2020 Popcorn Kick Off!
## Congrats to Aloha Council’s
### 2019 Top Selling Units

<table>
<thead>
<tr>
<th>Rank</th>
<th>Unit</th>
<th>Sales</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Pack 166</td>
<td>$24,580</td>
</tr>
<tr>
<td>2</td>
<td>Pack 40</td>
<td>$23,225</td>
</tr>
<tr>
<td>3</td>
<td>Pack 941</td>
<td>$22,300</td>
</tr>
<tr>
<td>4</td>
<td>Crew 2020</td>
<td>$20,800</td>
</tr>
<tr>
<td>5</td>
<td>Pack 311</td>
<td>$19,190</td>
</tr>
<tr>
<td>6</td>
<td>Pack 18</td>
<td>$15,475</td>
</tr>
<tr>
<td>7</td>
<td>Troop 777</td>
<td>$12,080</td>
</tr>
<tr>
<td>8</td>
<td>Pack 75</td>
<td>$12,065</td>
</tr>
<tr>
<td>9</td>
<td>Pack 564</td>
<td>$11,825</td>
</tr>
<tr>
<td>10</td>
<td>Troop 100</td>
<td>$11,440</td>
</tr>
</tbody>
</table>

Last year we sold $382,070
2020 “Take Order” Form

OVER 70% OF EACH DOLLAR GOES TO LOCAL SCOUTING

ZZ
Support the Military and Scouting Too!

$30 Military

WW

$50 Military

Choose Item ZZ and CAMP MASTERS will send $30 worth of popcorn to our military personnel.
Choose Item WW and CAMP MASTERS will send $50 worth of popcorn to our military personnel.

ZB
4-Way Sweet and Savory Tin


$55

*Supreme Caramel Crunch with Almonds, Pecans, and Cashews

Buttery sweet gourmet caramel corn with nuts — 18 oz

$25

MM
22 Pack Movie Theater
Extra Butter Microwave Popcorn

Popcorn perfectly seasoned with EXTRA Buttery flavor just like the movie theaters. America’s #1 selling flavor!

$25

NN
*White Cheddar Cheese Tin

Cheesy goodness of White Cheddar on light, crunchy, crispy popcorn!

— 5 oz

**3.35 oz.

$15

YY
12 Pack Sweet & Salty Kettle Corn Microwave Popcorn

A sweet and salty old fashioned kettle corn taste, like the popcorn at old time country fairs!

$15

ZC
Sea Salt BIG Bag

Light & Crispy Sea Salt Popcorn. No Artificial Anything. ONLY 25 calories per cup — 2.7 oz

$15

DD
*Caramel Popcorn Bag

Mouthwatering taste of delicate and crispy gourmet caramel popcorn.

— 10 oz

$10

ALL PRODUCTS TRANS FAT FREE and NON-GMO POPCORN

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

Thank you for supporting Scouting.
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 Awards

Scouts who sell $1,500 and above will receive a special recognition!
Scouts who sell $1,500 for the 2 years in a row will earn a customized Leiomano Award.
The Leioman Award runs from 2018-2019 and 2019-2020

Scouts: Earn your OWN

What is a Leiomano?
Leioman means “Lei of the shark” in the Hawaiian language

A Leiomano is a traditional Hawaiian club made of wood, lined with razor sharp shark teeth.

How can you earn a Leiomano?
Any youth OR adult scouter can earn their own personalized Leiomano by fundraising for Aloha Council and selling at least $1,500 in popcorn (or other items) in a two year period, starting this year (2019).
2020 High Achiever
or Cash Award Prizes

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
More way 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
Achieving Your Goal for a GREAT Program
Making it to the Top

- Build a Plan
- Share your Plan
- Execute your Plan
- Reap the Rewards!
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!
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

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).

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

AND SCOUTING, TOO!
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
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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?