# POPCORN CAMPAIGN
## UNIT LEADERS GUIDE

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Welcome to the Popcorn Sale!

This year CAMP MASTERS® Gourmet Popcorn and your Council are providing you with all the tools you need to have a great popcorn sale in 2019. CAMP MASTERS is committed to providing your Scouts, their families and Scouting volunteers with an excellent fundraising program, the best tasting popcorn and the products consumers prefer. It’s proven!

We hope you’ll use this guidebook as a step-by-step manual to planning, executing and enjoying the rewards of a successful popcorn sale. After all, we know that the most important part of the popcorn sale is what it allows your Scouts to do in their Program!

As always, we look forward to hearing from you. You can always reach us, here at Camp Masters customerservice@campmasters.org or by calling 1-800-624-2060.

We hope you will explore our website to check out other great Sales tools, downloads and best practices.

Together, we will have a great year!

Sincerely,

Wilfred E. Sieg, Jr.  Christi Wetzel
President  Aloha Council—Popcorn Lead
CAMP MASTERS Popcorn  Christi.Wetzel@scouting.org
800-624-2060  808.380.5434
# Timeline

<table>
<thead>
<tr>
<th>Event</th>
<th>Date</th>
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</thead>
<tbody>
<tr>
<td>Pre-orders Due</td>
<td>July 31</td>
</tr>
<tr>
<td><a href="http://www.ordering.campmasters.com">www.ordering.campmasters.com</a></td>
<td></td>
</tr>
<tr>
<td>Trainings, Kickoffs, Storefronts</td>
<td>August / Sept.</td>
</tr>
<tr>
<td>Roundtables, Unit Meetings, Sign-Up-Genius</td>
<td></td>
</tr>
<tr>
<td>Pre-order Sort &amp; Distribution</td>
<td>Sept. 6 &amp; 7</td>
</tr>
<tr>
<td>Pacific Transfer Warehouse 94-360 Uke’e St</td>
<td></td>
</tr>
<tr>
<td>Show’N’Sell, Take Order Fill Ups</td>
<td>Sept &amp; Oct.</td>
</tr>
<tr>
<td>Facebook Page for Competition details</td>
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</tr>
<tr>
<td>Final Orders Due</td>
<td>October 23</td>
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<tr>
<td><a href="http://www.ordering.campmasters.com">www.ordering.campmasters.com</a></td>
<td></td>
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<tr>
<td>Payment for Show’N’Sell Due</td>
<td>October 31</td>
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<tr>
<td>Council Office—</td>
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</tr>
<tr>
<td>Final Order Distribution</td>
<td>November 23</td>
</tr>
<tr>
<td>Pacific Transfer Warehouse</td>
<td></td>
</tr>
<tr>
<td>Final Payment Due, Prize Orders Due</td>
<td>December 1</td>
</tr>
<tr>
<td>Council Office, Prize Orders also Due</td>
<td></td>
</tr>
<tr>
<td>Top Sellers Party $1,500 &amp; $1,000</td>
<td>December</td>
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Camp Masters 2019 Poppin’ Product Line Up

*3 Way Cheesy Cheese Tin
Celebrate snacking with a simply sensational collection of White and Yellow Cheddar Cheeses along with a scrumptious Cheddar Salsa (1 Misc Bag) — 15 oz

$35

22 Pack Movie Theater Extra Butter Microwave Popcorn
Popcorn perfectly seasoned with EXTRADP.
Buttery flavor just like the movie theaters. America’s #1 selling flavor. 

$25

*Chocolate Drizzled Caramel Popcorn
Buttery gourmet caramel popcorn w/ chocolate drizzle — 15 oz

Take Order Only
$25

*Supreme Caramel Crunch with Almonds, Pecans, and Cashews
Buttery sweet gourmet caramel corn with whole and crushed nuts — 20 oz

$25

Support the Military and Scouting Too!

$30 Military Donation
Choose item ZZ and CAMP MASTERS will send $30 worth of popcorn to our military personnel.

$50 Military Donation
Choose item WW and CAMP MASTERS will send $50 worth of popcorn to our military personnel.

$20

*Caramel Corn
Month-watering taste of delicate and crispy gourmet caramel corn kept fresh in a decorative collector tin — 8 oz

$10

Limited Supply
University of Hawaii Tin 4 Flavorful Bags

$50

*White Cheddar Cheese Tin
Cheesy goodness of White Cheddar on light, crunchy, crispy popcorn — 5 oz

$15

Purple Popping Corn Jar
This delicate popcorn contains antioxidants, has virtually no hulls and TASTES GREAT! No Artificial Anything.

$10

*Sea Salt Tin
Delicious Light and Crispy Sea Salt Popcorn are perfect with every bite. No Artificial Anything. ONLY 35 CALORIES per cup! — 2.5 oz

$15

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.

$15
Top Selling Units take advantage of selling at trafficked storefront locations.

Can we Book our own Storefront? How?

YES, You can absolutely Book your own Storefront!

A. Find a busy storefront that has a nice big entrance. (Malls are a no go, some strip malls do work)

B. Submit Store Tracking Form www.tinyurl.com/StorefrontTracker2019

C. Aloha Council confirms within 24hrs that no other Unit is already working on approval

D. Unit talks with Store Manager for approval, collect Store Manager & Property Manager Name and Contact

E. Unit sends Property Manager Request letter, once approved, send to Aloha Council for final signature and submit COI for dates/times/location.

How Do Storefronts Work?

1. Storefront site sales use an eye catching display, wear Class A uniform, have Square or Camp Master Card Reader, Petty cash on hand; Scouts use given pitch to pass-byers asking if they would support their Scouting Adventures by buying popcorn where 70% goes back to local scouting.

How do I get a Certificate of Insurance (COI)? https://www.scoutinghawaii.org/council-resources

COI URL: http://bit.ly/COIrequest  *COI is emailed to you and to BSA, National. If location or day changes the COI given is now Void. A new COI request MUST be submitted or you will not be covered by BSA Insurance.

What Stores are Secured by Aloha Council?

1. Foodland & Jamba Juice are secured via Aloha Council. HOWEVER, each locations Property Manager MUST also approve via signed paperwork to Aloha Council. (We might need your help, contact Christi!)
   A. Foodland provides us 2 separate weekends in October ONLY. (Dates TBA via Foodland in Sept).

2. Safeway: Each Manager and Property Manager approves/disapproves.
   A. Submit Store Tracking Form www.tinyurl.com/StorefrontTracker2019
   B. Aloha Council confirms our current progress and if your local “Stop In” could help secure site
   C. Unit talks with Store Manager for approval, collect Store Manager & Property Manager Name and Info
   D. Unit sends Property Manager Request letter, once approved, send to Aloha Council for final signature and submit COI for dates/times/location.

Additional Storefront info can be viewed on Popcorn Campaign Facebook Page
Facebook: Fb.me/AlohaCouncilPopcorn
## Planning & Goals Setting

Download Forms Online
WWW.SCOUTINGHAWAII.ORG/POPCORN

<table>
<thead>
<tr>
<th>SEPTEMBER</th>
<th>OCTOBER</th>
<th>NOVEMBER</th>
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</thead>
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<td>Planned Activity</td>
<td>Cost</td>
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<tr>
<th>DECEMBER</th>
<th>JANUARY</th>
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<tbody>
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<tr>
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<th>MAY</th>
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<tr>
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<th>JULY</th>
<th>AUGUST</th>
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<tbody>
<tr>
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<table>
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<th>This Month's Total:</th>
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<th>This Month's Total:</th>
<th>$0.00</th>
<th>This Month's Total:</th>
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<td>Other Expenses</td>
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<td>Annual Total:</td>
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<td>Unit Sales Goal</td>
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<td>Scout Sales Goal</td>
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</table>
Best Ways to Sell

1. Show & Sell
   - Unit gets permission to sell in front of a retail location & sets up a display with product for people to purchase as they walk by
   - Advantage: Gives unit access to large number of potential customers and promotes the Boy Scouts of America to the community

2. Take Order
   - Selling door-to-door with the Take Order form. Customer chooses the product they wish to buy and scouts collect the money when they deliver the product a few weeks later
   - Advantage: Provides a personal connection with customers and the community. Higher dollars per customer than store-front sales

3. Show & Deliver
   - Similar to Take Orders, except units bring Popcorn products with them to show to customers. Customers are able to purchase from unit’s selection. Product is delivered and money collected in one visit.
   - Advantage: No return trip required for product delivery and money collection

4. Online Selling
   - Sell to relatives who live out of town. Send emails to customers asking them to purchase products online. Customers order products and pay online and Popcorn ships directly to their house!
   - Advantage: No product delivery or money collection. Ability to sell popcorn year-round and reach customers who live far away
1. Get your Scouts EXCITED about selling Popcorn!

2. Emphasize WHY it is important to sell popcorn. Communicate the exciting Scouting program and how families can cover all their annual expenses with one sale. CAMP MASTERS makes it easy to sell delicious popcorn so Scouts can spend more time having fun and less time selling popcorn.

3. Show the Take Order Form and their Prize Forms to highlight what they are selling and what they can earn from achieving their Sales Goal.

4. Teach Scouts how they can use their Phone or Tablet to enter Customer’s Take Orders electronically.

5. Teach Scouts the different ways to sell, key dates for Prizes

6. Motivate Scouts to set goals for their sales and to pick an awesome prize!

7. Finish the evening with a memorable event, like throwing pies in the leaders’ face or funny role-playing. A kickoff will be exciting when Scouts are involved in the action!

8. Show Scouts how to Self-Register to sell online at www.campmasters.org Councils, Units, and Scouts Log in here.

9. Send Christi.Wetzel@Scouting.org an email to reserve you Kickoff Kit, earn an additional .5% of commissions.
July

- Unit Popcorn Leader logins in to Camp Masters Online Database and get familiar
  
  https://ordering.campmasters.org/ ← This website for all Popcorn and Prize orders

- Unit Popcorn Leader Uploads Scouts for their Online Profile to be activated and sends Scouts link to their profile login.

- Schedule Unit Popcorn Kickoff Event & Reserve Kickoff Kit with Christi

- July 31st—Unit Preorder Due! Aloha Council Approves order with Camp Masters

August

- Parents scout out Storefront options and Submit Storefront Request Forms:
  
  www.tinyurl.com/StorefrontTracker2019

- Attend District Popcorn Kickoff at August Roundtables (Earn .5% Commission)

- Unit Popcorn Kickoff Event (Earn .5% Commission) Send Christi Picture of event!

- Scouts set up their online profiles! https://ordering.campmasters.org/


September

- Friday Sept. 6th, 10am — Come Sort Popcorn for Pre-Order Distribution

- Saturday Sept. 7th, 9am to 1pm Pre-Order Distribution

- Saturday Sept. 7th—Popcorn Sales Campaign LAUNCHED—BEST wishes!

- Sept. 13th Take Order Form Competitions Begin!

- Stay Updated via our Facebook Page— fb.me/AlohaCouncilPopcorn

Visit scoutinghawaii.org/popcorn for all guides, links, forms, and contact information
Setting Up Your Scout’s Online Profile

Scout Profiles
Unit Leader to e-mail a sign on link to each Scout for easy login.

1. Log on to www.campmasters.org
2. Bottom Left Click [Councils, Units, & Scouts Login in Here]
3. Click on [Dashboard]
4. Leader Selects [Setup / Invite Scouts], Dashboard will display the current list of Scouts in the system.
5. Unit Leader can:
   1. Email sign-on link to Scouts in the system
   2. Click “Add User” to add Scouts manually
   3. Update information for any Scout.
Top Sellers Party

Have a Top Seller Party Idea—Contact Christi!

PRIZES

The prize program enables Scouts to choose one or more prizes based on the prize level earned. Scouts may select one prize from the closest level achieved without going over. Prizes are for individual Scout sales and should not be combined with other Scouts sales for a unit prize.

Units have the option to take an extra 4% of commission earned in lieu of prizes.

SELLERS CLUB

Scouts who sell $1,500 of product or more are invited to attend a party in their honor!

When: December 15th, 2018 9-4pm

Where: The Salvation Army Kroc Center in West O’ahu

91-3257 Kualaka’i Parkway

Scouts are permitted to bring 1 guardian free of charge!

Siblings may attend for a fee of $35 each.

The $1,500 Seller’s Club party will enjoy exclusive use of the Kroc Center game room! Features include Mario Kart, Skee-ball, NBA Hoops, 2-Minute Drill Football, gaming consoles, like the Nintendo Wii & Ps4, a multi-game arcade and much more! There will also be
Notes
Notes
Notes
It is proven that prizes and awards highly motivate Scouts to sell. However, Units can opt out of the prize program and receive an additional 3% on commissions.