

2020 POPCORN SALE LEADER GUIDE



V.2
Updated on 7/15/20



Minsi Trails Council

Minsitrails.org/popcorn

in partnership with



Message from Minsi Trails

Scouts, Parents, Unit Kernels and Council Members,

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, along with 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 each Unit in Minsi Trails Council to support the 2020 Popcorn Campaign. Overall, the current environment has put a strain on Scout, Unit and Council budgets and fundraising objectives.

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 our Scouting programs.

We hope this Leader Guide provides a step-by-step approach in preparing your Unit for a successful popcorn sale.

In 2020, Camp Masters is providing Council and Units with new online training and marketing resources. Some will be through virtual platforms and others are included in this guide. Each Unit Kernel will gain access to others over the coming months leading up to the sale.

As you go through this guide, there will be many changes for the better; new products, new price points, and new rewards. All of these changes are driven by feedback from unit Kernels and selling families.

In addition, due to the current environment, previous Popcorn practices will change for the 2020 campaign. Our hope is to go back to previous years practices in 2021. We hope you understand and support these "best practice" actions.

Yours in Scouting,

Minsi Trails Council Popcorn Team



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KEY 2020 POPCORN DETAILS

New Popcorn Vendor - Campmasters

Through an extensive review, conducted by Key Top Selling Unit Kernels, Council Field Staff, Council Board / Finance Committee Members and Key stake holders. It was determined, based on the needs of the selling Scouts and units; a change was needed.

Key Factors for the Change

Product lineup that includes variety of offerings; Popcorn, Nut Products, and Trail Mix. Bag and Tin containers. Product price points with increased offerings under \$20. Show & Sell and Take Order lineup that offers 8 products under \$20 dollars vs 3 from previous years. Multiple options for selecting prizes; Scouting Gear, National Retail Gift Cards, and MTC Camp Bucks and so much more.

Support Scouting Families and Sustain Scouting

This year in particular, with the opportunity loss of winter and spring time unit fundraising. The late summer and Fall popcorn sale is more important than ever for our Scouting Families and Minsi Trails Council.

2020 Turn Key Unit Selling Strategy

These turn key options provide Scouting Units the opportunity to participate in three different selling strategies in the face of potential restrictions.

Show and Sell – (Store Front or Community Events)

Take Order – (Door to Door or Wagon Sales)

Online Selling App – (Share messages with friends and family to buy directly with you or take Online Direct orders to have product shipped directly to the customer)

Key Details for 2020 Campaign

- One Show and Sell Order *
- Unit Product Commissions: (38% Show & Sell and Take Order) (35% - Online Sales)
- **No Product Return Policy** will be in effect for the entire 2020 Popcorn Selling Campaign *
This necessary step supports “best practices” for those distributing, selling and purchasing products.
- Wawa has deferred all store front solicitation opportunities through 2020.

*** Please note:** The MTC Popcorn Team hope these changes will only be for this 2020 Popcorn Campaign and hope to be back to previous Popcorn Campaign processes in 2021!



2020 KEY STEPS & DATES

Step – 1 Unit Commitments and Unit Kernel Contact Info Updates

- An email was sent to all 2019 Unit Popcorn Kernels to update contact info and commit to the 2020 Popcorn Campaign. If no longer the Kernel, forward info to Committee Chair of the Unit.
- If no email received to update unit commitment and info, email Paul at paul.oswald@scouting.org with your name, unit # and District. A direct link will be sent.
- Kernel establishes the Unit Account, updates contact info, and adds all the scouts with emails. Setting up Scout accounts and sending them an email to log in and create an account is critical for the APP sales and online sales.

Step – 2 Unit Show & Sell Orders

- Unit Show and Sell Order due on or before **August 7, 2020**
Completed online by the Unit Kernel through the Camp Master ordering system.
- Unit Show & Sell Orders available for Pick Up **August 28, 2020**
All orders will be picked up at Atas International 6642 Grant Way, Allentown, PA 18106
- Unit Show & Sell Money due to Council on or before **September 22, 2020**

Step – 3 Unit Take Order

- Unit Take Order due on or before **October 23, 2020**
Completed online by the Unit Kernel through the Camp Master ordering system.
- Unit Take Order available for Pick Up **November 13 & 14, 2020**
Pick up dates/times and locations may vary by District.
Locations will appear on order receipt. Summary of locations
- Unit Take Order Money due to Council on or before **December 4, 2020**



IMPORTANT CONTACTS

Your Local Contacts

Monroe County Units

Pocono District

Ed Schaefer

(610) 465-8571

Edward.schaefer@scouting.org

Northampton County Units

Forks of the Delaware & South Mountain & North Valley Districts

Mike LaPolla

(610) 465-8560

Michael.lapolla@scouting.org

Arby Beisel

(610) 465-8558

Lehigh County Units

North Valley & Trexler Districts & South Mountain

Diane Lariar

(610) 465-8563

diane.lariar@scouting.org

Mike Borgman

(610) 465-8575

Luzerne/Carbon County Units

Anthracite and North Valley

Paul Oswald

(610) 465-8576

paul.oswald@scouting.org

Warren County NJ Units

Forks of the Delaware

Tim Hands

(610) 465-8564

Timothy.hands@scouting.org

Your Council Contacts

Popcorn Staff Adviser

Minsi Trails Council

Paul Oswald

(610) 465-8576

paul.oswald@scouting.org

Popcorn Asst. Staff Adviser

Minsi Trails Council

Teresa Smith

(610) 465-8574

Teresa.smith@scouting.org

Council Marketing

Minsi Trails Council

Alista Blose

(610) 465-8565

Alista.blose@scouting.org

Our Partner Contacts

Camp Masters Popcorn

Technical Support with Online System & APP

Melissa Carpenter

(812) 347-2441

Melissa@ramseypopcorn.com

Keller Marketing

Product Prize Program

Brad Siefke

(888) 351-8000

Brad.Siefke@gcc-usa.com



2020 VALUE ADDS

- CAMP MASTERS & Pay Anywhere Credit Card Program/Readers
- Two Credit Card Readers per Unit

PROGRAM VALUE ADDS

- **Free shipping for online orders**
- Improved sales resources
- **Digital training for Scouts** and their families
- **Pre-written advertising materials** to engage your community
- Support for the scout family to save time and increase participation

FUNDRAISING FOR THE FAMILY BUNDLE **ALL NEW**

- multi-channel program designed to engage, excite and support fundraising participation
- includes *(subject to change)*:
 - ✓ emails and social media posts to send through their personal accounts
 - ✓ product images to use on social accounts, flyers, banners and other promotions
 - ✓ “out-of-town” family and friends call scripts for Scouts to promote online ordering
 - ✓ engaging goal chart designed to help Scout track progress towards their desired prize
 - ✓ our customized take order form and prize catalog
 - ✓ and much more so your Scouts feel excited, engaged and accomplished in their fundraising

SELLING WITH CONFIDENCE “SCOUTS ONLY” GUIDEBOOK **ALL NEW**

- fun and engaging training program created specifically for the Scout
- speaks to their most common fears and hesitations for selling
- provides development lessons for their communication, interpersonal and critical thinking skills
- boosts their personal confidence, self-esteem and approach to engaging with customers
- teaches simple techniques for addressing shyness and/or nervousness speaking with adults
- and gives their parents / leaders ways in which to support them in this important skill development



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 be more receptive when asked to execute a specific task, not just serve a role in the popcorn sale. **When asking for help, be sure to say what you specifically NEED help with and how much time you think it will take them.**

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

- Participate in Popcorn Online Trainings
- Determine the "BEST" Unit Selling Strategy
- Review Commission Structure/Prizes and No Product Return Policy.
- Determine Additional Unit Prizes to support the Unit Sale
- Set Budget for Program
- Recruit Your #PopcornSquad of helpers. Great at overall support!
- Direct Scouts to Self-Register or Update Bio Online through the APP
- Determine Per-Scout Fundraising Goal
- Secure Storefronts (as If and 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 Unit Selling Guidelines
- Place Unit Popcorn Order Online
- Host Unit Kickoff Meeting with Scouting Families
- 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 Online
- Order and Distribute Prizes. Use the work sheet to help track.
- Remit Product Payments to Council
- Contact District Kernel as Needed for Assistance
- Celebrate!

2020 SHOW & SELL PRODUCTS

<u>Product</u>	<u>Available For</u>	<u>Retail Price</u>
6pk Butter MW	Show & Sell	\$10.00
Caramel Popcorn Bag	Show & Sell	\$10.00
12 pk Sweet & Salty Kettle Corn MW	Show & Sell	\$15.00
12oz Honey Roasted Peanuts	Show & Sell	\$15.00
14pk Extra Btr Roasted Summer Corn	Show & Sell	\$15.00
Purple Popping Corn Jar	Show & Sell	\$15.00
12oz Salted Jumbo Cashews	Show & Sell	\$20.00
Classic Trail Mix	Show & Sell	\$20.00
22 Pk Movie Theater Extra Butter MW	Show & Sell	\$25.00
Supreme Caramel w/Alm, Pec, & Cashews Tin	Show & Sell	\$25.00
\$30 Military Donation	Show & Sell	\$30.00
3 Way Cheesy Cheese Tin	Show & Sell	\$35.00

2020 TAKE ORDER PRODUCTS

<u>Product</u>	<u>Available For</u>	<u>Retail Price</u>
6pk Butter MW	Unit Take Orders	\$10.00
Caramel Popcorn Bag	Unit Take Orders	\$10.00
12 pk Sweet & Salty Kettle Corn MW	Unit Take Orders	\$15.00
12oz Honey Roasted Peanuts	Unit Take Orders	\$15.00
14pk Extra Btr Roasted Summer Corn	Unit Take Orders	\$15.00
Purple Popping Corn Jar	Unit Take Orders	\$15.00
12oz Salted Jumbo Cashews	Unit Take Orders	\$20.00
Classic Trail Mix	Unit Take Orders	\$20.00
22 Pk Movie Theater Extra Butter MW	Unit Take Orders	\$25.00
Chocolatey Drizzled Caramel	Unit Take Orders	\$25.00
Supreme Caramel w/Alm, Pec, & Cashews Tin	Unit Take Orders	\$25.00
\$30 Military Donation	Unit Take Orders	\$30.00
3 Way Cheesy Cheese Tin	Unit Take Orders	\$35.00
Chocolatey Treasures Tin	Unit Take Orders	\$60.00



2020 ONLINE PRODUCTS

<u>Product</u>	<u>Available For</u>	<u>Retail Price</u>
\$25 Military Donation	Online Sales	\$25.00
12 pk Sweet & Salty Kettle Corn MW	Online Sales	\$25.00
14pk Extra Btr Roasted Summer Corn	Online Sales	\$25.00
New \$25 Food Bank Donation	Online Sales	\$25.00
\$30 Military Donation	Online Sales	\$30.00
Sea Salt Bag	Online Sales	\$30.00
White Cheddar Cheese Popcorn Bag	Online Sales	\$30.00
Chocolate Drizzle Popcorn Bag	Online Sales	\$35.00
Supreme Caramel w/ Alm, Pec, Cashews Bag	Online Sales	\$35.00
22 Pk Movie Theater Extra Butter MW	Online Sales	\$40.00
Caramel & White Cheddar Cheese Bags	Online Sales	\$40.00
Caramel Popcorn Bags	Online Sales	\$40.00
\$25 Military Donation & Caramel Popcorn	Online Sales	\$45.00
\$50 Food Bank Donation	Online Sales	\$50.00
\$50 Military Donation	Online Sales	\$50.00
Caramel & Supreme Caramel	Online Sales	\$50.00
\$50 Military Donation & Sea Salt Popcorn	Online Sales	\$65.00
\$30 Military Donation & 22pk Movie Theater Extra Butter	Online Sales	\$75.00
Chocolate Drizzle Caramel & 22pk Movie Theater Extra Butter	Online Sales	\$75.00
Chocolatey Treasures Tin	Online Sales	\$80.00
\$100 Military Donation	Online Sales	\$100.00

ORDERING INVENTORY

Instructions / Guidelines from the Council to Units on placing orders. Remember, the 2020 Popcorn Campaign has a **NO PRODUCT RETURN POLICY** in place for the entire 2020 Campaign.

Show and Sell Inventory

Develop a plan with support of Unit Leaders and Scouting Families on how you will conduct your 2020 Show and Sell by asking a variety of questions that will enable a successful sale.

Guidelines and or questions to follow:

- Plan! Plan! Plan!
- Understand the level of engagement with Scouting Families to cover selling dates & times.
- Potential limitations may exist on store fronts. Confirm opportunities first.
- What products will best fit our selling opportunity for a Show & Sell?
- Does our order size fit the selling Show & Sell opportunities?
- ALL left over Show & Sell product to be used for the Units other selling strategies.
- Use left over inventory for Wagon Sales or additional opportunities throughout the Fall.

Take Order

- Inventory left from Show and Sell should be used to fill Take Orders first.
- Getting the individual Scout Take Orders correct and placing the order is critical.
- When ordering, order what is needed from the individual scout sales.
- If you feel the need to order additional product above and beyond what the actual Take Order quantities call for; the additional inventory will be the responsibly of the unit. No returns will be accepted at Council.



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:

Summer Camp, BSA Registrations & Boys Life Magazine, Cub Scout Council Events, Meeting Supplies/Awards & Recognitions, Monthly Unit Activities, Den/Patrol Expenses/Training Courses, Pinewood Derby, Unit Equipment, Patrol/Den Activities, Uniforms, and Personal Camping Equipment.

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 the 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. An 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!



PRIZES & REWARDS

Downloads available at minsitrails.org/popcorn

New: MTC
Camp Bucks

Guidelines to Select Prizes

1. Prizes earned based on the individual sales. No combining of sales with other Scouts.
2. Sell any item receive the Popcorn Sale Patch.
3. Sell \$125 & select your choice of prize at the \$125 level.
4. Sell \$225 or more & select a prize from the level you achieve or select prizes from the lower levels that do not exceed the prize level achieved. (see Choose a Prize guide for an example).
5. Parent's permission required and a Whittling Chip or Totin' Chip to order a knife.
6. If a prize is no longer available a substitute of equal or greater value will be shipped.
7. Turn in your prize order with your popcorn order.



My prize goal is:

My popcorn goal is:

CHOOSE A PRIZE AND GO FOR IT!

Scouts can qualify for BOTH standard prizes AND an additional CAMP MASTERS High Achiever Prize

<p>\$4,500 LEVEL 13</p> <p>59 - Carrera Evolution DTM Ready to Roar 60 - Coleman 10'x9' DarkRoom Fast Pitch Screened Dome 8-Person Tent 61 - Remote Control Drone w/ Camera & GPS 62 - \$250 MTC Camp Bucks 63 - \$200 Amazon Card</p>	<p>\$450 LEVEL 5</p> <p>19 - Rosewood Knife w/ Clip & BSA® Branding in Box 20 - Hanging Hammock 21 - Cooler Chair w/ Backpack 22 - HEXBUG Nature Babies - Snow Leopard 23 - \$15 MTC Camp Bucks</p>
<p>\$3,500 LEVEL 12</p> <p>54 - Jet Boil Joule 55 - Dart Zone Pro MK 1.1 56 - HEXBUG Build Blitz 7 Different Robot Builds 57 - \$200 MTC Camp Bucks 58 - \$175 Amazon Card</p>	<p>\$350 LEVEL 4</p> <p>14 - 3-Watt - 200 Lumen COB LED Headlamp 15 - Air Hunterz Zano Bow w/ 2 Zarts 16 - SOS Survival Kit 17 - Zing Foam Hatchet 18 - \$10 MTC Camp Bucks</p>
<p>\$2,750 LEVEL 11</p> <p>49 - Adventure Camp Package 50 - Anker Soundcore Liberty Air 2 True Wireless In-Ear Headphones 51 - LEGO Friends Heartlake City Amusement Pier 52 - \$135 MTC Camp Bucks 53 - \$125 Amazon Card</p>	<p>\$225 LEVEL 3</p> <p>9 - 2-3/8" Brass & Rosewood Handle Knife w/ BSA® Branding 10 - First Aid Kit 11 - Indoor Squishy Sticky Baseball (2pack) w/ BSA® Branding 12 - 6" Penguin w/ BSA® Branding 13 - \$5 MTC Camp Bucks</p>
<p>\$2,000 LEVEL 10</p> <p>44 - LEGO Harry Potter's Hogwarts Clock Tower 45 - Carhartt Signature Backpack Cooler 46 - Xtrem Bots Guardian Bot 47 - \$110 MTC Camp Bucks 48 - \$100 Amazon Card</p>	<p>\$125 LEVEL 2</p> <p>1 - Fire Starter 2 - Carabiner w/ Strap & BSA® Branding 3 - Compass Thermometer Whistle 4 - Pop Up Phone Stand/Holder (Phone not Included) 5 - Mini Dynamo Flashlight w/ BSA® Branding 6 - Cinch Backpack w/ BSA® Branding 7 - Retractable Straw & Utensil Set 8 - Color Changing Watch/ Pedometer</p>
<p>\$1,650 LEVEL 9</p> <p>39 - Coleman Go!™ 4 Person Tent 40 - HEXBUG VEX Construction Zone 41 - LEGO Star Wars Resistance Y-Wing Starfighter 42 - \$85 MTC Camp Bucks 43 - \$75 Amazon Card</p>	<p>LEVEL 1</p> <p>0.1 - Popcorn Sale Patch Sell any item 0.2 - Online Sale Pin Sell One Online Order 0.3 - Military Sale Pin Collect One Military Donation 0.4 - Top Seller Pin Sell over \$1,000</p>
<p>\$1,100 LEVEL 8</p> <p>34 - Walkie Talkie 35 - LEGO DC Super Heroes Lex Luthor Mech Takedown w/ Batman & Wonder Woman Camp Stove w/ Regulator (Fuel not included) 37 - \$45 MTC Camp Bucks 38 - \$40 Amazon Card</p>	<p>THE TOP 50* SCOUTS ENJOY TWO HOURS OF JUMP TIME WITH A FRIEND TOP SELLERS PARTY SKYZONE TRAMPOLINE PARK CHOOSE FROM THE PRIZE VAULT RECEIVE A SPECIAL TICKET FOR A HIGH VALUE PRIZE RAFFLE</p> <p>*Scouts must reach a minimum of \$1,500 in sales. The Top 50 Scouts with over that amount will qualify.</p> <p>Washington, 2295 Sycamoreville Rd, Gettysburg, PA 17309</p>
<p>\$850 LEVEL 7</p> <p>29 - HEXBUG VEX Ambush Striker 30 - LEGO Speed Champions Formula E Panasonic Jaguar Racing 31 - 2-Person Waterproof Tent 32 - \$35 MTC Camp Bucks 33 - \$30 Amazon Card</p>	
<p>\$650 LEVEL 6</p> <p>24 - Aluminum Safety Flashlight 25 - Telescope w/ 40x Magnification 26 - Telescoping Fishing Pole w/ Reel 27 - \$25 MTC Camp Bucks 28 - \$20 Amazon Card</p>	

Descriptions of Prizes Available at www.kellerprizeprogram.com

Unit Prize Work Sheet

Downloads available at minsitrails.org/popcorn

Prize Order Form Fall Product Sale 2020

Prize Ordering Website: www.kellerprizeprogram.com

Council ID: 502MTC

Council Name: Minsi Trails Council

Unit Type: Pack / Troop / Crew / Post Unit # _____
(circle one)

Council Headquarters City: Lehigh Valley, PA

Retail Sales Dollars \$ _____

District Name: _____

of Scouts Selling _____

Shipping Address

Mailing Address (If Different than Shipping Address)

Name: _____

Name: _____

Street: _____

Street: _____

City: _____ State: _____ Zip: _____

City: _____ State: _____ Zip: _____

Phone: _____

Email: _____

Description	Tally/Scout	Order	Description	Tally/Scout	Order
Level 1			Level 8 - Sell \$1,100		
0.1 Popcorn Sale Patch	_____	_____	34 Walkie-Talkie	_____	_____
0.2 Online Sale Pin	_____	_____	35 LEGO DC Super Heroes w/ Batman & Wonder Woman	_____	_____
0.3 Military Sale Pin	_____	_____	36 Camp Stove w/ Regulator (fuel not included)	_____	_____
0.4 Top Seller Pin	_____	_____	37 \$45 MTC Camp Bucks	_____	_____
Level 2 - Sell \$125			38 \$40 Amazon Card	_____	_____
1 Fire Starter	_____	_____	Level 9 - Sell \$1,650		
2 Carabiner w/ Strap & BSA® Branding	_____	_____	39 Coleman GO! 4-Person Tent	_____	_____
3 Compass Thermometer Whistle	_____	_____	40 HEXBUG VEX Construction Zone	_____	_____
4 Pop Up Phone Stand/Holder	_____	_____	41 LEGO Star Wars Resistance Y-Wing Starfighter	_____	_____
5 Mini Dual LED Dynamo Flashlight w/ Keychain & BSA® Branding	_____	_____	42 \$85 MTC Camp Bucks	_____	_____
6 Cinch Backpack w/ BSA® Branding	_____	_____	43 \$75 Amazon Card	_____	_____
7 Retractable Straw & Utensil Set	_____	_____	Level 10 - Sell \$2,000		
8 Color Changing Watch/Pedometer	_____	_____	44 LEGO Harry Potter's Hogwarts Clock Tower	_____	_____
Level 3 - Sell \$225			45 Carhartt Signature Backpack Cooler	_____	_____
9 2-3/8" Brass & Rosewood Handle Knife w/ BSA® Branding	_____	_____	46 Xtreme Bots Guardian Bot	_____	_____
10 First Aid Kit	_____	_____	47 \$110 MTC Camp Bucks	_____	_____
11 Indoor Squishy Sticky Baseball (2pack)	_____	_____	48 \$100 Amazon Card	_____	_____
12 6" Penguin w/ BSA® Branding	_____	_____	Level 11 - Sell \$2,750		
13 \$5 MTC Camp Bucks	_____	_____	49 Adventure Camp Package	_____	_____
Level 4 - Sell \$350			50 Anker Soundcore Liberty Air 2 True Wireless In-Ear Headphones	_____	_____
14 3 Watt-200 Lumen COB LED Headlamp	_____	_____	51 LEGO Friends Heartlake City Amusement Pier	_____	_____
15 Air Hunterz Zano Bow w/ 2 Zarts	_____	_____	52 \$135 MTC Camp Bucks	_____	_____
16 SOS Survival Kit	_____	_____	53 \$125 Amazon Card	_____	_____
17 Zing Foam Hatchet	_____	_____	Level 12 - Sell \$3,500		
18 \$10 MTC Camp Bucks	_____	_____	54 Jet Boil Joule	_____	_____
Level 5 - Sell \$450			55 Dart Zone Pro MK 1.1	_____	_____
19 Rosewood Knife w/ Clip in Box & BSA® Branding	_____	_____	56 HEXBUG Build Blitz	_____	_____
20 Hanging Hammock	_____	_____	57 \$200 MTC Camp Bucks	_____	_____
21 Cooler Chair w/ Backpack	_____	_____	58 \$175 Amazon Card	_____	_____
22 HEXBUG Nature Bables - Snow Leopard	_____	_____	Level 13 - Sell \$4,500		
23 \$15 MTC Camp Bucks	_____	_____	59 Camera Evolution DTM Ready to Roar	_____	_____
Level 6 - Sell \$650			60 Coleman 10'x9' DarkRoom Fast Pitch Screened Dome 6-Person Tent	_____	_____
24 Aluminum Safety Flashlight	_____	_____	61 Remote Control Drone w/ Camera & GPS	_____	_____
25 Telescope w/ 40x Magnification	_____	_____	62 \$250 MTC Camp Bucks	_____	_____
26 Telescoping Fishing Pole w/ Reel	_____	_____	63 \$200 Amazon Card	_____	_____
27 \$25 MTC Camp Bucks	_____	_____			
28 \$20 Amazon Card	_____	_____			
Level 7 - Sell \$850					
29 HEXBUG VEX Ambush Striker	_____	_____			
30 LEGO Speed Champions Formula E Racing	_____	_____			
31 2-Person Waterproof Tent - Green	_____	_____			
32 \$35 MTC Camp Bucks	_____	_____			
33 \$30 Amazon Card	_____	_____			

SPECIALS ANNOUNCEMENTS

Downloads available at minsitrails.org/popcorn

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

**NEW IN 2020 for MORE "YESSSES"
for SCOUT FUNDRAISING!**

FREE SHIPPING for ALL Online Orders!



Customize your profile - share it - CAMP MASTERS delivers it!

- ★ Each Scout can reach friends and family anywhere/anytime by sharing your Scout Account via email and social media.
- ★ Sign up/register or find your Scout account @ ordering.campmasters.org
- ★ Customers order & pay on our shopping cart: www.popcomordering.com

**Average
Online
Sale
is \$30**

***** MORE CONTACTS = MORE SALES = MORE SCOUTING FUN! *****

TOP SELLERS PARTY

SKYZONE TRAMPOLINE PARK



Westgate Mall, 2285 Schoenersville Rd, Bethlehem, PA 18017

THE TOP 50* SCOUTS IN THE COUNCIL WILL:

**ENJOY TWO HOURS
OF JUMP TIME
WITH A FRIEND**

**BE AWARDED A KEY
TO UNLOCK THE
PRIZE VAULT**

**RECEIVE A SPECIAL
TICKET FOR A HIGH
VALUE PRIZE RAFFLE**

* To reach Top 50 status Scouts must reach a minimum of \$1,500 in sales. The Top 50 Scouts with over that amount will qualify.

NEW SCOUT DIGITAL TAKE ORDER FORM

Once your Scout has been set up, use your **MOBILE DEVICE** to take customer orders anywhere!

**Door-to-Door ★ S&S Storefronts ★ Phone/Text
Local Business ★ Work/Community**

SAVE CAMP MASTERS PAGE TO YOUR "HOME SCREEN" on your device;
an icon will be added for QUICK AUTO LOG IN



GREAT REASONS TO SELL POPCORN

- Everybody loves Popcorn!!
- Popcorn is America's #1 FAVORITE SNACK and 3 out of 4 people will buy when asked.
- Scouts build confidence, self-esteem, learn life skills, goal setting & how to EARN their own way.
- Money raised stays LOCAL to support Scouts, Units, and Council programs

3 WAYS TO SELL:

Door-to-Door/Take Order * Show & Sell * Online!

TAKE "AIM"

By setting your goals, share goals with potential customers,

& GO FOR IT!

OFFICIALLY LICENSED

The BSA logo is a registered trademark of the Boy Scouts of America. Used with permission.

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 interface includes a navigation sidebar on the left with categories like Home, Camp Masters, Main, and Organization. The main content area is titled "Dashboard" and displays a "2020 Fall Popcorn Sale" banner. Below the banner, the user's name and troop information are shown. The dashboard is divided into three sections: "To Do" with action items like "Submit your Unit Commitment Form", "Links" with various management and order-related options, and "Show-N-Sell" and "Take Order" sections with product listings and order management links.

CAMP MASTERS

Home

Camp Masters

Main

- Dashboard
- Unit Orders
- Unit Returns
- Scout Credits
- Scout Sales
- Online Orders
- Take-Order

Organization

- Units
- Users & Scouts

Dashboard

2020 Fall Popcorn Sale

Jason Sieg | Troop 313
Demo Council | Demo District Anytown

To Do:

- ! Submit your Unit Commitment Form
- ! There are 11 Unordered Scout Take Orders
- ! There are 2 Open Unit Orders

Links:

- Manage Unit Information
- Setup/Invite Scouts
- Setup/Import Scouts
- View Scout Online Sales
- View Unit Invoice
- Order Prizes
- Edit Your Profile
- Reset Password

Show-N-Sell Start: 2/25/20 - Due: 8/7/20
Unit Kickoff 6/13/20
Returns Due 10/01/20 by 3:00pm

- View Product Listing
- Place Unit Order
- View Unit Orders
- Award Scouts Credit

Take Order Start: 3/2/20 - Due: 10/23/20
Returns due 10/20/20 by 3:00pm
Payments due to Council 11/1/20

- View Product Listing
- Place Unit Order
- View Unit Orders
- View Scout Take Orders
- Place a Scout Take Order

REGISTER YOUR SCOUTS

Step Two: Entering Scouts, select the "Setup / Import Scouts" option from the dashboard.

Dashboard

2020 Fall Popcorn Sale

Jason Sieg | Troop 313
Demo Council | Demo District Anytown

To Do:

- ! Submit your Unit Commitment Form
- ! There are 11 Unordered Scout Take Orders
- ! There are 2 Open Unit Orders

Links:

- Manage Unit Information
- Setup/Invite Scouts
- Setup/Import Scouts
- View Scout Online Sales
- View Unit Invoice
- Order Prizes
- Edit Your Profile
- Reset Password

Show-N-Sell Start: 2/25/20 - Due: 8/7/20
Unit Kickoff 6/13/20
Returns Due 10/01/20 by 3:00pm

- View Product Listing
- Place Unit Order
- View Unit Orders
- Award Scouts Credit

Take Order Start: 3/2/20 - Due: 10/23/20
Returns due 10/20/20 by 3:00pm
Payments due to Council 11/1/20

- View Product Listing
- Place Unit Order
- View Unit Orders
- View Scout Take Orders
- Place a Scout Take Order

Step Three: Click the "Import Scouts" button and upload your Excel spreadsheet.

Users / Scouts

Council: Demo Council District: Demo District Anytown User Type: Hide Inactive:

Layouts Export to Excel Export to PDF **Import Scouts**

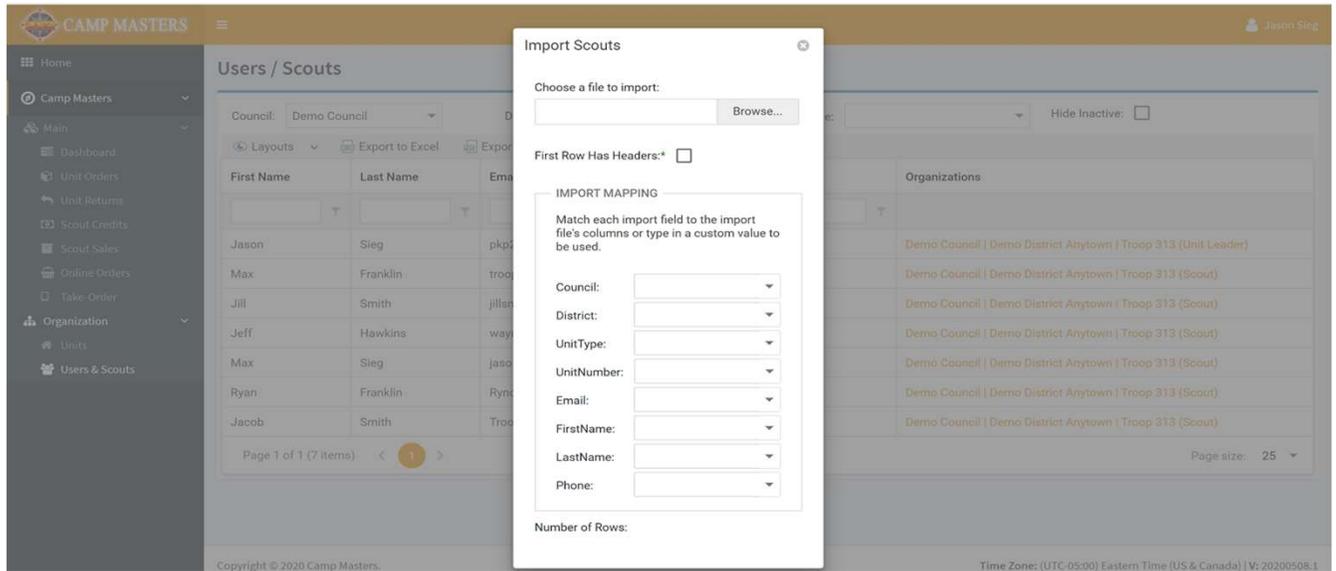
First Name	Last Name	Email	Organizations
Jason	Sieg	pkp25@yahoo.com	Demo Council Demo District Anytown Troop 313 (Unit Leader)
Max	Franklin	troop313max@demo.com	Demo Council Demo District Anytown Troop 313 (Scout)
Jill	Smith	jillsmith@gmail.com	Demo Council Demo District Anytown Troop 313 (Scout)
Jeff	Hawkins	wayne1965@gmail.com	Demo Council Demo District Anytown Troop 313 (Scout)
Max	Sieg	jason@yahoo.com	Demo Council Demo District Anytown Troop 313 (Scout)
Ryan	Franklin	Ryno23@yahoo.com	Demo Council Demo District Anytown Troop 313 (Scout)
Jacob	Smith	Troop313Jacob@scouting.org	Demo Council Demo District Anytown Troop 313 (Scout)

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

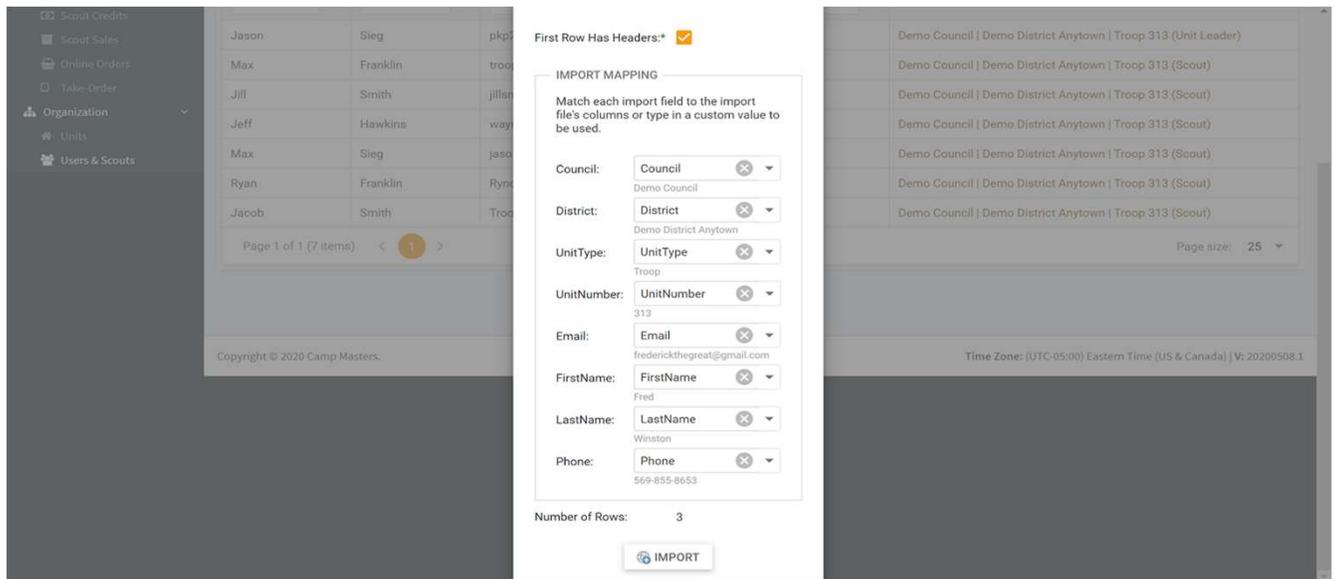
Copyright © 2020 Camp Masters. Time Zone: (UTC-05:00) Eastern Time (US & Canada) | V: 20200508.1

REGISTER YOUR SCOUTS

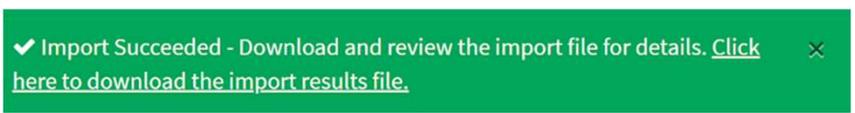
Step Four: Select your file and complete the field matches to the spreadsheet columns below. If your sheet has headers, be sure to select the "First Row Has Headers" box.



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?]?



COVID-19 GUIDELINES

We are ALL 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 fulfillment 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 unit 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 UNIT 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!



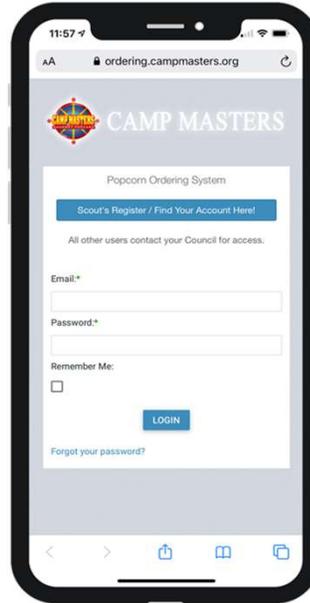
CAMP MASTERS APP

SCOUTS, PARENTS & LEADERS

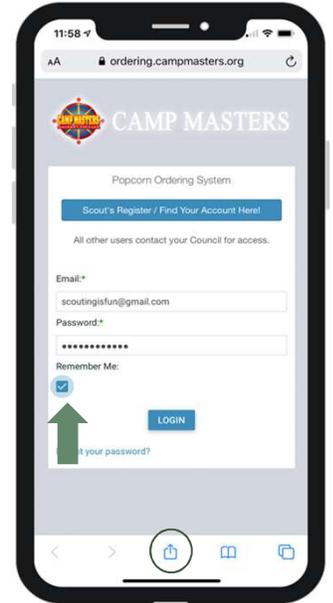
Follow these instructions to easily create a CAMP MASTERS app icon on your smartphone.



Open Safari
Chrome on
Android

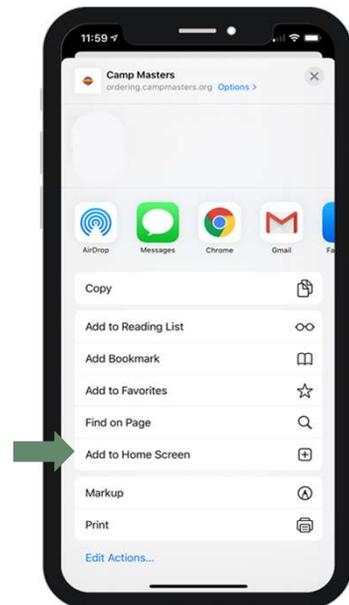


Go to
ordering.campmasters.com/Account/Login



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!



ACCEPTING CREDIT CARDS

CAMP MASTERS has partnered with PayAnywhere to provide accounts and free readers to all Units.

- Just go to: payanywhere.com/campmasters
- Establish an account
- Readers will be shipped to the Kernel.



- **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**



CREATE YOUR ACCOUNT

Applying for PayAnywhere.



Head to 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: 877.387.5640

How will you use PayAnywhere?

As a Business
Regular sales of goods or services
you earn income from.

As an Individual
For occasional use like a garage sale
or the sale of a household item.

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	
Birthdate:	Month: <input type="text"/> Day: <input type="text"/> Year: <input type="text"/>	Please create a password:	<input type="password"/>
Last 4 digits of SSN:	<input type="text"/>	Confirm password:	<input type="password"/>

Be sure to write down your password. You will use it to log in to the PayAnywhere app and PayAnywhere inside.

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

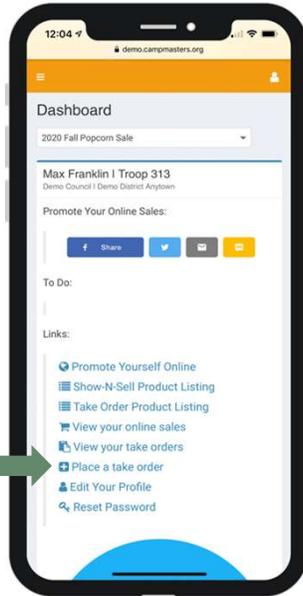
This site and your information are protected by SSL encryption.



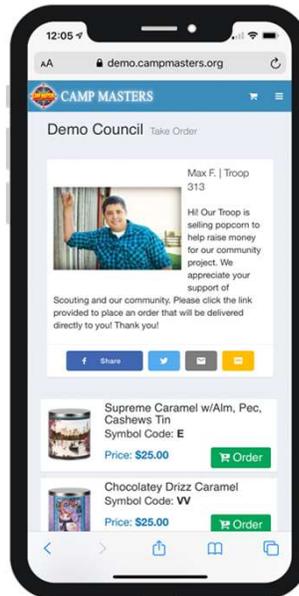
TAKE ORDERS ON THE GO

SCOUTS, PARENTS & LEADERS

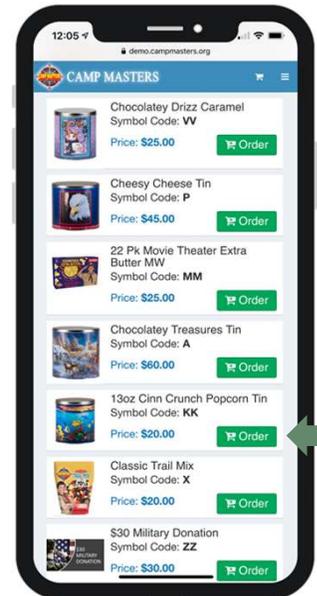
Follow these instructions to easily take orders and payment on your smartphone.



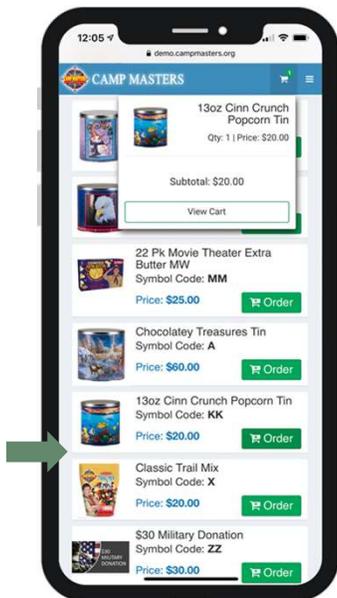
Click "Place a Take Order" from the dashboard



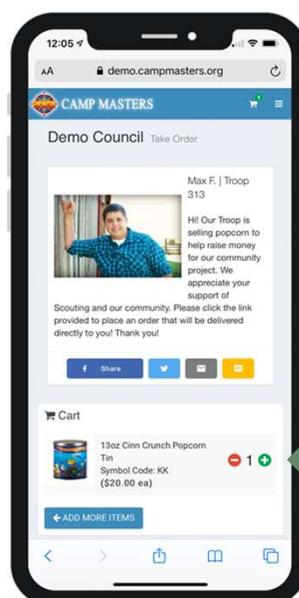
This will take you to the products page.



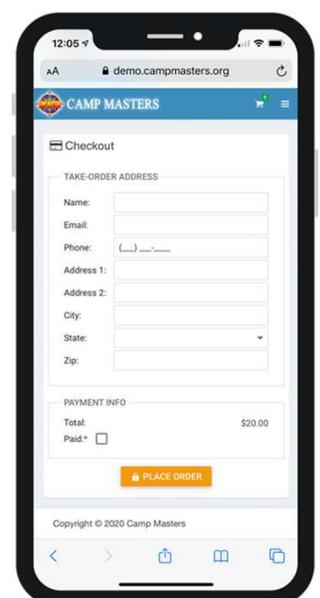
Scroll down to find the requested product. Then click "Order" to add the item to the shopping cart.



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.



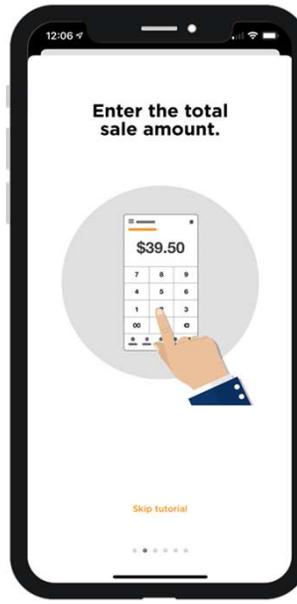
TAKE ORDERS ON THE GO

SCOUTS, PARENTS & LEADERS

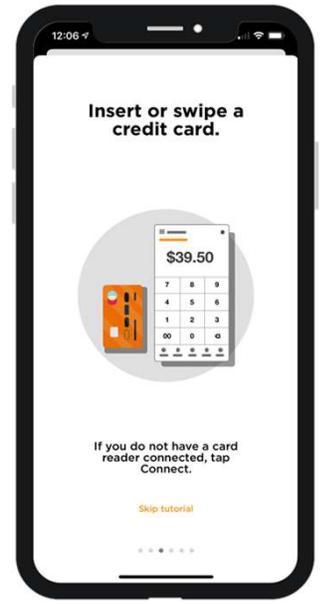
Follow these instructions to easily take orders and payment on your smartphone.



Return to your home screen and open the PayAnywhere app.



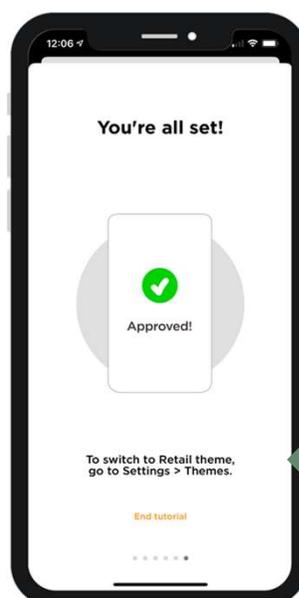
Enter the total charge.



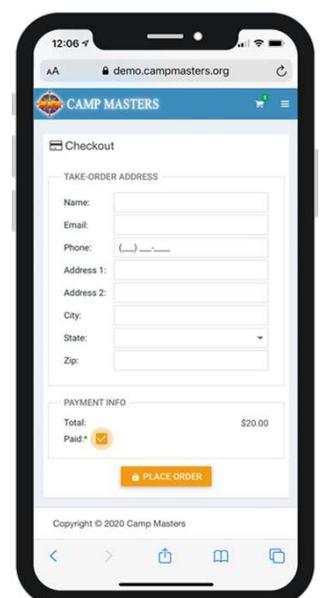
Insert or swipe the credit card depending on your reader type..



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.



UNIT PAYMENTS

Unit Show & Sell Orders

- Unit Show & Sell Money due to Council on or before September 22, 2020

Unit Take Order

- Unit Take Order Money due to Council on or before December 4, 2020

Processing your Unit Invoice

- Unit invoice payments can be either through approved Unit Account Charge or Unit Check or Unit Credit Cards or Cash.
- Personal Credit Cards maximum charge is \$500.

All Checks Payable to: Minsi Trails Council

Mailing Address: Minsi Trails Council
Attn. Popcorn
PO Box 20624
Lehigh Valley, PA 18002-0624

CUSTOMER CREDIT CARD PAYMENTS

Customer Credit Card – Per Swipe Transaction Fee

- \$.27 cents for every \$10 sold
- Example: Total Sale of \$50. $$.27 \times 5 = \1.35
- Can be passed onto the customer.



TRAINING/WEBINARS/KICK OFFS

@ misnitrails.org/popcorn

Unit Kernel Training

Camp Master System Guide #4 for Unit Leaders

- Support on how to log on, enter Unit Commitments, and Kernel Contact info.
- Track Sales, place orders, monitor Sales.
- Enter Scout info, send invite to create APP feature to Sell

Webinars – Online Virtual

Dates & times – To Be announced

Camp Masters Exclusive Motivational Leader Training with Michael Beck

- Will be offered virtually on multiple days – watch from your home.
- The Units that attend the training averaged a 15% Growth in their Sale.

Council and District Wide Kick Offs

TBD



BEST SELLER TIPS

Successful popcorn sales do not rely solely on “cuteness”. It comes down to:

- Establishing a clear goal.
- Organizing a plan to reach this goal.
- Executing the steps of this plan with determination.

Consistency -- not cuteness -- gets you to the finish line. This guide is designed to help you every step of the way.

In the following sections, you'll gain insight into the various tools and resources available to you. Remember to adapt these for the COVID-19 guidelines in your area.

TOP TIPS FOR SALES SUCCESS!

Show your pride for Scouting. Wear your clean, neat uniform. Share with customers why you love being a Scout and what the popcorn fundraiser supports. Be polite, professional and respectful towards others and the property you are on. You are an ambassador of the Scouting movement. Don't just sell popcorn. Show your customers what Scouting has done to help you grow.”

Set a clear goal. Whether it's an amount you need for an activity or a specific prize you want to earn, be sure to set a clear sales goal prior to the start of the popcorn sale.

Practice ahead of time. Know your CAMP MASTERS script and develop your skills in making conversation, greeting strangers and engaging others with your storytelling. Learn how to take a personal interest in people of all ages. Finally, be ready to address common objections like “I don't have cash” and “popcorn has too many calories.”

Give customers options. Know your products and be able to comfortably explain the value of larger products to your customers. This includes offering the military or food bank donation options for those who don't like or want to purchase popcorn.

Never give up. Ask those you meet to support the Scouts through popcorn. Help them understand you're earning your way to exciting opportunities. Don't be afraid of those who may say “no” because every no eventually leads to a yes!

Always be prepared. Have a filling meal, get a good night's rest and do something fun to energize you before heading out to sell. This helps you excite customers about Scouting and popcorn. Wear some bright, colorful shoes to spark conversations. You'd be surprised how well this works. And don't forget to stay hydrated!



PROMOTE EARLY & OFTEN

My #PopcornNotes

- Choose a head spokesperson/cheerleader.
 - They are responsible for spreading the word and generating excitement for the sale.
 - An outgoing personality is helpful because they'll need to call, email and connect with different people throughout the sale.
- Give it a theme!
 - Create a theme like 'Adventure is Calling' and a slogan like 'No Mountain is too High'
 - This creates a story for customers, a mantra for Scouts and a more cohesive message for promoting the sale.
- Spread the word in every way possible!
 - Send letters home with your Scouts.
 - Talk to the parents individually.
 - Share what the money is used for and why it is needed.
 - Share samples at your Popcorn Kickoff and send samples home for Scouts and families to share.
 - You can do this with a small cellophane bag from a craft store, a piece of construction paper, and a stapler. Have the Scouts decorate the bag "labels" and the parents pack the samples.
- Give your Scouts "business cards"
 - Be sure to include their online purchase information.
 - A template for this can be found in your materials folder.
 - You can print these on a business card stock or a piece of copy paper.
- Build a website for your sale!
 - Encourage Scouts to create their own or build one as a Unit.
 - Squarespace offers an inexpensive plan and everything is drag and drop for building.
 - You also need a simple domain so it's easy to remember like "troop123popcorn.com" -- get one at namecheap.com (currently \$6.98 per year for the month of June!).
- Use different methods for reaching supporters
 - such as posters, letters, and phone calls.
(call after work and be considerate of time zone differences)
- Don't forget everyone's favorite: social media!
 - Wherever you have a social presence, make a post about the sale with the order link for your Scout or Unit.
 - Social media increases fundraising amounts by as much as 40 percent when utilized.



PROMOTE EARLY & OFTEN

My #PopcornNotes

- Spread the word early and often throughout your entire sale.
 - Most people who buy early finish their product before the sale is even over. That's a repeat customer who needs to hear from you again!
- Your local newspaper and TV / Radio stations are a fantastic resource
 - Contact them three weeks before your sale begins.
 - Don't forget to invite them to your popcorn kickoff. They'll capture some great pictures of excited Scouts to go with the printed announcement.
 - Ask for the Community Editor or Reporter.
 - Ask that they include you in print and on their website.
 - You can even ask about free advertising on your local TV or radio station! They are required to run a certain percentage of ads for non-profits every day.
- Visit your local Chamber of Commerce website.
 - They often have a community calendar or email newsletter for their members.
 - They'd be happy to help support these budding future entrepreneurs.
- Don't forget community leadership!
 - Local police, fire fighters, EMTs, the Mayor's office, local government.
 - Any place where the sense of community is strong and support can be found for your Scouts.
- Anywhere you plan to be in person.
 - Ask if you can hang banners, pass out flyers, put up yard signs or hang door tags beforehand. Be sure to include an ordering link!
 - You can pick up extra orders online and have folks in these locations ready to greet your Scout with a smile.
- Call relevant businesses in your area.
 - Send emails or letters, arrange meetings and cultivate relationships.
 - These community leaders can help add fuel to your promotional fire in more ways than one. They might even become a customer!
- Create a blog.
 - Document your moves and progress.
 - Bring a human connection to your fundraiser while also generating further support from the community.

ONLINE SALES

CAMP MASTERS has free shipping anywhere in the United States!

My #PopcornNotes

Online sales are going to be a bigger part of the popcorn sale this year. And we want to make sure everyone is prepared to maximize their return from it. So here are a few tips for creating a great impression with your community *online*.

The most important aspect of your online presence is the Scout profile. It's important to see that smiling Scout face on every profile. And that their bios are well composed. This is the only thing some people will see before deciding whether or not to support your popcorn sale.

We recommend working with your Scouts to ensure everyone has a great profile this year!

One way to make this happen is to make creating/updating their profile as part of your popcorn kickoff. Create a fun backdrop, add some good lighting and take a headshot photo of each Scout in your Unit with a smartphone or digital camera.

Provide your Scouts with the Profile Bio worksheet to help them compose a strong bio. Then provide them instructions for how to place it on their CAMP MASTERS account.

Share the picture you took earlier for them to upload. Profile done!

Once they've set up their profile (*full walkthrough video in your drive folder*), there are links within the Scout profile to share their personal CAMP MASTERS ordering link. Make sure they know how to access this.

You can also encourage parents to support their Scouts as well using this link within their own networks. CAMP MASTERS has also provided a library of email templates, social media posts and graphics in your drive folder to make this easier on everyone.

Use your social channel's messaging feature to reach friends and family you know are active on social media. Send a private message about the fundraiser and ask for their support. Send an email to friends and family who might respond better to a more private request.

If there is anything specific we can help you with, please let your Unit Leader or Council know!



MANAGING MOMENTUM

Perhaps the hardest part in any fundraiser is keeping momentum up before and during the sale. Families are busy and Scouting may not be their only after-school activity. So we've compiled a list to help you keep excitement and spirits high throughout the popcorn sale.

These are resources CAMP MASTERS created to help you keep energy & sales strong.

- A game board for younger Scouts to help them reach their sales goal.
- A bingo board for Scouts to help them reach a Unit Goal of around \$400.
- Flyers promoting popcorn as a great gift for individuals, teachers and businesses.
- A personalized popcorn tag to put a local stamp on your popcorn.
 - This can be a slogan supporting the fundraiser purpose or a photo of your Scouts saying thanks for their support.
 - You can even hold a contest during your popcorn kickoff to choose the winning message or photo.
- An "Early Bird" award certificate for the first, second and third place Scouts to reach a specific objective you set during your popcorn kickoff. This is even better when combined with a prize of your choosing as well.
- Message templates to help you suit your message to specific people. Those who will be motivated by the cause, by their connection to you or by the incentive that comes with giving (*such as the tax write-off for a business*).
- A "Make a Difference" flyer that explains how a donation directly benefits Scouts and their Units. This helps make people feel good about making a difference.
- A goal guide with tips on keeping fundraisers motivated by setting weekly or monthly goals. You can also include bonuses or prizes for extra incentive.
- Social proof -- or testimonials from others -- can be an important part of securing donations. We've provided a handout with ideas for how to gather and share these.
- A popcorn hotline guide for setting up a way to support your popcorn sellers!
- A printable progress chart to keep Scouts and families informed.
- Social media posts and graphics that help you: thank donors, share stories, create awareness, ask for donations, engage conversations, and show impact.
- A guide on using bloggers and micro-influencers within your community to support your fundraising efforts. These are active social media users who are strong voices within your community. They typically have an engaged audience that wants to hear about your efforts.
- A customer database template that helps Scouts keep track of customers year over year including what they've purchased in the past.

In 2020, we want to help you create an environment both online and off where your community finds pride in their contributions to supporting Scouting. Did we miss something? Let us know by contacting your Council today.

