

# 2021 POPCORN SALE LEADER GUIDE



**Connecticut Yankee Council**

*in partnership with*



# WE'RE IN THIS TOGETHER

**2021 is an unprecedented year in the lives of our Scouting families as we continue to recover from COVID-19.** As we look ahead, the most important goal is keeping everyone safe and healthy at all times.

This year's popcorn sale will look and feel different for many of us. But your Council and CAMP MASTERS are dedicated to supporting you every step of the way. We are continually evaluating the current environment and recommendations with the best interests of everyone in mind. As the popcorn sale nears, we ask that you reach out to your Council regarding best practices and local safety guidelines.

As our Country takes the beginning steps towards recovery, we must continue moving forward as well. We need a united mindset focused on adaptability and resilience to keep the popcorn sale a vital part of funding your Scouting program in the coming year.

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

In 2021 CAMP MASTERS is providing all Councils and Units with training and marketing resources. Some information on these resources is included in this guide. And you'll gain access to others over the coming months leading up to the sale.

However, if there is anything you need to help fuel your popcorn success, please don't hesitate to reach out. Give us a call at 800.624.2060 or email our great team for assistance: [customerservice@campmasters.org](mailto:customerservice@campmasters.org).

We are fully invested in your popcorn success!

Warm Regards,

Wilfred Sieg, Jr.  
President

# CONTENTS

Letter from CAMP MASTERS	2
Learn With Popcorn	4
Important Contacts	5
Important Dates	6
2021 Product Selections	7
Commission and Prizes	9
Popcorn Policies	11
Leading Your Unit	12
Accepting Credit Cards	24

# LEARN WITH POPCORN

---

You've likely heard many times that *"it's not about selling popcorn, it's supporting Scouting."* But what does this mean? And how does it impact each individual Scout?

Scouting is here to help children become ethical adults that make good decisions. And popcorn serves an important role in this mentorship. It's a learning activity, just like any other, designed to build important skills towards this goal. Specifically:

## Association with Adults

Kids are sometimes shy or fearful around adults, even ones they know. For most, this doesn't resolve itself as they age. They gain the opportunity for exposure and practice communicating with adults by participating in the popcorn sale. They build the confidence that will make future things like college essays, job interviews and talking to their boss so much easier. It sounds like a simple interaction, but it's a way for them to overcome a tough barrier and learn how to navigate an adult-run world.

## Salesmanship and Entrepreneurship

Learning to set and reach goals through action helps Scouts develop important business skills. They learn how to best represent themselves and persuade others. In the future, they can use these tools to gain funding for a revolutionary business idea or be a strong team leader within their organization.

## Grow and Sustain Scouting

Scouting is not just an activity, but also a future career path. The mission of the organization needs strong leaders to carry the mentorship and impact forward into future generations. Everything they learn by participating prepares them to teach others what they know in Scouting or whatever future career they choose. Popcorn also brings Scouting to the attention of many others who may not be familiar with all that Scouting has to offer.

## Fund Membership and Activities

And of course, popcorn funds all the amazing activities in their Scouting program.



# IMPORTANT CONTACTS

## Staff

**Jason Messier**  
Popcorn Staff Advisor  
860-841-1141  
Jason.Messier@scouting.org

**Jonathan Glassman**  
Quinnipiac District Director  
203-701-8522  
Jonathan.Glassman@scouting.org

**Jim Patterson**  
203-951-0272  
Powahay District Executive  
Jim.Patterson@scouting.org

**Joseph Kierwiak**  
Scatacook District Executive  
860-490-3854  
Joseph.KierwiakIV@scouting.org

**Eric Brantley**  
Togo West District Director  
203-876-6868  
Eric.Brantley@scouting.org

**Tami Gage**  
Togo West District Executive  
203-543-6807  
tami.gage@scouting.org

## District Kernels

**Joseph Ushchak**  
Quinnipiac Kernel  
ushchakj@gmail.com

**Gabe Zayas**  
Pomperaug Kernel  
203-414-5196  
fd设计@optonline.net

## WAREHOUSE #1

Furniture Row  
Milford, CT 06460  
Bays TBA  
860-841-1141  
Jason.Messier@scouting.org

# IMPORTANT DATES

<b>Date</b>	<b>Event</b>	<b>Location</b>
6/24	June Popcorn Kickoff	Milford Elks
7/14	Popcorn Virtual Training	Online TBA
7/21	Popcorn Virtual Training	Online TBA
8/4	August Popcorn Kickoff	TBD
8/6	Show & Sell Orders Due	campmasters.org
8/26	Warehouse Pickup Show& Sell	Furniture Row
10/29	Show & Sell Returns Due	CYC Office Milford
11/6	Take Order Orders Due	campmasters.org
12/3-12/4	Warehouse Pickup Take Order	Furniture Row
12/17	Final Payments Due	CYC Office Milford
12/18	All Prize Orders Due	campmasters.org
12/18	Top Seller Celebration	TBA

# 2021 PRODUCT SELECTIONS

## Show & Sell

Microwave Butter 6pk	\$10
Caramel Popcorn Bag	\$10
Purple Popping Corn Jar	\$12
White Cheddar Cheese Tin	\$15
Honey Roasted Peanuts	\$15
Microwave Sweet & Salty Kettle Corn	\$15
Microwave Extra Butter Roasted Summer Corn 14pk	\$15
Classic Trail Mix	\$20
Cinnamon Crunch Popcorn Tin	\$20
Microwave Movie Theater Extra Butter 22pk	\$25
Supreme Caramel w/ Almonds & Pecans Tin	\$25

**To pick up your popcorn, follow these  
vehicle recommendations:**

- Midsize car holds about 20 cases
- Luxury sized car holds about 40 cases
- Minivan holds about 60 cases
- Large SUV holds about 70 cases
- Pickup Truck holds about 70 cases
- Rental Truck holds over 70 cases



# 2021 PRODUCT SELECTIONS

## Take Order

Microwave Butter 6pk	\$10
Caramel Popcorn Bag	\$10
Purple Popping Corn Jar	\$12
White Cheddar Cheese Tin	\$15
Honey Roasted Peanuts	\$15
Microwave Sweet & Salty Kettle Corn	\$15
Microwave Extra Butter Roasted Summer Corn 14pk	\$15
Classic Trail Mix	\$20
Cinnamon Crunch Popcorn Tin	\$20
Microwave Movie Theater Extra Butter 22pk	\$25
Supreme Caramel w/ Almonds & Pecans Tin	\$25
Chocolatey Drizzled Caramel Tin	\$25
\$30 Military Donation	\$30
3-Way Cheesy Cheese Tin	\$35
Chocolatey Treasures Tin	\$60

**Helpful Tip:**  
Before ordering your unit Take  
Order popcorn, remember to  
use up the remainder of your  
Show & Sell to fill the orders!





# COMMISSION & PRIZES

Basic Sale Commission: 31%

No Prize Option: 35%

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

<p><b>\$5,000</b> Level 14</p> <p>44 - Carrera Evolution Speedway Champions 45 - Coleman 10'x10' DarkRoom Fast Pitch Screened Dome 6-Person Tent 46 - LEGO Bugatti Chiron</p>	<p><b>\$375</b> Level 6</p> <p>17 - 5 piece Stainless Steel Mess Kit 18 - Multi-Tool w/ Hammer and Axe 19 - Color Changing Light Saber w/ Stand 20 - Grab Bag E</p>
<p><b>\$3,500</b> Level 13</p> <p>41 - Skullcandy Indy ANC True Wireless Earbuds 42 - Dark Zone Pro MK 1 43 - LEGO Technic Porsche 911 RSR</p>	<p><b>\$275</b> Level 5</p> <p>13 - 3-Watt - 200 Lumen COB LED Headlamp 14 - Air Hunter Zano Bow w/ 2 Zans 15 - Emergency Outdoor Survival Kit 16 - 4" Wood Handle Knife w/ BSA® Branding</p>
<p><b>\$2,750</b> Level 12</p> <p>38 - Adventure Camp Package 39 - HEXBUG Build Blitz &amp; Cafe 40 - LEGO Friends Water Park &amp; Cafe</p>	<p><b>\$175</b> Level 4</p> <p>9 - 4x30 Binoculars 10 - Dry Bag - 5 Liter w/ BSA® Branding 11 - Indoor Squishy Sticky Baseball (Cops) w/ BSA® Branding 12 - 6" Glove w/ BSA® Branding</p>
<p><b>\$2,000</b> Level 11</p> <p>35 - LEGO Harry Potter's Hogwarts Clock Tower 36 - Coleman 4-Person Tent 37 - Holy Stone Drone w/ HD Camera</p>	<p><b>\$125</b> Level 3</p> <p>5 - Mini Dynamo Flashlight w/ BSA® Branding 6 - Cinch Backpack w/ BSA® Branding 7 - Camp Journal Book 8 - Color Changing Watch/Pedometer</p>
<p><b>\$1,650</b> Level 10</p> <p>32 - High Sierra Tactical Pack 33 - HEXBUG Battleground Tower w/ 2 Spiders 34 - LEGO Star Wars Resistance Y-Wing Starfighter</p>	<p><b>\$75</b> Level 2</p> <p>1 - Fire Starter 2 - Keyring Light w/ BSA® Branding 3 - Compass Thermometer Whistle 4 - Pop Up Phone Stand/Holder (Phone not Included)</p>
<p><b>\$1,100</b> Level 9</p> <p>29 - Walkie Talkie 30 - LEGO DC Super Heroes Lex Luthor Mech Takedown w/ Batman &amp; Wonder Woman 31 - HEXBUG Battlebots Sumo Bash</p>	<p><b>LEVEL 1</b></p> <p>0.1 - Popcorn Sale Patch 0.2 - Online Sale Pin 0.3 - Military Sale Pin 0.4 - Top Seller Pin Sell over \$1,000</p>
<p><b>\$825</b> Level 8</p> <p>25 - 126-piece Tool Set 26 - LEGO Star Wars: The Mandalorian Trouble on Tatooine 27 - 2-Person Waterproof Tent 28 - Grab Bag G</p>	<p><b>\$650 Bonus Club</b> Scouts who sell \$650 in product will receive their choice of</p> <p>0.5 - Adventure Duffel Bag w/ BSA® Branding 0.6 - Foam Strike Switchblade Boomerang 0.7 - LEGO Friends Olivia's Electric Car</p>
<p><b>\$575</b> Level 7</p> <p>21 - Swiss Army Classic Knife 22 - Telescope w/ 40x Magnification 23 - Telescoping Fishing Pole w/ Reel 24 - Grab Bag F</p>	<p>Descriptions of Prizes Available at <a href="http://www.kellerprizeprogram.com">www.kellerprizeprogram.com</a></p>

IN ADDITION to these incentives, CAMP MASTERS offers High Achiever Prizes to recognize Scouts Popcorn Sale efforts.



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



SELL \$3000+ TOTAL  
GET 5% BACK ON A  
VISA DEBIT CARD



OR THIS CAMPER PKG  
Tent, Grilling set, Hammock, Cooler  
Chair Backpack, Camp Stove,  
Bluetooth Speaker & Lantern



**CAMPMASTERS**  
GOURMET POPCORN

# Unit Prizes & Top Sellers

---

## **Unit Prize:**

Pizza & Ice Cream Party

- Unit Sets Goal
- Exceed Unit Goal by 20%

## **Top Seller Celebration**

- 50 Top sellers in Council over \$1500
- Exclusive party on 12/18
- Prize Giveaways

# POPCORN POLICIES

---

## No Risk Show & Sell!

Extra Show & Sell popcorn can be returned by 10/29/21 to the CYC Milford Office for full credit. Remember to use extra Show & Sell inventory to fill Take Orders before returning or ordering additional products.

## No Returns for Take Order

Returns are not allowed on any products after 10/29/21.

## Prize orders Due by 12/18

Prize orders will not be accepted after 12/18. Prize orders should be placed by 12/4 to insure timely holiday delivery to the unit.

## Additional Popcorn Needed?

Run out of popcorn after a successful Show & Sell? Contact Jay Messier [jason.messier@scouting.org](mailto:jason.messier@scouting.org) or 860-841-1141.

# LEADING YOUR UNIT

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

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

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

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

- ★ District Popcorn Kernel - Your right-hand in all things popcorn
- ★ Unit Committee Members - Helping you develop the plans and budgets
- ★ Assistant Popcorn Kernel - 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 more receptive when asked to execute a specific task, not just serve a role in the popcorn sale. **When asking for help, be sure to say what you specifically NEED help with and how much time you think it will take them.**

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

# KERNEL CHECKLIST

## My #PopcornSquad

District Kernel

Assistant Kernel

Kickoff Kernel

Show-N-Sell Kernel

Pickup Kernel

Prize Kernel

Communications Kernel

- ☐ Attend Popcorn Trainings
- ☐ Plan Annual Scout Program (w/ Unit Committee)
- ☐ Review Commission Structure & Prizes
- ☐ Determine Additional Unit Prizes
- ☐ Set Budget for Program
- ☐ Recruit Your #PopcornSquad
- ☐ Update Scout Roster (w/ Membership Chair)
- ☐ Direct Scouts to Self-Register or Update Bio
- ☐ Determine Per-Scout Fundraising Goal
- ☐ Secure Storefronts (as / where possible)
- ☐ Create Unit Timeline for Popcorn Sale
- ☐ Establish Guidelines for Popcorn Pickup / Returns & Money
- ☐ Confirm Show-N-Sell Locations & Times
- ☐ Prepare / Update COVID-19 Guidelines
- ☐ Place Unit Popcorn Order
- ☐ Host Unit Kickoff Meeting
- ☐ Prepare and Distribute Handouts
- ☐ Share Tips & Ideas for Selling Popcorn
- ☐ Provide Selling Incentives & Games for Scouts
- ☐ Coordinate Pick-Up / Drop-Offs at District Warehouse
- ☐ Encourage Scout & Parent Participation
- ☐ Share Selling & Marketing Strategies
- ☐ Help Scouts Share Their Online Selling Link
- ☐ Place Final Popcorn Order
- ☐ Order and Distribute Prizes
- ☐ Remit Product Payments to Council
- ☐ Contact District Kernel as Needed for Assistance
- ☐ Celebrate!



# HOW MUCH POPCORN TO SELL

The mission behind the unit program planning philosophy is to help Scouting units fulfill young people's need for adventure and deliver on this promise. Units that operate under an annual program plan, that young people help construct, are proven to be more successful and make a more profound impact on the lives of their members. We promise young people the most exciting adventures they can imagine, and we had better be prepared to make it happen. How do you get buy-in and commitment from your unit's families when it comes to annual programming and fundraising needs? Your answer to this question is the key factor to the level of success your Scouting program will enjoy.

Brainstorming Ideas to Get You Started - The unit might plan and fund some of the following:

**Program Ideas:**

**Other**

**Considerations:**

Summer Camp

Cub Scout Council Events

Monthly Unit Activities

Pinewood Derby

Patrol/Den Activities

BSA Registration

Meeting Supplies/Awards

Den/Patrol Expenses/Training

Unit Equipment

Uniforms/Personal Camping

Assistance for Low-income

Once there are several ideas under consideration, filter them to allow the most realistic ones to surface. Be cautious not to discount Scouts ideas. Do provide them with enough information to decide which are most in creating their best program year.

Next, add key dates to a unit calendar that will be shared with Scouts and parents. Be sure to account for vacations, holidays and other school functions.

You now know what you're doing and when. It's time to budget! You can use the planner to help you organize activities and determine your fundraising goal.

Scouting teaches Scouts to earn their way. And a organized popcorn sale helps them learn to plan and meet their goals. Studies show your Scouting families appreciate a well planned sale that helps them coordinate it within their already busy lives.



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.

### 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	\$
<b>TOTAL UNIT BUDGET</b>	\$

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	\$
<b>TOTAL UNIT BUDGET</b>	<b>\$</b>



# REGISTER YOUR SCOUTS

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

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

The screenshot shows the CAMP MASTERS Dashboard for Jason Sieg | Troop 313. The left sidebar contains navigation links: Home, Camp Masters, Main, Dashboard, Unit Orders, Unit Returns, Scout Credits, Scout Sales, Online Orders, Take-Order, Organization, Units, and Users & Scouts. The main content area is titled "Dashboard" and includes a "2020 Fall Popcorn Sale" banner. Below the banner, the user's name and troop information are displayed: "Jason Sieg | Troop 313" and "Demo Council | Demo District Anytown". The "To Do:" section lists three items: "Submit your Unit Commitment Form", "There are 11 Unordered Scout Take Orders", and "There are 2 Open Unit Orders". The "Links:" section provides various management options: "Manage Unit Information", "Setup/Invite Scouts", "Setup/Import Scouts", "View Scout Online Sales", "View Unit Invoice", "Order Prizes", "Edit Your Profile", and "Reset Password". On the right, the "Show-N-Sell" section shows dates (Start: 2/25/20 - Due: 8/7/20) and a "Unit Kickoff 6/13/20" with "Returns Due 10/01/20 by 3:00pm". Below this are links for "View Product Listing", "Place Unit Order", "View Unit Orders", and "Award Scouts Credit". The "Take Order" section shows dates (Start: 3/2/20 - Due: 10/23/20) and "Returns due 10/20/20 by 3:00pm" with "Payments due to Council 11/1/20". It also includes links for "View Product Listing", "Place Unit Order", "View Unit Orders", "View Scout Take Orders", and "Place a Scout Take Order".

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

The screenshot shows the CAMP MASTERS Users page for Troop 313. The left sidebar is the same as the dashboard. The main content area is titled "Demo Council | Demo District Anytown | Troop 313 > Users". It features a table with columns: Type, Key Code, First Name, Last Name, Phone, and Email. The table lists seven users: a Leader (Jason Sieg) and six Scouts (Jacob Smith, Jeff Hawkins, Jill Smith, Max Franklin, Max Sieg, and Ryan Franklin). The page includes navigation links: "Add User", "Remove", "Send Sign On Link", "Layouts", "Export to Excel", and "Export to PDF". The page number is "Page 1 of 1 (7 items)" and the page size is "25". The footer contains the copyright notice "Copyright © 2020 Camp Masters." and the time zone information "Time Zone: (UTC-05:00) Eastern Time (US & Canada) | V: 20200508.1".



# REGISTER YOUR SCOUTS

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

The screenshot shows the Camp Masters web application. The left sidebar contains navigation links: Home, Camp Masters, Main, Dashboard, Unit Orders, Unit Returns, Scout Credits, Scout Sales, Online Orders, Take Order, Organization, Units, and Users & Scouts. The main content area is titled 'Demo Council | Demo District Anytown | Troop 313 > Users'. Below the title are tabs for 'INFO' and 'USERS'. The 'USERS' tab is active, showing a table of users. Above the table are buttons: '+ Add User', 'Remove' (highlighted), 'Send Sign-On Link', 'Layouts', 'Export to Excel', and 'Export to PDF'. The table has columns: Type, Key Code, First Name, Last Name, Phone, and Email. The rows are: Leader Jason Sieg, Scout Jacob Smith, Scout Jeff Hawkins, Scout Jill Smith, Scout Max Franklin, Scout Max Sieg, and Scout Ryan Franklin. The 'Remove' button is highlighted in orange. The footer shows 'Copyright © 2020 Camp Masters.' and 'Time Zone: (UTC-05:00) Eastern Time (US & Canada) | V: 20200508.1'.

Type	Key Code	First Name	Last Name	Phone	Email
Leader		Jason	Sieg	(214) 608-3499	pkp25@yahoo.com
Scout	D9YW	Jacob	Smith	(555) 555-5555	Troop313.Jacob@scouting.org
Scout	D9ZJ	Jeff	Hawkins	(214) 366-3455	wayne1965@gmail.com
Scout	D9ZH	Jill	Smith	(888) 888-8888	jillsmith@gmail.com
Scout	D9Y7	Max	Franklin	(214) 608-3499	troop313max@demo.com
Scout	D9YX	Max	Sieg	(812) 347-3505	jason@yahoo.com
Scout	D9Y9	Ryan	Franklin	( ) -	Ryno23@yahoo.com

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

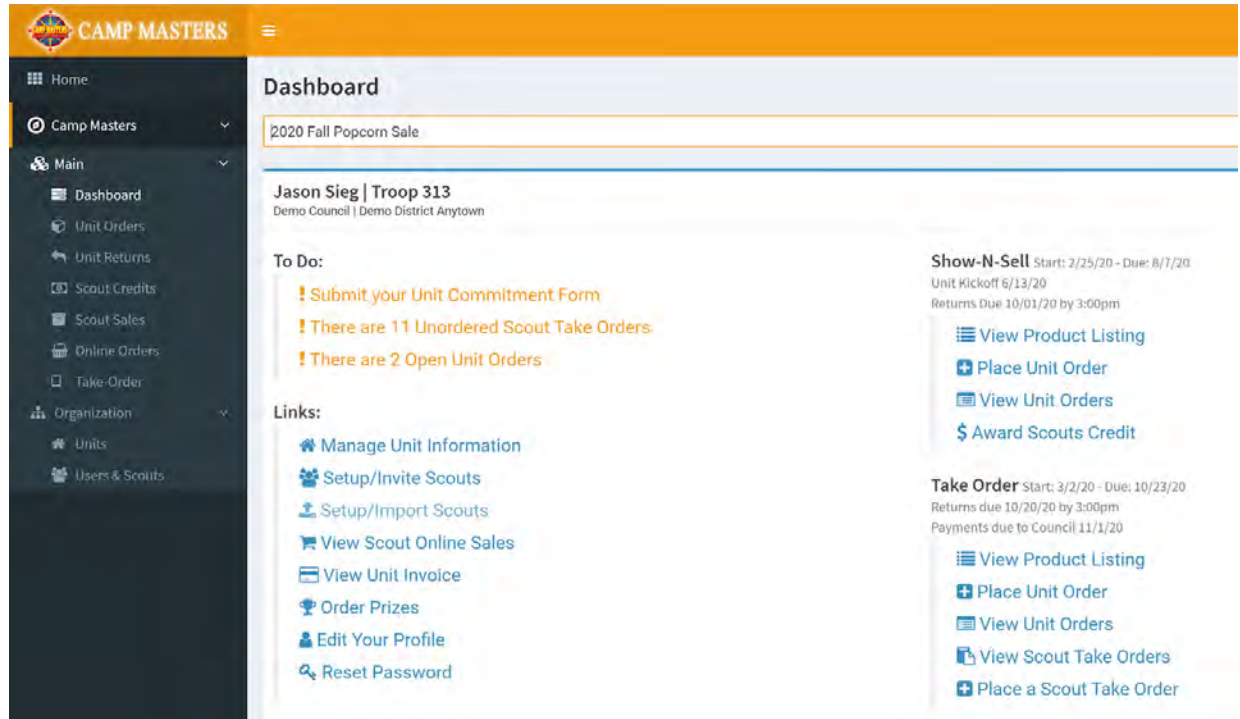
The screenshot shows the Camp Masters web application. The left sidebar contains navigation links: Home, Camp Masters, Main, Dashboard, Unit Orders, Unit Returns, Scout Credits, Scout Sales, Online Orders, Take Order, Organization, Units, and Users & Scouts. The main content area is titled 'Demo Council | Demo District Anytown | Troop 313 > Users'. Below the title are tabs for 'INFO' and 'USERS'. The 'USERS' tab is active, showing a table of users. Above the table are buttons: '+ Add User', 'Remove', 'Send Sign-On Link' (highlighted), 'Layouts', 'Export to Excel', and 'Export to PDF'. The table has columns: Type, Key Code, First Name, Last Name, Phone, and Email. The rows are: Leader Jason Sieg, Scout Jacob Smith, Scout Jeff Hawkins, Scout Jill Smith, Scout Max Franklin, Scout Max Sieg, and Scout Ryan Franklin. The 'Send Sign-On Link' button is highlighted in orange. The footer shows 'Copyright © 2020 Camp Masters.' and 'Time Zone: (UTC-05:00) Eastern Time (US & Canada) | V: 20200508.1'.

Type	Key Code	First Name	Last Name	Phone	Email
Leader		Jason	Sieg	(214) 608-3499	pkp25@yahoo.com
Scout	D9YW	Jacob	Smith	(555) 555-5555	Troop313.Jacob@scouting.org
Scout	D9ZJ	Jeff	Hawkins	(214) 366-3455	wayne1965@gmail.com
Scout	D9ZH	Jill	Smith	(888) 888-8888	jillsmith@gmail.com
Scout	D9Y7	Max	Franklin	(214) 608-3499	troop313max@demo.com
Scout	D9YX	Max	Sieg	(812) 347-3505	jason@yahoo.com
Scout	D9Y9	Ryan	Franklin	( ) -	Ryno23@yahoo.com

This will email each of the Scouts their unique CAMP MASTERS link so they can access the system without having to login. This makes taking orders and payments much easier.

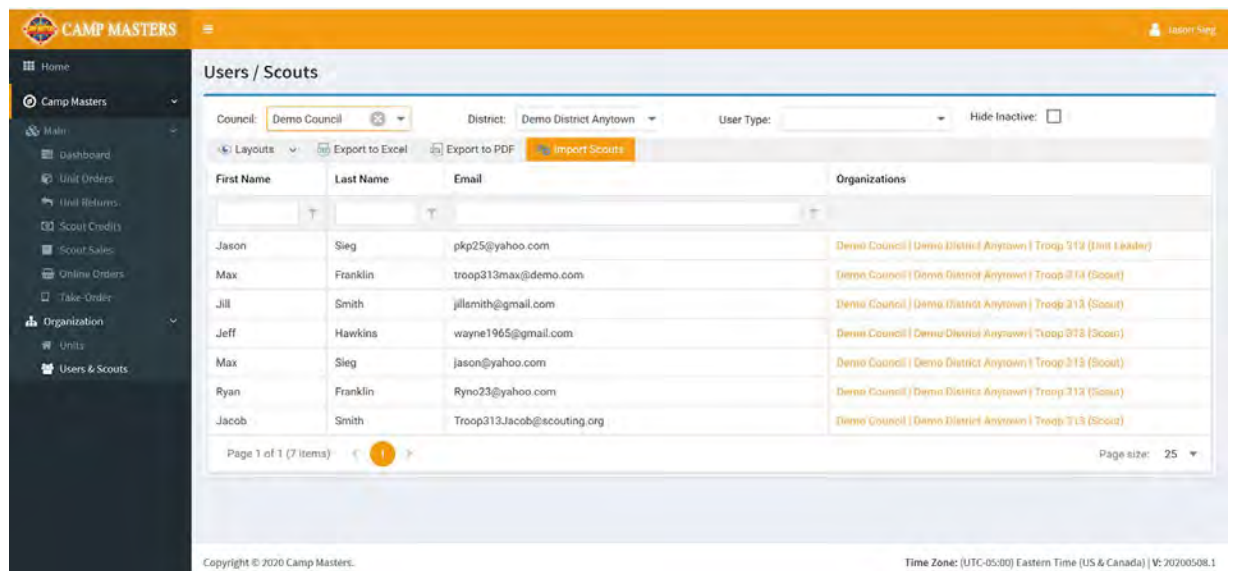
# REGISTER YOUR SCOUTS

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



The screenshot shows the Camp Masters Dashboard for Jason Sieg | Troop 313. The dashboard includes a sidebar with navigation options like Home, Camp Masters, Main, Dashboard, Unit Orders, Unit Returns, Scout Credits, Scout Sales, Online Orders, Take Order, Organization, Units, and Users & Scouts. The main content area displays a "To Do" list with items like "Submit your Unit Commitment Form", "There are 11 Unordered Scout Take Orders", and "There are 2 Open Unit Orders". It also features a "Links" section with options like "Manage Unit Information", "Setup/Invite Scouts", "Setup/Import Scouts", "View Scout Online Sales", "View Unit Invoice", "Order Prizes", "Edit Your Profile", and "Reset Password". On the right, there are sections for "Show-N-Sell" and "Take Order" with their respective start and due dates, and links to "View Product Listing", "Place Unit Order", "View Unit Orders", and "Award Scouts Credit".

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



The screenshot shows the Camp Masters Users / Scouts page. It includes a sidebar with navigation options like Home, Camp Masters, Main, Dashboard, Unit Orders, Unit Returns, Scout Credits, Scout Sales, Online Orders, Take Order, Organization, Units, and Users & Scouts. The main content area displays a table of users with columns for First Name, Last Name, Email, and Organizations. The table lists several users, including Jason Sieg, Max Franklin, Jill Smith, Jeff Hawkins, Max Sieg, Ryan Franklin, and Jacob Smith, all associated with Troop 313. Above the table, there are filters for Council, District, User Type, and Hide Inactive. There are also buttons for Layouts, Export to Excel, Export to PDF, and Import Scouts. The page footer includes copyright information and time zone details.

# REGISTER YOUR SCOUTS

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

Import Scouts

Choose a file to import:  Browse...

First Row Has Headers: ☐

IMPORT MAPPING

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

Council:

District:

UnitType:

UnitNumber:

Email:

FirstName:

LastName:

Phone:

Number of Rows:

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

First Row Has Headers: ☒

IMPORT MAPPING

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

Council:  Council

District:  District

UnitType:  UnitType

UnitNumber:  UnitNumber

Email:  Email

FirstName:  FirstName

LastName:  LastName

Phone:  Phone

Number of Rows:

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.

# STOREFRONT RECRUITING

You can never start too early in securing storefronts. Of course, it's going to be a bit different this year. And that means adapting your approach. Here are some of the best tips to help you do just that:

- Grocery stores and home improvement stores are both essential businesses. But they are receiving policies and procedures for Coronavirus from corporate. Make sure you approach the store/company Manager with this in mind. Do some research and find out the policies in place so you can adapt your approach and relate how Show-N-Sell will meet these guidelines.
- Right now, resources are tapped thin in these stores. Consider sending an email or leaving a message for the Manager to call you back. The reality is, you're not going to be their first priority right now. After a few attempts, and still no response, only then try going in person.
- Think of other high-traffic, essential businesses in your area to contact. As other businesses begin reopening, reach out to them as well.
- Use the COVID-19 recommendations in this guide to help the Manager/Owner understand that above all else, safety comes first. This will help ease their mind while it is still uncertain what the fall recommendations will be.

## SAMPLE EMAIL / SCRIPT

Hello [NAME],

This is [YOUR NAME] from Scout Troop [Troop #]. Our Scouts are holding our annual popcorn fundraiser this year. The funds raised supports their ability to participate in our local Scouting program.

Due to the coronavirus, it's going to look a lot different this year. However, with everyone's safety guidelines in mind, I wanted to reach out regarding hosting a Show-N-Sell at {STORE NAME} in [MONTH].

Much can change between now and then, so I'm not looking for a definite answer today. What I'd like to do is confirm you'd consider it and then reach back out for a yes or no as the date draws closer.

Can I reach back out in [A MONTH, A FEW WEEKS]??



# SHOW-N-SELL SCHEDULING

You can manage your Show-N-Sell dates and volunteers within this table. Or look below for instructions to use an online management tool.

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

## ONLINE SIGN UP INSTRUCTIONS

Video Training here:

1. Create a free account at [SignUpGenius.com](https://www.signupgenius.com).
2. Then follow these step-by-step instructions:  
<https://www.signupgenius.com/faq/create-sign-up.cfm>



# YOUR POPCORN KICKOFF

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

1. **Set the Agenda.** Think of things that are fun and fast-paced. This helps build energy and excitement for the popcorn sale. Scouts will leave ready to earn their way selling delicious popcorn!
2. **Ask for Help.** Enlist others to help you pull off a fun and exciting popcorn kickoff! No need to try and take it all on yourself.
3. **Know Your WHY.** Share the exciting Scouting Program that this fundraiser will support. Talk about the activities and what the Scouts will experience. And reiterate that it can all be paid for by POPCORN! (*See pg 4 for additional info to share.*)
4. **Review the Forms.** Show Scouts the forms they'll be using in detail so they understand how to use them to promote the products and capture orders.
5. **Build their Profile.** Have each Scout register or update their profile at CAMPMASTERS.org.
6. **Ready to Sell!** Add CAMP MASTERS to their phones.
7. **Sharing is Caring.** Explain how they can share their CAMP MASTERS profile link with friends, family and through social media.
8. **Cover What's Critical.** Spend some time explaining the different ways to sell, key dates for the program and show and sell locations.
9. **Focus on the Goal.** Motivate Scouts to take on the Unit Scout goal and to pick an awesome prize as part of their goal!
10. **Create a Memory.** End the night with a fun and memorable event. Scouts love to be part of the action. And they always love a good pie to the face of their Unit Leader!



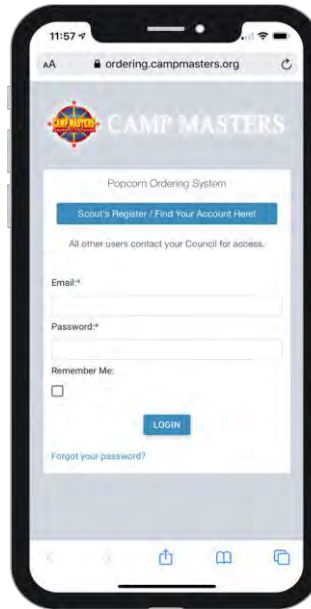
# CAMP MASTERS APP

## SCOUTS, PARENTS & LEADERS

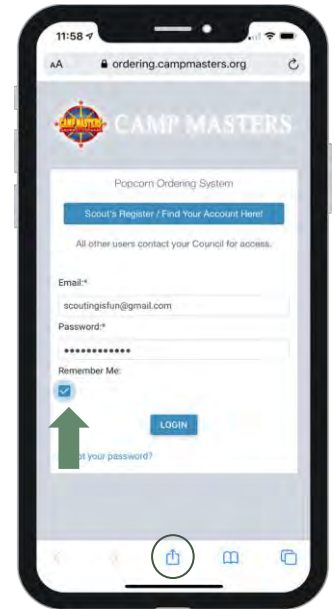
Follow these instructions to easily create a CAMP MASTERS app icon on your smartphone.



Open Safari  
Chrome on Android

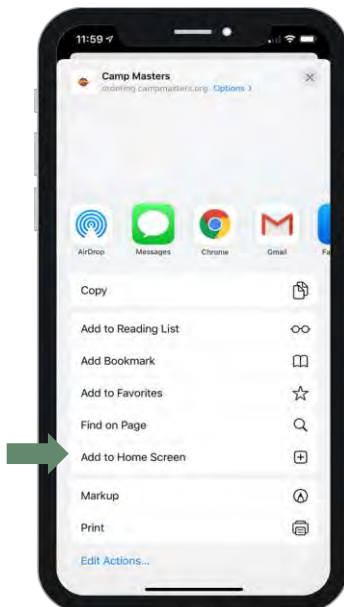


Go to  
[ordering.campmasters.com/Account/Login](https://ordering.campmasters.com/Account/Login)

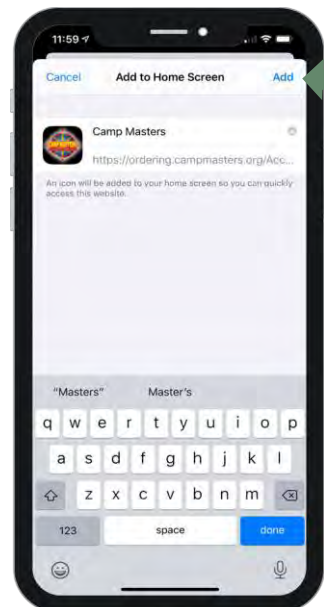


Enter your login and click  
"Remember Me" then Login

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!



**CAMP MASTERS**  
GOURMET POPCORN

# ACCEPTING CREDIT CARDS

CAMP MASTERS has partnered with PayAnywhere to provide accounts and free readers to all Units. Just go to: [payanywhere.com/campmasters](http://payanywhere.com/campmasters)



- **FREE app and FREE card readers**
- **Multiple device and multiple user ready**
- **No hidden fees....No monthly minimum fees, no setup fees, and no cancellation fees**
- **2.69% per swipe transaction fee; 3.49% + \$0.19 for keyed transactions**
- **Transaction fees removed from deposits automatically**
- **Funds within 24 hours of processed transactions**
- **Free Merchant Portal for detailed account activity and business intelligence reporting**
- **Create versatile item library with multiple products and prices or input charges directly.**
- **Safe and secure with immediate data encryption and PCI compliant and certified**
- **Live Customer Support via Phone and Chat**
- **[www.campmasters.org/pay-anywhere](http://www.campmasters.org/pay-anywhere)**



# CREATE YOUR ACCOUNT


## Applying for PayAnywhere.



Head to [payanywhere.com/campmasters](https://payanywhere.com/campmasters) to apply for your account. As the head of your Unit, you are responsible for your account. Use your information for the majority of the fields on this page.


The Boy Scouts of American National Council does not permit any regional or local councils, troops, packs, or units to use the National Council's Tax Identification Number (TIN) when applying for a merchant processing account.


Units should not use the Social Security Number of an adult leader. If they do, the IRS will attribute all banking transactions, unit purchases, etc., to that leader as an individual and they will be solely responsible for any tax related burden. Total transactions under \$20,000 do not trigger a 1099 however.



Prefer the phone?  
Call to register: 877.587.5840

### How will you use PayAnywhere?

**As a Business**  
Require users of goods or services you sell through Pay.

**As an Individual**  
Require users of goods or services you sell through Pay.

If you do not have a TIN, use the "Individual" tab to apply for an account.

Information about you, the principal of the company

First name:	<input type="text"/>	Address:	<input type="text"/>
Last name:	<input type="text"/>	Suite / Apt #:	<input type="text"/>
Email:	<input type="text"/>	Zip code:	<input type="text"/>
Phone number:	<input type="text"/>	<input checked="" type="checkbox"/> This is the same as the business address	
Birthday:	<input type="text"/>	Please create a password:	<input type="password"/>
Last 4 digits of SSN:	<input type="text"/>	Confirm password:	<input type="password"/>

Select "Non-Profit" + "Charities & Nonprofits" + "Fundraisers"

Information about your company

We are a:	<input type="text"/>	Total monthly CC sales:	<input type="text"/>
Industry:	<input type="text"/>	Average ticket amount:	<input type="text"/>
Business type:	<input type="text"/>	We have been in business for:	<input type="text"/>
DBA name:	<input type="text"/>		
Federal tax ID:	<input type="text"/>		

Select ~\$25,000

☐ I have read and agree to the [Terms and Conditions](#)

CREATE ACCOUNT

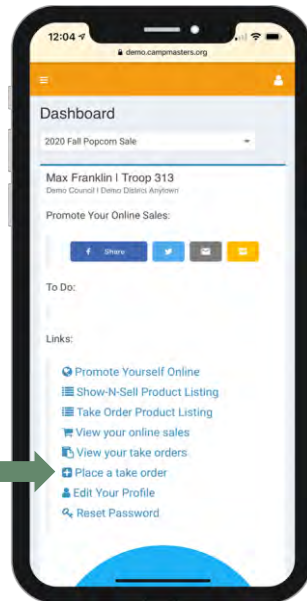
Records and your information are protected by SSL encryption.



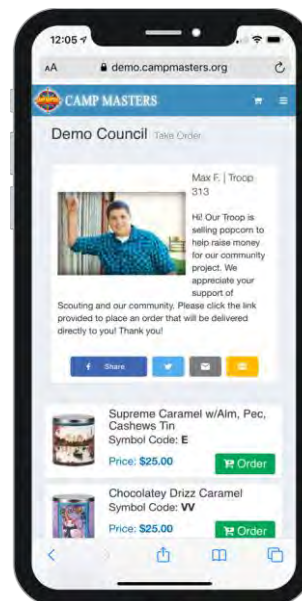
# TAKE ORDERS ON THE GO

## SCOUTS, PARENTS & LEADERS

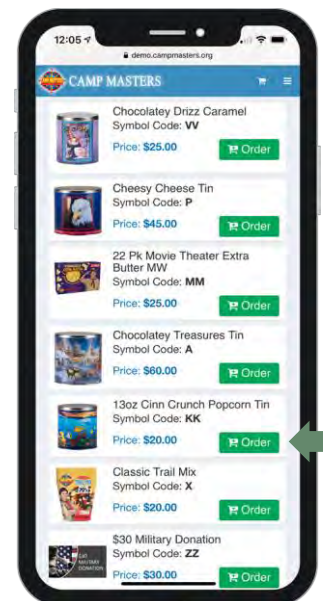
Follow these instructions to easily take orders and payment on your smartphone.



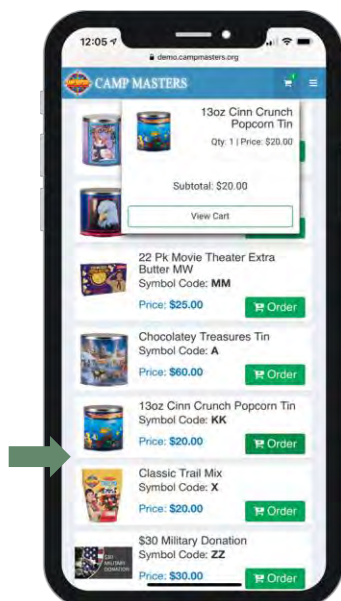
Click "Place a Take Order" from the dashboard



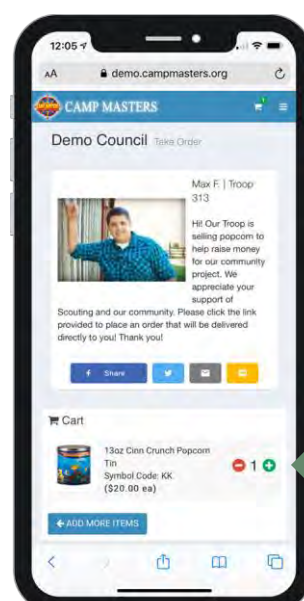
This will take you to the products page.



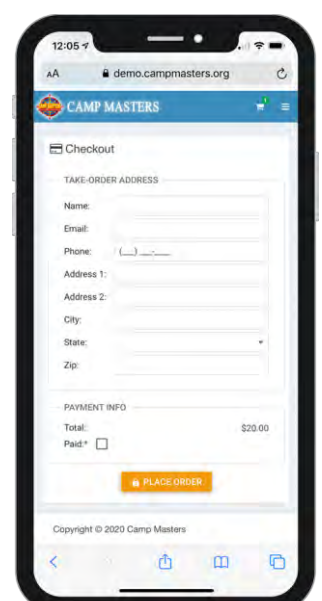
Scroll down to find the requested product. Then click "Order" to add the item to the shopping cart.



A confirmation window will appear. You can either go to cart or continue adding items.



In the cart, you can change the quantity of the product if needed.



Complete the customer information.



**CAMPMASTERS**  
GOURMET POPCORN

# TAKE ORDERS ON THE GO

## SCOUTS, PARENTS & LEADERS

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



Return to your home screen and open the PayAnywhere app.



Enter the total charge.



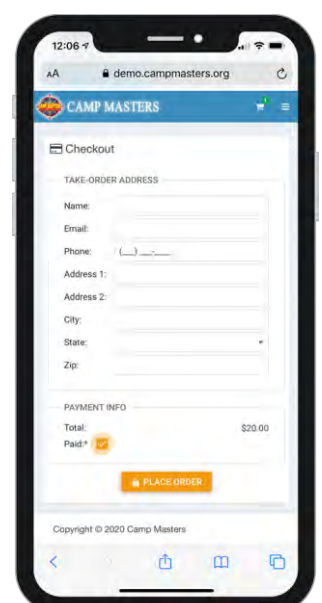
Insert or swipe the credit card depending on your reader type..



Offer the customer a SMS text or email receipt.



When you receive payment confirmation, return to CAMP MASTERS window.



Mark as paid and then tap the "Place Order" button.



**CAMPMASTERS**  
GOURMET POPCORN

# WRAPPING UP YOUR SALE

---

- Final Invoices will be distributed with Take Order popcorn Pickup
- Final payment is due to Connecticut Yankee Council by 12/17
- All Prize Orders must be places by 12/4 to insure timely holiday delivery to the unit