



2025 POPCORN SALE

LEADER GUIDE

Southeast Louisiana Council





2025



POPCORN SCHEDULE

KICKOFF & TRAINING

7/27

Popcorn Sale Kickoff- July 27th

St. Christopher Catholic Church Gymnasium

3900 Derbigny Street, Metairie, LA 70001

Time: 4:00 PM/Date: Sunday, July 27, 2025

A Jambalaya Dinner will be served.

How to Sell \$10K in a Weekend – July 27th

Training will be held in conjunction with the Popcorn Kickoff

ONLINE ORDER

7/12

Sale Starts 7/12/2025

Sale Ends 12/31/2025

Online commissions are applied as a credit to the unit invoice. Online commissions may be delayed after Take Order Balances are paid.

SHOW- N- SELL

7/12

July 12th – Units may start entering Show N Sell Orders in the system

Aug 4th – Unit Show N Sell Orders Due

Aug 23rd – Show N Sell Distribution

Oct 27th – Show N Sell Balances due to the Council



Units may enter Show-N-Sell Orders ONLINE- July 12th

TAKE ORDER

9/30

Sept 30th - Units may start entering Take Orders in the system

Oct 27th – Unit Take Orders due

Nov 14th – Take Order Balances due to Council by 3:00 PM

Nov 15th – Take Order Distribution



Units may enter TAKE ORDERS ONLINE- September 30th

Product Transfers

8/23

- Unit Transfers are allowed from 8/24 – 11/4
- Enter transfer in system, then email Kristie.Spinelli@scouting.org for approval
- Any transfers after November 4th will not be recorded by the Council and will be the responsibility of the units to decide monetary accountability.



Product Transfers due Nov 4th

No Product Returns

10/28



Product Returns are not allowed, however, for HELP with Major Product Overages (multiple full cases), call Todd Conner *** Deadline 10/27/2025

DISTRIBUTIONS

Perrone & Sons Warehouse
1801 L and A Road
Metairie, LA 70001

Pickup Schedule for Units will be created by Council during each sale




Show N Sell Distribution – Aug 23rd
Take Order Distribution – Nov 15th

Balances & Prizes

Show N Sell Balance due Oct 27th

Take Order Balance due Nov 14th

Prize Orders due in the system Nov 14th 



Sale Ends: 11/15/2025

LET THE ADVENTURE BEGIN



Welcome

Hello,

Thank you for contributing so much of your time, energy and efforts to our 2024 popcorn fundraiser. Your willingness to dedicate your time and resources are greatly appreciated. I hope you know the priceless impact you have on so many lives.

We hope this guidebook provides a step-by-step approach to setting your Unit up for popcorn sale success. Additional resources will be provided leading up to the sale. Please join Camp Master's Facebook group.

<https://www.facebook.com/groups/campmastersunitsparentsandscouts/>

Also, check out:

<https://www.campmasters.org>

<https://www.bsa-selacouncil.org/popcorn>

However, if there is anything you need to help fuel your popcorn success, please don't hesitate to reach out to the Council's great team for assistance. (See page 6 for the Council's Popcorn Leadership contact info)

We are fully invested in your popcorn success!

05 Learn with Popcorn

Through the BSA curriculum and the CAMP MASTERS Popcorn Program, Scouts learn goal setting, decision making, money management, people skills and business ethics skills.

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High Achiever Prize- CAMP MASTERS

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19 CAMP MASTERS Resources

- Register Your Scouts
- Show & Sell Scheduling
- Credit Card

Why Participate?

The Boy Scouts of America offers financial empowerment programs to help youth develop good money management habits and prepare for future financial success. Through progression, Scouts acquire new skills, increase self-confidence and develop an entrepreneurial mindset. By participating in the CAMP MASTERS Popcorn Program, Scouts learn goal setting, decision making, money management, people skills and business ethics.

Through the CAMPMASTERS Popcorn Program, Scouts learn...	The benefit is...
Goal Setting A Scout sets an individual popcorn business goals and then creates a plan to reach those goals	By setting and reaching goals, Scouts develop a strong sense of self and cooperation and team-building skills that will help them succeed in school, on the job, and in life.
Decision Making A Scout decides how to market their popcorn business and adjust to changing opportunities and challenges.	Through these activities, Scouts learn how to think critically, solve problems and develop a sense of responsibility.
Money Management A Scout gains confidence in taking popcorn orders, track sales, handling and managing money.	As a result, Scouts gain practical life skills, such as how to confidently handle, manage, and leverage money so that they can achieve their goals.
People Skills A Scout learns how to speak to, listen to and work with customers in person.	Scouts benefit from these experiences by developing healthy relationships and conflict-resolution skills.
Business Ethics Scouts learn how to run an honest, responsible popcorn business.	To become ethical leaders, they practice putting the positive values they learn as Scouts into action.

Important Contacts

Todd Conner

Popcorn Advisor

(504) 810-1683

Todd.Conner@scouting.org

Kristie Spinelli

Popcorn Admin. Support

(504) 889-0388

Kristie.Spinelli@scouting.org

Juan Prado

District Director

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Cataouatche District Kernel

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Mirela Nicola

Fleur de Lis District Kernel

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Jeremy Baton

Pelican District Kernel

Jeremy.Batson123@yahoo.com

WAREHOUSE

Perrone & Sons Warehouse

1801 L and A Road

Metairie, LA 70001

Please call Council with Questions: (504) 889-0388



POPCORN



CAMP MASTERS
GOURMET POPCORN

2025 Product Selections

7

WW Support the Military and Scouting Too! \$50 Military Donation  Choose from WW and CAMP MASTER'S and send \$50 worth of popcorn to our military personnel.	JK Chicago Style Snack Attack Tin 8 legendary Chicago-style snacks in 8 tins: White Cheddar, White Cheddar, and Yellow Cheddar - popcorn in individual bags so you can mix it your way or serve each flavor with Corn-on-the-Cob Butter.	E Supreme Caramel Tin Loaded with almonds, the new E Caramel. A rich, buttery caramel coating takes to the next level with a lot of popcorn in the tin.	MM 18 Pack Movie Theater Extra Butter Microwave Popcorn Popcorn perfectly flavored with EXTRA Butter. Same old like the movie theaters.	ZE Chocolate Brinde Caramel Bag Smooth, buttery caramel popcorn. Includes a decadent chocolate drizzle. A perfect pairing of sweet and salty.
ZG Salted Jumbo Cashews Juicy, salted, and deliciously crunchy.	X Classic Trail Mix Delicious whatever you're craving. Includes peanuts, raisins, almonds, chocolate chips, and cashews.	ZW Chocolate Covered Pretzels Bag Delicious with chocolate pretzels that melt in your mouth.	G 12 Pack EXTRA BUTTER Roasted Summer Corn If you like butter, you'll love this.	YY 12 Pack Sweet & Salty Kettle Corn Microwave Popcorn Sweet and Salty.
ZD White Cheddar Cheese Bag Cheesy goodness of white cheddar cheese on light, creamy, crunchy popcorn.	ZH Honey Roasted Peanuts Lightly rosted. Perfectly coated.	V Purple Popping Corn Jar Light, crunchy, fluffy.	DD Caramel Popcorn Bag Mouthwatering taste of delicate and creamy gourmet caramel popcorn.	U 5 Pack Butter Microwave Popcorn A convenient way to enjoy popcorn with a rich buttery flavor.



2025 NEW PRODUCT

Added to Product Line Up

Chicago Style Snack Attack Tin - \$50

Think Outside The Box

If there are people there, sell Popcorn there!

SET up at a LOCAL COLLEGE or UNIVERSITY- College students love popcorn. Go door-to-door down frat row. Mid-week snacks and weekend treats are always welcome. Research busy times on campus and set up shop outside the student union or in front of the library. Pro Tip- Parent and Family Weekend, Football games. on Friday evenings/weekend mornings/after exams/after late night parties

LOCAL EVENTS- Craft fair, gathering of food trucks at a local farmer's market, local parade, golf tournament, another great place is a sport club, gym or range (with permission off course). Also large train or bus stops.

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

WHAT SIZE VEHICLE WILL I NEED?



Mid-size car
20 cases



Standard SUV
40 cases



Standard Van
60 cases



Full size
SUV 70
cases



Pickup
90
cases



Not
recommended



Leading Your Unit

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

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

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



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

- 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.

Tip

For example, instead of: Hey Sarah, will you volunteer as Kickoff Kernel this year?

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

POPCORN



CAMP MASTERS
GOURMET POPCORN



Kernel Checklist

My Popcorn Squad

Unit 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!



Ordering Inventory

Show and Sell is a great way to raise money for your unit and is a very popular method as well. Here are a few helpful hints when ordering your show and sell inventory.

- Be conservative in your order, we will maintain an inventory at the council service center and will be happy to provide you with more product.
- Keep your goals in mind, if you have an exceptional event coming up that will require more money you might want to schedule extra opportunities.

Popcorn Policy

• **All left over Show-n-Sell product must be incorporated into your unit's Take Order.**

• **No Returns: Units will NOT be allowed to return product.**

However, if your unit is at risk of having major product overages (multiple full cases) that could potentially jeopardize your profits, contact

Todd Conner before October 27th.

Payment Terms

* SHOW-N-SELL payments are due to the Council Service Center on or before **10/27 at 3:00pm.**

*TAKE ORDER payments are due to the Council Service Center on or before **11/14 3:00pm.** PRIZE ORDERS are also due **11/14.**

* Prize Orders will be released by the first week of December. Release of prize order is contingent on balances being paid in full.

* Prize Opt Out checks will be mailed to the unit, in care of the representative listed on the Unit Commitment form or Kernel by Christmas, provided the account has been cleared with the Council on time.

UNIT-TO-UNIT TRANSFERS

If your unit transfers products with another unit, follow the process below. The online system provides a mechanism to transfer product between units however we recommend the process below.

1. Units may transfer product between each other.
2. Transfers may be in container quantity.
3. Units can log into the Camp Master site and complete the transfer themselves. Send an email to Kristie.Spinelli@scouting.org once the transfer has been made for approval.
4. **ALL TRANSFERS MUST BE SUBMITTED TO COUNCIL BY NOVEMBER 4TH.**
5. Any transfers after November 4th will not be recorded by the Council and will be the responsibility of the units to decide monetary accountability.
6. All negotiations are strictly between units and the Council only provides contact information for involved units.

Additional Product

Additional product may be available. Contact the Council Service Center for more information. Inventory is not guaranteed and is on a first come first served basis.

Base Profit = 37%

1. Units will have their 37% Base Profit deducted from their invoices.
2. Online sales base profits will be credited to unit invoices until Nov 14th. Online sales made after invoices have been paid will be mailed to the unit after Christmas.
3. Base Profits may be forfeited if Units do not pay balances by deadlines.

Payment Terms

1. Please pay with (1) Unit check, made payable to Boy Scouts of America. The Council cannot accept debit/credit cards payments unless the Unit is willing to pay a 3% fee. You may also pay online through the Council website with an EFT check at no charge. A link will be emailed to kernels prior to deadlines.
2. Prize Opt Out funds are void if a unit fails to clear its account balance (retail value minus base profit by the deadlines). Deadline will be strictly enforced.
3. Units that do not clear their accounts by December 15, 2025, may forfeit their entire base profit of 37% and 3% Prize Opt Out funds. The entire retail amount will be due.

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.

[illegible]

NOW CALCULATE YOUR POPCORN SALES GOALS

Divide UNIT BUDGET by UNIT COMMISSION
(This is your Unit Sales Goal)

\$

Divide by NUMBER OF PARTICIPATING OF
SCOUTS
(This is your Scout Sales Goal)

\$

Registration & Insurance	\$
Advancements	\$
Uniforms	\$
Scholarships	\$
Other	\$
TOTAL UNIT BUDGET	\$

Commissions, Prizes & Incentives

1
2

Base Profit: 37%

Units keep 37% off each item sold

Opt Out of Prize Program: 3%

Units may decide to Opt Out of the Prize Program. Nothing needs to be done, just don't enter a prize order. Patches can still be ordered by the Unit Leader through the system.

MY PRIZE GOAL IS:

MY POPCORN GOAL IS:

CHOOSE A PRIZE AND GO FOR IT!

\$5,000 LEVEL 14	48 - LEGO Harry Potter Hogwarts Castle 49 - The Great Hall 50 - Cross Country 2 Tent & Footprint 51 - Camera Evolution Mario Kart 52 - Adventure Camp Package 53 - LEGO Jurassic World Spinosaurus & Quetzalcoatlus Air Mission 54 - Case Mountain Folding Hunter Knife w/ Leather Sheath
\$4,000 LEVEL 13	43 - LEGO Friends Castle Bed and Breakfast 44 - LEGO Friends Outdoor Bluetooth Solar Speakers 45 - Portable Drone
\$3,000 LEVEL 12	40 - Simba Army Cyber Tool Kit 41 - Eagle Claw Fishing Set 42 - Coleman Sundome 4 Person Tent
\$2,150 LEVEL 11	39 - LEGO Friends Castle Bed and Breakfast 40 - LEGO Friends Outdoor Bluetooth Solar Speakers 41 - Portable Drone
\$1,650 LEVEL 10	38 - Youth Hiker USB Set 39 - LEGO Friends Castle Bed and Breakfast 40 - LEGO Friends Outdoor Bluetooth Solar Speakers 41 - Portable Drone
\$1,250 LEVEL 9	33 - Transformers: Rise of the Beasts Optimus Prime 34 - Simba Army Headwear Knife 35 - Wildlife Talon Set w/ Rechargeable Batteries

Popcorn and Prize Orders are Due to your Unit Kernel by



\$850 LEVEL 8	26 - Replic's Cube Mega Off-Road 27 - HEXBUG Remote Control Dragon 28 - LEGO City 21 Motors Raging & P1 High Radio Cars 29 - Camp Chair w/ Case 30 - Grab Bag G
\$625 LEVEL 7	23 - Hydration Pack - 2L 24 - Thermos® 404 Magnification 25 - LEGO City 21 Motors Raging & P1 High Radio Cars 26 - Camp Chair w/ Case 27 - Grab Bag F
\$425 LEVEL 6	18 - Red Wood Handle Knife w/ Clip & Scouting American Branding 19 - USB Rechargeable Headlamp 20 - Adventure Talon Set w/ Rechargeable Batteries 21 - Scouting American Branding 22 - Grab Bag E
\$325 LEVEL 5	13 - Multi-Tool w/ Hammer & Case 14 - Scouting American Branding 15 - White Hiker Look Scope Knife & Case w/ Scouting American Branding 16 - Scouting American Branding 17 - Grab Bag D
\$250 LEVEL 4	9 - Toy Army - Rifle - Infrared w/ Scouting American Branding 10 - Knife Pen Spoon Combo w/ Digital Counter 11 - Scouting American Branding 12 - Scouting American Branding
\$190 LEVEL 3	6 - Plus Plus Creeper Cribber 7 - Scouting American Branding 8 - Magic Sand w/ 16 Moles 9 - Visualizer
\$90 LEVEL 2	1 - Fire Starter and Steel 2 - Flaming Crystal Puffy Stone Assorted Colors 3 - Complete Thermometer White 4 - Highlighter Set - 4 Color Highlighter w/ Retractable Computer Brush
\$650 LEVEL 1	6.1 - Popcorn Sale Patch 6.2 - Military Sale Patch 6.3 - Online Sale Patch 6.4 - Top Sales Patch (over \$1,000)

\$650 Bonus Club
 Scouts who sell \$650 in product will receive their choice of:
 6.5 - Hanging Hammock
 6.6 - Owl Zone Mini Solar w/ 10 Darts
 6.7 - LEGO Friends Adventure Camp Anthony Range
 6.8 - Zip-A-Jumper Ball
 6.9 - E-Box Parts Plus Construction Kit

Grab Bags - Be surprised - Each Grab Bag is valued at 50% more than the other prizes within that level. The prizes included in each Grab Bag may not be pictured on this brochure. Grab Bags within each shipment to each Unit will be identical.

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



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

CAMP MASTERS 2025 High Achiever Prizes

\$3,000 & Up Club

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.

OR

Visa Debit Card for 4% of total sales
 Example: \$3000 = \$120 debit card.
 Visa Debit cards will be rounded to nearest \$30.
 CM High Achiever prizes are not cumulative.
 Select only ONE prize. See prize form for more details at campmasters.org.

New High Achiever Procedure!

SCOUTS MUST HAVE \$3000 OR MORE IN SALES RECORDED IN THE SYSTEM TO QUALIFY FOR THE HIGH ACHIEVER REWARD. ALL SALES WILL NEED TO BE CREDITED TO SCOUTS WEEKLY. CAMP MASTERS WILL CONTACT THE EMAIL ON THE QUALIFYING SCOUTS ACCOUNT WHEN THE SALE IS OVER TO PICK THE PRIZE



Selling Strategies

1
3

DOOR-TO-DOOR:

aka Wagon Sales – One of the most effective sales methods! In this case, a unit signs out popcorn to a Scout who takes it throughout their neighborhood, selling as he goes. Product is brought along (in wagon or vehicle), making it a quick and easy process for the customer. So, it is like a mobile show & sell booth. Units should order for this as part of their show & sell order. A large percentage of homeowners say that no Scout has ever come to their door, missing this great opportunity. If the desired product is not on hand, an order can be taken and product delivered later, but you don't have to make the return trip back to houses! You bring along the product as you sell it door-to-door. When a sale agreement is reached, the Scout goes to the car or wagon, gets the product and delivers it on the spot while the customer pays. If the desired product is not on hand, the Scout uses the Take Order method and returns with the ordered product later. To participate in Show and Deliver, you need to order Show & Sell popcorn.

Super Triangle

Have your Scouts complete the SUPER TRIANGLE! The SUPER TRIANGLE is the 15 neighbors that surround their home. Make a triangle from your home by selling to the first 4 neighbors down, cross the street and sell to 7 houses back toward your home, cross back to your side of the street and stop by 4 neighbors on your way back home. Find a simple prize to encourage your Scouts. We've seen tremendous success from units who just have each Scout do this simple task.

Neighborhood Blitz & Blitz Day

A Blitz Day is an organized day for a group of Scouts to go out selling in a specific area together. Scouts have fun with their friends as they travel to a neighborhood. A neighborhood can be covered very quickly with several Scouts each going door to door.

Helpful Sales Suggestions:

- First Start a conversation: Instead of saying "Do you want to buy some popcorn?" Instead ask, "Do you like popcorn?" This will quickly led to a broader conversation.
- Qualify your lead with open-ended question: "What kind of popcorn do you like?" The Scout has already established that I like popcorn, but then they needed to find out more about my underlying needs—did I like caramel corn, cheese popcorn, or what?
- Ask for the sale

Try This:

Scout: "Do you like Popcorn?"

Customer: "Well, yes I do!"

Scout: "What is your favorite kind of popcorn?"

Customer: " I like caramel corn and white cheddar."

Scout: "Well you're in luck. We are selling BOTH of those. Would you like to order some of your favorite popcorn right now? You don't have to pay any money today."

CORPORATE SALES:

There are many ways to sell popcorn to business. Some business will allow you to sell to their employees; some will let you post an order form in a lobby or breakroom. Focus on companies who give out year-end holiday gifts to employees or customers.

Selling Strategies- Continued

SHOW AND SELL

This method is a lot like an "old school" lemonade stand. Your unit gets permission to have a booth in a high visibility area and your Scouts sell actual popcorn product there on the spot. This method has been highly effective for many units. A unit can plan a Show & Sell day and split Scouts/ families into shifts so that everyone takes a turn. Talk with local stores to setup a time to sell.

STEPS TO SUCCESS

Identify Locations –Look for high traffic locations with good visibility for potential customers to find you. Great spots might include stores, parking lots, movie theaters, shopping centers, ball fields, after church on Sunday, or your chartered organization!

Initiate conversation with location –Contact the desired location where you would like to have a Show-n-up a location in a high traffic area in front of the store. If they won't allow a sale in front of the store, see if you can do a Drive Thru Sale in the back of the parking lot!

POP UP SHOPS: A Neighborhood

Encourage Scouts to set up a local Show & Sell type stand in their driveway or another location in their neighborhood. This is similar to a lemonade stand, where interested customers can come and purchase if interested!

Marketing & Promotion –Be sure to let everyone in the neighborhood know you are selling popcorn when & where.

Social Media –Utilize social media apps like Next Door or Facebook to market the sale.

Yard Signs–Set out signs directing potential customers to your Pop-Up Shop, like promoting a Garage Sale.

DRIVE THRU BOOTH ^{NEW!}

The best thing to come out of the last couple of years is curbside pick-up. I don't want to get out of the car to shop for anything and now I don't have to. Hosting a drive-thru event so people can buy popcorn from the convenience of their cars, is the perfect opportunity to sell to folks who feel the same. The drive thru sale plan can be done anywhere. By asking retail locations, your chartered organization, or other venues to provide space in the parking lot where customers can drive up, place and receive an order, then drive away, provides convenience and a low-pressure option to customers.

Other Tips & Tricks –

- Have customer remain in vehicle
- Utilize the door hanger for the customer to write down their order or create a simple order form
- Keep stock of popcorn on table to limit & only pull-out product requested by customer
- Encourage cashless transactions if possible
- Assign jobs for the entire day (i.e., 1 person is handling money, 1 is handling popcorn)
- Make a poster to show unit's sale goal and update throughout the day.

ONLINE DIRECT

- Safe for Scouts - fundraise from the safety of home
- No handling of products or cash- all credit.
- Assign jobs for the entire day (i.e., 1 person is handling money, 1 is handling popcorn)
- Make a poster to show unit's sale goal and update throughout the day.

HOW DOES ONLINE DIRECT WORK?

Two Ways Customers Order Online Direct.

- 1.Virtual Store - Scouts share their fundraising page via email, text or social media.
2. Scout Recorded - Record customer orders directly on the Scout's phone (Credit/debit only).

CAMP MASTERS ships products to customers, and unit never handles products or cash.



CAMP MASTERS
GOURMET POPCORN

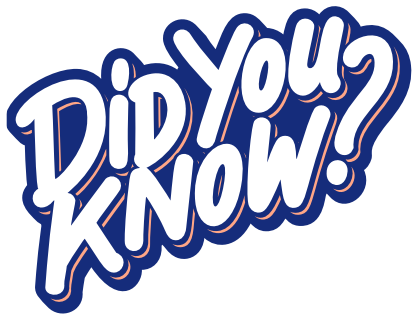
Sample Selling Script

YOUR BEST SALE

Tip: Use your order forms from last year to ask repeat customers!

"Hello, my name is _____ and I'm with Pack/Troop _____. I am trying to earn my way to _____ and support our camp programs. I have many DELICIOUS flavors of popcorn and _____ is my favorite because _____. Can I count on your support to help fund my adventures?"

Hi! My name is _____ and I'm with Pack/Troop _____. This is my year ___ selling popcorn! Would you like to buy some popcorn to support me and my Pack/Troop? My favorite popcorn is _____. I love being a Boy Scout because _____. My goal is to sell _____ (number of products or dollar amount). I can't wait to use my profits to _____.



It's important to practice in sales. On the way out the door practice your pitch to make sure you have a strong intro, value prop and call to action that you can deliver in a short period of time. As you practice you will get more and more comfortable with it and by the 3rd or 4th door you will have the delivery nailed.

Selling Tips

- ALWAYS wear your uniform
- Practice your sales pitch and role play with other Scouts
- ALWAYS smile and introduce yourself
- ALWAYS tell your customers why you are selling popcorn
- KNOW the different kinds of popcorn you are selling
- ALWAYS say "Thank You"
- ALWAYS make a copy of your order form
- ALWAYS have a clean order form with a pen
- The MORE you ask the MORE sales you have!
- BE SURE to get customer email addresses to send them a "Thank You" email after the sale, reminding them they can re-order online.**

Safety Tips

- NEVER enter anyone's home
- NEVER sell after dark unless you are with an adult
- DON'T carry large amounts of cash with you
- ALWAYS walk on the sidewalk and driveway
- ALWAYS sell with another scout or with an adult



Objections at the Point of Sale

The key to objection handling is being proactive about dealing with them. Most of us know the objections Scouts will face on a day-to-day basis during fundraising. Scouts should identify them, come up with specific approaches and responses to each of them and then test to see which ones work best.

I cannot eat popcorn...

That's ok. You can still support us and the military by sending popcorn to troops overseas. Popcorn also makes a great gift for someone else. We also have chocolate covered pretzels that you may like. Which one works best for you?

Popcorn is not healthy...

Many snack foods have lots of fat, but many of our products have less than half the calories of potato or corn chips, plus popcorn is high in fiber! Which one would you like? **Suggest the Gourmet Purple Popping Corn Jar. This gourmet popping corn is delicious popcorn contains antioxidants, has virtually No hulls, and tastes great.**

The price is too high..

The price is about the same as buying popcorn at the movies, however, 70% of the cost is going to help our Scouting program, so you can feel good about buying and helping. Think of it this way: you are donating to Scouting and this popcorn is your thank-you gift. Which one would you like?

We already bought popcorn...

Great! Thank you! After trying the product, many of my customers find that they would like to send some to family, friends, or to military members overseas. Do you have someone in mind that would like some delicious popcorn?

I don't have any money on

~~That's~~ ok. We take all major debit and credit cards. Which one would you like?

I am allergic...

I'm sorry to hear that. Would you consider sending some popcorn to military members overseas? You can support both Scouting and the military that way.

I don't support the Scouts

Thank you very much for your time. I hope you have a good day.

Be proactive about handling objections



CAMPMASTERS
GOURMET POPCORN

GEO- Fencing: Facebook



Geo-fencing is a tool on Facebook to help your unit advertise your Popcorn Site Sale in your area, and to boost the awareness of your Unit's activity within your community.

To guarantee advertisement success, please follow the steps below.

Step 1: Create a Community Facebook page. There are different kinds of pages on Facebook. There are also pages for businesses and organizations which have a broader set of tools. Community pages are ideal for Scouting units and councils. These pages have calendars and communications tools that allow them to create and promote events and reach a broader audience.

To create a 'Community' nonprofit page, use the link: <https://www.facebook.com/pages/create> and select the box on the top row, center column titled Company, Organization, or institution, and follow the prompts.

Step 2: Create an event. Once your page is up, create an event. The event could be for a Popcorn Site Sale, an open house, joining night, outing, fundraising event, or any other occasion.

For instructions on creating an event, use the link:

https://www.facebook.com/help/210413455658361?helpref=about_content

Step 3: 'Boost' the event. 'Boosting' means paying money to have your event seen by a broader number of people. (Think advertising.) For your Site Sale, it is best to geofence your event around the actual location of your Site Sale. "Boosting" your event for \$2/day and up to 21 days prior to your event.

For instructions use the following link: <https://www.facebook.com/business/help/347929565360250?id=300360584271273> and follow the prompts.

We suggest using the following parameters for your event, but feel free to adjust them as appropriate for your event or area.

Gender: Both Male and
Female Age: Adults 33-49



UNIT KICKOFF CHECKLIST

Time For
ADVENTURE

LOGISTICS

- ☐ Location
- ☐ Date & Time
 - Send invitations!
- ☐ Recruit Help

ATMOSPHERE

- ☐ Theme ☐ Games & Activities
- ☐ Music
- ☐ Decorations

CONTENT

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

Pick a theme



Sample Kickoff Agenda

Grand Opening (5 mins)

Play music, dim the light and have fun!

Share your Scouting program & promote upcoming adventures (10 mins)

Make sure families understand the benefits of selling popcorn and how it pay for their program

Highlight key dates that are important to the popcorn sale

Train your Scouts (10 mins)

Explain the different ways Scouts can sell: Show-N-Sell, Show & Deliver, Take Order.

Digital Take Order and online at CAMPMASTERS.org

Showcase your Scout Rewards (5 mins)

Introduce your unit incentive program, including the CAMP MASTERS High Achiever program.

Big Finish

Have top sellers from last year spray the leaders with silly string

Send everyone home motivated to sell.

Keep it FUN! Keep it MOVING! Keep it SHORT!

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

Jason Sieg

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	jilsmith@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

Page 1 of 1 (7 items) < 1 > Page size: 25

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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 top navigation bar includes 'Add User', 'Remove' (highlighted), 'Send Sign-On Link', 'Layouts', 'Export to Excel', and 'Export to PDF'. The table below lists users with checkboxes 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

Page 1 of 1 (7 items) | Page size: 25

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

The screenshot shows the Camp Masters interface for Troop 313. The top navigation bar includes 'Add User', 'Remove', 'Send Sign-On Link' (highlighted), 'Layouts', 'Export to Excel', and 'Export to PDF'. The table below lists users with checkboxes for selection.

	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

Page 1 of 1 (7 items) | Page size: 25

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.

2
1

Register Your Scouts

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

CAMP MASTERS

Home

Camp Masters

Main

Dashboard

Unit Orders

Unit Returns

Scout Credits

Scout Sales

Online Orders

Take-Order

Organization

Units

Users & Scouts

Dashboard

2020 Fall Popcorn Sale

Jason Sieg | Troop 313
Demo Council | Demo District Anytown

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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

Home

Camp Masters

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Dashboard

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Scout Credits

Scout Sales

Online Orders

Take-Order

Organization

Units

Users & Scouts

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)

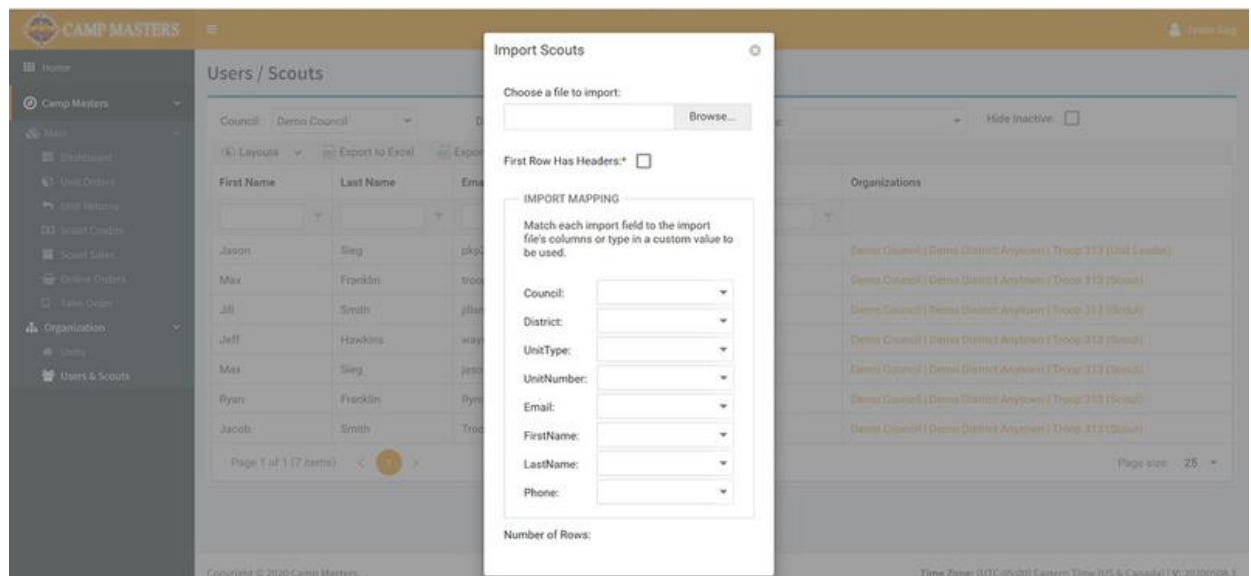
Page 1 of 1 (7 items) 1 Page size: 25

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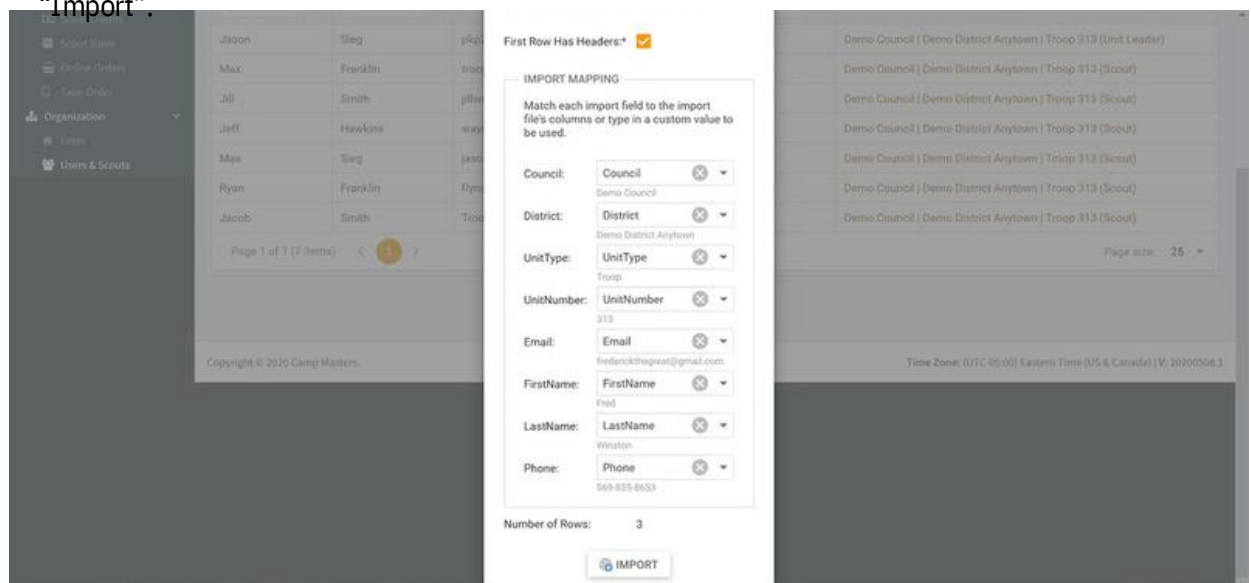


Register Your Scouts

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.



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.

Show-N-Sell Scheduling

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

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

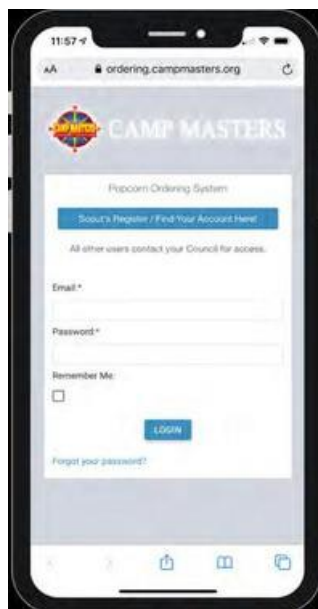
CAMP MASTERS MOBILE APP

SCOUTS, PARENTS & LEADERS

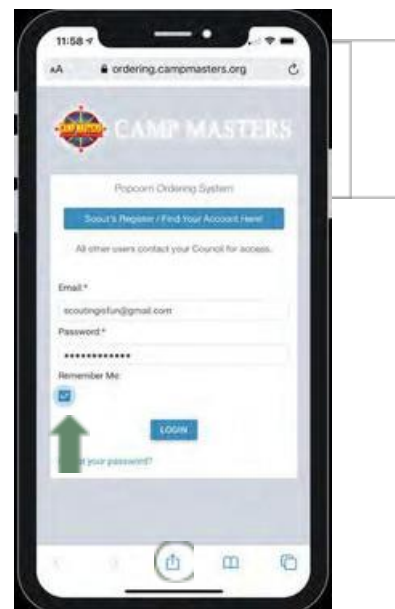
Follow these instructions to easily create a CAMP MASTERS app icon on your smartphone.



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!



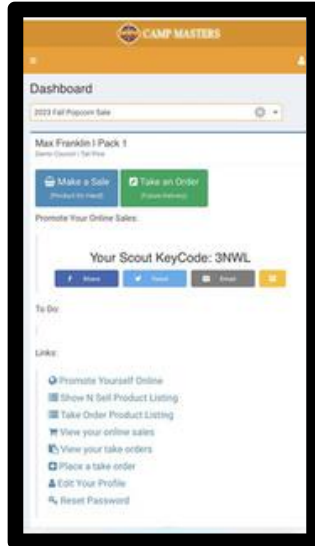
TAKE ORDERS by Cash and Credit Cards

SCOUTS, PARENTS & LEADERS

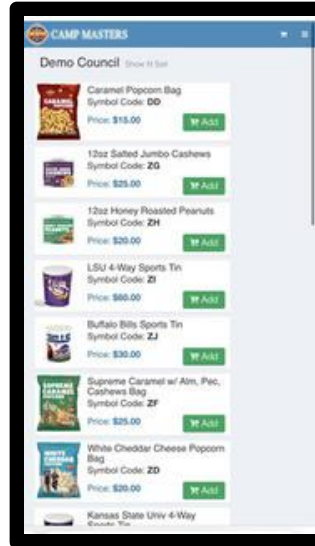
Follow these instructions to easily take orders and payment on your smartphone.



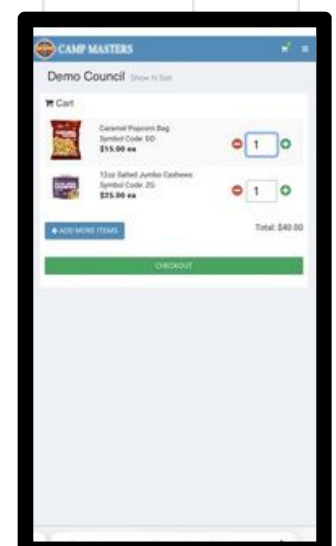
Login to
CAMP
MASTERS
Dashboard



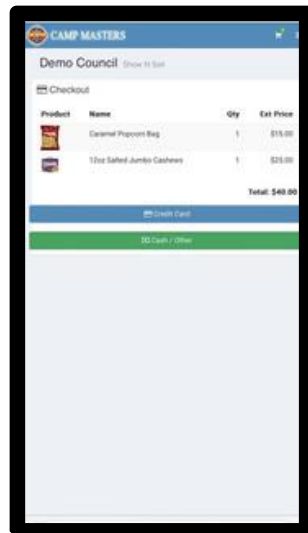
Click "Place a
Take Order" from
the dashboard



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



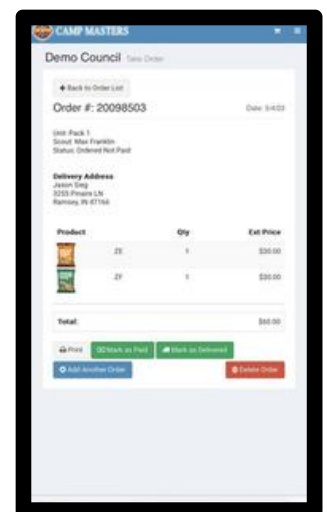
Scroll down to find the requested
product. Then click "Order" to
add the item to the shopping cart.



A confirmation window will
appear. You can either take
cash or Credit card for
payment



To take payment, you can:
1. Have the customer scan QR code for
them to enter payment.
2. Text them so they can enter payment.
3. Enter Information manually.



Mark as paid and delivered
if applicable.



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