

2025 Popcorn Kernel's Guide

in partnership with



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



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.

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

LPC Field Staff

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District Kernels

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Thunderbird District Kernel
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WAREHOUSE #1

Gulf South Warehouse
2930 Commerce St.
Monroe, LA 71201
318-388-3113

WAREHOUSE #2

Food Bank of Central
Louisiana
3223 Baldwin Ave,
Alexandria, LA 71301

2025 POPCORN PROGRAM

August 1st-December 31st

Online Sales Period

August 4th

Unit Show and Sell Orders Due in System

August 21st/22nd

**Show and Sell Distribution
Popcorn Sales Begin**

August 22nd thru October 27th

Popcorn Selling Season

October 27th

Any Eligible Returns are Due

October 27th

**Unit Popcorn Orders and
Prize Orders Submitted
All Payments are Due in Council
Service Center (checks can be
postdated)
Submissions for *Top
Salesperson* Due**

November 13th/14th

Popcorn Distribution

December 6th

**Deadline date to settle all
accounts with the council
(all post-dated checks will be
deposited on this date)**

PRODUCT SELECTIONS

CAMPMASTERS Product Options

New Products

- Chicago Mix—White Cheddar, Yellow Cheddar, Caramel
- Cinnamon Crunch



Louisiana
Purchase Council

YOUR
PURCHASE
POWERS
SCOUTING

Unit # _____
Phone No.: _____

Scout Name: _____
My Goal/Prize _____
Total Sales All Pages _____ Page _____ of _____

Make Checks Payable to:



ZZ \$30 Mil Donation	WW \$50 Mil Donation	JK Chi Styl Snck Attk	MM 18 pk MT Butter	E Supreme Cara Tin	ZE Cho Drizz Cara Bag	X Trail Mix	G 12 pk Ex Butter	ZD White Chee Bag	ZW Cho Pret Bag	KT Cinnamon Crunch	YY Kettle Corn	ZH Honey Rstl Peanuts	DD Caramel Pop Bag	V Purple Pop Corn Jar	U 5 pk Butter
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DELIVERY DATE

Name		Phone	Address	Email	\$30	\$50	\$50	\$30	\$30	\$30	\$25	\$20	\$20	\$20	\$20	\$20	\$20	\$15	\$15	\$10	Amount Due	Delvd✓	Paid✓
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3																							
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5																							
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Visit our website: www.campmasters.org					\$30 Mil Donation	\$50 Mil Donation	Chi Styl Snck Attk	18 pk MT Butter	Supreme Cara Tin	Cho Drizz Cara Bag	Trail Mix	12 pk But- ter	White Cheese Bag	Cho Pret Bag	Cinnamon Crunch	Kettle Corn	Honey Rstl Peanuts	Caramel Pop Bag	Purple Pop Corn Jar	5 pk But- ter	TOTAL SALES		

* Prepped popcorn produced in a plant that manufactures products that contain nuts.
* Package/Tin may change; subject to availability.

All CAMP MASTERS Popcorn Products are Kosher certified.

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 & PRIZES

**Commission is paid on total sales of Show and Sell,
and Take Order.**

Online sales are a flat 30%

BASE COMMISSION	30%
ADDITIONAL COMMISSION TO BE EARNED	

Performance -- \$150 sold per Scout	1%
-- \$250 sold per Scout	2%
-- \$350 sold per Scout	3%
-- Based on 6/30 membership #	

Attend your District Product Sale Kickoff	2%
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Host and Share Unit Kickoff Video/Pictures To Richard or Robin to share on the Council Facebook	2%
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Total Commission Potential	37%
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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 4% BACK ON A
VISA DEBIT CARD**



THIS CAMPER PKG
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.

KERNEL CHECKLIST

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 (**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!



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
Magazine
Cub Scout Council Events
Monthly Unit Activities
Pinewood Derby
Patrol/Den Activities
Assistance for Low-income Scout Families

Other Considerations:

Scouting America Registrations & Scout Life
Meeting Supplies/Awards & Recognitions
Den/Patrol Expenses/Training Courses
Unit Equipment
Uniforms/Personal Camping Equipment

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 the best activities for creating their most exciting year, yet!

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 to express their ideas during a unit 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 program because they know the rewards of their efforts.

NOW CALCULATE YOUR POPCORN SALES GOALS

PRIZES



LOUISIANA PURCHASE COUNCIL REWARDS

BUY PRIZE(S) YOU WANT WITH AN AMAZON.COM GIFT CARD

Sell \$7,500

Earn a \$550 Amazon.com Gift Card

Sell \$750

Earn a \$30 Amazon.com Gift Card

Sell \$5,000

Earn a \$350 Amazon.com Gift Card

Sell \$500

Earn a \$20 Amazon.com Gift Card

Sell \$3,500

Earn a \$225 Amazon.com Gift Card

Sell \$300

Earn a \$10 Amazon.com Gift Card

Sell \$2,500

Earn a \$150 Amazon.com Gift Card

Sell \$100

Earn a Louisiana Purchase Council Special Popcorn
Shoulder Patch

Sell \$1,500

Earn a \$75 Amazon.com Gift Card

Sell \$1,000

Earn a \$45 Amazon.com Gift Card

Amazon.com Gift Card Order Form

Scouts Name: _____ Pack/Troop/Crew #: _____

Parent's Name: _____ Phone #: _____

Parent's email: _____

\$ Amount Sold (Includes Show and Sell, Take Home, & Online Sales): _____

Submit this Form to your Unit Leader with your Scout's popcorn order!

REWARDS ARE NOT CUMULATIVE. WHERE INDICATED, SCOUTS MUST REACH OR SURPASS STATED SALES TOTAL, FACE-TO-FACE AND ONLINE SALES COMBINED, TO BE ELIGIBLE FOR THE AMAZON.COM GIFT CARD AMOUNT STATED AT THAT LEVEL. PRIZES EARNED ARE BASED ON INDIVIDUAL SALES. NO COMBINING OF SALES WITH OTHER SCOUTS.

Top Council Salesperson

1st Place--\$150 Amazon Gift Card

2nd Place--\$100 Amazon Gift Card

3rd Place--\$50 Amazon Gift Card



CAMPMASTERS
GOURMET POPCORN

Louisiana Purchase Council

- Your District Kernel will send this form to you.
- This form will also be on council website.



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POPCORN

POLICIES/RECOMENDATIONS

- The Louisiana Purchase Council will accept up to 10% of show and sell products that are in full cases for returns by October 27th to the office or their District Executive.
- All Payments must be turned in to the office or your Executive by October 27th. Only checks from the unit can be postdated; no personal postdated checks.
- If you need to cancel a show and sell and would like to offer the location to another unit, please contact your district Popcorn Kernel.
- If you need your CampMaster's login reset, please let Richard or Robin know. For those selling show and sell, it will need to be done ASAP.
- When making take home popcorn orders door to door or to family and friends it is good to give a receipt of Scout's name and when delivery is to be expected.
- Units will receive their take home orders on November 14th so that Scouts can distribute over Thanksgiving if needed.

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.
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 on. 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
- 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 program 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

Scout Sales Goal Worksheet



MULTIPLE WAYS TO SELL



SHOW and SELL: STOREFRONT OR DRIVE-THRU SALES

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. 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.



SELLING STRATEGIES

Door-to-Door

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. 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. Orders due by:_____

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.

What's Take Order?

This method involves Scouts going door-to-door to take orders for popcorn. 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. Do not fill Take Orders from Show and Sell and Show and Deliver inventory until after the sale.

SELLING STRATEGIES

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 & Sell sale and see if you can set 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!

Marketing & Promotion

Scouts should be in uniform and have product on hand

POP UP SHOPS: A Neighborhood Show & Sell

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.

Door Hangers:

As Scouts go door to door selling, leave behind the door hangers at homes who aren't home. Be sure, to clearly mark that the customer can purchase popcorn at your Pop-Up Shop with the date, time, and location of your Pop Up. Yard Signs—Set out signs directing potential customers to your Pop-Up Shop, like promoting a Garage Sale.

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!

DRIVE THRU SALES

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.



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?”

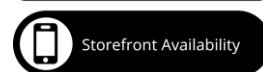
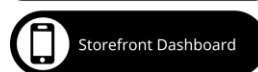
STOREFRONT RECRUITING

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.

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>

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."

Josie Mathis | Troop GT 220
Ramsey Training Council | Chippawa District

To Do:

To Do:

Links:

Unit Management

Manage Unit Information

Setup/Invite Scouts

Setup/Import Scouts

Unit Inventory

View Unit Invoice

Sales & Orders

Storefronts

Training & Rewards

2024 Show N' Sell

Start: 2/4/24 - Due: 10/31/24

Unit order due by 8/5.

2024 Show N' Sell - Video Demonstration

Start: 3/31/24 - Due: 9/27/24

2024 Take Order Video Demonstration Copy

Start: 5/1/24 - Due: 6/1/24

Take Order

Start: 6/1/24 - Due: 10/16/24

2024 Take Order

Start: 7/1/24 - Due: 10/24/24

Unit Goal

\$4,000.00

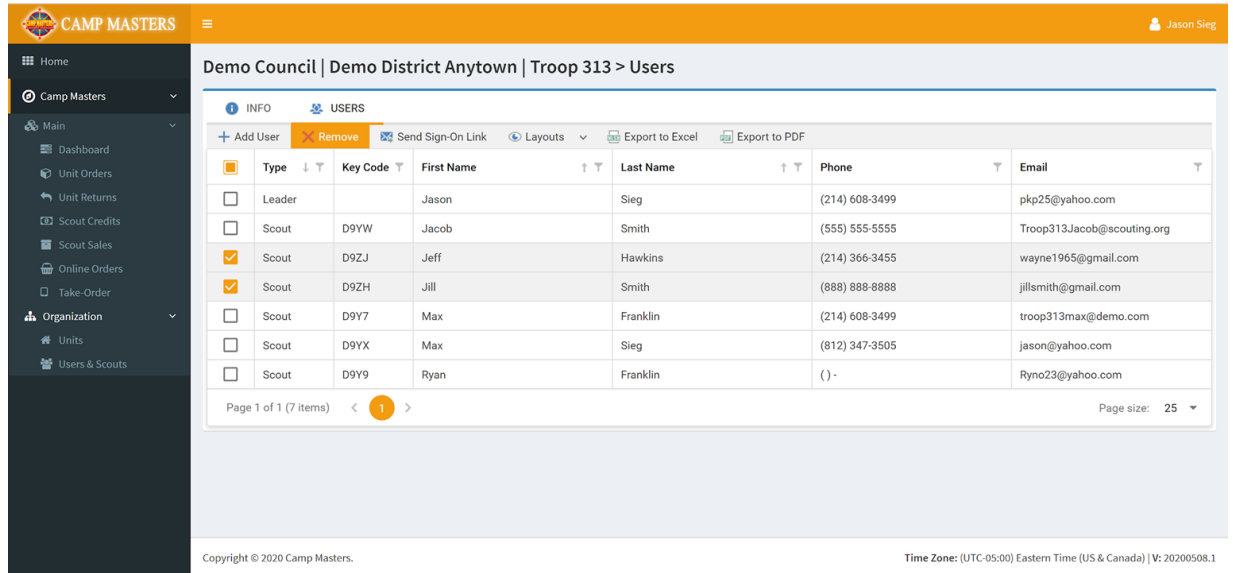
The list of current Scouts registered in your Unit will be displayed.

Ramsey Training Council Chippawa District Troop GT 220 > Users						
INFO USERS						
+ Add User - Remove Send Sign-On Link Layouts Export to Excel Export to PDF						
☐	Type	Key Code	First Name	Last Name	Phone	Email
☐	Leader		Casey	Castle	() -	caseycastle@hotmail.com
☐	Leader		Jason	Leader	() -	jasons@ramseypopcorn.com
☐	Leader		Josie	Mathis	() -	josie@ramseypopcorn.com
☐	Leader		Nate	Schott	(123) 456-7890	schottnathan+Nathan_Schott@gmail.com
☐	Leader		Stephanie Cottrell	Stephanie Cottrell	(502) 338-1014	stephanie@blueelephantcreative.com
☐	Scout	3NXX	Alexandra	Jones	(123) 456-7890	allyjones@email.com
☐	Scout	KBQP	Brad	Cole	(502) 338-1014	stephanie@blueelephantcreative.com
☐	Scout	KB6V	Cherry	Cottrell	(919) 737-5653	stephanie@blueelephantcreative.com
☐	Scout	3NYB	Christina	Moncada	(888) 888-8887	chrismoncada@fakeemail.com
☐	Scout	3844	Darby	Paddie	(987) 654-3210	dpaddie@change.com
☐	Scout	3NX9	Esther	Kim	101-101-1010	essiekim@yahoo.com
☐	Scout	3NXV	Fernanda	Peyro	(555) -55-5555	fern.peyro@gmail.com
☐	Scout	3PHX	Heather	Banks	(999) 999-9999	heatherb@fakeemail.com
☐	Scout	J54H	Isaiah	Schott	(123) 456-7890	schottnathan@gmail.com
☐	Scout	KDXF	James	Castle	() -	caseycastle@hotmail.com
☐	Scout	3NXY	Jenna	Johnson	(987) 654-3210	jenjohn@example.com



REGISTER YOUR SCOUTS

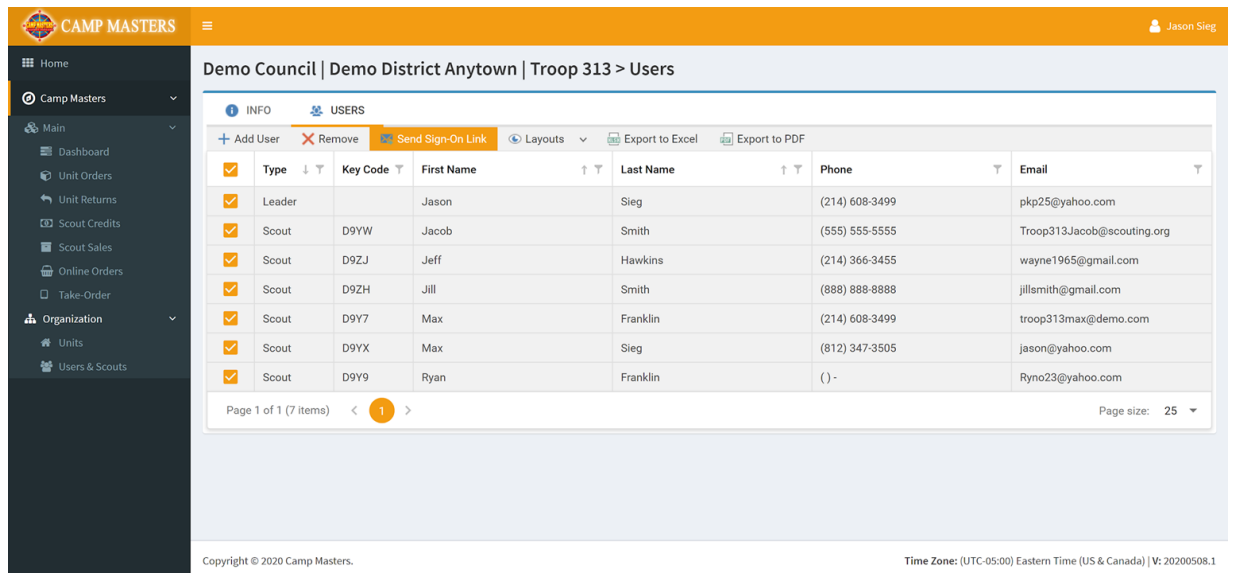
Step Two: Remove any Scouts no longer in your Unit by clicking the box to the left of their name(s). And then selecting “Remove” from the menu above.



The screenshot shows the Camp Masters web interface. The top navigation bar is orange with the Camp Masters logo and a user profile icon for Jason Sieg. The left sidebar is dark blue with a menu for Home, Camp Masters, Main, and Organization. The main content area is titled "Demo Council | Demo District Anytown | Troop 313 > Users". It features a tabbed interface with "INFO" and "USERS" tabs. The "USERS" tab is active, showing a table of users with columns for Type, Key Code, First Name, Last Name, Phone, and Email. There are checkboxes in the first column for selecting users. Above the table are buttons for "Add User", "Remove", "Send Sign-On Link", "Layouts", "Export to Excel", and "Export to PDF". The table lists seven users: a Leader (Jason Sieg) and six Scouts (Jacob Smith, Jeff Hawkins, Jill Smith, Max Franklin, Max Sieg, and Ryan Franklin). The first two Scouts have checkboxes checked. 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	Sieg	(214) 608-3499	pkp25@yahoo.com
☐	Scout	D9YW	Jacob	Smith	(555) 555-5555	Troop313Jacob@scouting.org
☒	Scout	D9ZJ	Jeff	Hawkins	(214) 366-3455	wayne1965@gmail.com
☒	Scout	D9ZH	Jill	Smith	(888) 888-8888	jillsmith@gmail.com
☐	Scout	D9Y7	Max	Franklin	(214) 608-3499	troop313max@demo.com
☐	Scout	D9YX	Max	Sieg	(812) 347-3505	jason@yahoo.com
☐	Scout	D9Y9	Ryan	Franklin	() -	Rymo23@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 top navigation bar is now highlighted in orange, indicating it has been selected. The table of users remains the same, with the first two Scouts still selected.

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.

Josie Mathis | Troop GT 220
Ramsey Training Council | Chippawa District

To Do:

To Do: -

Links:

Unit Management +

- Manage Unit Information
- Setup/Invite Scouts
- Setup/Import Scouts
- Unit Inventory
- View Unit Invoice

Sales & Orders +

Storefronts +

Training & Rewards +

2024 Show N' Sell
Start: 2/4/24 - Due: 10/31/24
Unit order due by 8/5.

2024 Show N' Sell - Video Demonstration
Start: 3/31/24 - Due: 9/27/24

2024 Take Order Video Demonstration Copy
Start: 5/1/24 - Due: 6/1/24

Take Order
Start: 6/1/24 - Due: 10/16/24

2024 Take Order
Start: 7/1/24 - Due: 10/24/24

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

Users / Scouts

Council: Ramsey Training Council District: Please select a district. User Type: Hide Inactive: ☐

Layouts Export to Excel Export to PDF Import Scouts

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 Chippawa District Troop GT 220 (Unit Leader)
Max	Sieg	jasons@ramseypopcorn.com	Ramsey Training Council Chippawa District Troop 231 (Scout)
Scout	Gary	gary@popcorn.com	Ramsey Training Council Banner District Group 999 (Scout)
Philippa	Noisy	philippa@change.com	Ramsey Training Council Chippawa District Troop GT 220 (Scout)
Claude	Copeland	Claude@fakeemail.com	Ramsey Training Council Chippawa 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 200 (Scout)
Taylor	Rubio	Taylor@fakeemail.com	Ramsey Training Council Chippawa District Troop 231 (Scout)
Larry	Brown	larry.brown@scouting.org	Ramsey Training Council Chippawa District Pack 17 (Unit Leader)
Nathan	Council User	nathancounciluser@email.com	Ramsey Training Council (Council User)
Fernanda	Peyro	fern.peyro@gmail.com	Ramsey Training Council Chippawa District Troop GT 220 (Scout)
Heather	Banks	heatherb@fakeemail.com	Ramsey Training Council Chippawa District Troop GT 220 (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:

Browse...

First Row Has Headers: ☐

IMPORT MAPPING

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

Council:

District:

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”.

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

IMPORT

You'll see a green success box once imported.

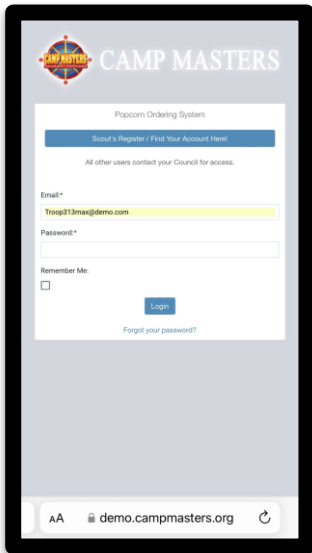
✓ Import Succeeded - Download and review the import file for details. [Click here to download the import results file.](#)

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

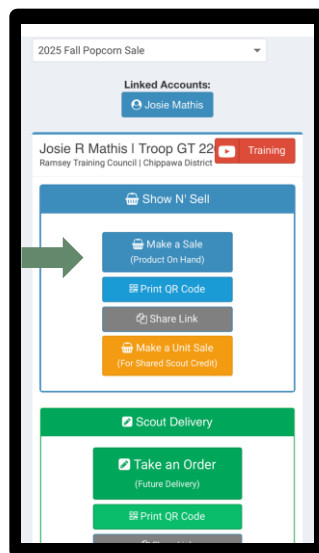
TAKE ORDERS by Cash and Credit Cards

SCOUTS, PARENTS & LEADERS

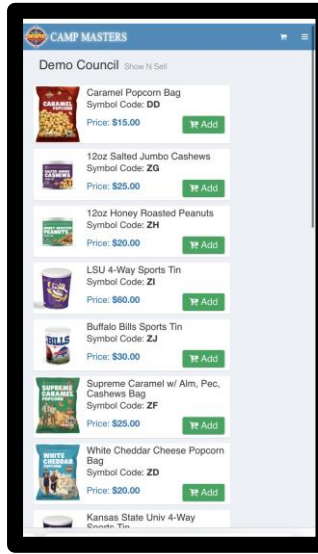
Follow these instructions to easily take orders and payment on your smartphone.



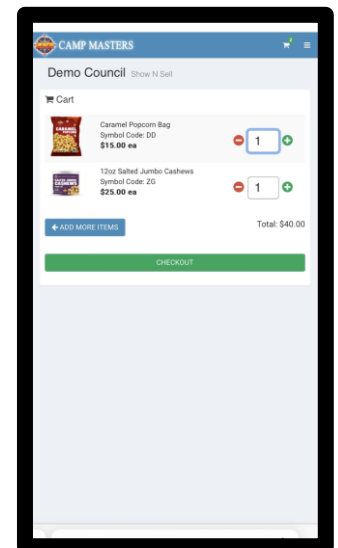
Login to CAMP MASTERS Dashboard



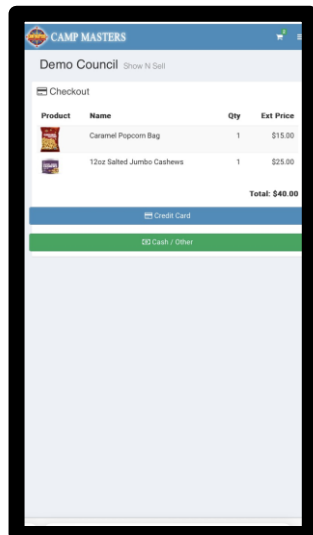
Click "Make a Sale" from the dashboard



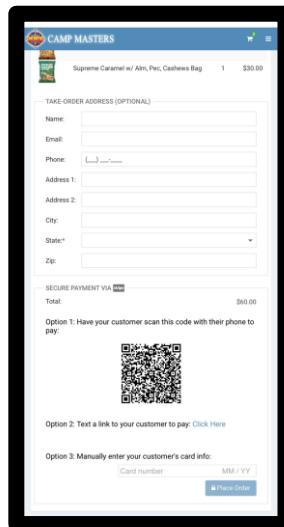
This will take you to the products page. Scroll down to find the requested product. Then click "Order" to add the item to the shopping cart



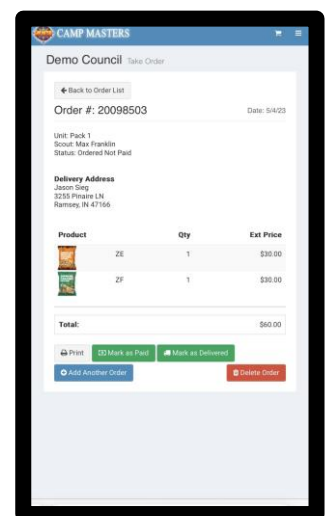
Scroll down to find the requested product. Then click "Order" to add the item to the shopping cart.



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



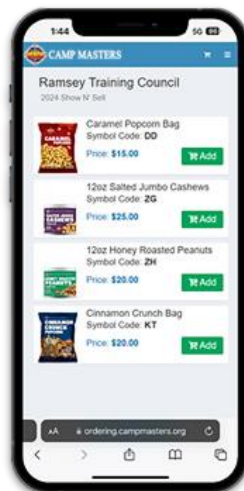
Mark as paid and delivered if applicable.



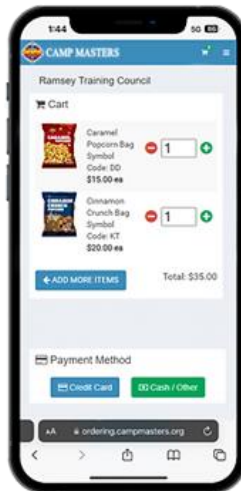
TAKE ORDERS by Tap to Pay

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.



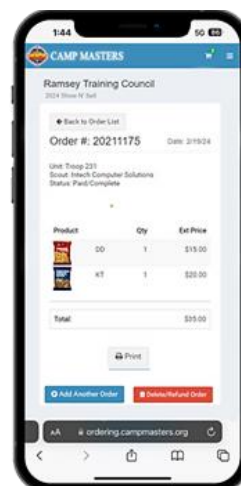
You can change the quantity of each item using the minus and plus buttons.



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.