2020 POPCORN SALE
LEADER GUIDE

Aloha Council

in partnership with

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2020 is an unprecedented year in the lives of our Scouting families. 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 2020, CAMP MASTERS is providing all Councils and Units with new 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.

We are fully invested in your popcorn success!

Warm Regards,

Wilfred Sieg, Jr.
President
# Timeline

<table>
<thead>
<tr>
<th>Event</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td><a href="http://Www.CampMasters.org">Www.CampMasters.org</a> Opens-Set up Unit &amp; Scout Accounts</td>
<td>July 1</td>
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<tr>
<td>Conduct Unit Popcorn Kick-off &amp; Trainings</td>
<td>July / August</td>
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<tr>
<td>Pre-sale/Take Order and Online Sales Begin</td>
<td>August 1</td>
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<tr>
<td>Pre-sale/Take Order and Online Sales Continue</td>
<td>September</td>
</tr>
<tr>
<td>Unit Take Orders due &amp; submitted via CampMasters.org</td>
<td>October 2</td>
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<tr>
<td>Prize Orders &amp; Monies Due</td>
<td>November 13</td>
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<tr>
<td>Oahu Popcorn Distribution-Pacific Transfer Warehouse 94-360 Ukeʻe St</td>
<td>November 14</td>
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<tr>
<td>Big Island/Maui Popcorn Pickup</td>
<td>TBD</td>
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</table>
**IMPORTANT CONTACTS**

**Big Island**

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**Maui Nui District**

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**Hikina & Komohana District**

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District Executive  
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Stanton.Oishi@Scouting.org

**Oahu Popcorn Lead**

Billy Rayl  
Field Director  
808-380-5436  
Billy.Rayl@Scouting.org
Support the Military and Scouting Tool!

$30 Military

$50 Military

*4-Way Sweet and Savory Tin

$55

*Supreme Caramel Crunch with Almonds, Pecans, and Cashews
Buttery sweet gourmet caramel corn with nuts — 16 oz. (6) — 2.6 oz.

$25

22 Pack Movie Theater Extra Butter Microwave Popcorn
Screams perfectly seasoned with EXTRA BUTTER. Every just like the movie theaters. America's #1 selling flavor. (6)

$25

*White Cheddar Cheese Tin
Cheesy goodness of white cheddar in light, crunchy, crispy popcorn! — 14 oz. (4)

$15

22 Pack Sweet & Salty Kettle Corn Microwave Popcorn
A sweet and salty fiesta of kettle corn taste. Like the popcorn at Am Type conference favors. (4)

$15

Sea Salt BIO Bag
Light & Salty Sea Salt Popcorn. No artificial Anything. GREAT for calories. per cup — 3.7 oz. (6)

$15

*Caramel Popcorn Bag
Butterscotch-y taste of delicate and crispy gourmet caramel popcorn — 10 oz. (6)

$10

Over 70% of each dollar goes to local scouting!
2020 ONLINE PRODUCTS

Caramel Popcorn Two Pack
$40 | $24 returned to scouting
Mouthwatering taste of delicate, crispy gourmet caramel popcorn. 10oz each

Supreme Caramel with Almonds, Pecans & Cashews
$35 | $21 returned to scouting
Buttery sweet gourmet caramel corn with nuts. 18oz

Chocolate Drizzled Caramel
$35 | $21 returned to scouting
Buttery gourmet caramel popcorn with chocolate drizzle. 14oz

Sea Salt Popcorn
$30 | $18 returned to scouting
Light & crispy with a hint of sea salt. 35 calories per cup. 3.7oz

White Cheddar Popcorn
$30 | $18 returned to scouting
Cheesy goodness of white cheddar on light, crispy popcorn. 5oz

Movie Theater Extra Butter + Chocolate Drizzled Caramel
$75 | $45 returned to scouting
Buttery drizzled caramel popcorn and EXTRA buttery flavor. 14oz / 22 pack

Caramel + White Cheddar
$40 | $24 returned to scouting
Buttery caramel and white cheddar cheesy. 10oz / 5oz

Caramel + Supreme Caramel
$50 | $30 returned to scouting
Buttery caramel popcorn two ways - with or without nuts. 10oz / 18oz

Movie Theater Extra Butter + $30 Military Donation
$75 | $45 returned to scouting
EXTRA Buttery flavor just like the movie theaters. 22 pack

$50 Military Donation + Sea Salt Popcorn
$65 | $39 returned to scouting
Light & crispy with a hint of sea salt with a $50 military donation. 3.7oz

$25 Military Donation + Caramel Popcorn
$45 | $27 returned to scouting
Buttery caramel popcorn with a $25 military donation. 10oz

$25 | $50 Food Bank Donations
$25 | $30 | $100 Military Donations

60% RETURN TO SCOUTING
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 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.
KERNEL CHECKLIST

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

<table>
<thead>
<tr>
<th>Program Ideas:</th>
<th>Other Considerations:</th>
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<tbody>
<tr>
<td>Summer Camp</td>
<td>BSA Registrations &amp; Life Magazine</td>
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<tr>
<td>Cub Scout Council Events</td>
<td>Supplies/Awards &amp; Recognitions</td>
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<tr>
<td>Monthly Unit Activities</td>
<td>Den/Patrol Expenses/Training Courses</td>
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<tr>
<td>Pinewood Derby</td>
<td>Unit Equipment</td>
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<td>Patrol/Den Activities</td>
<td>Uniforms/Personal Camping Equipment</td>
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<td></td>
<td>Assistance for Low-income Scout Families</td>
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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 an 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!
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.

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<th>ACTIVITY</th>
<th>PROGRAM MONTH</th>
<th>COST</th>
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NOW CALCULATE YOUR POPCORN SALES GOALS

Divide UNIT BUDGET by UNIT COMMISION
(This is your Unit Sales Goal) $ 

Divide by NUMBER OF PARTICIPATING OF SCOUTS
(This is your Scout Sales Goal) $ 

Registration & Insurance $ 

Advancements $ 

Uniforms $ 

Scholarships $ 

Other $ 

TOTAL UNIT BUDGET $
IN ADDITION to these incentives, CAMP MASTERS offers High Achiever Prizes to recognize Scouts Popcorn Sale efforts.

<table>
<thead>
<tr>
<th>Prize Order Form</th>
<th>Description</th>
<th>Quantity</th>
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<tbody>
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<td><strong>$650</strong></td>
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<td>67</td>
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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
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 fulfilment 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.
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 toction. And they always love a good pie to the face of their Unit Leader!