



2024 FALL Popcorn SALE

LEADER'S GUIDE

Indian Waters Council, BSA



CAMP MASTERS
GOURMET POPCORN



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Facebook Group



CAMP MASTERS FACEBOOK

Website



CAMP MASTERS WEBSITE

Why Participate?

The annual product sale remains an excellent opportunity for Scouts and units to fund their entire Scouting program for the year. When participating, Scouts gain self-confidence, people skills, money management, salesmanship, and business ethics – things that help prepare them for life! These are great values and skills for youth to learn.

Builds and Improves Confidence

Mastering the art of public speaking empowers Scouts to view themselves in a different, more positive light. It helps them learn practical communication skills, ultimately boosting self-confidence and other soft skills. Having a positive self-image enables Scouts to talk more easily and naturally, which will help those who are inherently shy in nature. **Once your Scout starts public speaking, they will feel like they are delivering value to their audience, which in turn helps them develop faith in themselves and provides a sense of pride in their work.**

Develops Leadership Qualities

Public speaking helps Scouts understand the importance of standing up for what they believe in and how to speak their minds without hesitation or fear. Having that understanding is essential in developing leadership qualities in your Scout. A Scout who believes that they can lead their peers from a young age, who are confident in expressing themselves, and feel comfortable talking in front of others build strong governance skills early on.

Creates Understanding of Value of Money

Children don't always understand the value of money when they do not have to earn it themselves and see how they spend it. **Product sales allow youth to set a goal, work to achieve it, overcome obstacles, and gain a basic sense of managing their finances** before they have to do it as an adult.

Enhances Academic Performance

It challenges Scouts to think on their feet and develop an analytical mindset toward problem-solving. Plus, it teaches them how to be assertive in their beliefs but politely and authentically. It also teaches them about empathy and active listening, to appreciate other peoples' perspectives and points of view, and to learn from those experiences. Teaching your child public speaking is perhaps one of the best ways to prepare them for a better future. A huge component of public speaking is learning how to overcome fears. Additionally, it teaches your child skills such as critical thinking, broadens their self-awareness, and enhances their social connections, which are all vital to us as we get older.

Teaches BSA Values

One of the methods of Scouting is to create adult association. The product sale is a safe way for a parent and Scout to meet neighbors, community leaders, and strangers in a safe way and learn how to communicate effectively. **Scouts gain practical experience in following the twelve points of the Scout Law**, most notably trustworthy, friendly, courteous, kind, cheerful, and thrifty.

Supports Camp

Did you know it costs nearly **\$X.X** million dollars to operate camp and the council annually? Zero dollars are raised through membership dues or taxes. All of it is raised through diverse revenue streams including activity fees, product sales, Friends of Scouting, and grant writing. Participating in the fall product sale helps us offset the cost of operating Camp year-round and ensures we have membership recruitment resources, resources and support for volunteer recruitment and training, and maintain a local presence with the service center in our community.

Merit Badge Potential



ART:

For requirements 2, 5, and 6, produce a CAMP MASTERS Popcorn poster for local display, using pen and ink, watercolor, pencil, pastel, oil, tempera, acrylic paint or marker.



CINEMATOGRAPHY:

For requirements 1 and 2, create a storyboard for a video designed to show Cub Scouts how to sell CAMP MASTERS Popcorn.



COMMUNICATIONS:

For requirement 1, show your counselor how you would teach others to sell CAMP MASTERS Popcorn. Then, play the roles of customer and Scout, practicing selling techniques. For requirement 2, make a popcorn sales presentation for your counselor.



ENTREPRENEURSHIP:

With Council permission, use your own management of the CAMP MASTERS Popcorn sale to meet many of the requirements for this badge such as 3, 4b, 4d and 6.



GRAPHIC ARTS:

For requirements 2, 3, and 4, design a poster for use during the popcorn sale, and follow the various steps described for ONE of the printing methods to produce copies of the poster.



JOURNALISM:

For requirements 2a or 2b, create a newspaper story or radio news announcement reporting on your Troop's participation in the CAMP MASTERS Popcorn sale.



PHOTOGRAPHY:

For requirements 2b, take photographs of CAMP MASTERS Popcorn, of Scouts selling, and of other activities related to the sale, and arrange the prints, with captions, to tell a story of the sale.



PUBLIC SPEAKING:

For requirement 1, prepare and give a speech to a Cub Unit describing the benefits of popcorn sales to the Troop. For requirement 2, prepare and give a speech to a Cub Unit describing the steps to a successful popcorn sale.



SALESMANSHIP:

With Council permission, use the meetings, practices and procedures of the annual CAMP MASTERS Popcorn sale to meet many, or all, of the requirements for this badge.



TRUCK TRANSPORTATION:

For requirement 10, describe what kind of truck would be needed to ship popcorn from the Ramsey plant to your Council, tell how the popcorn would be packed, estimate the time for the trip, and explain what would be the best way to unload the shipment.

The Three Sales

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Show and Sell

This method is a lot like an “old school” lemonade stand. Your unit gets permission to have a booth in a high visibility area and your Scouts sell actual popcorn/peanut product there on the spot. This method has been highly effective for many units. A unit can plan a Show & Sell day and split Scouts/families into shifts so that everyone takes a turn. Talk with local stores to set up a time to sell. Old Hickory will have additional opportunities for units to sign up for in the fall.

Take Orders

This method involves Scouts going door to door to take orders for popcorn and peanuts. Research shows that about 3 in every 5 doors knocked on will result in a sale. This method is also preferred for mom and dad’s coworkers and close friends and relatives to whom it will be easy to deliver the product at the end of the sale. Scouts take orders using a paper order form and deliver the product at a later date.

Online Orders

Scouts can share a personal link for customers to purchase Camp Masters popcorn. Customers pay online and receive the product in the mail. Scouts can sign up at www.campmasters.org.

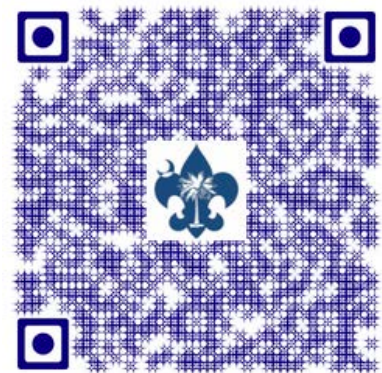
Commitment

You must Sign In to coordinate your sale.

The sign-on link you’ve received or the login to the right will ensure you have access to the CAMP MASTERS Ordering system for popcorn.

When a critical deadline approaches (such as ordering product) we use this list to determine who has not placed an order and provide reminders and support to Kernels to ensure unit orders are not omitted. Reminders will be provided at other times as well.

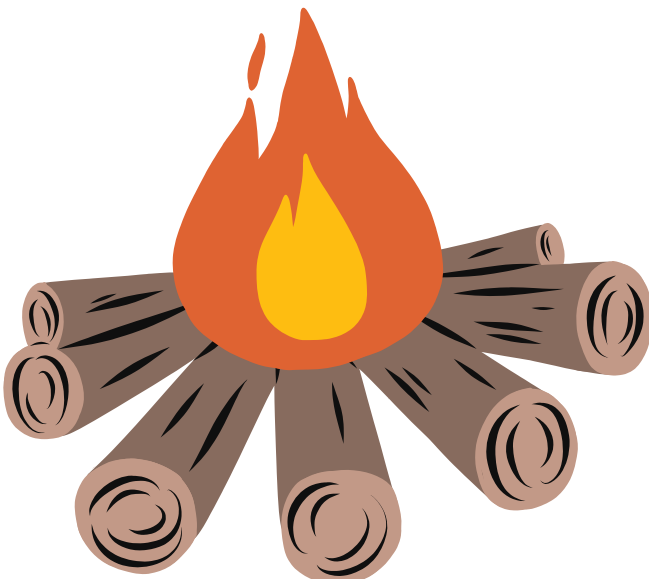
Allows us to do some pre-work with logistics planning so we can have due dates as late as possible for your convenience.



Commitment Form



Camp Masters Ordering Site

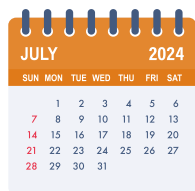


Planning



Key Dates

7



July 8 Popcorn Commitments Due
July 17 Popcorn Sale Council Kickoff
July 31 Show & Sell Orders Due
July 31 Take Order Sales Begin



August 16 Show & Sell Order Pickup



October 11 Unit Return Requests Due
October 18 How To Order Prizes - Zoom
October 18 Take Order Sales End
October 20 Take Orders & Prize Orders Due
October 25 Last Day for Returns



November 8 Take Order Pick Up



December 2 Payments Due



CAMP MASTERS Help ZOOM

Before the Sale



KEYS TO SUCCESS

- Program planning is the first step for successful Scouting and for goal setting. This should take place during the summer before fall recruitment.
- Don't wait until the last minute to find your unit's Popcorn Kernel! Volunteer recruitment, engagement and accountability are important in a successful popcorn sale.
- It's important to have a little fun. Make sure your fall kickoff is fun, motivating and meaningful!
- Be sure your goal is customized to fit your unit's needs.

RECRUIT A KERNEL

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

What does the Job Entail?

- 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
- Hosting an EPIC Unit Kick Off Celebration



SET A GOAL

- Set a unit goal
- Set a per Scout sales goal
- After sharing the goal, highlight what the unit goal pays for and how that benefits each Scout
- Remind scouts and parents of the Unit and Per Scout goal throughout the sale.
- Reward Scouts for achieving the Per Scout Sales Level.
- Encourage all Scouts and families to participate and achieve the Per Scout goal.
- Develop unit incentives to encourage Scouts and families to sell.

ATTEND A POPCORN Kick-OFF

Dates on Page 7!

Learning Objectives:

- Understand the benefits of the fall product sale for your unit and the Old Hickory Council
- Understand how to plan, execute, and evaluate a fall product campaign
- Know how to order, manage inventory, and close out the sale
- Know what resources are available - in print, online, and in person
- Know how to motivate and incentivize your Scouts
- Have an understanding of the available products
- Build Enthusiasm

Building Your Team

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

- District Popcorn Kernel - Your right-hand in all things popcorn & peanuts
- Unit Committee Members - Help you develop the plans and budgets
- Assistant Popcorn Kernel - Your left-hand in all things popcorn & peanuts
- 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 & peanut 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.

Tip

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.

UNIT KICKOFF CHECKLIST

LOGISTICS	ATMOSPHERE	CONTENT
<input type="checkbox"/> Location <input type="checkbox"/> Date & Time <small>- Send invitations!</small> <input type="checkbox"/> Recruit Help	<input type="checkbox"/> Theme <input type="checkbox"/> Games & Activities <input type="checkbox"/> Music <input type="checkbox"/> Decorations	<div> <input type="checkbox"/> Media <small>- Training videos - Motivational videos</small> </div> <div> <input type="checkbox"/> Printed Materials <small>- Family Guides - Program Calendar - Parent Handouts - Unit-Specific Literature</small> </div> <div> <input type="checkbox"/> Presentation </div> <div> <input type="checkbox"/> Product Samples <input type="checkbox"/> Rewards / Incentives </div>

SAMPLE KICKOFF AGENDA

Grand Opening (5 mins): Play music, dim the light and have fun!

Share your Scouting program & promote upcoming adventures (10 mins): Make sure families understand the benefits of selling popcorn & peanuts and how it pay for their program. Highlight key dates that are important to the sale

Train your Scouts (10 mins): Explain the different ways Scouts can sell: Show-N-Sell, Online, & Take Order. Digital Take Order and online at CAMPMASTERS.org

Showcase your Scout Rewards (5 mins): Introduce your unit incentive program, including the CAMP MASTERS High Achiever program.

Big Finish (2 mins): Have top sellers from last year spray the leaders with silly string! Send everyone home motivated to sell.

Keep it FUN! Keep it MOVING! Keep it SHORT!



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

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
- ☐ 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 at 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!



Selling Strategies & Tips



Selling Strategies

How to Sell \$10,000 in a weekend

This training is good for Popcorn Kernels, Parents, and Unit Leaders. It has been proven successful over and over again with not only providing all the money both the Units and the Kids need for their entire year of Scouting it teaches everyone skills that will benefit them throughout their life. No matter if you are selling Popcorn this year or not you should take the opportunity to share this program with all volunteers.



Selling Strategies

DOOR-TO-DOOR:

aka Wagon Sales – One of the most effective sales methods! In this case, a unit signs out product to a Scout who takes it throughout their neighborhood, selling as he goes. Product is brought along (in wagon or vehicle), making it a quick and easy process for the customer. So, it is like a mobile show & sell booth. Units should order for this as part of their show & sell order. A large percentage of homeowners say that no Scout has ever come to their door, missing this great opportunity. If the desired product is not on hand, an order can be taken and product delivered later, but you don't have to make the return trip back to houses! You bring along the product as you sell it door-to-door. When a sale agreement is reached, the Scout goes to the car or wagon, gets the product and delivers it on the spot while the customer pays. If the desired product is not on hand, the Scout uses the Take Order method and returns with the ordered product later. To participate in Show and Deliver, you need to order Show & Sell popcorn.

Super Triangle

Have your Scouts complete the SUPER TRIANGLE! The SUPER TRIANGLE is the 15 neighbors that surround their home. Make a triangle from your home by selling to the first 4 neighbors down, cross the street and sell to 7 houses back toward your home, cross back to your side of the street and stop by 4 neighbors on your way back home. Find a simple prize to encourage your Scouts. We've seen tremendous success from units who just have each Scout do this simple task.

Neighborhood Blitz & Blitz Day

A Blitz Day is an organized day for a group of Scouts to go out selling in a specific area together. Scouts have fun with their friends as they travel to a neighborhood. A neighborhood can be covered very quickly with several Scouts each going door to door.

Helpful Sales Suggestions:

- First Start a conversation: Instead of saying "Do you want to buy some popcorn?" Instead ask, "Do you like popcorn?" This will quickly lead to a broader conversation.
- Qualify your lead with open-ended question: "What kind of popcorn do you like?" The Scout has already established that I like popcorn, but then they needed to find out more about my underlying needs—did I like caramel corn, cheese popcorn, or what?
- Ask for the sale

Try This:

Scout: "Do you like Popcorn?"

Customer: "Well, yes I do!"

Scout: "What is your favorite kind of popcorn?"

Customer: "I like caramel corn and white cheddar."

Scout: "Well you're in luck. We are selling BOTH of those. Would you like to support me in Scouting by ordering some of your favorite popcorn right now?"

CORPORATE SALES:

There are many ways to sell popcorn to business. Some businesses will allow you to sell to their employees; some will let you post an order form in a lobby or breakroom. Focus on companies who give out year-end holiday gifts to employees or customers.

SHOW AND SELL

This method is a lot like an “old school” lemonade stand. Your unit gets permission to have a booth in a high visibility area and your Scouts sell actual popcorn product there on the spot. This method has been highly effective for many units. A unit can plan a Show & Sell day and split Scouts/families into shifts so that everyone takes a turn. Talk with local stores to set up a time to sell.

STEPS TO SUCCESS

Identify Locations – Look for high traffic locations with good visibility for potential customers to find you. Great spots might include stores, parking lots, movie theaters, shopping centers, ball fields, after church on Sunday, or your chartered organization!

Initiate conversation with location – Contact the desired establishment where you would like to have a Show & Sell location in a high traffic area in front of the store. If they won’t allow a sale in front of the store, see if you can do a Drive Thru Sale in the back of the parking lot!

POP UP SHOPS: A Neighborhood

Encourage Scouts to set up a local Show & Sell type stand in their driveway or another location in their neighborhood. This is similar to a lemonade stand, where interested customers can come and purchase if interested!

Marketing & Promotion –Be sure to let everyone in the neighborhood know you are selling, when, & where.

Social Media –Utilize social media apps like Next Door or Facebook to market the sale.

Yard Signs–Set out signs directing potential customers to your Pop-Up Shop, like promoting a Garage Sale.

DRIVE THRU BOOTH

The best thing to come out of the last couple of years is curbside pick-up. Hosting a drive-thru event so people can buy popcorn from the convenience of their cars, is the perfect opportunity to sell to folks who feel the same. The drive thru sale plan can be done anywhere. By asking retail locations, your chartered organization, or other venues to provide space in the parking lot where customers can drive up, place and receive an order, then drive away, you can provide convenience and a low-pressure option to customers.

Other Tips & Tricks

- Have customer remain in vehicle
- Utilize the door hanger for the customer to write down their order or create a simple order form
- Keep stock of popcorn on table to limit & only pull-out product requested by customer
- Encourage cashless transactions if possible
- Assign jobs for the entire day (i.e., 1 person is handling money, 1 is handling product)
- Make a poster to show unit's sale goal and update throughout the day.

ONLINE DIRECT: Camp Masters Popcorn Only

- Safe for Scouts - fundraise from the safety of home
- No handling of products or cash - all credit.
- Assign jobs for the entire day (i.e., 1 person is handling money, 1 is handling popcorn)
- Make a poster to show unit's sale goal and update throughout the day.

HOW DOES ONLINE DIRECT WORK FOR POPCORN?

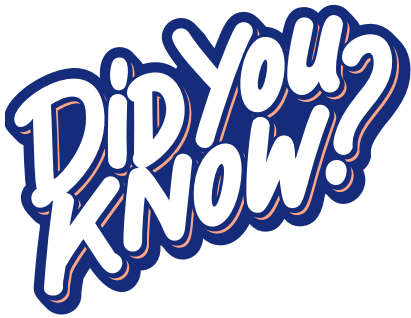
Two Ways Customers Order Online Direct.

- 1.Virtual Store - Scouts share their fundraising page via email, text or social media.
2. Scout Recorded - Record customer orders directly on the Scout's phone (Credit/debit only). CAMP MASTERS ships products to customers, and unit never handles products or cash.

Sample Selling Script

Tip: Use your order forms from last year to ask repeat customers!

Hello. My name is _____. I'm a Scout with Pack / Troop # _____. We're selling popcorn to help raise money for our Pack / Troop. You can help us by trying some of our delicious popcorn. You'll help us, won't you?



Selling Tips

ALWAYS wear your uniform
Practice your sales pitch and role play with other Scouts
ALWAYS smile and introduce yourself
ALWAYS tell your customers why you are selling popcorn
KNOW the different kinds of popcorn you are selling
ALWAYS say "Thank You"
ALWAYS make a copy of your order form
ALWAYS have a clean order form with a pen
The MORE you ask the MORE sales you have!
BE SURE to get customer email addresses to send them a "Thank You" email after the sale, reminding them they can re-order online.

Safety Tips

NEVER enter anyone's home
NEVER sell after dark unless you are with an adult
DON'T carry large amounts of cash with you
ALWAYS walk on the sidewalk and driveway
ALWAYS sell with another scout or with an adult



Objections at the Point of Sale

The key to objection handling is being proactive about dealing with them. Most of us know the objections Scouts will face on a day-to-day basis during fundraising. Scouts should identify them, come up with specific approaches and responses to each of them and then test to see which ones work best.

I cannot eat popcorn...

That's ok. You can still support us and the military by sending popcorn to troops overseas. Popcorn also makes a great gift for someone else. We also have chocolate covered pretzels that you may like. Which one works best for you?

Popcorn is not healthy...

Many snack foods have lots of fat, but many of our products have less than half the calories of potato or corn chips, plus popcorn is high in fiber! Which one would you like? [Suggest the Gourmet Purple Popping Corn Jar. This gourmet popping corn is delicious and contains antioxidants, has virtually no hulls, and tastes great.](#)

The price is too high..

The price is about the same as buying popcorn at the movies, however, 73% of the cost is going to help our Scouting program, so you can feel good about buying and helping. Think of it this way: you are donating to Scouting and this popcorn is your thank-you gift. Which one would you like?

We already bought popcorn...

Great! Thank you! After trying the product, many of my customers find that they would like to send some to family, friends, or to military members overseas. Do you have someone in mind that would like some delicious popcorn?

I don't have any money on me...

That's ok. We take all major debit and credit cards. Which one would you like?

I am allergic...

I'm sorry to hear that. Would you consider sending some popcorn to military members overseas? You can support both Scouting and the military that way.

I don't support the Scouts

Thank you very much for your time. I hope you have a good day.

Be proactive about handling objections

Marketing Your Sale



Tips for Making Sales Pop

SELL SELL SELL - Keep Scouts motivated! Do one fundraiser per year and do it well! Some ideas to keep Scouts motivated: arrange den/patrol competitions, continuously share what prizes and incentives are available at each sales level, remind parents about how the popcorn sale pays for their program, and give regular updates on your unit's progress towards your sales goal.

FIND A HOOK: Make the sale fun. Have adults dress up in costume, cook and give out free hotdogs, silly signs, pictures of Scouting events, have a good popcorn cheer, be a little silly and fun, have a "game" a customer could participate in.

CREATE A GOAL: Units that have a written down and expected goal sell more. Scouts who either have a goal assigned by the unit OR one they've selected sell **MUCH** more.

INSPIRE COMPETITION: Award a special prize to the Den or Patrol that has the highest average sales per Scout, award trophies, or ribbons to the Individual Sales leaders in each Den or Patrol.

USE YOUR TEAM: Assistant Kernels, Den Kernels (Cub Scouts) or Patrol Kernels (Scouts BSA). Make them responsible for communication and "energy" of the sale in their respective Den or Patrol. They keep track of their Scouts' weekly sales and use that info for weekly prizes (your unit offers those!). They also check out popcorn for Show and Sells and collect forms & money when Take Orders are due. They balance and double check it all before giving it to the Unit Kernel.

HAVE ORGANIZED NEIGHBORHOOD CANVASSING OR "BLITZ": Days where Scouts meet together with their leaders and product to sell and divide up streets in the neighborhood for each den or patrol. Divide and conquer!

DECIDE IN ADVANCE HOW YOUR UNIT IS GOING TO DIVVY UP SALES: Either give each Scout an equal share or pro-rate on a time basis.

HAVE UNIT LEVEL REWARDS THAT COMPLEMENT THE REWARDS FROM CAMP MASTERS: Some ideas: gift cards for top seller or top den(s)/patrol(s), pie in the CM/SM face, free camping trip, dues refunded, special unit activity if they sell above X dollars, free pizza party for the highest selling den, etc. Find freebies at local stores such as free oil change, free massage, free day spa, etc. for the parents! Parents who are motivated will get their scouts selling.

TRAIN THE SCOUTS: set aside part of a Pack or Troop meeting to train the Scouts on their sales pitch, how to deal with all types of potential customers, teach them how to "ask for the business/order," etc. Take some time to "role play" and have the Scouts practice in front of the group. Give them the skills that will inspire confidence.

CHEER THE PROGRESS: send weekly updates about your unit's sales progress, celebrate the successes and big sales, monitor and measure your sales each week and chart your progress publicly..... and praise the Scouts that are excelling in their sales efforts.

MAKE IT FUN: the Scouts that have the most success are the ones that view this as a FUN way to earn and win cool prizes, help their Pack or Troop and have some friendly competition with their fellow Scouts. Leaders should make sure to create a fun and supportive environment that rewards sales success while supporting every Scout's efforts regardless of their sales.

COMMUNICATE WITH SCOUTS AND FAMILIES OFTEN: Check up on how they are doing, keep them informed of the great prizes and unit incentives. These should not be high pressure emails, just updates and reminders.

GEO- Fencing: Facebook

Geo-fencing is a tool on Facebook to help your unit advertise your Popcorn Site Sale in your area, and to boost the awareness of your Unit's activity within your community. To guarantee advertisement success, please follow the steps below.

Step 1: Create a Community Facebook page. There are different kinds of pages on Facebook. There are also pages for businesses and organizations which have a broader set of tools. Community pages are ideal for Scouting units and councils. These pages have calendars and communications tools that allow them to create and promote events and reach a broader audience.

To create a 'Community' nonprofit page, use the link: <https://www.facebook.com/pages/create> and select the box on the top row, center column titled Company, Organization, or Institution, and follow the prompts.

Step 2: Create an event. Once your page is up, create an event. The event could be for a Popcorn Site Sale, an open house, joining night, outing, fundraising event, or any other occasion.

For instructions on creating an event, use the link or scan the QR Code:
https://www.facebook.com/help/210413455658361?helpref=about_content



Step 3: 'Boost' the event. 'Boosting' means paying money to have your event seen by a broader number of people. (Think advertising.) For your Site Sale, it is best to geofence your event around the actual location of your Site Sale. You can 'boost' your event for as little as \$2/day and up to 21 days prior to your event.

For instructions on creating an event, use the link or scan the QR Code:
<https://www.facebook.com/business/help/347929565360250>



We suggest using the following parameters for your event, but feel free to adjust them as appropriate for your event or area.

Gender: Both Male and Female

Age: Adults 33-49



Food Truck Marketing

Do Some Online Research

Ever wonder how pop up food truck vendors are so successful? They use ALL of their resources and we can learn a good deal from their marketing strategies. Do an online search for “food truck marketing” to find dozens of hints, tips, tricks, and social media post examples that can save you time. You can also use a safe AI search to help you craft your own plan too!

Social Media your Location & Products

Post on your pack, troop, personal, or parent's Facebook pages of where you're going to be! Videos tend to get more watches than simple pictures. Always post the location, time, and make sure you have a call to action such as “Get it while we're here!”

Attend Festivals and Events

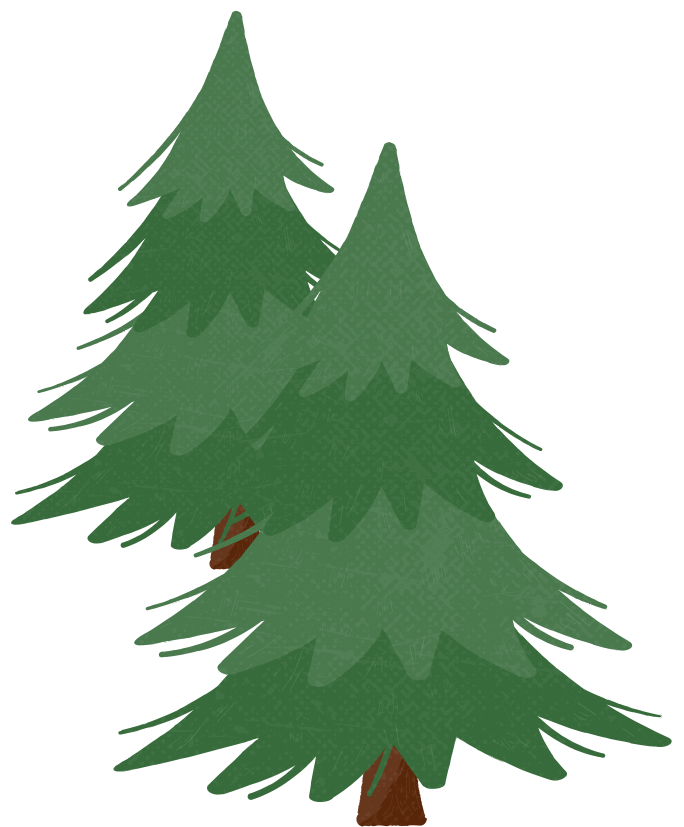
There are many parades, social outings, ice cream socials, community events, pumpkin patches, and more throughout the fall! Take time to go where the people are and set up a show and sell table to get your name and product out there! Be sure to tag the host on social media to give them extra appreciation and exposure.

Do Delivery

Ever wonder why Uber Eats and Grub Hub are successful? They capitalize on the notion that people live busy lives and make things easier with delivery!

Create Returning Customers

If someone really likes a product, offer to sell them more!
We have a large window for selling, if someone buys
in early September, offer them more in late
October! It makes great presents too.



Products, Prizes, Commissions



CAMP MASTERS
GOURMET POPCORN

Product Mix

Company	Item	Retail	Qty per Case
Camp Masters	6 Pack Microwave Butter	\$12.00	8 Boxes
Camp Masters	Caramel Popcorn Bag	\$15.00	12 Bags
Camp Masters	Purple Popping Corn Jar	\$15.00	6 Jars
Camp Masters	Honey Roasted Peanuts	\$20.00	12 Cans
Camp Masters	White Cheddar Cheese Popcorn Bag	\$20.00	9 Bags
Camp Masters	12 Pack Microwave Sweet & Salty Kettle Corn	\$20.00	8 Boxes
Camp Masters	14 Pack Extra Butter Roasted Summer Corn	\$20.00	8 Boxes
Camp Masters	Chocolate Covered Pretzels*	\$25.00	12 Bags
Camp Masters	Chocolate Drizzle Caramel Bag*	\$25.00	12 Bags
Camp Masters	Classic Trail Mix	\$25.00	8 Bags
Camp Masters	22 Pack Microwave Movie Theater Extra Butter	\$30.00	6 Boxes
Camp Masters	Supreme Caramel Tin	\$30.00	8 Tins
Camp Masters	3 Way Cheesy Cheese Tin	\$50.00	1 Tins
Camp Masters	Tasty Trio Tin*	\$60.00	1 Tins
	*Unable to be ordered for Show-N-Sells		

This year's product mix was selected by a team of twenty three volunteers from eleven units who reviewed products, prices, and options.

We've reduced the number of SKUs this year per your request. Our aim is to make the sale as simple as possible for YOU and your SCOUTS

Did you know that OHC has kept our retail prices the same despite MSRP rising? This year, we've adjusted prices based upon your feedback to reduce the need for single dollar change.

Commission

30% - Guaranteed Base Commission

+1% - Submit Popcorn Commitment Form before the Council Popcorn Kickoff

+1% - Have a Unit Representative attend the Council Zoom Popcorn Kickoff

+1% - Conduct a Unit Popcorn Kickoff at an Event or Unit Meeting

+1% - Post a promotional popcorn series on social media

+2% - Opt Out of the Prize Program in favor of extra commission

-2% - Fail to pay full popcorn balance by Monday, 02-Dec-24

Prizes!

Scouts sell more when they have an objective! We're partnering with Keller Marketing again to offer the traditional prize program!

CHOOSE A PRIZE AND GO FOR IT!

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

\$5,000 LEVEL 14	48 - LEGO Technic Mercedes-AMG F1 V14 E Performance 49 - Cross Canyon 2' Tent & Footprint 50 - Camera Evolution Mario Kart Analog Electric Rod Car Racing	28 - Hydration Pack - 2L 29 - Transformers: Rise of the Beasts Bombsquad Model Kit 30 - Zing Quick Switch Power Bow 31 - 2-Person Waterproof Tent 32 - Grab Bag G
\$4,000 LEVEL 13	45 - Adventure Camp Package 46 - Bicycle Camp/Dome 2+ 47 - Case Bonesteel Folding Hunter Knife w/ Leather Sheath	23 - E-Box Parts Plus Construction Kit 24 - Telescope - 40X Magnification 25 - 5-in-1 Multi-Tool w/ Keyring & Ax 26 - Heatproof Mechanicals Wasp Assorted Colors 27 - Grab Bag F
\$3,000 LEVEL 12	42 - iLive Indoor/Outdoor Bluetooth Solar Speakers 43 - LEGO City Modular Space Station 44 - Coleman Sundome 4 Person Tent	18 - Light Saber w/ Stand 19 - 3pc Stainless Steel Mess Kit 20 - Adventure Duffel Bag w/ BSA/B Branding 21 - All Purpose Camp Bow w/ 2 Zarts 22 - Grab Bag E
\$2,150 LEVEL 11	39 - LEGO Friends Castle Bed and Breakfast 40 - SkullCandy Wireless Earbuds 41 - Fossilize One	13 - Multi Tool Flashlight 14 - Magic Sand Set w/ 6 Molds 15 - White Handle Lock Blade Knife & Case w/ BSA/B Branding 16 - Catapult Plane w/ Decorative Stickers 17 - Grab Bag D
\$1,650 LEVEL 10	36 - Youth Pickle Ball Set 37 - HEXBUG BattleBots Arena: Bion Force & Blacksmith 38 - The North Face Shawmut Backpack	9 - Dry Bag - 5 liter - Yellow w/ BSA/B Branding 10 - Mini Multi-Tool w/ Case 11 - 4x30 Binocular w/ Case 12 - 6" Stuffed Animal - Goat
\$1,250 LEVEL 9	33 - LEGO Batman - Batcycle 34 - Swiss Army Fieldmaster Knife 35 - Waiver T-shirt Set w/ Rechargeable Batteries	6 - First Aid Kit w/ Waterproof Case 7 - Mini Dynamo Dual LED Light w/ BSA/B Branding - Assorted colors 8 - Watch/Pedometer
Popcorn and Prize Orders are Due to your Unit Kernel by _____		
Scout Name: _____	Pack/Troop: _____	Total Sales: _____
Price #	Price Description	Quantity
1 - Fire Starter and Steel Assorted Characters 2 - Tuffy Hawk Box Boarders 3 - Compass Thermometer Whistle 4 - Highlighter Scout - 4 Color Highlighter w/ Retractable Computer Brush	0.1 - Popcorn Sale Patch 0.2 - Military Club Patch 0.3 - Online Sale Pin 0.4 - Top Seller Pin Set over \$1,000	
0.5 - Hanging Hammock 0.6 - Dart Zone Max Solo w/ 10 Darts 0.7 - Lego Friends Adventure Camp Archery Range	0.5 - Hanging Hammock 0.6 - Dart Zone Max Solo w/ 10 Darts 0.7 - Lego Friends Adventure Camp Archery Range	

High Achiever Prize

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



SELL \$3000+ TOTAL
GET 4% BACK ON A VISA or EGift card



2-Person Tent, 3W-200 Lumen COB LED Headlamp, 4x30 Binoculars, 6-in-1 Cooking Multi-Tool, Cooler Chair Backpack, Metal Campfire Mug w/ BSA Branding, and Sleeping Bag. Image not to scale, items shown larger to show detail.

Ordering & System Guides



Popcorn Ordering

Popcorn Kernels will receive an e-mail from the Camp Masters system when they submit the unit commitment form on page 5. We will use this data to create your account and then follow the automated e-mail to the address you provide. Popcorn is due on the date provided as the next morning we have to submit the order to Camp Masters. To give YOU as much time as possible to order, we have set the order date as late as possible. Unfortunately we cannot accept orders after the deadline. If you have issues or cannot figure out the system, reach out to your District Popcorn Kernel, District Executive or the contacts on page 2 for guidance and support. If you're getting frustrated, call us!

Pick Up

You will receive an e-mail prior to the pick up day letting you know your window. We try to maximize this time to get you in and out as soon as possible. If you need to change your location, time, or make other arrangements, reach out to the contacts on page 2.

WHAT SIZE VEHICLE WILL I NEED?



Mid-size car
20 cases



Standard SUV
40 cases



Standard Van
60 cases



Full size SUV
70 cases



Pickup
90 cases

Popcorn Policy

- Show & Sell Product **MUST** be ordered in full cases. Take Order may be ordered in both cases and containers.
- No returns on product are accepted. Please plan accordingly.
- Please use your excess show and sell product to fill your take order. Then, use the system to order the rest.
- If you have excess popcorn during the campaign, you may reach out to the council service center via the contacts on page 2 to see if you can move popcorn to another Pack/Troop who may be on a waiting list for more popcorn!

Inventory Tips and Tricks

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Show and Sell is a great way to raise money for your unit and is a very popular method as well. Here are a few helpful hints when ordering your show and sell inventory.

- Keep your goals in mind, if you have a large event coming up that will require more product and person-power, you may want to order extra product or schedule additional slots for Scouts to sell.
- Keep the lines of communication open, if it looks like you will have extra popcorn that you may not be able to sell, share your needs or wants with the council and other units.
- If you have questions or problems don't hesitate to contact the council service center for help and assistance.

*** All orders are subjected to Council approval.

If you sold last year, look at your history of what was ordered.

- Compare the number of Scouts you have this year versus last year.
- Adjust your order based on your goal per Scout
- Adjust products if you had more of one item that sold better
- Check out [CAMP MASTERS.org](http://CAMPMASTERS.org) for How to Order Demo



If you receive damaged popcorn at distribution, you must:

1. Refuse to take it if you see the damage right away. We will make sure you get a replacement.
2. Report the damage to the Council Service Center immediately upon finding it after getting it home.

UNIT-TO-UNIT TRANSFERS

If your unit transfers products to another unit, follow the process below. The online system provides a mechanism to transfer product between units however we recommend the process below unless you are well acquainted with the unit you are transferring with.

TRANSFERRING UNIT

1. Contact the Council Service Center to tell us what you have
2. The council will maintain a list what units are offering for sale or trade.
3. Provide the contact information for the person who will be representing your unit.
4. The Council will share the information with units looking to acquire more product.



RECEIVING UNIT

1. Contact the Council Service Center to see what product is available for sale or trade.
2. Provide the Council Service Center with your representative contact information.
3. Provide the Council Service Center with a list of your needs.
4. After communicating with the Transferring unit negotiate and execute your transfer.

ADDITIONAL PRODUCT

The Council Service Center may have small amounts of extra product available. Some inventory may become available for purchase by units that request more. On the units invoice, any additional product picked up will be combined with the quantities you previously ordered.



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