



BOY SCOUTS OF AMERICA®  
CONNECTICUT YANKEE COUNCIL

# 2019 Popcorn Sale



# UNIT LEADERS GUIDEBOOK



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## 2019 Popcorn Sale

Welcome to the Popcorn Sale!

This year CAMP MASTERS® and the Connecticut Yankee Council are providing you with all the tools you need to have a great popcorn sale in 2019. CAMP MASTERS is committed to providing your Scouts, their families and Scouting volunteers with an excellent fundraising program, the best tasting popcorn and the products consumers prefer. It's proven!

We hope you'll use this guidebook as a step-by-step manual to planning, executing and enjoying the rewards of a successful popcorn sale. After all, we know that the most important part of the popcorn sale is what it allows your Scouts to do in their Program!

As always, we look forward to hearing from you. You can always reach us by calling 1-800-624-2060 or email [customerservice@campmasters.org](mailto:customerservice@campmasters.org). We hope you will explore our website to check out other great Sales tools, downloads and best practices. Together, we can have a great year!

Sincerely,  
Wilfred E. Sieg, Jr.  
President  
CAMP MASTERS Popcorn



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Fundraising for the future!

# Unit Popcorn Kernel Checklist



- ✓ Attend and participate in the Popcorn Sales Training.
- ✓ Use the Fund Your Adventure worksheet to plan your year, make a budget and set goals (download from [campmasters.org](http://campmasters.org))
- ✓ Formulate a popcorn sales plan that includes the 3 methods of selling popcorn: Take Order Form, Show and Sell and Online Sales.
- ✓ Help get Scouts signed up with their own account in the CAMP MASTERS Ordering System
- ✓ Create a timeline of when all order forms, popcorn money and Scout prize forms will be due. Be sure to consider the key dates on page 10.
- ✓ Hold a Unit Kick-Off meeting for your Scout Families to inform and motivate them to help with your Unit's sale.
- ✓ Prepare hand-outs for your Unit Kick-Off meeting for both parents and Scouts. Hand-outs include:
  - Family Guide with prize brochure and order form
  - Key Dates
  - Sales Goals for the Unit and for the Scouts
  - A parent job description or list of expectations
- ✓ Promote a Corporate Popcorn Sale. Parents can take an order form to work and help boost their Scout's sales.
- ✓ Log in to the CM ordering system and complete the Unit Product Order, including your Scouts' Take Orders that the Scouts entered online, and submit
- ✓ Coordinate your Unit's popcorn pick-up and distribution.
- ✓ Distribute prizes upon receipt in a timely manner.
- ✓ Celebrate your Unit's success and use the money raised to provide an awesome Scouting Program Year for your Scouts to enjoy!

# Planning and Goal Setting



SEPTEMBER		OCTOBER		NOVEMBER	
Planned Activity	Cost	Planned Activity	Cost	Planned Activity	Cost
<b>This Month's Total: \$0.00</b>		<b>This Month's Total: \$0.00</b>		<b>This Month's Total: \$0.00</b>	
DECEMBER		JANUARY		FEBRUARY	
Planned Activity	Cost	Planned Activity	Cost	Planned Activity	Cost
<b>This Month's Total: \$0.00</b>		<b>This Month's Total: \$0.00</b>		<b>This Month's Total: \$0.00</b>	
MARCH		APRIL		MAY	
Planned Activity	Cost	Planned Activity	Cost	Planned Activity	Cost
<b>This Month's Total: \$0.00</b>		<b>This Month's Total: \$0.00</b>		<b>This Month's Total: \$0.00</b>	
JUNE		JULY		AUGUST	
Planned Activity	Cost	Planned Activity	Cost	Planned Activity	Cost
<b>This Month's Total: \$0.00</b>		<b>This Month's Total: \$0.00</b>		<b>This Month's Total: \$0.00</b>	
Registration & Insurance	\$0	<b>Enter the number of Scouts and your commission to calculate your goals:</b>	Number of Selling Scouts in your Unit:	40	
Advancements	\$0		Your Unit's Commission	30%	
Uniforms	\$0		Unit Total Activity Cost and Expenses	<b>\$0.00</b>	
Scholarships	\$0				
Other Expenses	\$0				
<b>Annual Total:</b>	<b>\$0</b>				

<b>Unit Sales Goal</b>	\$0.00
<b>Scout Sales Goal</b>	\$0.00

# Kickoff Planner



**A great sale starts with a great kickoff! Follow these simple steps to start your popcorn sale with a BANG and motivate Scouts, parents and other volunteers.**



1. Plan ahead. Think of an agenda that will be fast-paced and FUN!
2. Emphasize WHY it is important to sell popcorn.  
Communicate the exciting Scouting program and how families can cover all their annual expenses with one sale. CAMP MASTERS makes it easy to sell delicious popcorn so Scouts can spend more time having fun and less time selling popcorn.
3. Show Scouts the Take Order Form and their Prize Forms to highlight what they are selling and what they can earn from achieving their Sales Goal.
4. Remind Scouts they can use their Phone or Tablet to enter Customer's Take Orders electronically
5. Spend some time explaining the different ways to sell, key dates for the program and show and sell locations.
6. Motivate Scouts to set goals for their sales and to pick an awesome prize! CAMP MASTERS offers great High Achiever Prizes for top sellers.
7. Finish the evening with a memorable event, like throwing pies in the leaders' face or funny role-playing. A kick off will be exciting when Scouts are involved in the action!
8. Encourage your Scouts to Self-Register to sell online at [www.campmasters.org](http://www.campmasters.org)



Councils, Units, and Scouts Log in here



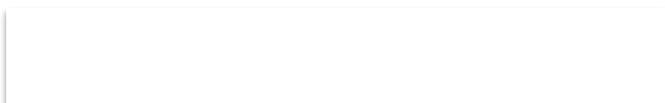
# Scouts Register to Start Selling



\*CURRENT SCOUTS – UNIT LEADER WILL ALSO EMAIL A SINGLE-SIGN ON LINK. When logged into the CM ordering system, from the Dashboard, the Leader selects “Setup/Invite Scouts”. The Dashboard will display the current list of Scouts in the system. Unit Leader can “click” the field to (1) email the single sign-on link to Scouts that are already in the system or (2) “click Add User” to add Scouts manually or (3) update information for any Scout.

ACCESS DIRECTLY TO THE CM ORDERING SITE WITH THE “EMAILED SINGLE SIGN-ON” LINK OR ACCESS VIA [WWW.CAMPMASTERS.ORG](http://WWW.CAMPMASTERS.ORG) FOR SIGN ON PAGE – see bottom left on screen “Council/Units/Scouts Log In Here”

LOG IN SCREEN, CLICK THE LINK FOR NEW SCOUTS TO SELF-REGISTER OR TO “FIND” YOUR SCOUT ACCOUNT.



\*\* use google chrome or [firefox](https://www.mozilla.org/en-US/firefox/) web browser

# Scouts Register to Start Selling



Let's find your unit!

Search for your unit.

Register



Let's find your unit!

4071

Pack 4071 / Greenville, MS  
Contact: Michael Mansour, MD  
Chickasaw Council / Washington

Troop 4071 / Greenville, MS  
Contact: Michael Mansour, MD  
Chickasaw Council / Washington

Pack 4071 / Milltown, IN  
Contact: Amy Bauer  
Lincoln Heritage Council / Lewis & Clark

Troop 4071 / Depauw, IN  
Contact: Linda Foster  
Lincoln Heritage Council / Lewis & Clark

Troop 4071 / Corydon, IN  
Contact:  
Lincoln Heritage Council / Non Active Units (Drop)



Let's find your unit!

Troop 4071 / Lewis & Clark / Lincoln Heritage C

Register



Check Your Email

We sent a confirmation to your email. Please use the link in the email to complete your registration.

# 2019 Popcorn Commission Structure



- 30% Base Commission for selling popcorn
- 1% Commitment Signup at [www.campmasters.org](http://www.campmasters.org) by June 30th
- 2% Attend a Spring Kickoff (June 6 or June 18)
- 2% With 8% Growth over 2018 (New Units 8% over average 2018 Sale \$3,200)
- 1% New Unit Participation
- 1% Show & Sell Payments Received with Popcorn Pickup on 11/8 & 11/9
- 1% Take Order Payments Received with Popcorn Pickup on 12/6 & 12/7



**\*\*\*If payment is not received at the Council Service Center by the dates below, your unit will forfeit a portion of its commission\*\*\***

- |             |                                    |
|-------------|------------------------------------|
| December 17 | 1% Commitment Commission           |
| December 30 | 3% Kickoff & Commitment Commission |

# Prize and Incentive Program



## ***BONUS Incentive - FILL A SHEET***

Every full sales sheet will be entered into a drawing conducted on September 30th and October 30th for a chance to win a \$100 Amazon Gift card.

## ***BONUS LEVEL - 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.

# Council-Endorsed Prize Sheet



Pick a prize and set a goal! Scouts can earn great prizes from the Prize Program in addition to supporting your Unit's Scouting Year.

## CHOOSE A PRIZE AND GO FOR IT!

Scouts can qualify for 80 MI standard prize AND an additional CAMP MASTERS High Achiever Prize

 <b>\$5600</b> PRIZE LEVEL	 <b>\$4000</b> PRIZE LEVEL	 <b>\$3600</b> PRIZE LEVEL	 <b>\$2750</b> PRIZE LEVEL	 <b>\$2000</b> PRIZE LEVEL	 <b>\$1500</b> PRIZE LEVEL	 <b>\$1000</b> PRIZE LEVEL	 <b>\$850</b> PRIZE LEVEL	 <b>\$650</b> PRIZE LEVEL
----------------------------------	----------------------------------	----------------------------------	----------------------------------	----------------------------------	----------------------------------	----------------------------------	---------------------------------	---------------------------------

**CAMP MASTERS 2019 High Achiever Prizes**

**\$3,000 & up Club**

**NEW Camping Package!** 12 person tent, 6-in-1 Gelling Tool, Hammock, Aluminum Tactical Flashlight, Set of Wallie-Talkies, Swiss Army Backpack, Off-Army Backpack Express Gift Cheque for 5% of total value.

**Mailings: 1,800 - 1,700 gift stamps. Gift stamps awarded to the individual.**

Call High Achiever prize line for more details. All High Achiever prizes have your name for extra credit in recognition.

**DO YOU KNOW?** Scouts Online Sales at [ScoutsOnline.com](http://ScoutsOnline.com) count towards your prizes!

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

**Fill -> Form Promotion**

Fill up 3 1/2 lbs. Order from August 26, approximately to mid-1,800 Bonus Gift Card. Transfer your Amazon gift card for multiple items throughout the November Gift Exchange with a total of 100 Amazon Gift Certificates from 2nd November 2016.

**PRIZE ORDER FORM**

Full Name: \_\_\_\_\_ Post/Zip: \_\_\_\_\_ Unit No: \_\_\_\_\_

Level: \_\_\_\_\_ Description: \_\_\_\_\_


# Even MORE Prizes!!!



Encourage your Scouts to set goals and earn great rewards IN ADDITION to their prize program incentives. CAMP MASTERS offer High Achiever Prizes to further recognize your Scouts that sell \$3,000 or more!!!



**2-person Tent**

80" L x 50" W x 48" H; pack size is 25" L x 5 3/4" W x 5" H with a 4 lb. weight.

**6-in-1 Stainless Steel Grilling Tool**

The Grilling Tool includes a spatula, bottle opener, fork, silicone brush, can opener, corkscrew, and a 5 1/2" serrated knife. The tool unfolds to 16 1/2" long and the spatula/knife detaches from the fork and brush for easy independent use. The separate tools lock together and fold like a pocket knife to just 11 1/2" long for convenient storage. Includes Nylon carrying case.

**Hanging Hammock**

This single sized hammock (108" x 55") holds up to 300lbs.

Folds up into a 9"x6" pouch with a 1.33 lbs weight.

**Aluminum Tactical Flashlight**

Each flashlight features all aluminum alloy construction with textured 'sure-grip' finish, and the rear push button switch which provides four operating modes: High Beam, Low Beam (50%), Rapid Safety Strobe Flash, and 'SOS' signal message.

**Cooking Set**

This cooking set includes: Skillet, Pot, Lid (fits both skillet & pot), and utensils. All nestle together and fits neatly into a carry bag.



American Express Gift Checks

for 5% of total sales.

Example: \$3,000 = \$150 gift checks.

Gift checks rounded to nearest \$10.

Did you know? Scouts **Online Sales** at **PopcornOrdering.com** count towards ALL of your Prizes!! Sell \$400 Online CAMP MASTERS will email you a \$10 AMAZON.COM Electronic Gift Card



# Key Dates and Contacts



DATE	ITEM	DONE
June 30 <sup>th</sup>	Deadline to submit sales commitment online for bonus 1% Unit commission.	
June 6-18	Popcorn sale <b>Kickoffs/trainings</b> for bonus 2% Unit commission. <ul style="list-style-type: none"> <li>• June 6th –Connecticut Yankee Council Popcorn Sale Kickoff</li> <li>• June 12th – Michael Beck ‘Sales’ Training</li> <li>• June 18th – ‘Last Chance’ Kickoff: 7:00 p.m. Council Service Center</li> </ul>	
August 13 <sup>th</sup>	Show and Sell Popcorn order due in campmasters.com website	
September 6 & 7 <sup>th</sup>	Show and Sell Popcorn pick-up for Units (143 Furniture Row~ Milford, CT)	
November 7 <sup>th</sup>	<b>Take-order</b> product order and prize order due in campmasters.com website	
November 8 & 9 <sup>th</sup>	Show and Sell Popcorn product return (143 Furniture Row~ Milford, CT)	
November 8 & 9 <sup>th</sup>	<b>For a bonus 1% Unit commission:</b> Show and Sell payment due when you return your Show and Sell product	
November 11 <sup>th</sup>	Show and Sell Popcorn product return deadline~~ <b>NO Show and Sell Popcorn product accepted after this date</b>	
December 6 & 7 <sup>th</sup>	Take-order product distribution (143 Furniture Row~ Milford, CT)	
December 17 <sup>th</sup>	Final product pick-up and final payment due for 1% on-time payment Unit commission	
December 17 <sup>th</sup>	Last day for late prizes to be accepted	

Council Staff Advisor	Charles Flowers	203.307-5712	Charles.flowers@scouting.org
Council Popcorn Kernel			
Powahay District	Treacy Bowron	203-952-9404	<a href="mailto:tbowron07@hotmail.com">tbowron07@hotmail.com</a>
Scatacook District			
Pomperaug District	John Goyette	203-913-6282	<a href="mailto:john.goyette@gmail.com">john.goyette@gmail.com</a>
Quinnipiac District			

# Selling Methods



Scouts can sell well and safely by following these proven methods and tips.

## Sell 3 Ways!

1. Sell with your Paper or Digital Order Form! Scouts can use this script to help build their confidence and salesmanship!

“Sir/Ma’am, hello my name is \_\_\_\_\_, I am a Scout with Pack/Troop \_\_\_\_\_ here in \_\_\_\_\_. We are selling popcorn to raise money for our unit to attend camp. You can help us by trying some of our DELICIOUS popcorn. You will help us, won’t you?”

2. Try Show and Sell! Arrange Show and Sell locations so your Scouts can be seen in front of high visibility storefronts or community gatherings. Be sure to plan in advance and communicate dates/locations!
3. Sell online! It’s easier than ever and you can help Scouts sign in and self-register that allows them to sell online through [www.popcornordering.com](http://www.popcornordering.com) . Also encourage Scouts to send emails out to all of their Family and Friends.

**\*\* For Scouts to use the digital Take Order form and to sell online, they must be registered in the CAMP MASTERS ordering system**

### POPCORN SAFETY TIPS

- Always sell with an adult or buddy
- Never enter a stranger’s house
- Keep checks and cash in a separate envelope with your name on it
- Always walk on the sidewalk whenever possible
- Never sell at night
- Wear your uniform
- Always be courteous!

### POPCORN SALES TIPS

#### 10 ways to make a popcorn sale.

- Ask your parents.
- Ask your relatives.
- Knock on your neighbor’s door.
- How about your parents’ friends?
- Sell at your place of worship.
- Ask your parents to take an order form to work.
- Have “Super Sale Day” with your fellow Scouts.
- Sell Door-to-Door around your community
- Popcorn makes great holiday gifts!
- Visit businesses around your town for a corporate sale.
- Send emails to all family and friends

# Show & Sell Return Policy

## Show and Sell Return Dates

Friday, 11/8, 4:00-7PM

Saturday, 11/9, 8:00-11:00AM

**Please Note: Your unit only needs to return the popcorn that cannot be used as inventory to fill your take-order sale**

- 🌻 Campmasters has a 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 11/11/19 UNLESS PRIOR ARRANGEMENTS HAVE BEEN MADE BY FRIDAY 11/9/19**

## **NO EXCEPTIONS!**

Note: Because 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 (11/8 or 9), **your unit will lose 2% of its base commission** as a restocking fee.

# Additional Information



**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

**Wednesday, June 12th** at Connecticut Yankee Council Service Center

6:30 pm ~ Pizza and Drinks

7:00 pm ~ Michael Beck Training begins

# More Tips for a GREAT Sale!!!



**ON-LINE SALES** - The Scout goes online to [www.campmasters.org](http://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.

