

Unit Popcorn Kernel's Leader Guide

2018 Popcorn Funraiser! LET'S GET POPPIN'



www.ctyankee.org/popcorn



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LET'S GET POPPIN'

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Mauve Variety Tin



2018 POPCORN KEY DATES

Apr 12	District Kernel's Training - CYC 7:00PM - Large Training Room
May 3	Popcorn Kickoff EAST for Unit Leaders and Unit Kernels Location TBD - 7:00 PM (This counts as a spring kick-off for your 2% commission)
May 3	Take Order Sale Begins! Scouts have 6 months to do Take Order sales!
May 12	Visit our Popcorn Booth at ConnJam 2018 Orange Fairgrounds, Orange
May 17	Popcorn Kickoff WEST for Unit Leaders and Unit Kernels Location TBD - 7:00 PM (This counts as a spring kick-off for your 2% commission)
Jun 30	1% Commission if Commitment made by June 30th at www.campmasters.org .
Aug 13	Show and Sell orders due Campmaster's Website www.campmasters.org
Sep 7-8	Show and Sell Distribution 4-7PM on 9/7 and 8-11:30AM on 9/8 Location TBD
Nov 5	Take Order Sale Ends ~ Show and Sell Sale Ends
Nov 7	Take Orders due Campmaster's Website www.campmasters.org
Nov 9-10	Show and Sell Returns 11/9 ~ 4-7PM, 11/10 ~ 8-11:30AM Payments due for 1% Commission
Nov 12	NO RETURNS accepted after this date unless arrangements have been made prior to 11/9/18 ~ NO EXCEPTIONS!
Dec 7-8	Take Order Distribution 4-7PM on 12/7 and 8-11:30AM on 12/8 Location TBD Final Payments Due for 1% Commission
Dec 17	FINAL Payments Due Connecticut Yankee Council Campmaster's High Achiever Forms due to Council elsie.hemmings@scouting.org FINAL Prize Order Deadline ~ NO EXCEPTIONS!

Unit Popcorn Kernel Job Description

1. Recruit 1-2 teammates (don't try to do it all yourself!) Attend and participate in a popcorn workshop in the spring and earn an additional 2% commission.
2. During your Unit's summer program planning meeting with your unit committee, confirm your unit's budget and develop a unit sales goal and a per boy goal.
3. Formulate a popcorn sales plan that includes three (3) methods of selling popcorn: "Show and Sell", "Take Order" and "Online Sales."
4. Create a timeline of when all order forms, popcorn monies and Scout prize forms will be due to you. Be sure to allow for enough time for you to then turn them into Council by their deadline.
5. Hold a Unit Kick-off meeting for parents to inform them and get them excited about your unit's sale.
6. Prepare hand-outs for your unit kick-off meeting for both leaders and Scouts. Handouts should include:
 - ~ timeline showing Show & Sell and Take Order sales dates, deadlines for orders, popcorn pickup location and times
 - ~ your committee's agreed upon unit goal and per-boy sales goal (remember increase 8% over last year and earn an additional 2% commission on your unit sales). Be creative to help your Scouts and families visualize their part of the goal!
 - ~ a parent job description or list of expectations
 - ~ unit prize summary worksheet to record each Scout's prizes
 - ~ the prize brochure and order form
 - ~ Kernel's challenge information sheet and entry form
7. Promote corporate popcorn sales with your parents.
8. Complete the Unit Product Order Form and submit online. If you need assistance, do not hesitate to ask your District Popcorn Kernel or the Council office for help. Keep photocopies of your Scouts order forms so they can be used the following year.
9. Coordinate your unit's popcorn pick-up and distribution.
10. Distribute prizes upon receipt in a timely manner. Keep a list of Scouts and the prizes that they have earned.
11. CELEBRATE! Your unit's success and use the money earned to provide awesome program opportunities for each Scout to enjoy. Don't forget to remind them that they EARNED the money to have great program by selling popcorn!

The role of the Popcorn Staff is to help you have the most successful sale ever. Every District has its own Kernel. If you are unable to reach them, please feel free to contact your staff advisor:

Elsie Hemmings
Elsie.hemmings@scouting.org
973-919-0410

LET'S GET POPPIN!



2018 POPCORN TEAM

The role of the popcorn staff is to help you have the most successful sale ever! Every District has its own Kernel. If you are unable to reach them, please feel free to contact your staff advisor.

www.ctyankee.org/popcorn

Elsie Hemmings, Council Popcorn Staff Advisor
Elsie.hemmings@scouting.org
Cell 973-919-0410

Bill Amidon, Administration
william.amidon@scouting.org
203-951-0258

Kathy "The Kernel" Brinich
Brinich@sbcglobal.net, 203-676-6606

POWAHAY DISTRICT

Popcorn Kernel Staff Advisor	Treacy Bowron Jim Patterson	203-952-9404 203-951-0272	tbowron07@hotmail.com james.patterson@scouting.org
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SCATACOOK DISTRICT

Popcorn Kernel Staff Advisor	VACANT Roger Stewart	203-951-0262	roger.stewart@scouting.org
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POMPERAUG DISTRICT

Popcorn Kernel Staff Advisor	VACANT Bill Reynolds	203-951-0486	william.reynolds@scouting.org
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LIGHTHOUSE DISTRICT

Popcorn Kernel Staff Advisor	Kelly Edwards Eric Brantley	203-848-9507 203-951-0239	Kelly.edwards@yale.edu eric.brantley@scouting.org
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WEPAWAUG VALLEY DISTRICT

Popcorn Kernel Staff Advisor	VACANT Beth Rafferty	203-951-0271	beth.rafferty@scouting.org
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SLEEPING GIANT DISTRICT

Popcorn Kernel Staff Advisor	Kathy Brinich Herb Kemp	203-676-6606 203-951-0259	brinich@sbcglobal.net herb.kemp@scouting.org
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LET'S GET POPPIN!

2018 Popcorn Funraiser Commission Structure

30% Base Commission

1% Commitment Signup at www.campmasters.org by June 30th

2% Attend a Spring Kickoff (5/3 or 5/17)

2% With 8% Growth over 2017 (New Units 8% over average 2017 Sale \$5100)

1% New Unit Participation or Recruit a New Unit to Sell

1% Show & Sell Payments Received with Popcorn Pickup on 11/9 & 10

1% Take Order Payments Received with Popcorn Pickup on 12/7 & 8



******If payment is not received at the Council office by the dates below, the unit will forfeit a portion of their commission******

December 17

1% Commitment Commission

December 30

3% Kickoff & Commitment Commission



You can earn up to 38% of the sale to benefit Scouting in your area.

Here's how it works!

FOR ALL UNITS

- Base Commission = 30%
- Sale Commitment by 6/30/18 = 1%
- Attend Spring Sales Kickoff = 2%
- Increase Sales by 8% = 1%
- Recruit a new unit or be a new unit selling = 1%
- Payment received on 11/9-10 = 1%
- Payment received 12/7-8 = 1%

TOTAL PERCENTAGE = 37%

Gross Sales	30% Base Commission	1% Commitment by 6/30	2% Spring Kickoff	1% Payment on 11/9-10	2% Sales Increase by 8%	1% New Unit recruited or new unit selling	1% Payment on 12/7-8	Total Unit Commission	Amount Owed Council
\$10,000	\$10,000 x .30	\$10,000 x .01	\$10,000 x .02	\$10,000 x .01	\$10,000 x .02	\$10,000 x .01	\$10,000 x .01		\$10,000 - \$3,700
\$10,000	\$3000	\$100	\$200	\$100	\$200	\$100	\$100	\$3,800	\$6,200

CALCULATION WORKSHEET

Please complete and include with your payment to CYC

UNIT _____ CONTACT PERSON _____

PHONE _____ EMAIL _____

BASE COMMISSION 30%

1% COMMITMENT BY 6/30/18 _____%

2% ATTEND A SPRING KICKOFF _____%

2% SALES INCREASE BY 8% _____%

1% RECRUIT NEW UNIT OR NEW UNIT SALE _____%

1% PAYMENT ON 11/9-10 _____%

1% PAYMENT ON 12/7-8 _____%

Commission Total _____% x Total Gross Sales \$ _____ = \$ _____ Total Unit Commission

Gross Sales \$ _____ - Unit Commission \$ _____ = \$ _____ Amount Due Council

(Please make checks payable to Connecticut Yankee Council)

2018 Popcorn Ordering Information

SHOW & SELL ORDERS MUST BE PLACED BY AUGUST 13TH!

- Go to www.campmasters.org
- Go to **COUNCIL & UNIT ORDERING** tab
- Select **CONNECTICUT YANKEE COUNCIL**
- Enter your **USERNAME** and **PASSWORD**
- Order your quantities **BY THE CASE**
- Be sure to double check your order **BEFORE** you submit!



TAKE ORDERS MUST BE PLACED BY NOVEMBER 7TH!

- Go to www.campmasters.org
- Go to **COUNCIL AND UNIT ORDERING** tab
- Select **CONNECTICUT YANKEE COUNCIL**
- Enter your **USERNAME** and **PASSWORD**
- Order your quantities **BY THE CONTAINER**
- Be sure to double check your order **BEFORE** you submit!

PLEASE NOTE: Council order is due to Campmasters on November 9th. If your order is not in by November 7th it will not be included in the order. **NO EXCEPTIONS!**



LET'S GET POPPIN!

POP! POP!

CAMP MASTERS
GOURMET POPCORN

POP! POP!



5 Way Chocolatey Treasures Tin 74 oz.
(Available ONLY for Take-order)
1 Containers/Case
\$50.00



3 Way Cheesy Cheese Tin 15 oz.
1 Container/Case
\$30.00



Mauve Variety Tin
Real Butter & Kettle Corn
1 Containers/Case
\$30.00



12 Pk Sweet & NSalty Kettle Corn
Microwavable
8 Containers/Case
\$20.00



Supreme Caramel Crunch/ Almonds, Pecans and Cashews
20 oz.
8 Containers/Case
\$20.00



22 Pk Movie Theater Extra Buttery Microwavable
6 Containers/Case
\$20.00



8 oz. Caramel Corn Tin
8 Containers/Case
\$10.00



Chocolatey Drizzle Caramel w/Nuts Tin
8 Containers/Case
\$25.00



2.5 Oz Mauve Sea Salt Tin
8 Containers/Case
\$15.00

(Available ONLY for Take Order)



Gourmet Mauve Popping Corn 30 oz.
6 Containers/Case
\$15.00



White Cheddar Tin 5 oz.
8 Containers/Case
\$15.00



6 Pk Butter Microwavable
8 Containers/Case
\$5.00 during Show & Sell
\$10.00 on Take Order form

Show & Sell Return Policy



Council Return Day
Friday, 11/9, 4-7PM
Saturday, 11/10, 8-11:30AM



You need only to return popcorn that cannot be used as inventory in your take-order sale.

Please Note:

- 🌻 Campmasters has no return policy, keep in mind the Council pays for all product that is ordered
- 🌻 Only unopened/undamaged popcorn containers/bags may be returned - must re-sellable
- 🌻 Do not mix product in the same case. Please adhere to case counts on the side of the box (Caramel Corn 8 containers/case etc.)
- 🌻 Do not write on the boxes
- 🌻 Complete your own inventory **using the take out and return slip** prior to return day so we are on the same page
- 🌻 When returning, stack your products in your vehicle by product so you can go around the return and track smoothly the first time (i.e. 5 cases of white cheddar together, 4 cases of caramel corn etc.)
- 🌻 **ABSOLUTELY NO RETURNS WILL BE ACCEPTED AFTER 11/12/18 UNLESS PRIOR ARRANGEMENTS HAVE BEEN MADE BY FRIDAY 11/9/18 NO EXCEPTIONS!**

Due to the fact that there is limited staffing to help if you return product to Council, if you bring more than FIVE cases back to Council other than on return day (11/9 or 10), **the unit will lose 2% of their base commission** as a stocking fee.



2018 POPCORN TAKE OUT AND RETURN SLIP

Name: _____ *Cell Phone:* _____
Unit Type: Pack, Troop, Crew, Ship, Post *Unit #:* _____ *Town:* _____

E-Mail _____ **Popcorn Issued** **Popcorn Returned**

Cases | # Units

Cases | # Units

5 Way Chocolatey Treasures Tin	_____ _____	(A)	_____ _____
3 Way Cheesy Cheese Tin	_____ _____	(P)	_____ _____
Supreme Caramel Crunch/APC	_____ _____	(E)	_____ _____
Mauve Variety Tin	_____ _____	(N)	_____ _____
Choco Caramel Drizzle	_____ _____	(VV)	_____ _____
22 Pk Movie Theater Butter MW	_____ _____	(MM)	_____ _____
White Cheddar Tin	_____ _____	(NN)	_____ _____
Gourmet Mauve Popping Corn	_____ _____	(V)	_____ _____
Mauve Sea Salt Tin	_____ _____	(SS)	_____ _____
12 Pk Sweet & Salty Kettle MW	_____ _____	(YY)	_____ _____
Classic Caramel Corn	_____ _____	(L)	_____ _____
6 Pk Butter MW	_____ _____	(U)	_____ _____

****Unit Representatives Signature:** _____ **Date:** _____

****Council Representatives Signature:** _____ **Date:** _____

PLEASE - Council keeps original and make sure
unit receives a copy of the order as well!
Thank you.

2017 Product Lineup and Pricing

New Product Great Prices!

OVER 70% OF EACH DOLLAR GOES TO LOCAL SCOUTING

ZZ Support the Military and Scouting Too!

\$30 Military Donation



\$50 Military Donation

Choose item ZZ and **CAMP MASTERS** will send \$30 worth of popcorn to our military personnel.

Choose item WW and **CAMP MASTERS** will send \$50 worth of popcorn to our military personnel.

A *5 Way Chocolate Treasures Tin

A Chocolate Lovers Dream. Our best Chocolatey products that will be a great treat for any occasion. Includes: Chocolate Caramel Corn, Chocolatey Pretzels, White Frooted Pretzels, White Frooted Caramel Corn, and delicious morsels of Chocolatey Covered Peanut Brittle Bites

— 74 oz. @/lb

\$50



N *Variety Tin

Country Fair Sweet and Salty Kettle and Delicious Real Butter popcorn **TASTES GREAT**, contains antioxidants, and has virtually no hulls.

— 10.5 oz. @/lb

\$30



P *3 Way Cheesy Cheese Tin

Celebrate Scouting with a simply sensational collection of White and Yellow Cheddar Cheese along with a tasty Cheesy Slice (3 BIG Bags)

— 15 oz. @/lb

\$30



VV *Chocolate Drizzled Caramel w/Nuts

Buttery gourmet caramel popcorn w/nuts & rich chocolate drizzle

— 17 oz. @/lb

\$25



E *Supreme Caramel Crunch with Almonds, Pecans, and Cashews

Buttery sweet gourmet caramel corn with whole and crushed nuts

— 20 oz. @/lb

\$20



MM 22 Pack Movie Theater Extra Butter Microwave Popcorn

Popcorn perfectly seasoned with **EXTRA** Buttery flavor just like the movie theaters. America's #1 selling flavor!

— 20 oz. @/lb

\$20



V Purple Popping Corn Jar

This delicate popcorn contains antioxidants, has virtually no hulls and **TASTES GREAT**. No Artificial Anything.

\$15



NN *White Cheddar Cheese Tin

Cheesy goodness of White Cheddar on light, crunchy, crispy popcorn.

— 5 oz. @/lb

\$15




SS *Sea Salt Tin

Delicious Light and Crispy Sea Salt Popcorn are perfect with every bite. No Artificial Anything.

ONLY 35 CALORIES per cup!

— 2.5 oz. @/lb

\$15



YY 12 Pack Sweet & Salty Kettle Corn Microwave Popcorn

A sweet and salty old fashioned kettle corn taste, like the popcorn at old time county fairs!

— 2.5 oz. @/lb

\$15



L *Caramel Corn

Mouth-watering taste of delicate and crispy gourmet caramel corn kept fresh in a decorative collectible tin.

— 8 oz. @/lb

\$10



U 6 Pack Butter Microwave Popcorn

A convenient way to enjoy popcorn with a rich, buttery flavor anytime of the day.

ONLY 35 CALORIES per cup!

\$10



*Package and tin design may change - Subject to availability.

** Some popcorn varieties are lighter than others. Popcorn weight is measured in ounces. Volume of this is measured in gallons.

ALL PRODUCTS TRANS FAT FREE and NON-GMO POPCORN

— Feather Light / Low Calorie

— Contains Antioxidants & Virtually Hullless!

Thank you for supporting scouting



Prizes & Incentives

Check out Campmasters' additional "High Achiever" prizes!

CHOOSE A PRIZE AND GO FOR IT!
 Scouts can qualify for BOTH standard prizes AND an additional CAMP MASTERS High Achiever Prize



My prize goal is: _____
 My popcorn goal is: _____

<p>\$5000 PRIZE LEVEL K</p> <p>143 Apple Watch 144 MacBook 145 PlayStation 4 123 Smart Shop Gift Card \$200.00</p>	<p>\$250 PRIZE LEVEL C</p> <p>30 125 Pocket Watch 34 Pocket Knife 32 Pm Starke 37 Double-Edge</p>	
<p>\$3000 PRIZE LEVEL J</p> <p>171 Sport Sweater \$200 122 Silver Camping Gear 123 Walmart Gift Card \$100.00 124 Smart Shop Gift Card \$100.00</p>	<p>\$150 PRIZE LEVEL B</p> <p>30 P18 Popcorn Maker 32 10L Super Straws 33 Popcorn 37 Real Tying Course</p>	
<p>\$2500 PRIZE LEVEL I</p> <p>110 Backpack \$100 111 Backpack \$100 112 Backpack \$100 113 Backpack \$100 114 Backpack \$100 115 Smart Shop Gift Card \$100.00</p>	<p>SELL ONE ITEM PRIZE LEVEL A</p> <p>1 Popcorn Prizes 2018</p>	
<p>\$2000 PRIZE LEVEL H</p> <p>100 Popcorn \$100 101 Popcorn \$100 102 Popcorn \$100 103 Popcorn \$100 104 Popcorn \$100 105 Smart Shop Gift Card \$75.00</p>	<p>OPTIONAL BONUS LEVEL</p> <p>For every full sales sheet, each Scout will earn (1) entry into a drawing for: 2124 (4) coach airline tickets to anywhere in the continental U.S. -OR- 2081 A virtual reality headset.</p>	
<p>\$1500 PRIZE LEVEL G</p> <p>91 10L Popcorn \$100 92 10L Popcorn \$100 93 10L Popcorn \$100 94 10L Popcorn \$100 95 10L Popcorn \$100 96 10L Popcorn \$100 97 10L Popcorn \$100 98 10L Popcorn \$100 99 10L Popcorn \$100 100 10L Popcorn \$100 101 10L Popcorn \$100 102 10L Popcorn \$100 103 10L Popcorn \$100 104 10L Popcorn \$100 105 10L Popcorn \$100 106 10L Popcorn \$100 107 10L Popcorn \$100 108 10L Popcorn \$100 109 10L Popcorn \$100 110 10L Popcorn \$100 111 10L Popcorn \$100 112 10L Popcorn \$100 113 10L Popcorn \$100 114 10L Popcorn \$100 115 10L Popcorn \$100 116 10L Popcorn \$100 117 10L Popcorn \$100 118 10L Popcorn \$100 119 10L Popcorn \$100 120 10L Popcorn \$100 121 10L Popcorn \$100 122 10L Popcorn \$100 123 10L Popcorn \$100 124 10L Popcorn \$100 125 10L Popcorn \$100 126 10L Popcorn \$100 127 10L Popcorn \$100 128 10L Popcorn \$100 129 10L Popcorn \$100 130 10L Popcorn \$100 131 10L Popcorn \$100 132 10L Popcorn \$100 133 10L Popcorn \$100 134 10L Popcorn \$100 135 10L Popcorn \$100 136 10L Popcorn \$100 137 10L Popcorn \$100 138 10L Popcorn \$100 139 10L Popcorn \$100 140 10L Popcorn \$100 141 10L Popcorn \$100 142 10L Popcorn \$100 143 10L Popcorn \$100 144 10L Popcorn \$100 145 10L Popcorn \$100 146 10L Popcorn \$100 147 10L Popcorn \$100 148 10L Popcorn \$100 149 10L Popcorn \$100 150 10L Popcorn \$100 151 10L Popcorn \$100 152 10L Popcorn \$100 153 10L Popcorn \$100 154 10L Popcorn \$100 155 10L Popcorn \$100 156 10L Popcorn \$100 157 10L Popcorn \$100 158 10L Popcorn \$100 159 10L Popcorn \$100 160 10L Popcorn \$100 161 10L Popcorn \$100 162 10L Popcorn \$100 163 10L Popcorn \$100 164 10L Popcorn \$100 165 10L Popcorn \$100 166 10L Popcorn \$100 167 10L Popcorn \$100 168 10L Popcorn \$100 169 10L Popcorn \$100 170 10L Popcorn \$100 171 10L Popcorn \$100 172 10L Popcorn \$100 173 10L Popcorn \$100 174 10L Popcorn \$100 175 10L Popcorn \$100 176 10L Popcorn \$100 177 10L Popcorn \$100 178 10L Popcorn \$100 179 10L Popcorn \$100 180 10L Popcorn \$100 181 10L Popcorn \$100 182 10L Popcorn \$100 183 10L Popcorn \$100 184 10L Popcorn \$100 185 10L Popcorn \$100 186 10L Popcorn \$100 187 10L Popcorn \$100 188 10L Popcorn \$100 189 10L Popcorn \$100 190 10L Popcorn \$100 191 10L Popcorn \$100 192 10L Popcorn \$100 193 10L Popcorn \$100 194 10L Popcorn \$100 195 10L Popcorn \$100 196 10L Popcorn \$100 197 10L Popcorn \$100 198 10L Popcorn \$100 199 10L Popcorn \$100 200 10L Popcorn \$100</p>	<p>GRAND PRIZE</p> <p>TOP COUNCIL SELLER \$5,000 Minimum sales to qualify</p> <p>2062 \$500 Amazon Gift card -OR- 2081 Virtual Reality Headset.</p>	
<p>\$1000 PRIZE LEVEL F</p> <p>80 10L Popcorn \$100 81 10L Popcorn \$100 82 10L Popcorn \$100 83 10L Popcorn \$100 84 10L Popcorn \$100 85 10L Popcorn \$100 86 10L Popcorn \$100 87 10L Popcorn \$100 88 10L Popcorn \$100 89 10L Popcorn \$100 90 10L Popcorn \$100 91 10L Popcorn \$100 92 10L Popcorn \$100 93 10L Popcorn \$100 94 10L Popcorn \$100 95 10L Popcorn \$100 96 10L Popcorn \$100 97 10L Popcorn \$100 98 10L Popcorn \$100 99 10L Popcorn \$100 100 10L Popcorn \$100 101 10L Popcorn \$100 102 10L Popcorn \$100 103 10L Popcorn \$100 104 10L Popcorn \$100 105 10L Popcorn \$100 106 10L Popcorn \$100 107 10L Popcorn \$100 108 10L Popcorn \$100 109 10L Popcorn \$100 110 10L Popcorn \$100 111 10L Popcorn \$100 112 10L Popcorn \$100 113 10L Popcorn \$100 114 10L Popcorn \$100 115 10L Popcorn \$100 116 10L Popcorn \$100 117 10L Popcorn \$100 118 10L Popcorn \$100 119 10L Popcorn \$100 120 10L Popcorn \$100 121 10L Popcorn \$100 122 10L Popcorn \$100 123 10L Popcorn \$100 124 10L Popcorn \$100 125 10L Popcorn \$100 126 10L Popcorn \$100 127 10L Popcorn \$100 128 10L Popcorn \$100 129 10L Popcorn \$100 130 10L Popcorn \$100 131 10L Popcorn \$100 132 10L Popcorn \$100 133 10L Popcorn \$100 134 10L Popcorn \$100 135 10L Popcorn \$100 136 10L Popcorn \$100 137 10L Popcorn \$100 138 10L Popcorn \$100 139 10L Popcorn \$100 140 10L Popcorn \$100 141 10L Popcorn \$100 142 10L Popcorn \$100 143 10L Popcorn \$100 144 10L Popcorn \$100 145 10L Popcorn \$100 146 10L Popcorn \$100 147 10L Popcorn \$100 148 10L Popcorn \$100 149 10L Popcorn \$100 150 10L Popcorn \$100 151 10L Popcorn \$100 152 10L Popcorn \$100 153 10L Popcorn \$100 154 10L Popcorn \$100 155 10L Popcorn \$100 156 10L Popcorn \$100 157 10L Popcorn \$100 158 10L Popcorn \$100 159 10L Popcorn \$100 160 10L Popcorn \$100 161 10L Popcorn \$100 162 10L Popcorn \$100 163 10L Popcorn \$100 164 10L Popcorn \$100 165 10L Popcorn \$100 166 10L Popcorn \$100 167 10L Popcorn \$100 168 10L Popcorn \$100 169 10L Popcorn \$100 170 10L Popcorn \$100 171 10L Popcorn \$100 172 10L Popcorn \$100 173 10L Popcorn \$100 174 10L Popcorn \$100 175 10L Popcorn \$100 176 10L Popcorn \$100 177 10L Popcorn \$100 178 10L Popcorn \$100 179 10L Popcorn \$100 180 10L Popcorn \$100 181 10L Popcorn \$100 182 10L Popcorn \$100 183 10L Popcorn \$100 184 10L Popcorn \$100 185 10L Popcorn \$100 186 10L Popcorn \$100 187 10L Popcorn \$100 188 10L Popcorn \$100 189 10L Popcorn \$100 190 10L Popcorn \$100 191 10L Popcorn \$100 192 10L Popcorn \$100 193 10L Popcorn \$100 194 10L Popcorn \$100 195 10L Popcorn \$100 196 10L Popcorn \$100 197 10L Popcorn \$100 198 10L Popcorn \$100 199 10L Popcorn \$100 200 10L Popcorn \$100</p>	<p>PRIZE ORDER FORM</p> <p>Name _____ Level _____ Description _____ Total Sales: _____ Peak/Troop No. _____</p>	
<p>\$750 PRIZE LEVEL E</p> <p>60 10L Popcorn \$100 61 10L Popcorn \$100 62 10L Popcorn \$100 63 10L Popcorn \$100 64 10L Popcorn \$100 65 10L Popcorn \$100 66 10L Popcorn \$100 67 10L Popcorn \$100 68 10L Popcorn \$100 69 10L Popcorn \$100 70 10L Popcorn \$100 71 10L Popcorn \$100 72 10L Popcorn \$100 73 10L Popcorn \$100 74 10L Popcorn \$100 75 10L Popcorn \$100 76 10L Popcorn \$100 77 10L Popcorn \$100 78 10L Popcorn \$100 79 10L Popcorn \$100 80 10L Popcorn \$100 81 10L Popcorn \$100 82 10L Popcorn \$100 83 10L Popcorn \$100 84 10L Popcorn \$100 85 10L Popcorn \$100 86 10L Popcorn \$100 87 10L Popcorn \$100 88 10L Popcorn \$100 89 10L Popcorn \$100 90 10L Popcorn \$100 91 10L Popcorn \$100 92 10L Popcorn \$100 93 10L Popcorn \$100 94 10L Popcorn \$100 95 10L Popcorn \$100 96 10L Popcorn \$100 97 10L Popcorn \$100 98 10L Popcorn \$100 99 10L Popcorn \$100 100 10L Popcorn \$100 101 10L Popcorn \$100 102 10L Popcorn \$100 103 10L Popcorn \$100 104 10L Popcorn \$100 105 10L Popcorn 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CAMP MASTERS 2018 High Achiever Prizes

\$3,000 & Up Club

NEW Camping Package!
 (2 person tent; Texsport cast iron cook set; Hammock; Joey Chair – less than 2 lbs, holds 250 lbs; Blue tooth speaker/lantern/power bank) **OR** American Express Gift cheque for 5% of total sales.

Example: \$3000 =
 \$150 gift cheques.
 Gift cheques rounded to the nearest \$10.

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

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

NEW!
 Sell \$400 online – receive \$10 AMAZON gift card!

amazon

NEW FROM CAMP MASTERS
 Sell \$400 Online

amazon.com gift card

Receive a \$10 Amazon Gift Card!

Prizes & Incentives

BONUS LEVEL - FILL A SHEET



For every full sales sheet, each Scout will earn (1) entry ticket into a drawing for (4) coach airline tickets to anywhere in the Continental United States OR a Virtual Reality Headset For each additional sheet filled, each Scout will earn an additional entry ticket into the drawing. (no limit on entries)



GRAND PRIZE - TOP COUNCIL SELLER

The Scout with the highest dollar amount in sales (over \$5000) will win a Virtual Reality Headset OR a \$500 Amazon Gift card. **Must sell \$5000 to qualify.** This is in addition to your regular prize selection.



LET'S GET POPPIN!



Campmasters Scholarship Program

CAMP MASTERS PROGRAM ALTERNATIVE TO SCHOLARSHIP FUND

Ramsey Popcorn offers an alternative program to the scholarship program. We have established a Gift Cheque Program to award high sales achievement at the \$3000 level. There is extra value in this type of program as the Scout gets the reward immediately and it can be used for anything (deposited into any savings program for college, exchanged for cash at a bank, or to make purchases at most retailers.) With a scholarship-type program, if the Scout chooses not to further their education after high school then they forfeit the entire scholarship fund.

As a courtesy to our customers, for Scouts that are current participants in a 6% scholarship fund through past sales achievement with another company, they can continue to receive benefit through CAMP MASTERS **or** receive the CAMP MASTERS prize at the corresponding level, **they will not receive both.** **FORMS MUST BE SUBMITTED TO elsie.hemmings@scouting.org BY 12/17/18**

For selling CAMP MASTERS, here is what they need to do:

1. The Council has the Scout complete a Sales Achievement form (obtain from your council) and **note on the form** they are applying for the **6% program**. This form is used for Sales Achievement of \$3000 and up. However, for participation in the previous scholarship program we know their sales can be less than the \$1500 required on this form. Their participation is based on past sales and we will honor their participation in that program. **FORMS AVAILABLE AT WWW.CTYANKEE.ORG/POPCORN**
2. Total Sales of **CM items** only must be noted on the form.
3. Council must attach a copy of the report for the Scout's scholarship fund (or some other document that verifies they are current participants in the scholarship program).
4. Council must sign the forms to verify accuracy. Council will submit this form along with all other sales achievement forms to Ramsey.
5. For Scouts choosing to stay with the "scholarship" equivalent program. American Express Gift Cheques in the amount of 6% of their total sales (rounded to the nearest \$10 increment) for the year will be issued to the Scout. These Cheques will be cashed by the recipient and the money may be used in any manner. Some put the money in interest bearing accounts, others use the money to purchase pre-paid college educations in the states that have such programs. There are no restrictions on the use of the money.

NOTE: Only a Scout previously qualified and enrolled in the Trails End Scholarship program is eligible for the 6% Gift Cheques payment. Qualified Scouts must choose the Gift Cheques payment or the CAMP MASTERS incentive program offered to all Scouts. Once an eligible Scout chooses the CAMP MASTERS incentives, he may not return to the 6% program in the future.

6. **Important – In order to qualify for continuation, the Scout must submit a form the first year that the Council sells CAMP MASTERS. If a Scout does not add his name to the list of participants for the 6% program then the next year he will not be eligible.**

If you have any questions please contact: Veronica Battista, Ramsey Popcorn, PH (800) 624-2060, ext. 105 or e-mail: veronicab@ramseypopcorn.com

Sales Methods

SHOW & SELL - Unit orders product up front and sets up in front of a busy storefront such as WalMart, grocery store, police station, fire dept. and especially voting centers on Election Day!

1. Secure location prior to the sale. Ask store manager for permission to sell
2. Work in two-hour shifts. Don't have the entire unit attend at one time.
 - A. Two Scouts per shift is ideal
 - B. One parent per shift is a must
3. Do not block the store entrance
4. Be sure to leave the location clean
5. Set up a display of products. Do not use tables—Scouts tend to hide behind them
6. Sales are credited to the Scouts working the shift at the time
7. Any leftover product is to be used to fulfill your Take Order needs

WHAT'S THE ADVANTAGE TO THIS? When selling in a group with leaders, it's good training for the Scouts (salesmanship, public speaking). Typically, lower dollar sales, but when combined with the Take Order method it will increase sales level.

TAKE ORDER SALES - Scouts go door-to-door with a take order form. Customer writes his/her order and Scout delivers product and collects money in a few weeks. **REMEMBER TO TELL YOUR CUSTOMERS DELIVERY WON'T BE UNTIL THE 1ST WEEK OF DECEMBER!**

1. Set up a sales territory within your unit's area
2. Assign two Scouts to a territory
3. Have a parent accompany each sales team
4. Determine the timeline for when orders are due to the leader
5. Two out of three people will buy when asked
6. Only 19% of households have been called on to buy popcorn

WHAT'S THE ADVANTAGE TO THIS? High dollar sales per customer and you only order what you need.

ON-LINE SALES - Scouts send emails to their friends and family members asking them to support their Scouting programs by purchasing popcorn. Consumers pay with a credit card, Campmasters ships the product directly to the consumer, and Scouts get credit for the sale.

WHAT'S THE ADVANTAGE TO THIS? Allows Scouts to sell to friends and family members who live out of state. Also allows for repeat purchases throughout the year.



Popcorn Sale Checklist

- Recruit an enthusiastic parent as your Kernel to lead the charge
- Attend the Council Popcorn Kickoff Events (gets you an extra 2% commission)
- Complete your unit's program plan for the year. Get the Scout's input in order to have an "Ideal Year of Scouting"
- Set your budget goal by calculating the costs of doing all the activities in your unit's program plan. Use your **fund your adventure worksheet** found at www.ctyankee.org/popcorn
- Calculate the amount of popcorn you need to sell to meet your budget need
 - ◊ $\text{Budget need/Commission rate} = \text{Gross sales amount}$
- Break the goal down to an individual (Scout) family goal
 - ◊ $\text{Gross sales goal/Number of registered Scouts} = \text{Goal per Scout}$
- Set up your unit's calendar (order due date) based on the Council's calendar
- Schedule and plan out your unit's Popcorn Kickoff.
 - ◊ Visit www.ctyankee.org/popcorn for an awesome kickoff presentation you can use.
 - ◊ Enter the Campmaster's kickoff contest ~ win money!
 - ◊ **Make it FUN!** Have food, snacks, prizes games etc.
- Determine the best incentives for your unit that are above and beyond the Council's prize program (top seller prize, pizza party for the top selling den/patrol, gift cards for high sales amounts etc.)
- Communicate the plan developed to reach all Scout families
 - ◊ Highlight all the program activities the unit is planning on participating in
 - ◊ Information on the sales goal per Scout so there are no "out of pocket expenses"
 - ◊ Best method of communication: email, phone, social meetings etc.
 - ◊ How often do you plan to send out communication pieces
- Coordinate your locations with other units in your town so everyone has an opportunity to do Show & Sell
- Secure your Show & Sell locations several weeks in advance
 - ◊ Set up schedule for Scouts to participate. 2-3 Scouts assigned per two hour block (Remember two-deep leadership at all times!)
- Encourage all Scouts to participate in the "Take Order" sale
 - ◊ Two out of three people will buy when asked
 - ◊ Less than 20% of all households have been asked to purchase popcorn
 - ◊ Ask parents to take an order form to work
- Direct Scout families to www.campmasters.org for additional information about on-line selling and additional selling tips
- Coordinate popcorn pick-up and distribution. **You'll need help!**
- Distribute prizes in a timely manner—they earned them!
- Have a post-sale victory celebration!

LET'S GET POPPIN!

Steps for a Successful Unit Kick-Off

KICKOFF HELP—Unit kickoff presentation available at www.ctyankee.org/popcorn

- ⇒ Provide plenty of popcorn and snacks and make it exciting for your sales team - **the Scouts**
- ⇒ Review the year's Scouting program calendar and explain to the families how the entire program can be funded with one fundraiser—**CAMPMASTERS POPCORN!**
 - Determine how much popcorn you will need to sell to reach your goal
 - Budget Goal/Commission rate = Sales Goal
- ⇒ Communicate the unit's sales goal and each Scout's popcorn sales goal. Have the boys write down their goals in the space provided on the order form.
- ⇒ Show the Scouts what prizes they can earn by hitting their sales goals
 - Have a prize for the top seller in the unit and/or each den/patrol (gift cards, movie tickets, amusement park tickets etc.)
 - Review the Council's prize program and the Campmaster's Scholarship program
- ⇒ Role play with the Scouts on how to sell
- ⇒ Review the safety selling tips
- ⇒ Review sales materials and key dates

**Most of All -
Keep it FUN!**

Campmasters Tools for Units

WWW.CAMPMASTERS.ORG

KICKOFF HELP—Unit kickoff presentation available at www.ctyankee.org/popcorn

UNIT ORDERING INFORMATION

- ⇒ "How to Order" available at www.campmasters.org
- ⇒ CM Demo website at www.campmasters.org (practice)
- ⇒ Email campmasters@ramseypopcorn.com
- ⇒ Phone: 812-347-2441 or 800-624-2060
- ⇒ Office Hours - Monday through Friday, 8AM - 5PM EST
- ⇒ Campmasters FAQ's (your questions answered!) <http://www.popcornordering.com/>



Grow
Your
Sale in
2018!!

CAMP MASTERS

KICK OFF CONTEST



Kick up your popcorn sale!

KICK UP THE EVENT

CAMP MASTERS Unit Popcorn Sale Kick Offs are easy to organize and fun for all! Show us how your Kick Off looks, with a well prepared room. You can include product samples, prize displays, games and staging.

KICK UP THE TRAINING

CAMP MASTERS offers great training tools, like the Unit Kick Off Presentation (download today at campmasters.org). Show us how your Kickoff prepares Scouts with the confidence and safe selling techniques to have a great sale.

KICK UP THE FUN

The numbers are in and it's apparent that Units holding a Kick Off have a better sale. That's more funding for your Scouting Program!! Show us how your Kick Off is fun for your Scouts and their families! Be creative!

KICK UP THE PRIZES

Everyone wins when you have a Kick Off! Capture your Unit's SPECIAL ROOMSETUP, TRAINING and FUN by sharing a video or photo story and entering at campmasters.org or using our smart phone app. Search the Apple App Store or Android Market for "CAMP MASTERS Popcorn" to download.

Prizes will be awarded to the top 3 Units in each category: \$400 bonus commission to the 1st place Units, \$300 to the 2nd place Units and \$200 to the 3rd place Units.



For complete rules and regulations, visit www.campmasters.org

The **new** PayAnywhere.

PayAnywhere **overview.**



Program



Free app and magstripe credit card reader.



PayAnywhere 3-in-1 Credit Card Reader: *Accept EMV chip card, magstripe card, and contactless payments.*



Works with iOS and Android devices.



2.69% per swipe, dip, or tap on all major card brands.



No setup, monthly, or hidden fees.



Next day funding (for transactions processed before 5 pm ET).

PayAnywhere “Credit Card Program”

CAMP MASTERS is committed to your Council’s success, equipping you with the proper tools for effective fundraising. That’s why CAMP MASTERS has teamed up with PayAnywhere to help your Council and Unit sell more popcorn. Start accepting credit card payments and increase sales today!! To Set up your account you can click on the link below or call the Toll Free Number to speak with PayAnywhere Customer support.

www.payanywhere.com/campmasters

or call
1-877-236-9302
for PayAnywhere / CAMP MASTERS
specific customer support.

Instantly increase your fundraising sales by offering customers the payment option of debit/credit card. Use these helpful downloads to learn more.

www.payanywhere.com/campmasters

TRAINING - for Scouts, Parents and Unit Kernels!

HOW TO SELL \$10,000 IN A WEEKEND



Exclusive Unit Training with Michael Beck



Units that attend the Training continue to average a double digit growth in their Sale

- * **Increases Parental Involvement**
- * **Increases Confidence in your Boys**
- * **Helps Boys develop higher Self Esteem**
- * **Develops Better Leadership skills**
- * **Develop better Public Speaking skills**
- * **Gives new volunteers the confidence to succeed**
- * **Stops the emphasis on fundraising**
- * **Helps lead Scouts and Parents through training**

WE'VE GOT A TRAINING JUST FOR YOU!

TUESDAY, August 14th at Connecticut Yankee Council Service Center
6:30 pm ~ Pizza and Drinks
7:00 pm ~ Michael Beck Training begins

SAMPLES ~ PRIZES ~ GIVEAWAYS!

Register NOW at www.ctyankee.org/popcorn

Units attending have averaged a 14% growth in their Sale



- ✓ Goal Setting
- ✓ How to obtain the best locations
- ✓ The best way to present and merchandise the product
- ✓ Developing Sales Principles and Skills
- ✓ Supervision and Control
- ✓ Incentives

What Units are saying....

“Sold \$4,000 on our first day” - “The scouts are gaining enormous amounts of confidence”
– **Glen Sosnader**, Pack 369 – Cradle of Liberty

“On the very first day of sales, the Troop and Pack sold over \$3,000 worth of product! To us this was a huge success, because we had three locations in our small communities. So, the Troop and Pack have **sold \$4,000 in product in twelve hours** of selling in five locations in our small communities, more than the entire pack sold last year over a month! We are overwhelmed with the success of the program.”
– **Stacey Pawling** Troop 164, Mid America Council

“To our surprise, we were more successful than we imagined” – “We sold a total of \$12,900.” –
“I witnessed the boys develop their presentation and communication skills. It was amazing to watch them improve” – **Chris Heinzinger**, Cub master, Pack 73

“I was the only one from my District to attend Mike Beck's excellent presentation. Our Pack sold over \$10,570 this year, the first time ever to reach the \$10,000 mark.” - “And, my son who is not naturally very out-going is a lot more relaxed in public now. They both come home feeling very good every time we go out to sell. **It's a great confidence builder.**” –
Bob Mueller Pack 532, Choptank District

Scout Selling Tips

- ⇒ Always wear your Class “A” uniform when selling
- ⇒ Never sell alone or enter anyone’s home
- ⇒ Practice the sales presentation
 - Introduce yourself - first name only, and where you are from
Hi sir, my name is Bryan and I’m from Cub Scout Pack 38
 - Let people know what you are doing
We’re working very hard to try and help raise money for our Scout activities this year
 - How they can help you
You can help us by buying some of our gourmet popcorn
 - Close the sale
You’ll support Scouting won’t you?
- ⇒ Be polite and say thank you
- ⇒ Always walk on the sidewalk or driveway
- ⇒ Keep copies of your take order forms each year for repeat customers
- ⇒ Have mom and/or dad take an order form to work
- ⇒ Plan on how many sales you will need to reach your sales goals
 - Determine whom you will ask to help you reach your goal
 - Remember two out of three people will buy when asked - you just have to ask them!



Kernel's Korner Tips



ON-LINE SALES - The Scout goes online to www.campmasters.org with their parent to set up the on-line account and create an email database to email a message and link to the person they are selling to. This is a fantastic way to reach relatives and friends around the country or internationally.

Unit leaders can access Scout sales (click on the help tab for directions) to add the Scout's total sales for prizes. On the unit sales page, you can allocate show & sell sales for each Scout. When you enter the Scout's take order sales, the system automatically adds it in.

MILITARY SALES - Help show your support for our troops by sending popcorn to our military heroes, their families, and veterans' organizations around the world. Ask if friends and family members would like to make a donation either \$25 (silver donation) or \$40 (gold donation); of which 70% is invested back into Scouting. Consider making a donation goal of selling 3-5 of these per unit. A good place to sell may be at your local Police or Fire Department.

THE OFFICE - Mom and Dad...how many cookies have you bought from co-workers in the past? Well now it's your turn. Consider taking an order sheet to work and placing it in the break room. Or use your social media account to broadcast that your Scout is selling popcorn to fund his/her Scouting adventures! Either way you may sell an additional case or more over time; more commission for the unit.

