2019 Popcorn Kick Off!
Congrats to Aloha Council’s 2018 Top Selling Units

<table>
<thead>
<tr>
<th>Rank</th>
<th>Pack</th>
<th>Sales</th>
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<tbody>
<tr>
<td>1</td>
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<td>Pack 101</td>
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<td>9</td>
<td>Pack 126</td>
<td>$9,885</td>
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<tr>
<td>10</td>
<td>Pack 225</td>
<td>$8,066</td>
</tr>
</tbody>
</table>

Last year we sold $269,031

What’s your Unit Goal?

$1 More! Units who sell $1 more than 2018 will be put in a drawing for a Pizza Party!
2019 “Take Order” Form

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

- **$30 Military Donation**
  - Choose Item ZZ and CAMP MASTERS will send 15 pkg of popcorn to our military personnel.

- **$50 Military Donation**
  - Choose Item WW and CAMP MASTERS will send 15 pkg of popcorn to our military personnel.

**WW**

- **$25 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.
  - $25

**V V**

- **$25 *Chocolate Drizzled Caramel Popcorn**
  - Battery operated caramel popcorn w/ chocolate drizzle — 15 oz.
  - $25

**XX**

- **$20 Classic Trail Mix**
  - Delicious wholesome goodness including peanuts, cranberries, raisins, chocolate & cashews — 16 oz.
  - $20

**KK**

- **$20 *Cinnamon Crunch Popcorn Tin**
  - Lightly sweet popcorn with warm, savory cinnamon.
  - $20

**NN**

- **$15 *White Cheddar Cheese Tin**
  - Cheesy goodness of White Cheddar on light, crunchy, crispy popcorn
  - 5 oz.
  - $15

**SS**

- **$15 *Sea Salt Tin**
  - Delicious light and Crispy Sea Salt Popcorn are perfect with every bite. No Artificial Anything. ONLY 95 CALORIES per cup!
  - 2.5 oz.
  - $15

**YY**

- **$15 12 Pack Sweet & Salty Kettle Corn Microwave Popcorn**
  - Chevrolet-inspired kettle corn are perfect with every bite. No Artificial Anything. 25 CALORIES per cup!
  - 12 oz.
  - $15

**LL**

- **$10 *Caramel Corn**
  - A sweet and salty old fashioned kettle corn. Yum! The popcorn at old times country fair!
  - 8 oz.
  - $10

**VV**

- **$10 Purple Popping Corn Jar**
  - This delightful popcorn contains antioxidants, has virtually no hulls and tastes great! No Artificial Anything.
  - $10

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**ALL PRODUCTS TRANS FAT FREE and NON-GMO POPCORN**

- Contains Antioxidants & Virtually Hullless!
- Feather Light / Low Calorie

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*Package and tin designs 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.
University of Hawaii Sports Tin!

- Football Season is Here!
- Eye-Catching for Storefronts!
- Only $50.00

- 3 Gallon UH Wrapped Tin!
- 4 bags of popcorn
- Limited Supply, order NOW!
Scout Script

- Hi sir/ma’am, 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? (don’t forget to nod)

PS: It’s on the front of the Order Form
Remember Important Tips From Michael Beck

At a Store Front to Increase Sales:

• Don’t put out table or chairs-get scouts in front of neatly stacked product to use public speaking skills
• Only 2 or 3 Scouts at each site.

In Neighborhoods:

• Take Show and Sell product with you to increase sales and unit success

At Kick-off:

• Encourage Scouts to establish their own sales goal base on the prize program.

Train your Scouts and unleash their growth and success!
Top Sellers Party & Awards

Scouts who sell $1,500 and above will be invited to our Top Sellers Club Party!
Scouts who sell $1,500 for the 2 years in a row will earn a customized Leiomano Award.
The Leiomano Award runs from 2018-2019 and 2019-2020

Christi is still working on location details for Top Sellers Party!
2019 High Achiever or Cash Award Prizes

Trails End Scout Scholarships earn 6% upon first $1 Camp Masters Popcorn sold.

All Scholarship Scouts selling receive a one-time special dispensation choice:

• They can participate under the High Achievers Program like other Scouts; or
• They can receive 6% in American Express Gift Cheques on all sales paid out at the end of the year.

• Scouts desiring the 6% simply submit the High Achievers form from CAMP MASTERS website to Council, revising 5% option to 6%.
• Qualified Scouts will be eligible for this program while they remain selling the CAMP MASTERS program.
More ways to Earn Prizes

• Any Scout selling $400 in online sales will receive a $10 Amazon Gift Card from CAMP MASTERS
  – All online sales also count towards all other prize options: High Achievers & Council Prizes

• Fill a full Take Order form by Oct. 15th and qualifiers can choose one:
  – Zing Zang Throwing Hatchet; or
  – 3 Function Lantern; or
  – LEGO Friends Mia Forest Adventure
Achieving Your Goal for a GREAT Program
Making it to the Top

• Build a Plan
• Share your Plan
• Execute your Plan
• Reap the Rewards!
National Insights from 2018

• 65% of products sold were $15 or higher, up from 2017
  – Take Order and Online Sales net highest avg. retail value

• On-line sales averaged $107 per Scout
  – Expected to grow with the new On-line sales platform
  – Huge growth potential if more Scouts used this platform

• 39% of all Scouts sold in 2018
  – What is your unit participation?
  – More Scouts participating = more money for your program
  – There is room to get more Scouts earning their way

• Units using CAMP MASTERS trained Approach continue to achieve over 15% growth in their sales
  – Single largest identified factor affecting success
Best Ways to Sell

• **Door to Door**
  – Average $200-$400 per scout hour
  – Use the Take Order Form In the Family Guide
  – Take Pre-Order/Show and Sell product if you can

• **Show and Sell**
  – Average $65-$150 per scout hour (3 Scouts/location)
  – Order product at beginning of Sale
  – Establish sales locations at local store fronts or special events
  – May have a limited number of items vs. those on Take Order

• **Sell Online at** [www.popcornordering.com](http://www.popcornordering.com)
  – Average online order is over $45
  – Scouts can now self register in the ordering system!
2019 Changes in Program

- **CAMP MASTERS** has an easy to use ordering system
  - Increased functionality for Council/Units/Scouts
  - Username is now tied to Unique email
  - Scouts can now register for online selling
  - Digital order form capabilities now available!

- **3-Way Tin Product Updated**
  - Kettle Corn is replacing Supreme Caramel

- **Chocolate Drizzle Product Changed**
  - Removed nuts from the product

- Additional Products will be available for on-line sales
- New packaging with updated BSA approved Images on non-tin products
- New tin designs as reflected on order forms
Building a Plan

- **Know your UNIT’S GOAL**
  - Program/Activities to be funded
  - Equipment needs
- **Prepare to COMMUNICATE the goal to everyone**
  - What it means for the Scouts
  - What it means for the families
- **Get your Unit behind the goal**
  - PARTICIPATION is paramount!
- **How will you sell?**

Download at http://campmasters.org/sales-tools/
Share your Plan

• **Conduct a KICK OFF!**
  – COMMUNICATE the goal
  – SHARE the plan
  – Skits to emphasize training

• **Make It FUN!**
  – What it means for the Scouts
  – Talk about the Prizes

• **Invest the time because this could be life-changing**
  – Relate how your Unit is affected
  – This is your Scouts chance to earn their way

• **Consider a short meeting with parents only to share what, where, why**
Goal of a Unit Kick-Off

Get everyone on board to fund your entire Scouting program

Parents understanding how the Popcorn Sale benefits their son and his Scouting Program + Leaders understanding how the Popcorn Sale provides a better Scouting experience

= MORE SCOUTS SELLING

& Better Program for the Unit
Teach your Scouts this IT WORKS!

- Hi sir/ma’am, 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? (don’t forget to nod)

PS: It’s on the front of the Order Form
Execute your Plan

• TRAIN your Scouts!
  – Establishes best practices & builds confidence
  – Let them work together to be prepared
  – Professional Scouts will outsell anyone!

• Sell the RIGHT way!
  - Site Sales – $300-$450/hr
    • No tables or chairs, teams of 3
    • Stack product in a colorful display
    • Scouts in front talking to customers
  - Door to Door - $250-$400/hr
    • Take product with you if you can
    • Use the same presentation
    • Canvas entire neighborhoods
  - Promote Online Sales
Executing your Plan

• Run site sales concurrently at different locations
  – Gets you in front of more people
  – Divide and Conquer to maximize sales

• Conduct at least one weekend Blitz Day as a Unit activity
  – Maybe the best way to get more scouts participating
  – Give a small award or recognition for success

• Make sure Scouts are aware of and using Online Sales
  – Scouts can self register and the new system is awesome!
  – Average support is over $45 per customer!

• Apply remaining product after site-sales to your Take Order needs
  – If you have excess product, group it all together and have one last Show and Sell push to blow it out
Just Remember

- **Neighboring communities may not have Scouts, but they’d love to see and support you!**
- **Attitude affects Aptitude**
- **Sell what we all believe in – SCOUTING!**
- **Scouts in Class A Uniforms, represent Scouting well!**
- **Scouts using the suggested Sales Presentation don’t have to think about what to say**
- **Young people, looking adults in the eye and speaking directly to them, show consumers respect and will blow them away with what your scouts represent**
- **Most of all, celebrate your participating Scouts as they earn their way!**
CAMP MASTERS has a partnership with Pay Anywhere:

- 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
Military Donations

We ask that all incoming donations go toward our $30 & $50 Military Popcorn Gifts. Hawaii Military Units will receive Popcorn Gifts between Thanksgiving and Christmas.

SUPPORT OUR TROOPS

70% of all proceeds benefit local scouting

Make an extra purchase of $25 or $40 (order Item Z or W) & CAMP MASTERS popcorn will be shipped to the Military.

Since the program began in 2007, contributions have amounted to over $1,400,000

Together with scouts in your area and CAMP MASTERS, you can become a part of the effort to show our support for the U.S. Military by making an extra purchase of CAMP MASTERS Popcorn. Because of your generous donation, you will help the Scouts earn money for their scouting programs. PLUS CAMP MASTERS Popcorn will be shipped to U.S. military personnel serving our country at various military facilities throughout the U.S. and around the world, including product shipped to "Operation USO Care Package" (www.uso.org/oucp).

AND SCOUTING, TOO!

Contact Christi if your unit would like to be part of the giving!
CAMPMASTERS.ORG

Unit Tools and Tips

Unit Order Submission

Scout Online Sales
Picking Up Popcorn

What Size car do I need to pick-up the popcorn?

- Midsize car - 20 case
- Luxury size car - 40 case
- Mini Van - 60 cases
- Large SUV - 70 cases
- U-Haul - over 70 cases

*Keep in mind some cases vary in size

Pick-up Popcorn in **ONE** trip
Remember Important Tips From Michael Beck

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In Neighborhoods:

• Take Show and Sell product with you to increase sales and unit success

At Kick-off:

• Encourage Scouts to establish their own sales goal base on the prize program

Train your Scouts and unleash their growth and success!
UNIT SUPPORT

Camp Master’s Hot Line 1-800-624-2060

Camp Master’s Product Guarantee

District Contact: *check the Leaders Guide*

Council Office/Volunteers: *check the Leaders Guide*

www.campmasters.org

Follow Leaders Link, or

http://campmasters.org/sales-tools/
Questions?
#1 Go to Campmasters.org

#2 Click Here
All Guides will be available on the CAMPMASTERS.Org Website

CM SYSTEM GUIDE #4 – UNIT LEADERS

COUNCIL WILL EMAIL TO UNIT LEADER A “SINGLE-SIGN ON LINK. USE THE LINK TO ACCESS THE ORDERING SYSTEM.

OR

ACCESS VIA WWW.CAMPMASTERS.ORG; see bottom left on screen “Council/Units/Scouts Log In Here”. YOUR UNIQUE EMAIL WILL BE YOUR LOG-IN

** use Google Chrome or Firefox Web Browser
Step 1 - Commit to sale/update contact info

Step 2 – Setup Scouts/send Scout sign-on link

Place Unit S&S Order

Place Unit Take Order

You don't have any sales yet.
Select Sale Type(s); click “Submit Commitment”

Update contact info; click “Update Contact Info” and return to Dashboard.
Step 2 – Setup/Invite Scouts – From this page, send Sign-on Link to all Scouts or select Scouts by clicking on box to check mark. Click on “+ Add User” for new Scouts. Click “Remove” to remove inactive Scouts. Click on any Scout to update information.

EACH SCOUT MUST HAVE A UNIQUE, ACTIVE EMAIL TO ACCESS THE CM SYSTEM.

Scouts can also self-register through popcornordering.com if not already registered in the system.
Click “Place an Order” on Sale Type to be entered

Make sure to click CORRECT SALE TYPE!
Click “PRODUCTS - available products for sale type will populate on the screen.”
Must be entered in container quantities equal to full cases when required.

Click Save when finished with order.
Once Order is complete and saved, Click “SUMMARY” to review. Click “Submit to Council”. You can print a copy for your records from here.
If you need to make changes to your submitted order, go back to your Dashboard and click “Unit Orders”. Screen will show all orders; click order# to be changed. This will open up the order to allow changes. **ANY CHANGES MUST BE MADE BEFORE “UNIT ORDER DUE” DATE**
Click product to be changed. Once order is revised, click on “Save” then click on “SUMMARY”.
From the Summary page, click “Submit to Council”. Print your Revised Order for your records.
TAKE ORDERS CAN BE ENTERED AT THE SCOUT LEVEL – EITHER BY THE LEADER OR BY THE SCOUT

If UNIT is not entering at the Scout Level, Click “Place Unit Order”
Click “PRODUCTS - available products for Sale Type will populate on the screen.”
“Qty Needed from Scout Sales” will populate based on any order a Scout has submitted electronically (see “Scout Sales” top of Dashboard). The “Order Quantity” column can be adjusted for Take Order to account for any Unit inventory/ leftover product.

After all quantities are entered & adj, click “SAVE”

Scout Take Order quantities will appear in “QTY NEEDED from Scout Sales”. Do not adjust this number as this is for actual Scout Sales.
Click “Save” when complete. Be sure to review quantities and total dollars ordered.

Once Order is complete and saved, Click “SUMMARY” to review.
View of “SUMMARY” order. Click “Submit to Council”
You can print a copy for your records from here.

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<thead>
<tr>
<th>Product</th>
<th>Name</th>
<th>Price</th>
<th>Qty</th>
<th>Ext Price</th>
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<td>5 Way Chocolaty Treasures Tin</td>
<td>$60.00</td>
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<td>E</td>
<td>Supreme Caramel w/Altn. Pec. Cashews Tin</td>
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<td>14oz Extra Btl Roasted Summer Corn</td>
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Total: $2,720.00
UNIT LEADER DASHBOARD/HOME PAGE BELOW.
FOR SCOUTS AND SCOUTING FAMILIES TO SELL ONLINE AND ENTERING SCOUT TAKE ORDERS, REFERENCE
"CM SYSTEM GUIDE #5 – SCOUTS 2019"
BOTH GUIDES WILL BE AVAILABLE ON THE CAMP MASTERS WEBSITE – www.campmasters.org
“HOW TO ORDER POPCORN”