 26th, please see your email for the link!)
- If you did not sell last year, work with your Council to get started. They should have a good idea of what you can accomplish.
 - Join our Facebook group to get some ideas.
 - Make sure you schedule your storefronts early
 - Make sure you create excitement around this program. It is an amazing program for Scouts and Parents to see the success.
- Go to your CAMP MASTERS Unit dashboard for How to Order Demo or check out the Show N' Sale webinar videos shared on the CAC Popcorn Facebook Page!



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!
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 and select "Scout Login".
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!



GOAL SETTING – THE KEY TO A SUCCESSFUL SALE

Goal Setting



How do you get buy-in and commitment from your unit's families when it comes to annual programming and fundraising needs?

Ideas to Get You Started – the unit might plan and fund some of the following, in whole or part:

- Summer Camp / High Adventure Trips
- BSA Annual Registration and Scout Life Magazine
- Patrol / Den Activities / Unit Activities / Council Activities
- Meeting Supplies / Awards and Recognition
- Youth and Adult Training Courses
- New Unit Equipment
- Uniforms / Personal Camping Equipment
- Assistance for Low-income Scout Families
- A Trip the Unit Always Wanted to Take

Scouting teaches Scouts to earn their way. The popcorn sale helps them learn to plan and meet their goals.

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

How to Create Per Scout Goals

- Unit Sales Goal = $\frac{\text{Total Program Dollars}}{\text{Popcorn Commission Goal}}$
- Scout Sales Goal = $\frac{\text{Unit Sales Goal}}{\text{Number of Scouts}}$
- Scout Container Goal = $\frac{\text{Scout Sales Goal}}{\$16.62 \text{ (average container cost)}}$ example



SELLING STRATEGIES

Show-N-Sell

Show-N-Sell is used when your Unit has pre-ordered the product and you have product on hand.

Storefront Sales are sales taken in front of local stores or high traffic areas. 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. See Page 25.

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 they go. 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. 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, Take an Order can be taken and product delivered later (Scouts would enter this under “Scout Delivery” on their dashboard).

What's Take an Order?

Take an Order is used when product is not on hand and you must order it for future delivery. This method involves Scouts going door-to-door to take orders for popcorn. Scout's can also send their Take an Order link out to nearby friends and family. This is only used for cases where the scout will deliver the product in person. Research shows that about 3 in every 5 doors knocked on will result in a sale. Moreover, only about 20% of houses are contacted about buying popcorn. There is plenty of untapped market for the sale. This method is also preferred for mom and dad's co-workers and close friends and relatives to whom it will be easy to deliver the product at the end of the sale.

MORE SELLING STRATEGIES

Door Hangers

Door hangers are a great “Leave Behind” that a potential customer can complete to place their order. A customer can review products, complete their order on the door hanger, and hang back on their door for a Scout to pick up for a contactless transaction •Can be used to drive potential customers to visit an upcoming Show and Sell or with an online Seller ID label created added to the door hanger. **(Visit CAMP MASTERS website for a Free template)**



Signs

Set out signs directing potential customers to your house to pick up popcorn, like promoting a Garage Sale.

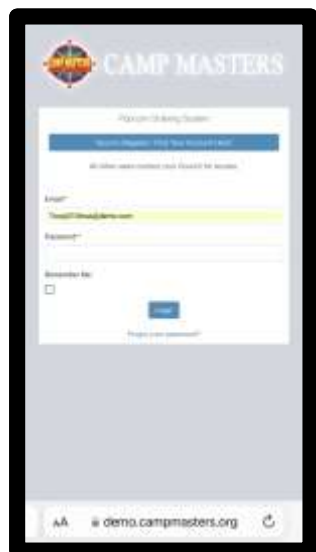
Sample Script

“Hello. My name is _____. I’m a scout with Pack / Troop # _____. We’re selling popcorn to help raise money for our Pack / Troop. You can help us by trying some of our delicious popcorn. You’ll help us, won’t you?”

TAKE ORDERS BY CASH AND CREDIT CARDS

SCOUTS, PARENTS & LEADERS

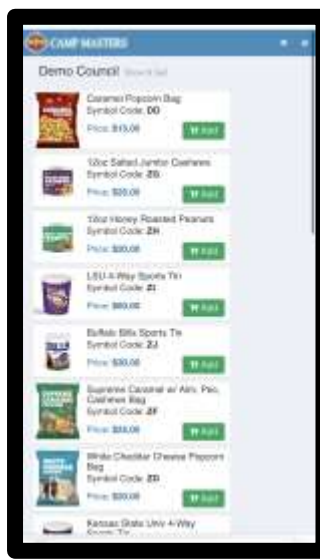
Follow these instructions to easily take orders and payment on your smartphone.



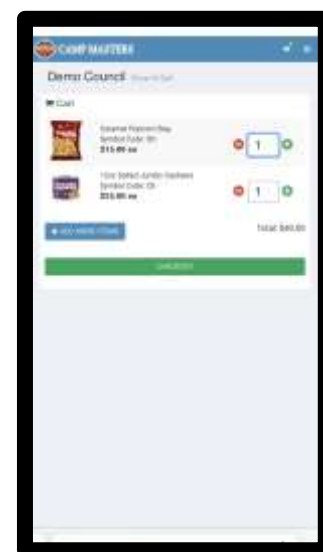
Login to CAMP MASTERS Dashboard



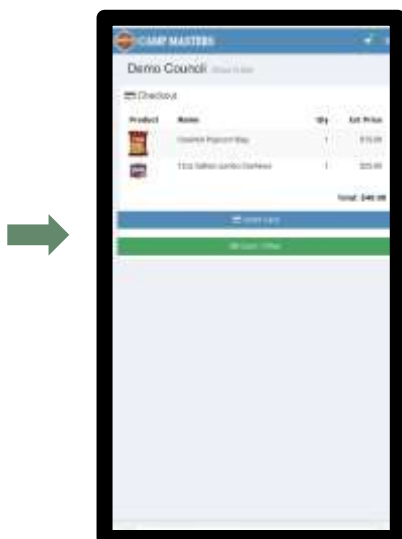
Click "Make a Sale" from the dashboard



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



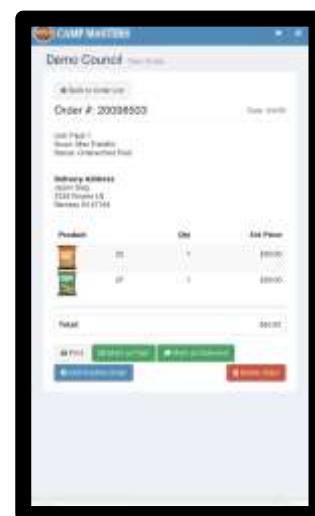
Scroll down to find the requested product. Then click "Order" to add the item to the shopping cart.



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.
4. Tap to Pay



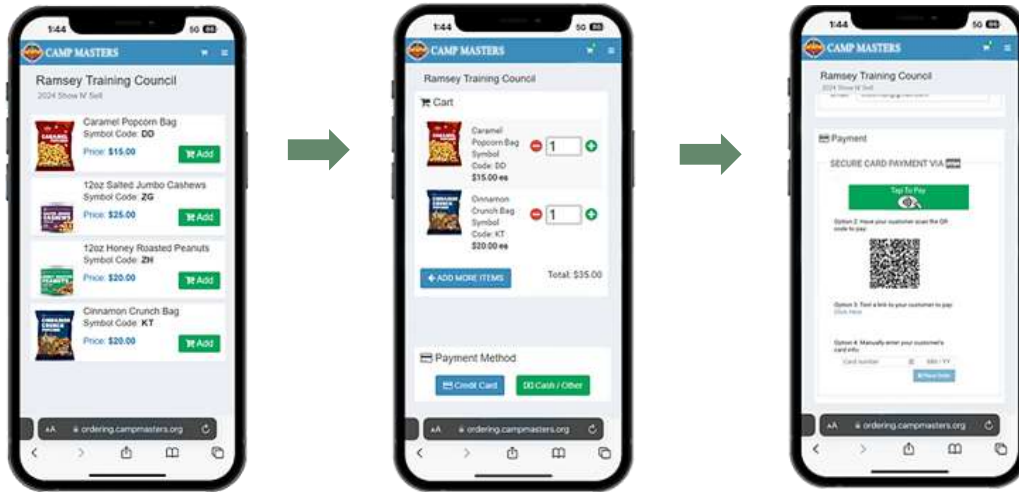
Mark as paid and delivered if applicable.



TAKE ORDERS BY TAP TO PAY

SCOUTS, PARENTS & LEADERS

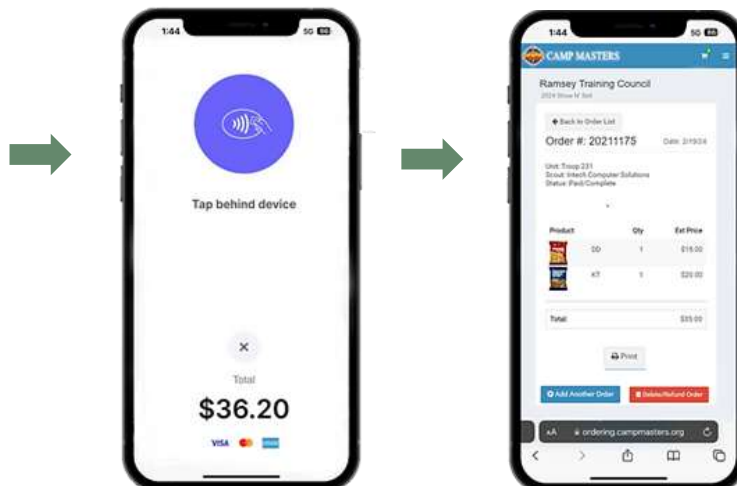
Follow these instructions to easily take orders with Tap to Pay on your smartphone.



Choose the items from the catalog that the customer would like to purchase and select "Add" to add it to the cart.

You can change the quantity of each item using the minus and plus buttons.

Select Tap to Pay from the checkout payment options.



Tap the payment card to the back of your device.

Upon successful payment, you will see the order confirmation screen.

INVENTORY & PAYMENTS

CAMP MASTERS Mobile App:

Convenience:

The app allows for easy recording of sales and payment processing (credit card, cash, or check).

Reduced Fees:

Using the app to process credit cards often avoids common processing fees.

Direct Credit:

Credit card sales processed through the app are directly applied to the unit's popcorn invoice.

Online Sales:

The app facilitates online sales, allowing customers to purchase popcorn and have it shipped directly.

Other Methods:

Online Storefront:

The CAMP MASTERS app and website allow for creating online storefronts to sell popcorn, with customers able to pay online.

Take Order Forms:

Traditional take order forms can still be used for neighborhood sales.

Show-and-Sell Events:

Booths at high-traffic locations (with proper reservation and supervision) are another effective method.

Cash/Check Payments:

Cash and checks can be accepted in person, and the Trail's End app can track these payments.

Incentives:

Some units offer incentives, such as commission or prizes, to encourage participation.

Transparency:

Be transparent with customers about how payments are processed and how the funds are used.

Avoid Peer-to-Peer Systems:

Avoid using peer-to-peer payment systems like Zelle or Venmo for external payments like fundraiser sales.

INVENTORY & PAYMENTS

Ordering Scouting America popcorn inventory efficiently is crucial for a successful fundraiser. Here's a breakdown of the process and key considerations:

1. Initial order (Show & Sell)

Estimate needs: Estimate the amount of popcorn your unit anticipates selling during "Show & Sell" events (direct sales at storefronts or events).

Utilize past sales data: If your unit has prior sales data, log into the CAMP MASTERS website to review your previous year's initial order as a baseline.

Familiarize yourself with return policies: Understand the council's policies regarding returning unsold product.

Place the order: Log in to the CAMP MASTERS website and click "Unit Popcorn Login." Choose "Initial Order/Show & Sell Order." Enter the number of cases for each popcorn type and click "Submit".

2. Managing Show & Sell inventory

Order conservatively: It's generally safer to order slightly less than you think you'll sell initially, as you can place supplemental orders later.

Use the CAMP MASTERS App to track sales and manage inventory, especially during storefront events.

Allocate inventory strategically: Assign inventory to specific storefronts or events to monitor stock levels and make informed decisions about future orders.

Supplemental orders: If you find yourself running low, you can place supplemental orders through your leader dashboard on the Trail's End website. Be mindful of potential processing times, especially close to warehouse distribution days.

Returns: Most councils allow returns of full cases up to a certain percentage of your initial order by a specific date. Check your council's guidelines for exact figures.

3. Final order (Take Order)

Set a deadline: Establish a firm deadline for Scouts to submit their take orders (sales taken door-to-door using order forms).

Compile Scout orders: Gather all individual Scout orders and compile a list of the total number of containers needed for each popcorn type.

Fill orders with remaining Show & Sell product: If you have unsold Show & Sell inventory, use it to fulfill take orders before placing a new order.

Place the order: Log in to the CAMP MASTERS website and click "Unit Popcorn Login." Choose "Final Order (Take Order)." Enter the total number of containers or cases needed and click "Submit".

Additional tips for inventory management

Utilize council resources: Your local BSA council and district Kernel are valuable resources for guidance and support with popcorn sales and inventory management.

Unit popcorn committee: Consider forming a unit popcorn committee to share the workload and improve organization.

Communicate effectively: Maintain open communication with parents and Scouts about deadlines, procedures, and sales goals.

Record keeping: Keep meticulous records of sales by each Scout, inventory received and distributed, and payments made.

Inventory management worksheets: Some councils provide spreadsheets or worksheets to help units track inventory and reconcile sales.

Exchanges with other units: If your unit has excess product or needs specific items, inquire about exchanging inventory with other units in your council.



WRAPPING UP YOUR SALE

Wrapping up your sale can mean many things, but a lot of times, it means that there's popcorn leftover, especially from Show N' Sale events!

Some options:

Continue Selling:

Wagon Sales/Show & Deliver: Scouts can take unsold popcorn door-to-door in their neighborhoods, like a show-n-sell table on wheels, notes="according to the Sam Houston Area Council".

Online Sales: Scouts can leverage online platforms to reach a wider audience, including friends and family who live further away. Sharing on social media platforms can also boost sales.

Blitz Days: Organize a dedicated day or days where a group of Scouts focuses on selling in a specific area, potentially covering more ground and attracting buyers.

Show-n-Sell Events: Set up booths in high-traffic locations, like storefronts or community events, after securing necessary permissions.

Neighborhood Storefront: Promote a "garage sale" type event in a cul-de-sac or driveway to sell leftover popcorn.

Donations and Returns:

Donations: Check with your local Council about their policies regarding donations. Many Councils will accept donations, especially those designated for military or food pantry initiatives.

Transfers: If another BSA unit in your district has a need for additional popcorn, consider transferring some of your unsold inventory to them, according to the Dan Beard Council.

Storage (if necessary and applicable):

Unpopped Kernels: Store them in an airtight container in a cool, dry place like a pantry or cupboard. Avoid the refrigerator or freezer, which can cause moisture imbalance and affect popping quality.

Important Considerations:

Check with your local Council: Always confirm your local council's specific policies on unsold popcorn, returns, and donation procedures.

Safety and Regulations: Ensure that any donation or sale activity complies with local food safety and fundraising regulations.

What the Council needs:

Forms, forms, and more forms! After the Take Order and Unit Seller's Roster/Prize Form is turned in, there's still the High Achiever forms, the Top Seller's party invites, and any other documentation that needs to come to the council for your full commission.

It may seem silly, but the sooner those forms come in, the sooner the Council can make sure your commissions are correct and that what your unit owes the Council is correct too.

Above all else, what the Council wants is for all our members to enjoy this year's popcorn sale!

