

# 2022 POPCORN SALE LEADER GUIDE



**FIVE RIVERS COUNCIL**

*in partnership with*

**CAMP MASTERS**  
GOURMET POPCORN

# WE'RE IN THIS TOGETHER

**2022 is an unprecedented year in the lives of our Scouting families as we continue to recover from COVID-19.** As we look ahead, the most important goal is keeping everyone safe and healthy at all times.

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

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

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

In 2022 CAMP MASTERS is providing all Councils and Units with training and marketing resources. Some information on these resources is included in this guide. And you'll gain access to others over the coming months leading up to the sale.

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

We are fully invested in your popcorn success!

Warm Regards,

Wilfred Sieg, Jr.  
President

# CONTENTS

Letter from CAMP MASTERS	2
Learn With Popcorn	4
Important Contacts	5
2022 Product Selection	6
Leading Your Unit	7
Kernel Responsibilities	8
Important Dates	9
How Much Popcorn To Sell	10-11
Commission & Prizes	12-13
Register Your Scouts	15-18
Storefront Selling	19
Popcorn Policies	20
Show-n Sell scheduling template	21
COVID-19 Guidelines	22
Your Popcorn Kickoff	23
Campmaster app & payanywhere app	24-28

# LEARN WITH POPCORN

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

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

## Association with Adults

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

## Salesmanship and Entrepreneurship

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

## Grow and Sustain Scouting

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

## Fund Membership and Activities

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



# IMPORTANT CONTACTS

## Council Contacts

Chris Theurich  
Popcorn Staff Advisor  
(607) 368-4138  
Chris.theurich@scouting.org

Brad Bodoh  
Scout Executive  
(607) 732-9047  
Brad.bodoh@scouting.org

## District Executives

Big Horn District  
Karl Ziegenfus  
(607) 743-6899  
Karl.ziegenfus@scouting.org

Endless Mountains District  
Codie Sauers  
(717) 919-6342  
Codie.sauers@scouting.org

Silver Fawn District  
Chris Theurich  
(607) 368-4138  
Chris.theurich@scouting.org

## Popcorn Kernels

Contact Name  
Big Horn District  
Phone  
Email

Contact Name  
Endless Mountains District  
Phone  
Email

Contact Name  
Thunderbird District  
Phone  
Email

Contact Name  
Silver Fawn District  
Phone  
Email

## WAREHOUSE #1

Name  
Address  
Phone  
Email

Directions or other info

## WAREHOUSE #2

Name  
Address  
Phone  
Email

Directions or other info

## WAREHOUSE #2

Name  
Address  
Phone  
Email



# ON AVERAGE 73% GOES TO SCOUTING

**ZZ** Support the Military and Scouting Too!

**\$30 Military Donation**

**\$50 Military Donation**

Choose Item ZZ and **CAMP MASTERS** will send \$50 worth of popcorn to our military personnel.

Choose Item WW and **CAMP MASTERS** will send \$50 worth of popcorn to our military personnel.

**D0** Tasty Trio Tin

This Tasty Trio has both the best of both worlds! Contains Creamy Caramel, Sweet & Salty Kettle Corn and Sassy Popcorn — 23oz. 2.40 gal. **\$60**

**P** 3-Way Cheesy Cheese Tin

Cheaters Scouting with a string of successful collections of White and Yellow with a hint of Cheesy Salsa Popcorn (3 Big Bags!) — 15 oz. 3.15 gal. **\$40**

**MM** 22 Pack Movie Theater Extra Butter Microwave Popcorn

Popcorn perfectly seasoned with EXTRA Butter flavor just like the movie theaters. America's #1 selling flavor! **\$30**

**VV** Chocolate Drizzle Caramel Tin

Sassy gourmet caramel drizzle in a Delicious Tin — 14 oz. 1.10 gal. **\$30**

**ZJ** Buffalo Bills Tin

Delicious and crispy gourmet caramel popcorn in a collectible sports tin. **\$30**

**E** Supreme Caramel w/ Altn. Pec. Cashews Tin

Buttery sweet gourmet caramel corn w/ nuts — 18 oz. 1.10 gal. **\$25**

**ZG** Salted JUMB0 Cashews

Salted JUMB0 Cashews - Everyone's favorite! Fresh and crunchy! — 12 oz. **\$25**

**G** 14 Pack EXTRA BUTTER Roasted Summer Corn

If you like buttery corn on the cob, you'll love this EXTRA BUTTER flavor popcorn. **\$20**

**YY** 12 Pack Sweet & Salty Kettle Corn Microwave Popcorn

A sweet and salty old-fashioned kettle corn taste, like the popcorn at old time county fairs! **\$20**

**ZD** White Cheddar Cheese Bag

Cheesy goodness of white cheddar cheese on light, crunchy, crispy popcorn — 5 lb. **\$20**

**ZH** Honey Roasted Peanuts

Fresh crispy peanuts coated with crunchy honey glaze — 12 oz. **\$20**

**ZV** Chocolate Pretzels Tin

Melt in your mouth! One of our new favorites in a Delicious Tin — 10 oz. **\$20**

**V** Purple Popping Corn Jar

This delicate popcorn contains antioxidants, has virtually no salt, and MEETS GREAT! No Artificial Anything. — 30 oz. **\$15**

**DD** Caramel Popcorn Bag

Month-long taste of delicate and crispy gourmet caramel popcorn. — 10 oz. **\$15**

\* Package/Tin may change; subject to availability.  
 \*\* Some popcorn varieties are lighter than others.  
 Popcorn weight is measured in ounces. Volume of tin is measured in gallons.

ALL PRODUCTS TRANS FAT FREE and NON-GMO POPCORN  
 - Contains Antioxidants & Virtually Hullless!  
 - Feather Light / Low Calorie

Thank you for supporting Scouting

# 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.



# ● UNIT POPCORN KERNEL RESPONSIBILITIES

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1. Attend the Council's Popcorn, Membership & Program Kickoff event to prepare for a successful sale.
2. Work with the unit committee to develop a unit sales goal then divide that goal into a "per Scout" goal.
3. Develop a unit incentive plan for your Scouts in addition to the Council prize program.
4. Arrange Show 'N' Sell locations (i.e. Walmart, Dunkin Donuts, any high traffic area, etc.). Decide on how much product your unit needs and place your Show 'N' Sell order by August 4th.
5. Establish unit deadlines for Take Orders, money and prize forms. Take orders are due to the Council by October 24th.
6. Prepare a unit kickoff for both leaders, Scouts and parents. Units will be provided with a kickoff kit to help with this event.  
Additionally, you should provide:
  - Timeline showing sale dates and date orders are due
  - Unit goal and per Scout sales goal
  - 1 order form and 1 prize flyer per Scout (electronic copies available on the Council's website)
  - Display highlighting the Prize Program
7. Hold unit kickoff to discuss sales techniques, money collection, safety suggestions, unit recognitions and per Scout goals.
8. Collect Scout order forms and total amount of product to order prior to due date.
9. Submit all popcorn and prize orders through the Camp Masters website by October 24th.
10. Pick up popcorn at the designated site on pickup date. Make sure to bring vehicles large enough for your order.
11. Distribute popcorn to your Scouts for distribution to their customers.
12. Remind Scouts of money due dates. Make sure check is made payable to the unit itself. The Council office will only accept checks from units.
13. Collect and tally money by due date and submit one check made payable to Fiver Rivers Council, BSA to the Scout Service Center at 244 West Water Street, Suite 10 Elmira, NY 14901 no later than December 9<sup>th</sup>.

# POPCORN DATES

DATE	Sale Information	TIME	ATTENDEES
June 7,8,9	District locations	7:00	Unit Popcorn Kernels
August 15	Show n Sell orders due	8:00 PM	
August 26	Show n Sell orders Delivered	TBA	
September 1	Take order sale begins		
September 13	Show n Sell payments Due	5:00 pm	
October 17	Show N Sell Ends		
October 18	Take orders Due	8:00 PM	
November 11	Take order delivery	TBA	
December 9	Take order payments Due	5:00 pm	
December 31	Prize orders due	8:00 pm	

# 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:

<u>Program Ideas:</u>	<u>Other</u>
<u>Considerations:</u>	
Summer Camp	BSA
Registrations & 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/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 a unit calendar that will be shared with Scouts and parents. Be sure to account for vacations, holidays and other school functions.

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

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

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





# COMMISSION & PRIZES

## Popcorn Commissions for Show n Sell & Take Order:

Base Commission	30%
Attend Council Popcorn & Membership meeting	2%
Attend District Roundtable/Kickoff in August	1%
Unit sells and average of \$350 per scout based on July 31 membership	2%

## \$750 Club

Scouts who sell \$750 in product will receive their choice of:

1. Sluban Model Bricks Cobra GT40 Car
2. Hanging Hammock with Hardware
3. LEGO Elsa and the Nokk's Ice Stable

## Weekly Fill A Sheet Drawings

Drawings will be held every Friday from September 2 – October 21 for all Scouts who fill-a-sheet worth of popcorn. To enter, Scouts must provide copies of their order forms to the Council office by noon on Friday each week. Order forms can be emailed to [chris.Theurich@scouting.org](mailto:chris.Theurich@scouting.org).

## High Achiever Prizes \$3,000

Please review the prize selection sheet for more information

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



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



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



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





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

## \$5,000 LEVEL 14

- 48 - LEGO Technic 4x4 Mercedes-Benz Zetros Trial Truck
- 49 - Carrera Evolution Supercars
- 50 - Leatherman w/ Surge

## \$4,000 LEVEL 13

- 45 - Adventure Camp Package
- 46 - Dart Zone Pro MK 3
- 47 - LEGO Millennium Falcon

## \$3,000 LEVEL 12

- 42 - Swiss Army CyberTool M
- 43 - HEXBUG Arena MAXX w/ 2 Boats
- 44 - Coleman Sundome
- 4 Person Tent

## \$2,150 LEVEL 11

- 39 - LEGO Avel's Underwater Palace
- 40 - Skullcandy Inky Evo True Wireless Bluetooth Earbuds
- 41 - Foldable Drone

## \$1,650 LEVEL 10

- 36 - North Face Groundwork Backpack
- 37 - HEXMDDS Pro Series Elite
- 38 - LEGO Hogwarts Magical Trunk

## \$1,250 LEVEL 9

- 33 - LEGO Speed Champions Aston Martin
- 34 - HEXBUG VEX RC Black Widow
- 35 - Rechargeable 3-in-1 Lantern w/ Wireless Speaker

## \$850 LEVEL 8

- 28 - HEXBUG VEX Ambush Striker
- 29 - 126-piece Tool Set
- 30 - Zing Bow w/ 4 Arrows Assorted Colors
- 31 - 2-Person Waterproof Tent
- 32 - Grab Bag G

## \$625 LEVEL 7

- 23 - 5pc Stainless Steel Mess Kit
- 24 - Zing Firetek Rocket
- 25 - Multi-Tool w/ Shovel & Ax
- 26 - Telescoping Fishing Pole w/ Reel
- 27 - Grab Bag F

## \$425 LEVEL 6

- 18 - PlusPlus Saturn V Rocket
- 19 - 4" Wood Handle Knife w/ Case & BSA® Branding
- 20 - US\$ Rechargeable Headlamp w/ Motion Activation
- 21 - HEXBUG Nature Babies - Snow Leopard
- 22 - Grab Bag E

## \$325 LEVEL 5

- 13 - Zing Air ZooperBall
- 14 - Micro Dome Terrarium
- 15 - Rosewood Multi-Tool w/ Case
- 16 - Indoor Sticky Baseball w/ BSA® Branding
- 17 - Grab Bag D

## \$250 LEVEL 4

- 9 - Black Dry Bag - 5 liter
- 10 - Wabooa Fly Pies 6" Silicone Flying Disc
- 11 - Knifefork/Spoon Combo w/ Bottle Opener w/ BSA® Branding
- 12 - Stuffed Animal w/ BSA® Branding

## \$190 LEVEL 3

- 5 - Survival Band w/ Fire Starter, Compass, & Whistle
- 6 - Cinch Backpack w/ BSA® Branding
- 7 - Single Lock Blade Knife
- 8 - Color Changing Watch/Pedometer

## \$90 LEVEL 2

- 1 - Fire Starter
- 2 - Pop It Rocket
- 3 - Compass Thermometer Whistle
- 4 - Pop Up Phone Stand Holder (Phone not included)

## LEVEL 1

- 0.1 - Popcorn Sale Patch
- 0.2 - Online Sale Pin
- 0.3 - Military Sale Pin
- 0.4 - Top Seller Pin

## \$750 Bonus Club

Scouts who sell \$750 in product will receive their choice of

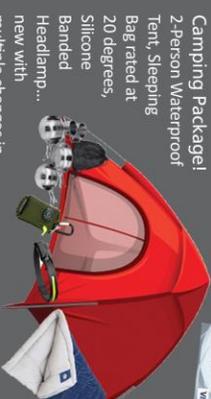
- 0.5 - LEGO Elsa and the Nokk's Ice Stable
- 0.6 - Sluban Model Bricks Cobra GT40 Car
- 0.7 - Hanging Hammock w/ Hardware

## Weekly \$750 Club Drawings

Drawings will be held every Friday from September 2nd to October 28th for all Scouts who sell \$750 of Popcorn.

Descriptions of Prizes Available at [www.kellerprizeprogram.com](http://www.kellerprizeprogram.com)

## CAMP MASTERS 2022 High Achiever Prizes \$3,000 & Up Club



Camping Package!  
2-Person Waterproof Tent, Sleeping Bag rated at 20 degrees, Silicone Bandled Headlamp... new with multiple changes in lighting, rechargeable through USB, durable 5 piece stainless steel camp cooking set with mesh bag for storage, Emergency Survival Kit OR Visa Debit Card for 5% of total sales.

Example: \$3000 = \$150 debit card. Visa Debit Cards will be rounded to nearest \$10.  
GM High Achiever prizes are **not** cumulative. Select only **ONE** prize. See prize form for more details at [campmasters.org](http://campmasters.org).

**DID YOU KNOW?** Scouts Online Sales at [PopcornOrdering.com](http://PopcornOrdering.com) count towards your prizes!

SELL \$400 ONLINE EARN \$10 GIFT CARD!

Five Rivers Council  
[www.fiveriversbsa.org](http://www.fiveriversbsa.org)  
Council ID: 375FRC

For Popcorn Related Questions:  
Council Office: (807) 732-9047  
For Prize Related Questions  
GCC/Keller Marketing: (888) 351-8000

### GUIDELINES to Select Prizes

- Prizes earned based on individual sales. No combining of sales with other Scouts.
- Sell any item receive the Popcorn Sale Patch.
- Sell \$90 & select your choice of prize at the \$90 level.
- 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 \$525 level and ONE prize from the \$250 level.
- Scouts who sell \$750 or more and a Whittling Chip or Targeted Popcorn Seller award.
- All prizes will ship to your Unit Leader.
- If a prize is no longer available a substitute of equal or greater value will be shipped.
- Turn in your prize order with your popcorn order.

**NEW THIS YEAR!**



\$20



# REGISTER YOUR SCOUTS

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

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

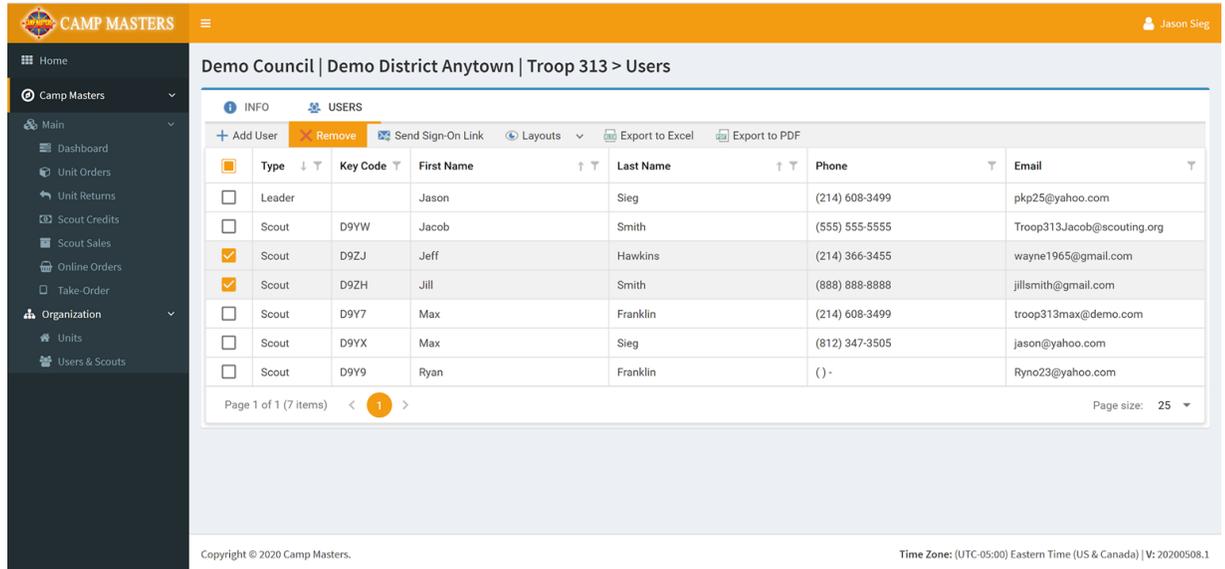
The list of current Scouts registered in your Unit will be displayed.

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



# REGISTER YOUR SCOUTS

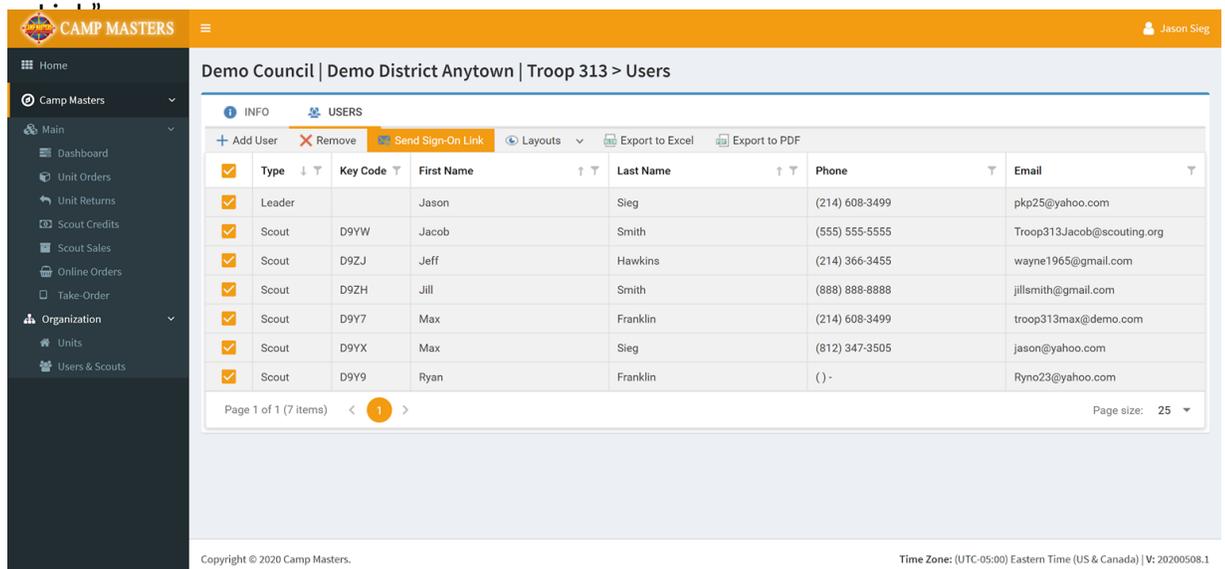
**Step Two:** Remove any Scouts no longer in your Unit by clicking the box to the left of their name(s). And then selecting “Remove” from the menu above.



The screenshot shows the Camp Masters interface for Troop 313. The 'Remove' button is highlighted in orange. The table below shows the user list:

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

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



The screenshot shows the Camp Masters interface for Troop 313. The 'Send Sign-On Link' button is highlighted in orange. All checkboxes in the user table are selected:

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

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

**CAMP MASTERS** 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) < 1 > Page size: 25

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# 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.

The screenshot shows the 'Import Scouts' dialog box in the Camp Masters application. The background displays a table of users with columns for First Name, Last Name, and Email. The dialog box has a 'Choose a file to import:' section with a 'Browse...' button. Below that is the 'First Row Has Headers:\*' checkbox, which is currently unchecked. The 'IMPORT MAPPING' section contains several dropdown menus for mapping spreadsheet columns to system fields: Council, District, Unit Type, Unit Number, Email, First Name, Last Name, and Phone. The 'Number of Rows' field is currently empty.

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

This screenshot shows the 'Import Scouts' dialog box with the 'First Row Has Headers:\*' checkbox checked. The 'IMPORT MAPPING' section now has values assigned to each dropdown menu: Council (Demo Council), District (Demo District Anytown), Unit Type (Troop), Unit Number (313), Email (frederickthegreat@gmail.com), First Name (Fred), Last Name (Winston), and Phone (569-855-8653). The 'Number of Rows' field is now set to 3. An 'IMPORT' button is visible at the bottom of the dialog.

You'll see a green success box once imported.

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

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



# STOREFRONT RECRUITING

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

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

## SAMPLE EMAIL / SCRIPT

Hello [NAME],

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

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

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

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



# POPCORN POLICIES

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The Council does not accept unsold popcorn.

Payment for Popcorn

The Council will have various extra popcorn which can be purchased at the Elmira office

# SHOW-N-SELL SCHEDULING

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

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

## ONLINE SIGN UP INSTRUCTIONS

Video Training here:

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

# COVID-19 GUIDELINES

CAMP MASTERS is dedicated to the safety of our Leaders, scouts, Families & customers. As we prepare for the popcorn sale, it's important that everyone operate in accordance with any restrictions outlined by your state and local health department or other state and local authorities. Be sure to check with your Council if you are unsure what's required in your area.

When it comes to the products, we have implemented numerous safety protocols at our production, warehouse and 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 pack within the community. CAMP MASTERS is offering the following guidelines to keep everyone safe this fall. These will be updated when necessary.

## RECOMMENDED SHOW-N-SELL GUIDELINES

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



# YOUR POPCORN KICKOFF

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

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



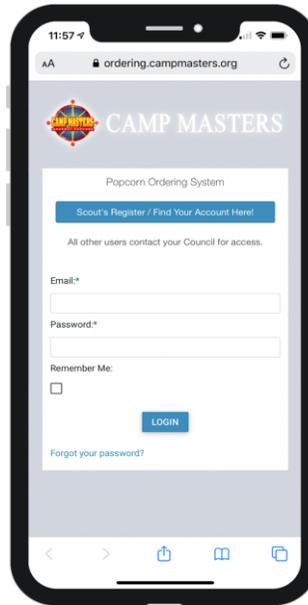
# CAMP MASTERS APP

## SCOUTS, PARENTS & LEADERS

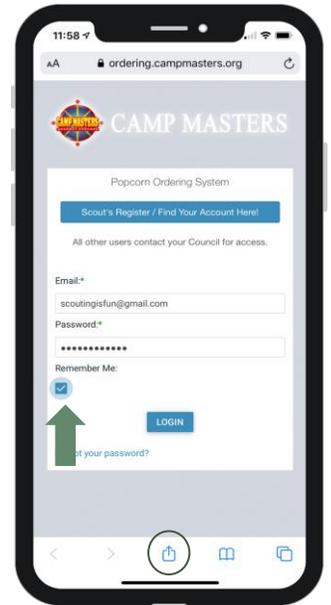
Follow these instructions to easily create a CAMP MASTERS app icon on your smartphone.



Open Safari  
Chrome on Android

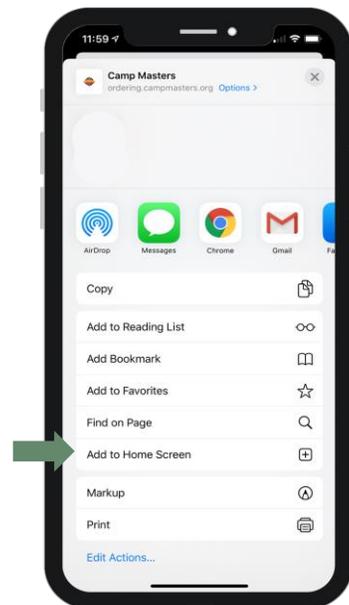


Go to  
ordering.campmasters.com/Account/Login



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](http://payanywhere.com/campmasters)



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

# CREATE YOUR ACCOUNT

## Applying for PayAnywhere.



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

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

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

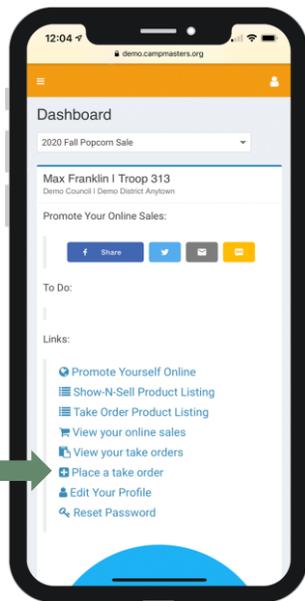
The screenshot shows the PayAnywhere account creation form. At the top left is the PayAnywhere logo. At the top right, it says "Prefer the phone? Call to register: 877.387.5640". The main heading is "How will you use PayAnywhere?". Below this are two tabs: "As a Business" (with a note: "Require sales of goods or services you earn income from.") and "As an Individual" (with a note: "For occasional use like a garage sale or the sale of a household item."). A callout box points to the "As an Individual" tab with the text: "If you do not have a TIN, use the 'Individual' tab to apply for an account." Below the tabs is the "Information about you, the principal of the company" section, which includes fields for First name, Last name, Email, Phone number, Address, Suite / Apt #, Zip code, Birthday, and Last 4 digits of SSN. There are also password fields: "Please create a password:" and "Confirm password:". A checkbox labeled "This is the same as the business address" is checked. A callout box points to the password fields with the text: "Be sure to write down your password. You will use it to log in to the PayAnywhere app and PayAnywhere Inside." Below this is the "Information about your company" section, which includes dropdown menus for "We are a:", "Industry:", "Business type:", "DBA name:", and "Federal tax ID". It also has fields for "Total monthly CC sales:", "Average ticket amount:", and "We have been in business for:". A callout box points to the "Total monthly CC sales:" field with the text: "Select '<\$25,000.'" At the bottom of the form, there is a checkbox for "I have read and agree to the Terms and Conditions" and a large orange "CREATE ACCOUNT" button. Below the button, it says "This site and your information are protected by SSL encryption."



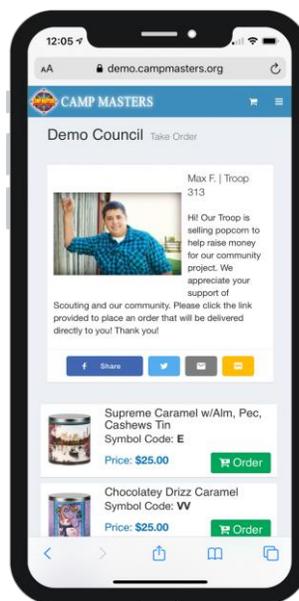
# TAKE ORDERS ON THE GO

## SCOUTS, PARENTS & LEADERS

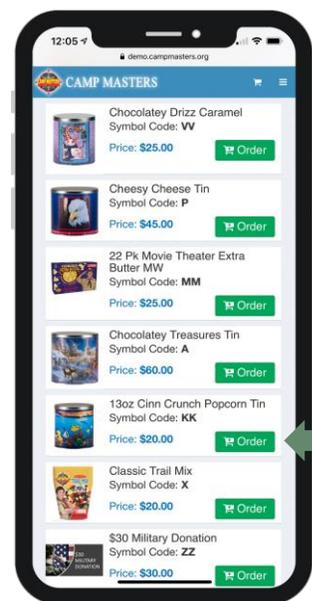
Follow these instructions to easily take orders and payment on your smartphone.



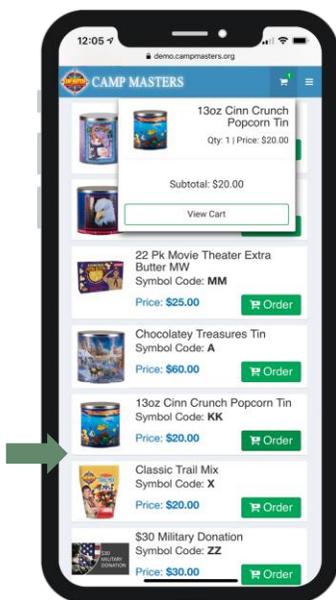
Click "Place a Take Order" from the dashboard



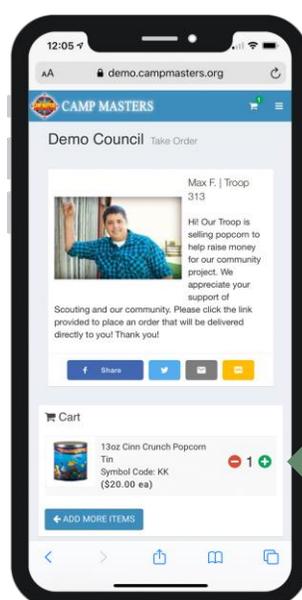
This will take you to the products page.



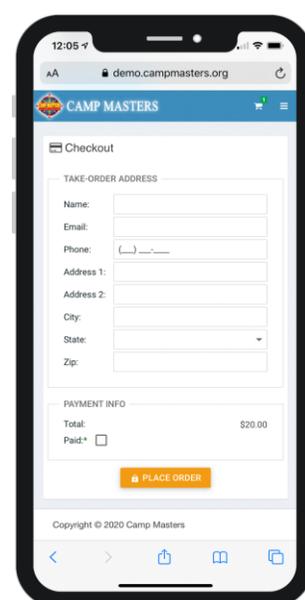
Scroll down to find the requested product. Then click "Order" to add the item to the shopping cart.



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.



**CAMP MASTERS**  
GOURMET POPCORN

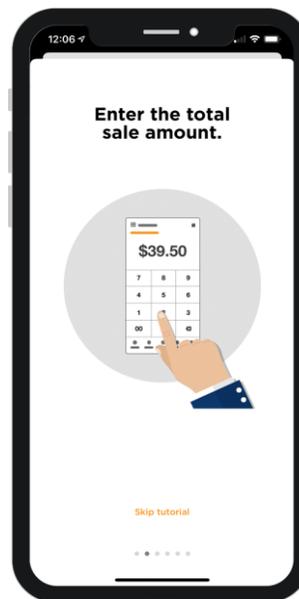
# TAKE ORDERS ON THE GO

## SCOUTS, PARENTS & LEADERS

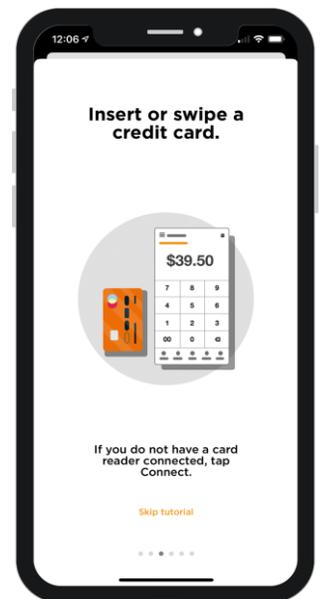
Follow these instructions to easily take orders and payment on your smartphone.



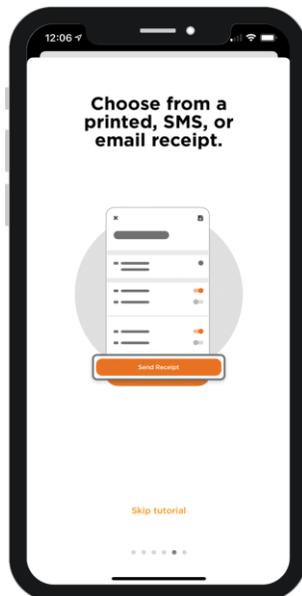
Return to your home screen and open the PayAnywhere app.



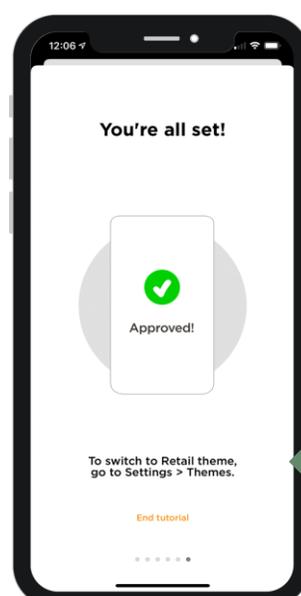
Enter the total charge.



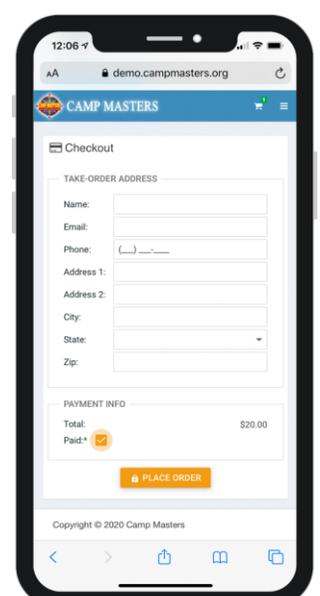
Insert or swipe the credit card depending on your reader type..



Offer the customer a SMS text or email receipt.



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



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

