2020 POPCORN SALE
LEADER GUIDE

Daniel Boone Council

in partnership with

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2020 is an unprecedented year in the lives of our Scouting families. 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 2020, CAMP MASTERS is providing all Councils and Units with new 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.

We are fully invested in your popcorn success!

Warm Regards,

Wilfred Sieg, Jr.
President
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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

Contact Group

Paul Hollier
Council Advisor
423-202-8069
paul.hollier@scouting.org

Connor Steele
Cataloochee
336-613-1575
connor.steele@scouting.org

Brian Sullivan
SoQua
615-636-9716
brian.sullivan@scouting.org

James Hylemon
Nantahala & Toe River
828-275-3075
james.hylemon@scouting.org

Jonathan Hutto
Terrora
912-481-3758
jonathan.hutto@scouting.org

WAREHOUSE

White Transfer & Storage
510 LA White Drive
Fletcher, NC 28732
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
- Small Pickup bed holds about XX cases
- Large Pickup bed holds about XX cases
- Rental Truck holds over 70 cases
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

- 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!

My #PopcornSquad

- **District Kernel**
  - Phone
  - Email

- **Assistant Kernel**
  - Phone
  - Email

- **Kickoff Kernel**
  - Phone
  - Email

- **Show-N-Sell Kernel**
  - Phone
  - Email

- **Pickup Kernel**
  - Phone
  - Email

- **Prize Kernel**
  - Phone
  - Email

- **Communications Kernel**
  - Phone
  - Email
## POPCORN TRAINING

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<th>LOCATION</th>
<th>TIME</th>
<th>ATTENDEES</th>
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<td>July 16, 2020</td>
<td>Council Service Center</td>
<td>6:30 PM</td>
<td>Unit Leaders/Kernels – Michael Beck</td>
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<td>August 3, 2020</td>
<td>Nantahala Popcorn Kickoff</td>
<td>6:30 PM</td>
<td>Unit Leaders/Kernels</td>
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<td>August 5, 2020</td>
<td>SoQua Popcorn Kickoff</td>
<td>6:30 PM</td>
<td>Unit Leaders/Kernels</td>
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<td>August 6, 2020</td>
<td>Cataloochee Popcorn Kickoff</td>
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<td>August 12, 2020</td>
<td>TERRORA Popcorn Kickoff</td>
<td>6:30 PM</td>
<td>Unit Leaders/Kernels</td>
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<td>August 13, 2020</td>
<td>Toe River Popcorn Kickoff</td>
<td>6:30 PM</td>
<td>Unit Leaders/Kernels</td>
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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:

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<th>Program Ideas:</th>
<th>Other Considerations:</th>
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<td>Summer Camp</td>
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<td>Registrations &amp; Life Magazine</td>
<td>Meeting Supplies/Awards &amp;</td>
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<td>Cub Scout Council Events</td>
<td>Den/Patrol Expenses/Training</td>
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<td>Recognitions</td>
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<td>Monthly Unit Activities</td>
<td>Den/Patrol Expenses/Training</td>
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<td>Pinewood Derby</td>
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<td>Patrol/Den Activities</td>
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<td>Uniforms/Personal Camping Equipment</td>
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<td>Assistance for Low-income Scout Families</td>
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</table>

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.

Show them how the Unit and Scout sales fund the planned activities within the program. Present them with a clear fundraising goal. And offer an approach that allows them to achieve their goal.

A little time spent organizing now, means more participation and success in the fall!
ANNUAL PROGRAM PLANNER

Involvement is key in the successful planning of your annual program. We recommend allowing Scouts and their families express their ideas during a Troop brainstorming session. The older the scout, the more benefit they get from participating in this planning. It also keeps everyone more engaged in the popcorn sale because they know the rewards of their efforts.

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<td>Other</td>
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TOTAL UNIT BUDGET $ 

NOW CALCULATE YOUR POPCORN SALES GOALS

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

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

TOTAL UNIT BUDGET $
# Commission & Prizes

**2020 Commission Structure**

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<tr>
<td><strong>Base</strong></td>
<td>37%</td>
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<tr>
<td><strong>Do Your Best</strong></td>
<td>Beat your previous year sale total &amp; receive bonus commission</td>
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<tr>
<td><strong>Total:</strong></td>
<td>40%</td>
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Beat your previous year sale total & receive bonus commission.
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
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 list of current Scouts registered in your Unit will be displayed.
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.

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

This 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.

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

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

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

You’ll see a green success box once imported.

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?]?
## IMPORTANT DATES

**August 24th - S&S Orders Submitted**

### AUGUST 2020

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### IMPORTANT DATES

**September 17 - S&S Delivery**

### SEPTEMBER 2020

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# 2020 POPCORN SCHEDULE

## IMPORTANT DATES

### OCTOBER 2020

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**October 24th** – Sale Ends

**October 26th** - Take Orders Due

### NOVEMBER 2020

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**November 5th** – S&S Payments Due

**November 26th** – Take Order Delivery

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OCTOBER 2020

25

26

TO Orders Due to Council

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NOVEMBER 2020

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2

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S&S Payments Due

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TO Delivery

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Popcorn Sale Ends

25
## 2020 POPCORN SCHEDULE

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**DECEMBER 2020**
POPcorn Policies

Returns – Your unit will be able to return up to 10% of their Show & Sell product excluding chocolate items.
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.

<table>
<thead>
<tr>
<th>DATE</th>
<th>LOCATION</th>
<th>SHIFTS</th>
<th>NEEDED ADULTS AND SCOUTS</th>
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ONLINE SIGN UP INSTRUCTIONS

Video Training here:

2. Then follow these step-by-step instructions:
   [https://www.signupgenius.com/faq/create-sign-up.cfm](https://www.signupgenius.com/faq/create-sign-up.cfm)
CAMP MASTERS is dedicated to the safety of our Leaders, scouts, Families & customers. As we prepare for the popcorn sale, it’s important that everyone operate in accordance with any restrictions outlined by your state and local health department or other state and local authorities. Be sure to check with your Council if you are unsure what’s required in your area.

When it comes to the products, we have implemented numerous safety protocols at our production, warehouse and fulfilment centers. This measure includes many of the guidelines recommended below. And we continue to evaluate the current environment in our local area.

Show-n-Sells are an exciting time for your Scouts. All the energy and enthusiasm of representing their pack within the community. CAMP MASTERS is offering the following guidelines to keep everyone safe this fall. These will be updated when necessary.

**RECOMMENDED SHOW-N-SELL GUIDELINES**

- Reiterate before the event anyone exposed to Coronavirus should find an alternate person to take their place at the sale or contact the Popcorn Kernel.
- Take everyone’s temperature before and/or at arrival to the store.
- Everyone should wear masks and gloves to minimize the spread of germs. [Watch this video to see how quickly they can spread.](#)
- No more than 3 kids and 2 adults should be at any single selling location.
- Always wash your hands minimum of 20 seconds. (Refer back to the germ video).
- Use hand sanitizer regularly, especially after customer transactions.
- Clean surfaces frequently with a disinfectant wipe or hand sanitizer.
- Assign one individual to handle all money transactions. And one to handle all popcorn.
- Use Signs to help inform customers you’re fundraising and provide directions for safe interactions between Scouts and customers.
- Do not shake hands with customers and maintain social distance to them as well as any other booth participants.
- Do not have open food or drinks in the area. Do not share drinks, cups or utensils. There is high potential for spread of the virus to these items.
- If you have to sneeze or cough do it away from the booth and other people. Remember to sneeze or cough into your elbow.
- When possible, avoid engaging with anyone exhibiting symptoms.
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!
SCOUTS, PARENTS & LEADERS
Follow these instructions to easily create a CAMP MASTERS app icon on your smartphone.

1. Open Safari
2. Go to ordering.campmasters.com/Account/Login
3. Enter your login and click “Remember Me” then Login
4. Once on your dashboard, click the menu button (circled icon above)
   (3 dots in upper right on Android)
5. Select “Add to Home Screen”
6. Then click “Add”
7. Ready to sell? Click the icon!
CAMP MASTERS has partnered with PayAnywhere to provide accounts and free readers to all Units. Just go to: payanywhere.com/campmasters
CREATE YOUR ACCOUNT
TAKE ORDERS ON THE GO

SCOUTS, PARENTS & LEADERS
Follow these instructions to easily take orders and payment on your smartphone.

1. Click “Place a Take Order” from the dashboard.
2. This will take you to the products page.
3. Scroll down to find the requested product. Then click “Order” to add the item to the shopping cart.
4. A confirmation window will appear. You can either go to cart or continue adding items.
5. In the cart, you can change the quantity of the product if needed.
6. Complete the customer information.
TAKE ORDERS ON THE GO

SCOUTS, PARENTS & LEADERS
Follow these instructions to easily take orders and payment on your smartphone.

1. Return to your home screen and open the PayAnywhere app.
2. Enter the total charge.
3. Insert or swipe the credit card depending on your reader type.
4. Offer the customer a SMS text or email receipt.
5. When you receive payment confirmation, return to CAMP MASTERS window.
6. Mark as paid and then tap the "Place Order" button.