

# 2025 CAMP MASTERS

## Kernel Guide



**INDIAN WATERS COUNCIL**

**SCOUTING AMERICA**

*in partnership with*



# READY! SET! GO!

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

2025 CAMP MASTERS is providing all Councils and Units with training and marketing resources. Some information on these resources is included in this guide. And you'll gain access to others over the coming months leading up to the sale. Please join our Facebook group <https://www.facebook.com/groups/campmastersunitsparentsandscouts/> Also check out <https://www.campmasters.org/> for more resources.

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

We are fully invested in your popcorn success!

Warm Regards,

Jason Sieg  
Vice President of Sales and Marketing  
CAMP MASTERS Popcorn Brand



# CONTENTS

LETTER FROM CAMP MASTERS	2
TABLE OF CONTENTS	3-4
MAKE THIS YOUR BEST SALE EVER!	5
IMPORTANT CONTACTS	6
2025 PRODUCT SELECTION	7-8
PICKING UP POPCORN	9
POPCORN SQUAD	10
CREATING / MANAGING MOMENTUM	11
COUNCIL COMMISSIONS AND PRIZES	12
CAMP MASTERS PRIZES	13
KERNEL CHECKLIST	14
POPCORN TRAINING	15
HOW MUCH POPCORN TO SELL	16
ANNUAL PROGRAM PLANNER	17
REGISTER YOUR SCOUTS	18-21

# CONTENTS

2025 POPCORN CALENDAR	22
STOREFRONT RECRUITING	23
STOREFRONT SCHEDULING	23
ORDERING INVENTORY	24
YOUR POPCORN KICKOFF	25
GOAL SETTING - THE KEY TO A SUCCESSFUL SALE	26
MULTIPLE WAYS TO SELL AND STRATEGIES	27-28
CREDIT CARD PAYMENTS ON THEIR DASHBOARD	29-30
INVENTORY AND PAYMENTS	31
WRAPPING UP YOUR SALE	32



# WHY POPCORN MATTERS

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Congratulations on choosing to have your Unit fund its program through the Popcorn Fundraiser. You've likely heard many times that *"it's not about selling popcorn, it's supporting Scouting."* But what does this mean? And how does it impact each individual Scout?

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

## Association with Adults

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

## Salesmanship and Entrepreneurship

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

## Grow and Sustain Scouting

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

## Fund Membership and Activities

The funds you raise can be used to cover registration fees, uniforms, trips, activities, day camps, summer camps, and high adventure experiences within the program. Fewer out-of-pocket expenses for families equals better-equipped kids and more participation.

Help all of your families save money by encouraging 100% participation! This year's popcorn fundraiser can be the best fundraiser EVER!



# IMPORTANT CONTACTS

## Council Contacts

Vacant  
Council Volunteer Chair  
Phone:  
Email:

John Cuenin  
Staff Adviser  
Phone: 803.750.9850  
Email:  
[john.cuenin@scouting.org](mailto:john.cuenin@scouting.org)

Scott Hagler  
Secondary Staff Adviser  
Phone: 803.750.9842  
Email:  
[scott.hagler@scouting.org](mailto:scott.hagler@scouting.org)

## District Contacts

Atakwa and A-09 (Name TBD):  
Michael Shook  
Field Director  
Phone: 706.691.7839  
Email: [michael.shook@scouting.org](mailto:michael.shook@scouting.org)

Capital Rivers and Edisto:  
April Mayfield  
District Executive  
Phone: 803.626.6651  
Email: [april.mayfield@scouting.org](mailto:april.mayfield@scouting.org)

## WAREHOUSE #1: Midlands

The R. L. Bryan Company  
301 Greystone Blvd., Columbia, SC  
Phone: 803.556.6615

[Google Maps](#)

## WAREHOUSE #2: Grand Strand

Grand Strand Sandwich  
8910 Highway 90, Longs, SC  
Phone: 843.283.5969

[Google Maps](#)

Chicora: Adam Riedel  
District Executive  
Phone: 843.283.5969  
Email: [adam.riedel@scouting.org](mailto:adam.riedel@scouting.org)

Chinquapin and Etowah:  
Scott Hagler  
Director of Field Services  
Phone: 919.750.1283  
Email: [scott.hagler@scouting.org](mailto:scott.hagler@scouting.org)





# 2025 PRODUCT SELECTIONS



**CAMP MASTERS**  
GOURMET POPCORN

# PRODUCTS

Code	2025 Show and Sell Products	Qty/Case	Item Cost	Case Cost	Case Sales Price
JK	Chicago Style Snack Attack	1	\$33.00	\$33.00	\$50
E	Supreme Caramel Tin	8	\$17.46	\$69.84	\$240
MM	18 Pack Movie Theater Extra Butter Microwave Popcorn	6	\$16.20	\$108	\$180
ZG	Salted JUMBO Cashews	12	\$17.70	\$212.40	\$360
X	Classic Trail Mix	8	\$16.20	\$129.60	\$200
G	12 Pack Extra Butter Roasted Summer Microwave Popcorn	8	\$12.52	\$100.16	\$160
KT	Cinnamon Crunch Popcorn Bag	12	\$12.96	\$155.52	\$240
YY	12 Pack Sweet & Salty Kettle Corn Microwave Popcorn	8	\$12.48	\$99.84	\$160
ZD	White Cheddar Cheese Popcorn Bag	9	\$12.48	\$112.32	\$180
ZH	Honey Roasted Peanuts	12	\$11.86	\$142.32	\$240
V	Purple Popping Corn Jar	6	\$8.74	\$52.44	\$90
DD	Caramel Popcorn Bag	12	\$8.74	\$104.88	\$180
U	5 Pack Butter Microwave Popcorn	8	\$6.48	\$51.84	\$80

Code	2025 Take Order Products (Only Available after October)	Qty/Case	Item Cost	Case Cost	Case Sales Price
ZE	Chocolatey Drizzled Caramel Bag	12	\$16.20	\$194.40	\$360
ZW	Chocolatey Covered Pretzels Bag	12	\$12.96	\$155.52	\$264





# PICKING UP MY POPCORN

**Show & Sell Order Pickup: August 15, 2025**

**Take Order Pickup: November 7, 2025**

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

- Midsize car holds about 20 cases
- Luxury sized car holds about 30 cases
- Minivan holds about 60 cases
- Large SUV holds about 50 cases
- Small Pickup bed holds about 65 cases
- Large Pickup bed holds about 90 cases

In all our vehicle examples, it is recommended that all seats behind the front driver and passenger seats be stowed into the car floor or removed.

All of the capacity estimates are very dependent upon the products, which affect the shapes of the cartons.



**Midsize Sedan: 20-25 cases**



**Luxury Sedan: 25-30 cases**



**Minivan: 55-60 cases**



**Large SUV: 50-55 cases**



**Small Pickup Truck: 65-70 cases**



**Large Pickup Truck: 85-90 cases**

# POPCORN SQUAD

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 - A Must have (Ask for Help)**
- ★ 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 2 hours in planning and decorating day of, plus whatever time you'd estimate for creating them.





# CREATING & MANAGING MOMENTUM



Fundraising is not a sales pitch but a long-term partnership between your Unit and the people in your community. Perhaps the hardest part of any fundraiser is creating and keeping the momentum up before and during the sale. Families are busy and Scouting is likely not their only after-school activity. So we've compiled a list to help you keep excitement and spirits high throughout the popcorn sale.

- Ensure everyone knows the purpose of the fundraiser. Spread the word in every way possible!
  - Send letters home with your Scouts.
  - Talk to the parents individually. Share what the proceeds will be used for.
  - **[Dear Scouting Families Letter](#)**
- A game board for Scouts to help them reach their sales goal.
- Promote popcorn as a great gift for teachers, coaches, employees, and business associates.
- An award/reward for the first, second, and third place Scouts to reach a specific objective you set during your popcorn sale.
- A "Make A Difference" flyer explains how a popcorn purchase 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 incentives.
- A printable progress chart to keep Scouts and families informed.

# COMMISSION & PRIZES

## COMMISSION STRUCTURE (UNIT CHOICE):

### Option #1 – PRIZES –

29% Base with Prizes; 33% total possible

### Option #2 – NO PRIZES –

32% Base with No Prizes; 36% total possible

The following bonuses to commission are the same for both options above:

+2%.....Submit Popcorn Commitment Form prior to AND participate in the Council Zoom Popcorn Kickoff (Wednesday, 16 July, 2025)

+2%.....Unit conducts a Unit Kickoff at an Event/Unit Meeting AND posts a promotional popcorn series on social media (send to John Cuenin for verification).

-2%.....Late fee on payments made after Monday, 2 December, 2025.

## Indian Waters Council

Council ID: 553lwc

For Popcorn Related Questions:

Council Office: (803) 750-9868

For Prize Related Questions

GCC/Keller Marketing: (888) 351-8000

[www.kellerprizeprogram.com](http://www.kellerprizeprogram.com)

## GUIDELINES to Select Prizes

- (1) Prizes earned based on individual sales. No combining of sales with other Scouts.
- (2) Sell any item & receive the Popcorn Sale Patch.
- (3) Sell \$90 & select your choice of prize at the \$90 level.
- (4) Sell \$190 or more & select a prize from the level you achieve or select prizes from the lower levels as long as the total of the prize levels does not exceed the prize level achieved. Example: If you sell \$625 in popcorn, you may select ONE prize from the \$625 Level or ONE prize from the \$325 Level and ONE prize from the \$250 Level.
- (5) Parent's permission is required to order a knife.
- (6) All prizes will ship to your Popcorn Kernel.
- (7) If a prize is no longer available a substitute of equal or greater value will be shipped.
- (8) Turn in your prize order with your popcorn order.



# CAMP MASTERS PRIZES

IN ADDITION to Council incentives, CAMP MASTERS offers Prizes to recognize Scouts Popcorn Sale efforts.



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

## High Achiever Prizes (Selling \$3,000 or more)



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

OR



This year's High Achiever Camp Package contains the essentials for camping: a 2-person waterproof tent, 2L Hydration Pack, 5-in-1 Survival Tool with Shovel (including Shovel, Compass, Saw, Axe, Pick and Case), 80x80 Binoculars with Case, Telescope w/ 40x Magnification and Telescopic Fishing Pole with Reel and Case



# KERNEL CHECKLIST

## My #PopcornSquad

### District Kernel

Name:  
Phone:  
Email:

### Assistant Kernel

Name:  
Phone:  
Email:

### Kickoff Kernel

Name:  
Phone:  
Email:

### Show-N-Sell Kernel

Name:  
Phone:  
Email:

### Pickup Kernel

Name:  
Phone:  
Email:

### Prize Kernel

Name:  
Phone:  
Email:

### Communications Kernel

Name:  
Phone:  
Email:

- ☐ Attend Popcorn Trainings
- ☐ Plan Annual Scout Program (w/ Unit Committee)
- ☐ Review Commission Structure & Prizes
- ☐ Determine Additional Unit Prizes
- ☐ Set Budget for Program (**Use Unit Fillable Budget**)
- ☐ Recruit Your #PopcornSquad
- ☐ Update Scout Roster (w/ Membership Chair)
- ☐ **Direct Scouts to Self-Register or Update Bio**
- ☐ Determine Per-Scout Fundraising Goal (**Use Scout Goal Worksheet**)
- ☐ Secure Storefronts (as / where possible)
- ☐ Create Unit Timeline for Popcorn Sale
- ☐ **Establish Guidelines for Popcorn Pickup / Returns & Money**
- ☐ Confirm Show-N-Sell Locations & Times
- ☐ Place Unit Popcorn Order (S-n-S Order deadline is July 30)
- ☐ Host Unit Kickoff Meeting
- ☐ Prepare and Distribute Handouts
- ☐ Share Tips & Ideas for Selling Popcorn
- ☐ Provide Selling Incentives & Games for Scouts
- ☐ Coordinate Pick-Up / Drop-Offs at District Warehouse
- ☐ Encourage Scout & Parent Participation
- ☐ Share Selling & Marketing Strategies
- ☐ Help Scouts Share Their Online Selling Link
- ☐ Place Final Popcorn Order (Take Order deadline is October 19)
- ☐ Order and Distribute Prizes
- ☐ Remit Product Payments to Council
- ☐ Contact District Kernel as Needed for Assistance
- ☐ Celebrate!



# POPCORN TRAINING

DATE	LOCATION	TIME	ATTENDEES
July 18	Virtual	6:00 PM	<a href="https://v.ringcentral.com/join/391936626">https://v.ringcentral.com/join/391936626</a>
July 24	Virtual	6:00 PM	<a href="https://v.ringcentral.com/join/261110179">https://v.ringcentral.com/join/261110179</a>
July 26	Virtual	7:00 PM	<a href="#">CM Hosted training for Units on “How to Sell \$10,000 in a Weekend”</a>
July 31	Virtual	7:00 PM	<a href="#">CM Hosted: Unit Leaders - How to Take Credit Card Sales</a>
September 4	Virtual	7:00 PM	<a href="#">CM Hosted: Understanding CAMP MASTERS Technology from a Unit Perspective</a>
October 5	Virtual	7:00 PM	<a href="#">CM Hosted Unit Take Order Training</a>

# HOW MUCH POPCORN TO SELL

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

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

## **Program Ideas:**

Summer Camp  
Cub Scout Council Events  
Monthly Unit Activities  
Pinewood Derby  
Patrol/Den Activities

## **Other Considerations:**

BSA Registrations & Scout Life Magazine  
Meeting Supplies/Awards & Recognitions  
Den/Patrol Expenses/Training Courses  
Unit Equipment  
Uniforms/Personal Camping Equipment  
Assistance for Low-income Scout Families

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

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

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

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

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

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





# ANNUAL PROGRAM PLANNER

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

ACTIVITY	PROGRAM MONTH	COST
		\$
		\$
		\$
		\$
		\$
		\$
		\$
		\$
		\$
		\$
		\$
		\$
		\$
		\$
		\$
		\$

## NOW CALCULATE YOUR POPCORN SALES GOALS

Divide UNIT BUDGET by UNIT COMMISSION  
(Total Program Cost ÷ Commission % = Sales Goal)

\$

Divide by NUMBER OF PARTICIPATING OF  
SCOUTS  
(Unit Sales Goal ÷ # of Scouts = Scout's Sales Goal)

\$

Registration & Insurance	\$
Advancements	\$
Uniforms	\$
Scholarships	\$
Other	\$
TOTAL UNIT BUDGET	\$

# REGISTER YOUR SCOUTS

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

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

Josie Mathis | Troop GT 220  
Ramsey Training Council | Chippawa District

To Do:

To Do:

Links:

Unit Management

Manage Unit Information

Setup/Invite Scouts

Setup/Import Scouts

Unit Inventory

View Unit Invoice

Sales & Orders

Storefronts

Training & Rewards

2024 Show N' Sell

Start: 2/4/24 - Due: 10/31/24

Unit order due by 8/5.

2024 Show N' Sell - Video Demonstration

Start: 3/31/24 - Due: 9/27/24

2024 Take Order Video Demonstration Copy

Start: 5/1/24 - Due: 6/1/24

Take Order

Start: 6/1/24 - Due: 10/16/24

2024 Take Order

Start: 7/1/24 - Due: 10/24/24

Unit Goal

\$4,000.00

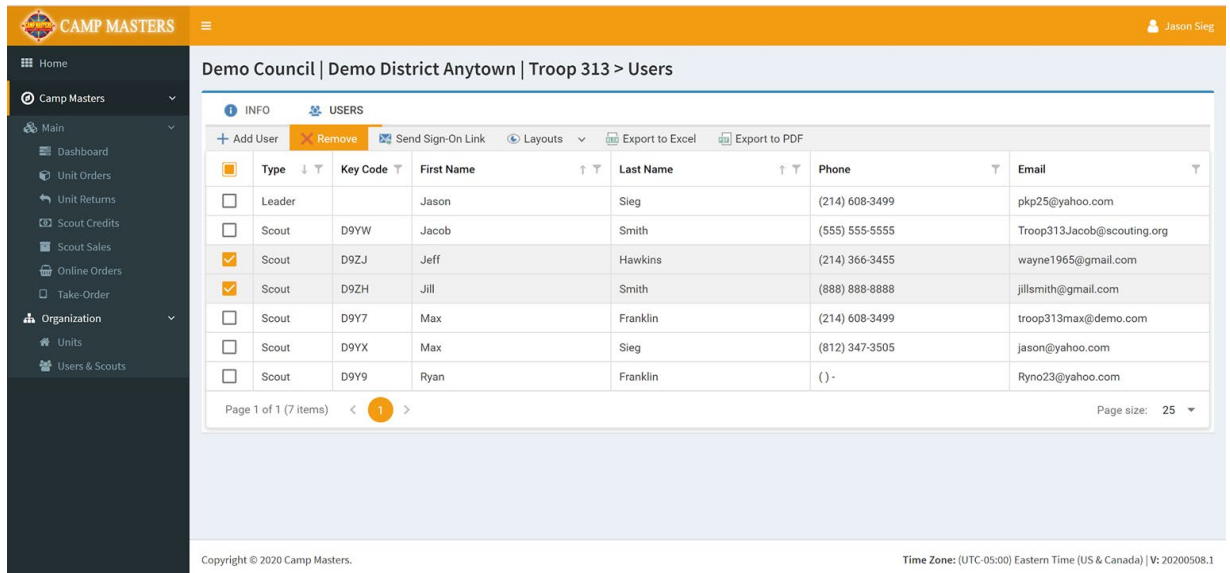
The list of current Scouts registered in your Unit will be displayed.

Ramsey Training Council   Chippawa District   Troop GT 220 > Users						
INFO USERS						
+ Add User X Remove Send Sign-On Link Layouts Export to Excel Export to PDF						
<input type="checkbox"/>	Type	Key Code	First Name	Last Name	Phone	Email
<input type="checkbox"/>	Leader		Casey	Castle	() -	caseycastle@hotmail.com
<input type="checkbox"/>	Leader		Jason	Leader	() -	jasons@ramseypopcorn.com
<input type="checkbox"/>	Leader		Josie	Mathis	() -	josie@ramseypopcorn.com
<input type="checkbox"/>	Leader		Nate	Schott	(123) 456-7890	schottnathan+Nathan_Schott@gmail.com
<input type="checkbox"/>	Leader		Stephanie Cottrell	Stephanie Cottrell	(502) 338-1014	stephanie@blueelephantcreative.com
<input type="checkbox"/>	Scout	3NXX	Alexandra	Jones	(123) 456-7890	allyjones@email.com
<input type="checkbox"/>	Scout	KBQP	Brad	Cole	(502) 338-1014	stephanie@blueelephantcreative.com
<input type="checkbox"/>	Scout	KB6V	Cherry	Cottrell	(919) 737-5653	stephanie@blueelephantcreative.com
<input type="checkbox"/>	Scout	3NYB	Christina	Moncada	(888) 888-8887	chrismoncada@fakeemail.com
<input type="checkbox"/>	Scout	3844	Darby	Paddie	(987) 654-3210	dpaddie@change.com
<input type="checkbox"/>	Scout	3NX9	Esther	Kim	101-101-1010	essiekim@yahoo.com
<input type="checkbox"/>	Scout	3NXV	Fernanda	Peyro	(555) -55-5555	fern.peyro@gmail.com
<input type="checkbox"/>	Scout	3PHX	Heather	Banks	(999) 999-9999	heatherb@fakeemail.com
<input type="checkbox"/>	Scout	J54H	Isaiah	Schott	(123) 456-7890	schottnathan@gmail.com
<input type="checkbox"/>	Scout	KDXF	James	Castle	() -	caseycastle@hotmail.com
<input type="checkbox"/>	Scout	3NXY	Jenna	Johnson	(987) 654-3210	jenjohn@example.com



# REGISTER YOUR SCOUTS

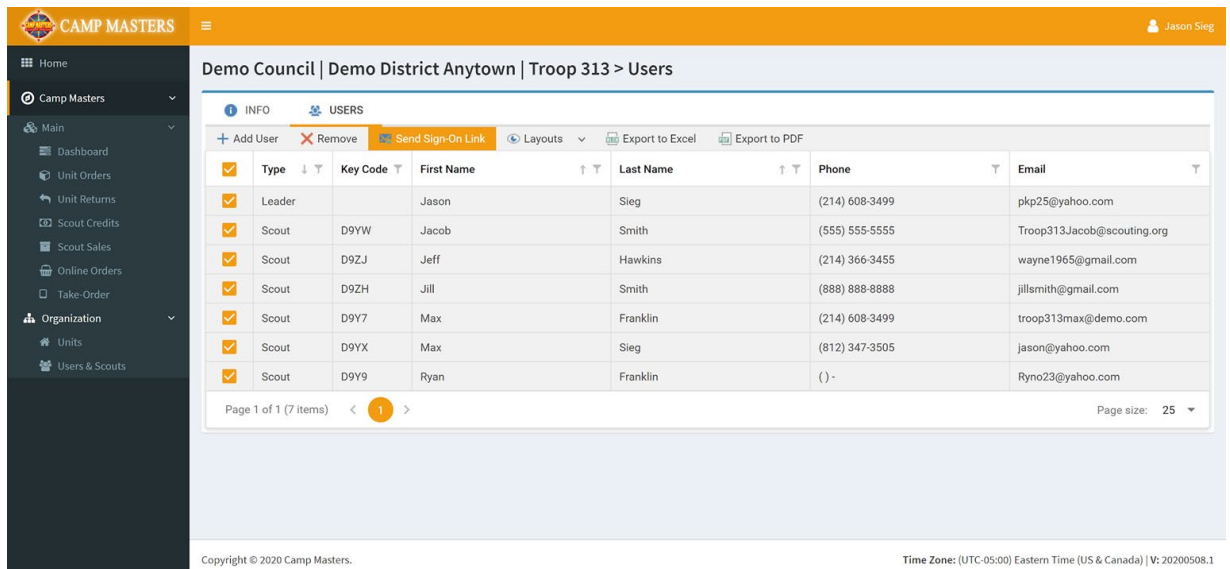
**Step Two:** Remove any Scouts no longer in your Unit by clicking the box to the left of their name(s). And then selecting “Remove” from the menu above.



The screenshot shows the Camp Masters web application. The left sidebar contains navigation links: Home, Camp Masters, Main, Dashboard, Unit Orders, Unit Returns, Scout Credits, Scout Sales, Online Orders, Take-Order, Organization, Units, and Users & Scouts. The main content area is titled 'Demo Council | Demo District Anytown | Troop 313 > Users'. It features a top menu with 'Add User', 'Remove' (highlighted), 'Send Sign-On Link', 'Layouts', 'Export to Excel', and 'Export to PDF'. Below this is a table of users with columns: Type, Key Code, First Name, Last Name, Phone, and Email. The table contains 7 rows of data. The first row is a Leader named Jason Sieg. The next six rows are Scouts: Jacob Smith, Jeff Hawkins, Jill Smith, Max Franklin, Max Sieg, and Ryan Franklin. The 'Remove' button is highlighted in the top menu.

Type	Key Code	First Name	Last Name	Phone	Email
Leader		Jason	Sieg	(214) 608-3499	pkp25@yahoo.com
Scout	D9YW	Jacob	Smith	(555) 555-5555	Troop313Jacob@scouting.org
Scout	D9ZJ	Jeff	Hawkins	(214) 366-3455	wayne1965@gmail.com
Scout	D9ZH	Jill	Smith	(888) 888-8888	jillsmith@gmail.com
Scout	D9Y7	Max	Franklin	(214) 608-3499	troop313max@demo.com
Scout	D9YX	Max	Sieg	(812) 347-3505	jason@yahoo.com
Scout	D9Y9	Ryan	Franklin	() -	Ryno23@yahoo.com

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



The screenshot shows the Camp Masters web application. The left sidebar contains navigation links: Home, Camp Masters, Main, Dashboard, Unit Orders, Unit Returns, Scout Credits, Scout Sales, Online Orders, Take-Order, Organization, Units, and Users & Scouts. The main content area is titled 'Demo Council | Demo District Anytown | Troop 313 > Users'. It features a top menu with 'Add User', 'Remove', 'Send Sign-On Link' (highlighted), 'Layouts', 'Export to Excel', and 'Export to PDF'. Below this is a table of users with columns: Type, Key Code, First Name, Last Name, Phone, and Email. The table contains 7 rows of data. The first row is a Leader named Jason Sieg. The next six rows are Scouts: Jacob Smith, Jeff Hawkins, Jill Smith, Max Franklin, Max Sieg, and Ryan Franklin. The 'Send Sign-On Link' button is highlighted in the top menu.

Type	Key Code	First Name	Last Name	Phone	Email
Leader		Jason	Sieg	(214) 608-3499	pkp25@yahoo.com
Scout	D9YW	Jacob	Smith	(555) 555-5555	Troop313Jacob@scouting.org
Scout	D9ZJ	Jeff	Hawkins	(214) 366-3455	wayne1965@gmail.com
Scout	D9ZH	Jill	Smith	(888) 888-8888	jillsmith@gmail.com
Scout	D9Y7	Max	Franklin	(214) 608-3499	troop313max@demo.com
Scout	D9YX	Max	Sieg	(812) 347-3505	jason@yahoo.com
Scout	D9Y9	Ryan	Franklin	() -	Ryno23@yahoo.com

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

# REGISTER YOUR SCOUTS

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

Josie Mathis | Troop GT 220  
Ramsey Training Council | Chippawa District

To Do:

To Do:

Links:

Unit Management+

Manage Unit InformationSetup/Invite ScoutsSetup/Import ScoutsUnit InventoryView Unit Invoice

Sales & Orders+

Storefronts+

Training & Rewards+

2024 Show N' Sell  
Start: 2/4/24 - Due: 10/31/24  
Unit order due by 8/5.

2024 Show N' Sell - Video Demonstration  
Start: 3/31/24 - Due: 9/27/24

2024 Take Order Video Demonstration Copy  
Start: 5/1/24 - Due: 6/1/24

Take Order  
Start: 6/1/24 - Due: 10/16/24

2024 Take Order  
Start: 7/1/24 - Due: 10/24/24

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

Users / Scouts

Council: Ramsey Training CouncilDistrict: Please select a districtUser Type: Hide Inactive: ☐

LayoutsExport to ExcelExport to PDFImport Scouts

First Name	Last Name	Email	Organizations
Josie	Mathis	josie@ramseypopcorn.com	Ramsey Training Council (Council User) Ramsey Training Council   Shawnee District (District User) Ramsey Training Council   Chippawa District   Troop GT 220 (Unit Leader)
Max	Sieg	jasons@ramseypopcorn.com	Ramsey Training Council   Chippawa District   Troop 231 (Scout)
Scout	Gary	gary@popcorn.com	Ramsey Training Council   Banner District   Group 999 (Scout)
Philippa	Noisy	philippa@change.com	Ramsey Training Council   Chippawa District   Troop GT 220 (Scout)
Claude	Copeland	Claude@fakemail.com	Ramsey Training Council   Chippawa District   Troop 231 (Scout)
Test	User	email@email.com	Ramsey Training Council   Ramsey District (District User)
Video	Training	videotraining@campmasters.org	Ramsey Training Council   Ramsey District   Pack 200 (Scout)
Taylor	Rubio	Taylor@fakemail.com	Ramsey Training Council   Chippawa District   Troop 231 (Scout)
Larry	Brown	larry.brown@scouting.org	Ramsey Training Council   Chippawa District   Pack 17 (Unit Leader)
Nathan	Council User	nathancounciluser@email.com	Ramsey Training Council (Council User)
Fernanda	Peyro	fern.peyro@gmail.com	Ramsey Training Council   Chippawa District   Troop GT 220 (Scout)
Heather	Banks	heatherb@fakemail.com	Ramsey Training Council   Chippawa District   Troop GT 220 (Scout)

**CAMPMASTERS**  
GOURMET POPCORN

20



# REGISTER YOUR SCOUTS

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

Import Scouts

Choose a file to import:

Browse...

First Row Has Headers:\* ☐

IMPORT MAPPING

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

Council:

District:

UnitType:

UnitNumber:

Email:

FirstName:

LastName:

Phone:

Number of Rows:

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

First Row Has Headers:\* ☒

IMPORT MAPPING

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

Council:  Council  
Demo Council

District:  District  
Demo District Anytown

UnitType:  UnitType  
Troop

UnitNumber:  UnitNumber  
313

Email:  Email  
frederickthegreat@gmail.com

FirstName:  FirstName  
Fred

LastName:  LastName  
Winston

Phone:  Phone  
569-855-8653

Number of Rows: 3

IMPORT

You'll see a green success box once imported.

If you get an error, check your spreadsheet headers carefully for typos.

✓ Import Succeeded - Download and review the import file for details. [Click here to download the import results file.](#)

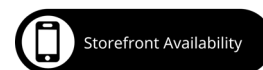
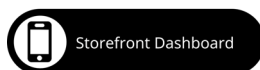
# 2025 POPCORN CALENDAR

DEADLINE	WHAT IS DUE?	WHERE TO FIND?
<b>Monday, 7 July</b>	2025 Popcorn Commitment Form	<a href="#">Indian Waters Council website</a>
<b>Week of 7 July</b>	Unit Popcorn Kernel Trainings by District	District Exec or District Popcorn Chair
<b>Wednesday, 16 July</b>	Council Popcorn Sales Kickoff Meeting	<a href="#">Online Teleconference @ 6:00PM</a>
<b>Wednesday, 30 July</b>	Unit Show-N-Sell Order (due online by 12:00 NOON)	<a href="https://ordering.campmasters.org/">https://ordering.campmasters.org/</a>
<b>Wednesday, 30 July</b>	Take Order Sales Begin	
<b>Friday, 15 August</b>	Pickup Unit Show-N-Sell Order	<a href="#">R. L. Bryan</a> : 08/15/25 @ 1:00PM – 5:00PM <a href="#">Grand Strand</a> : Time TBD
<b>Friday, 10 October</b>	Unit Return Requests Due	Coordinate via Email with <a href="#">John Cuenin</a>
<b>Friday, 17 October</b>	Take Order Sales Ends	
<b>Sunday, 19 October</b>	Submit Unit Take Order and Prize Order (due online by 6:00PM)	<a href="https://ordering.campmasters.org/">https://ordering.campmasters.org/</a>
<b>Friday, 24 October</b>	Last Day for Returns (unopened cases only possible to return, no guarantees)	Coordinate via Email with <a href="#">John Cuenin</a>
<b>Friday, 7 November</b>	Pickup Unit Take Order	<a href="#">R. L. Bryan</a> : 11/07/25 @ 1:00PM – 5:00PM <a href="#">Grand Strand</a> : Times TBD
<b>Monday, 1 December</b>	Popcorn Payment (Due 12:00 NOON)	<a href="#">715 Betsy Dr., Columbia, SC 29210</a> <a href="#">702 S. Coit St., Florence, SC 29501</a>

# STOREFRONT RECRUITING

You can never start too early in securing storefronts.

- Grocery stores and home improvement stores are the most common storefronts. Make sure you approach the store/company Manager. Try to research the store or company policies in place so you can adapt your approach and relate how your Show-N-Sell table will meet these guidelines.
- Think of other high-traffic businesses in your area to contact. Reach out to them as well. One Pack shared that they are most successful selling at a gas station.
- CAMP MASTERS has storefront scheduling, see your dashboard for storefront training videos. For Unit information, start the Storefront Availability video 2min & 45 seconds in.



## SAMPLE / SCRIPT

Hello my name is (Name), our (Unit) is located right here in (Name of location). Our Scouts want to raise their own money to (Go to Summer Camp). You can help by letting us use your store front so our Scouts can earn their salesmanship merit badge and earn their own way to camp. We appreciate your willingness to support us as members of the same community.

Make sure you get on their schedule. Bring a letter that they can sign if necessary that says the same thing, Has a place to put their store Name and Store Number, Signature Spot as well as a written name spot.

Make sure you follow up a few weeks before as well as a few days before.

# STOREFRONT SCHEDULING

You can manage your storefront dates and volunteers. Please visit CAMP MASTERS in late July for a Show and Sell scheduling platform.

# ORDERING INVENTORY

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Popcorn Kernels will receive an e-mail from the Camp Masters system when they submit the unit commitment form on indianwaters.org. We will use this data to create your account and then follow with an automated e-mail to the address you provide.

Popcorn is due on the date provided on page 22, as the next morning we must submit the order to Camp Masters for prep, packing and delivery coordination.

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 at any point, reach out to your District Popcorn Kernel, District Executive or the contacts on page 6 for guidance and support.

If you're getting frustrated, call us!

- 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
  - Attend a CAMP MASTERS Webinar hosted by Michael Beck.
- If you did not sell last year, work with your Council to get started. They should have a good idea of what you can accomplish.
  - Join our Facebook group to get some ideas.
  - Make sure you schedule your storefronts early
  - Make sure you create excitement around this program. It is an amazing program for Scouts and Parents to see the success.
- Go to your CAMP MASTERS Unit dashboard for How to Order Demo



# YOUR POPCORN KICKOFF

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

1. **Set the Agenda.** Think of things that are fun and fast-paced. This helps build energy and excitement for the popcorn sale. Scouts will leave ready to earn their way selling delicious popcorn!
2. **Ask for Help.** Enlist others to help you pull off a fun and exciting popcorn kickoff! No need to try and take it all on yourself.
3. **Know Your WHY.** Share the exciting Scouting Program that this fundraiser will support. Talk about the activities and what the Scouts will experience, and reiterate that it can all be paid for by POPCORN!
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 and select "Scout Login".
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!



# GOAL SETTING – THE KEY TO A SUCCESSFUL SALE

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Goal Setting



How do you get buy-in and commitment from your unit's families when it comes to annual programming and fundraising needs?

Ideas to Get You Started – the unit might plan and fund some of the following, in whole or part:

- Summer Camp / High Adventure Trips
- BSA Annual Registration and Scout Life Magazine
- Patrol / Den Activities / Unit Activities / Council Activities
- Meeting Supplies / Awards and Recognition
- Youth and Adult Training Courses
- New Unit Equipment
- Uniforms / Personal Camping Equipment
- Assistance for Low-income Scout Families
- A Trip the Unit Always Wanted to Take

Scouting teaches Scouts to earn their way. The popcorn sale helps them learn to plan and meet their goals.

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

## How to Create Per Scout Goals

- Unit Sales Goal =  $\frac{\text{Total Program Dollars}}{\text{Popcorn Commission Goal}}$
- Scout Sales Goal =  $\frac{\text{Unit Sales Goal}}{\text{Number of Scouts}}$
- Scout Container Goal =  $\frac{\text{Scout Sales Goal}}{\$16.62 \text{ (average container cost)}}$  example

# SELLING STRATEGIES

## **Show-N-Sell:**

Show-N-Sell is used when your Unit has pre-ordered the product, has product on hand and a location to setup a booth or table for sales. Storefront Sales are sales taken in front of local stores or high traffic areas. 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 setup a time to sell. See Page 23.

## **Door-to-Door aka Wagon Sales:**

One of the most effective sales methods! In this case, a unit signs out popcorn to a Scout who takes it throughout their neighborhood, selling as they go. Product is brought along (in wagon or vehicle), making it a quick and easy process for the customer. It is almost 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. 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, an order can be taken and product delivered later (Scouts would enter this under “Scout Delivery” on their dashboard and not mark as delivered until they have done so).

## **What’s a “Take Order”?**

Take [an] Order is used when product is not on hand and you must order it for future delivery. This method involves Scouts going door-to-door to take orders for popcorn. Scout’s can also send their Take an Order link out to nearby friends and family. This is only used for cases where the scout will deliver the product in person. Research shows that about 3 in every 5 doors knocked on will result in a sale. Moreover, only about 20% of houses are contacted about buying popcorn. There is plenty of untapped market for the sale. This method is also preferred for mom and dad’s co-workers and close friends and relatives to whom it will be easy to deliver the product at the end of the sale.

Strategy	Requires Inventory?	Location-Based?	Best Use Case
Show & Sell	Yes	Yes	Storefronts
Wagon Sales	Yes	No	Neighborhoods
Take Orders	No (initially)	No	Friends, family, workplace

# SELLING STRATEGIES

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## Door Hangers

Door hangers are a great “Leave Behind” that a potential customer can complete to place their order. A customer can review products, complete their order on the door hanger, and hang back on their door for a Scout to pick up for a contactless transaction •Can be used to drive potential customers to visit an upcoming Show and Sell or with an online Seller ID label created added to the door hanger. **(Visit CAMP MASTERS website for a Free template)**



## Signs

Set out signs directing potential customers to your house to pick up popcorn, like promoting a Garage Sale. Take them down after you're done selling for the day.

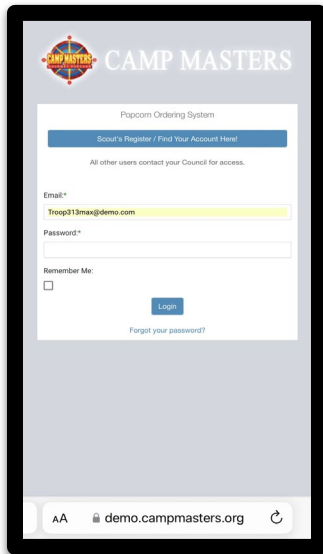
## Sample Script

“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?”

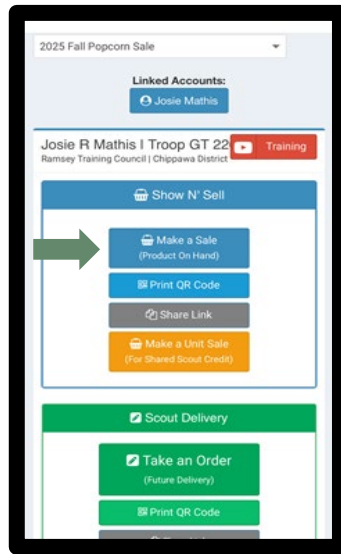
# TAKE ORDERS by Cash and Credit Cards

## SCOUTS, PARENTS & LEADERS

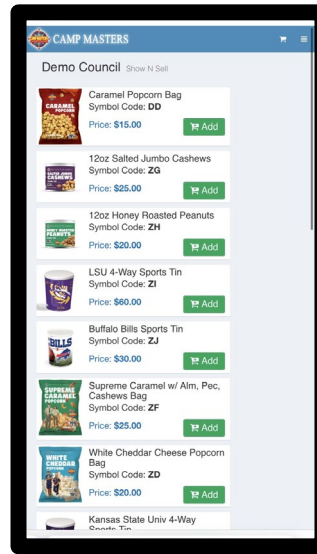
Follow these instructions to easily take orders and payment on your smartphone.



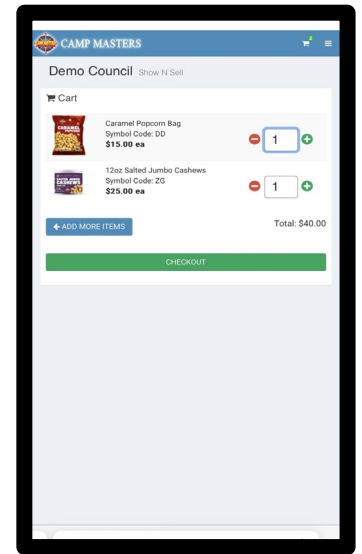
Login to CAMP MASTERS Dashboard



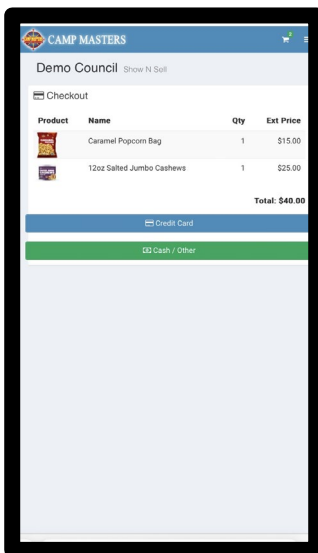
Click "Make a Sale" from the dashboard



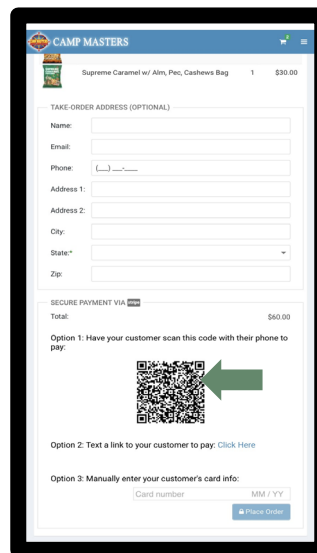
This will take you to the products page. Scroll down to find the requested product. Then click "Order" to add the item to the shopping cart



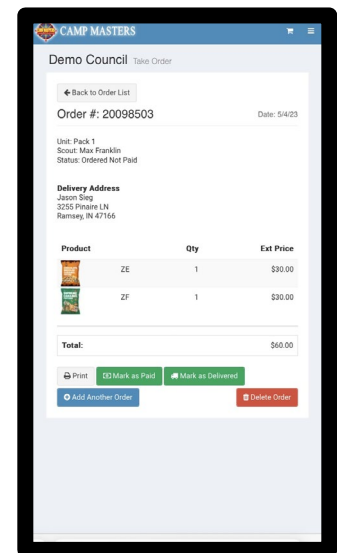
Scroll down to find the requested product. Then click "Order" to add the item to the shopping cart.



A confirmation window will appear. You can either take cash or Credit card for payment



To take payment, you can:  
1. Have the customer scan QR code for them to enter payment.  
2. Text them so they can enter payment.  
3. Enter Information manually.  
4. Tap to Pay



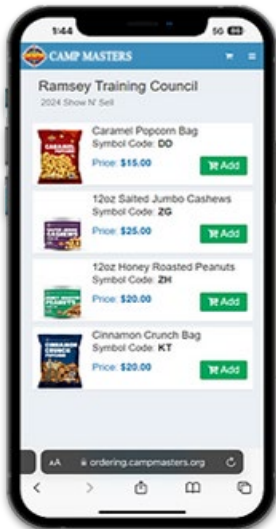
Mark as paid and delivered if applicable.



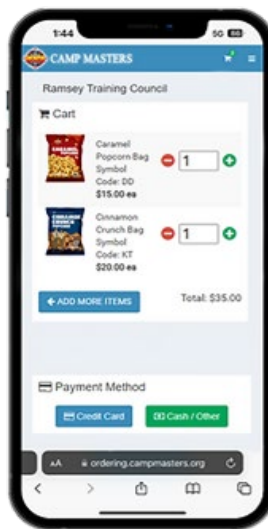
# TAKE ORDERS by Tap to Pay

## SCOUTS, PARENTS & LEADERS

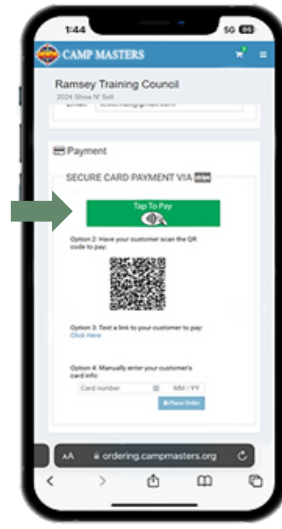
Follow these instructions to easily take orders with Tap to Pay on your smartphone.



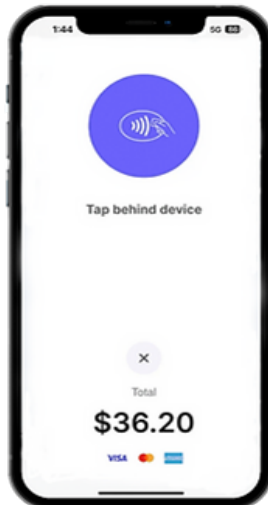
Choose the items from the catalog that the customer would like to purchase and select "Add" to add it to the cart.



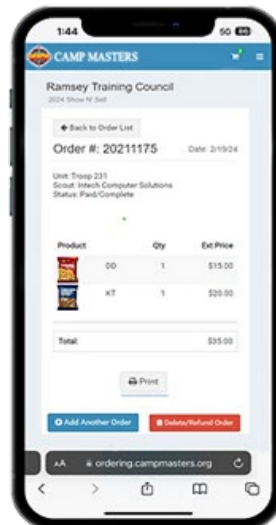
You can change the quantity of each item using the minus and plus buttons.



Select Tap to Pay from the checkout payment options.



Tap the payment card to the back of your device.



Upon successful payment, you will see the order confirmation screen.



**CAMP MASTERS**  
GOURMET POPCORN

# INVENTORY CONTROL

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## Show & Sell Orders

- All Show & Sell popcorn must be ordered in full cases only.
- While distribution to Scouts and storefronts may be broken down into individual containers, all initial orders must be placed by the case.
- Please plan carefully—product returns are not guaranteed. Units are responsible for managing excess inventory.

## Take Orders

- Take Order popcorn may be ordered in both full cases and individual containers.
- Use any leftover Show & Sell product to fulfill Take Orders before placing a final Take Order in the system.
- Ensure all remaining product is ordered by the Take Order deadline.

## Damaged Product

If you receive damaged popcorn:

- Immediately visible damage? Do not accept it at distribution. We'll make sure you receive a replacement.
- Discovered damage after pickup? Report it to the Council Service Center as soon as possible for assistance.

## Reorders and Additional Product

- The Council may have a limited amount of extra inventory available for units needing additional product.
- Requests will be handled as inventory allows and filled on a first-come, first-served basis.
- Any additional product you receive will be added to your unit's invoice and tracked as a supplemental order.

# WRAPPING UP YOUR SALE

## 1) Collect & Reconcile Orders

- i. Scouts submit their Take Order forms to the Unit Popcorn Kernel.
- ii. Recount all remaining product from wagon sales and Show-n-Sell events to update unit inventory.
- iii. Use leftover inventory to fill Take Orders first, then place an order for any remaining product needed.

## 2) Submit Final Orders

- i. Place your Take Order and Prize Order by October 19 through the Camp Masters system.
- ii. Product pickup will take place on November 7.
- iii. Prizes will be mailed to the address provided during the ordering process.

## 3) Finalize Payment

- i. Once all popcorn has been delivered by your Scouts, you'll receive an invoice from Camp Masters.
- ii. Payment is due to Indian Waters Council by December 1.
- iii. Payment methods accepted:
  - a. Cash or check at the Council Service Center
  - b. Credit/debit card
  - c. Unit Deposit Account
    - 1) must be coordinated in advance with the Council Office via [scoutingevent.com/553/Login](https://scoutingevent.com/553/Login)

## 4) Use Remaining Inventory Wisely

- i. Any unsold product not returned or transferred may be:
- ii. Sold at a discount to recoup costs
- iii. Donated or gifted to key supporters like:
  - a. Store managers
  - b. Unit leaders
  - c. Religious or chartered organization leaders