

LET'S MAKE THIS YOUR BEST SALE EVER!

Congratulations on choosing to have your Unit fund its program through the Popcorn Fundraiser. 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

The funds you raise can be used to cover registration fees, uniforms, trips, activities, day camps, summer camps, and high adventure experiences within the program. Fewer out-of-pocket expenses for families equals better-equipped kids and more participation.

Help all of your families save money by encouraging 100% participation! This year's popcorn fundraiser can be the best fundraiser EVER!



COMMISSION & PRIZES

2025 Commissions and Unit Incentives

- Combined Unit Sales of up to \$7,500 = 33% commission
- Combined Unit Sales of \$7,501 to \$12,499 = 36% commission
- Combined Unit Sales of \$12,500 to \$19,999 = 37% commission
- Combined Unit Sales of \$20,000 or more = 38% commission
- Earn an additional 2% Commission on all your sales if a representative from your unit attends one of the Council Kick-Offs in June.
- Earn an additional 2% Commission on all your sales by attending an August 2025 Roundtable and holding a recruiting event for your unit before 9/30/2024.
- Earn an additional 1% Commission by recruiting a new unit to sell or by recruiting a unit that hasn't participated in the sale since 2020. (The recruited unit also earns the additional 1% Commission.)
- ****NEW** Earn an additional 1% bonus commission for every 3 new youth recruited between August 1st and October 25th (capped at 5%).**

COMMISSION & PRIZES

2025 Council Prize & Incentive Program for Scouts

In addition to the Keller Prize Program and the Camp Masters High Achiever Prizes, Pine Tree Council is offering the following incentives:

Council Top Seller:

\$500 Amazon Gift Card* & Recognition in Pine Spills

District Top Seller:

(except Council Top Seller)

\$200 Amazon Gift Card* & Recognition in Pine Spills.

Above & Beyond Sellers

\$4000-\$4499-- \$50 Gift Card or \$100 toward a PTC Camp in 2024

\$4500-\$4999-- \$75 Gift Card or \$150 toward a PTC Camp in 2024

\$5000 & up-- \$100 Gift Card or \$150 toward a PTC Camp in 2024

Fill a Sheet Weekly Drawing

\$25.00 Amazon Gift Card*

For each order sheet a scout fills and submits to PTC they will be entered into a weekly drawing.

If their name is not selected, their entry remains in the drawing.

*Visa Gift Card may be substituted



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!
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 part of the action. And they always love a good pie to the face of their Unit Leader!



CREATING / MANAGING MOMENTUM



Fundraising is not a sales pitch but a long-term partnership between your Unit and the people in your community.

Perhaps the hardest part of any fundraiser is creating and keeping the momentum up before and during the sale.

Families are busy and Scouting may not be their only after-school activity. So we've compiled a list to help you keep excitement and spirits high throughout the popcorn sale.

- Ensure everyone knows the purpose of the fundraiser. Spread the word in every way possible!
 - Send letters home with your Scouts.
 - Talk to the parents individually. Share what the proceeds will be used for.

Dear Scouting Families

- A game board for Scouts to help them reach their sales goal.
- Promote popcorn as a great gift for teachers, coaches, employees, and business associates.
- An award/reward for the first, second, and third place Scouts to reach a specific objective you set during your popcorn sale.
- A "Make A Difference" flyer explains how a popcorn purchase benefits Scouts and their units. This helps make people feel good about making a difference.
- A goal guide with tips on keeping fundraisers motivated by setting weekly or monthly goals. You can also include bonuses or prizes for incentives.
- A printable progress chart to keep Scouts and families informed.



GOAL SETTING – THE KEY TO A SUCCESSFUL SALE

Goal Setting



How do you get buy-in and commitment from your unit's families when it comes to annual programming and fundraising needs?

Ideas to Get You Started – the unit might plan and fund some of the following, in whole or part:

- Summer Camp / High Adventure Trips
- BSA Annual Registration and Scout Life Magazine
- Patrol / Den Activities / Unit Activities / Council Activities
- Meeting Supplies / Awards and Recognition
- Youth and Adult Training Courses
- New Unit Equipment
- Uniforms / Personal Camping Equipment
- Assistance for Low-income Scout Families
- A Trip the Unit Always Wanted to Take

Scouting teaches Scouts to earn their way. The popcorn sale helps them learn to plan and meet their goals.

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

How to Create Per Scout Goals

- Unit Sales Goal = $\frac{\text{Total Program Dollars}}{\text{Popcorn Commission Goal}}$
- Scout Sales Goal = $\frac{\text{Unit Sales Goal}}{\text{Number of Scouts}}$
- Scout Container Goal = $\frac{\text{Scout Sales Goal}}{\$16.62 \text{ (average container cost)}}$ example

MULTIPLE WAYS TO SELL



SHOW and SELL: STOREFRONT OR DRIVE-THRU SALES

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. 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.



STOREFRONT RECRUITING

You can never start too early in securing storefronts.

- Grocery stores and home improvement

Make sure you approach the store/company Manager 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.

- Think of other high-traffic, essential businesses in your area to contact. As other businesses begin reopening, reach out to them as well.
- CAMP MASTERS Plans to have a Storefront scheduling tool for every Council where you can manage your sites and volunteers. Once we have this we will schedule a Webinar and make resources available.

SAMPLE / SCRIPT

Hello my name is (Name), our (Unit) is located right here in (Name of location). Our Scouts want to raise their own money to (Go to Summer Camp). You can help by letting us use your store front so our Scouts can earn their salesmanship merit badge and earn their own way to camp. We appreciate your willingness to support us as members of the same community.

Make sure you get on their schedule. Bring a letter that they can sign if necessary that says the same thing, Has a place to put their store Name and Store Number, Signature Spot as well as a written name spot.

Make sure you follow up a few weeks before as well as a few days before.

SELLING STRATEGIES

Door-to-Door

Door-to-Door: aka Wagon Sales – One of the most effective sales methods! In this case, a unit signs out popcorn to a Scout who takes it throughout their neighborhood, selling as they go. Product is brought along (in wagon or vehicle), making it a quick and easy process for the customer. So, it is like a mobile show & sell booth. Units should order for this as part of their show & sell order. A large percentage of homeowners say that no Scout has ever come to their door, missing this great opportunity. If the desired product is not on hand, an order can be taken and product delivered later, but you don't have to make the return trip back to houses! You bring along the product as you sell it door-to-door. When a sale agreement is reached, the Scout goes to the car or wagon, gets the product and delivers it on the spot while the customer pays. If the desired product is not on hand, the Scout uses the Take Order method and returns with the ordered product later. To participate in Show and Deliver, you need to order Show & Sell popcorn. Orders due by: August 4, 2025

Super Triangle

Have your Scouts complete the SUPER TRIANGLE! The SUPER TRIANGLE is the 15 neighbors that surround their home. Make a triangle from your home by selling to the first 4 neighbors down, cross the street and sell to 7 houses back toward your home, cross back to your side of the street and stop by 4 neighbors on your way back home. Find a simple prize to encourage your Scouts. We've seen tremendous success from units who just have each Scout do this simple task.

Neighborhood Blitz & Blitz Day

A Blitz Day is an organized day for a group of Scouts to go out selling in a specific area together. Scouts have fun with their friends as they travel to a neighborhood. A neighborhood can be covered very quickly with several Scouts each going door to door.

What's Take Order?

This method involves Scouts going door-to-door to take orders for popcorn. Research shows that about 3 in every 5 doors knocked on will result in a sale. Moreover, only about 20% of houses are contacted about buying popcorn. There is plenty of untapped market for the sale. This method is also preferred for mom and dad's co-workers and close friends and relatives to whom it will be easy to deliver the product at the end of the sale. Do not fill Take Orders from Show and Sell and Show and Deliver inventory until after the sale.

SELLING STRATEGIES

Door Hangers

Door hangers are a great “Leave Behind” that a potential customer can complete to place their order. A customer can review products, complete their order on the door hanger, and hang back on their door for a Scout to pick up for a contactless transaction •Can be used to drive potential customers to visit an upcoming Show and Sell or with an online Seller ID label created added to the door hanger. **(Visit CAMP MASTERS website for a Free template)**

Signs

Set out signs directing potential customers to your house to pick up popcorn, like promoting a Garage Sale.

Sample Script

“Hello, my name is _____ and I’m with Pack/Troop _____. I am trying to earn my way to _____ and support our camp programs. I have many DELICIOUS flavors of popcorn and _____ is my favorite because _____! Can I count on your support to help fund my adventures?”

Show-n-Sell

This method is a lot like an “old school” lemonade stand. Your unit gets permission to have a booth in a high visibility area and your Scouts sell actual popcorn product there on the spot. This method has been highly effective for many units. A unit can plan a Show & Sell day and split Scouts/ families into shifts so that everyone takes a turn. Talk with local stores to setup a time to sell.

SELLING STRATEGIES

STEPS TO SUCCESS

Identify Locations

Look for high traffic locations with good visibility for potential customers to find you. Great spots might include stores, parking lots, movie theaters, shopping centers, ball fields, after church on Sunday, or your chartered organization!

Initiate conversation with location

Contact the desired location where you would like to have a Show & Sell sale and see if you can set up a location in a high traffic area in front of the store. If they won't allow a sale in front of the store, see if you can do a Drive Thru Sale in the back of the parking lot!

Marketing & Promotion

Scouts should be in uniform and have product on hand

POP UP SHOPS: A Neighborhood Show & Sell

Be sure to let everyone in the neighborhood know you are selling popcorn when & where.

Social Media:

Utilize social media apps like Next Door or Facebook to market the sale.

Door Hangers:

As Scouts go door to door selling, leave behind the door hangers at homes who aren't home. Be sure, to clearly mark that the customer can purchase popcorn at your Pop-Up Shop with the date, time, and location of your Pop Up. Yard Signs—Set out signs directing potential customers to your Pop-Up Shop, like promoting a Garage Sale.

Encourage Scouts to set up a local Show & Sell type stand in their driveway or another location in their neighborhood. This is similar to a lemonade stand, where interested customers can come and purchase if interested!

DRIVE THRU SALES

The drive thru sale plan can be done anywhere. By asking retail locations, your chartered organization, or other venues to provide space in the parking lot where customers can drive up, place and receive an order, then drive away, provides convenience and a low-pressure option to customers.

Picking up my Popcorn

To pick up your popcorn, follow these vehicle recommendations:

- Midsize car holds about 20 cases
- Luxury sized car holds about 30 cases
- Minivan holds about 60 cases
- Large SUV holds about 50 cases
- Small Pickup bed holds about XX cases
- Large Pickup bed holds about XX cases
- Rental Truck holds over 70 cases

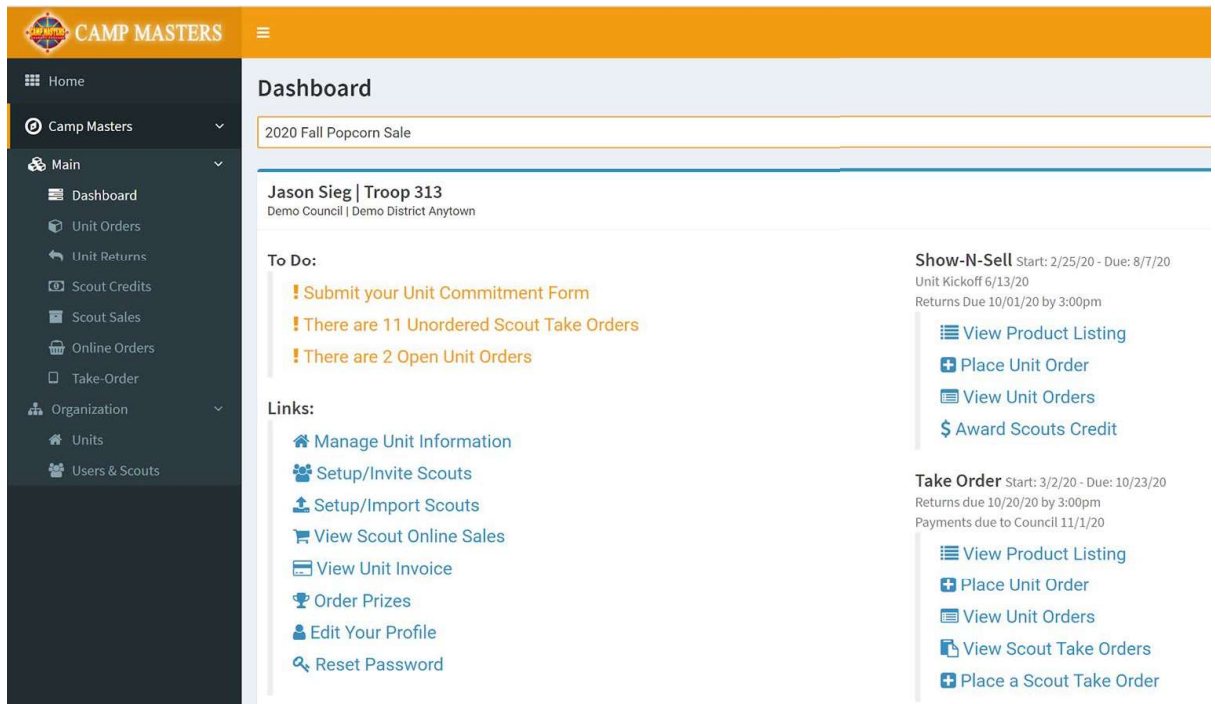
All of the capacity estimates are very dependent upon the products, which affect the shapes of the cartons.

In all of the examples, it is recommended that all seats behind the front driver and passenger seats be stowed into the car floor or removed.

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.”



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

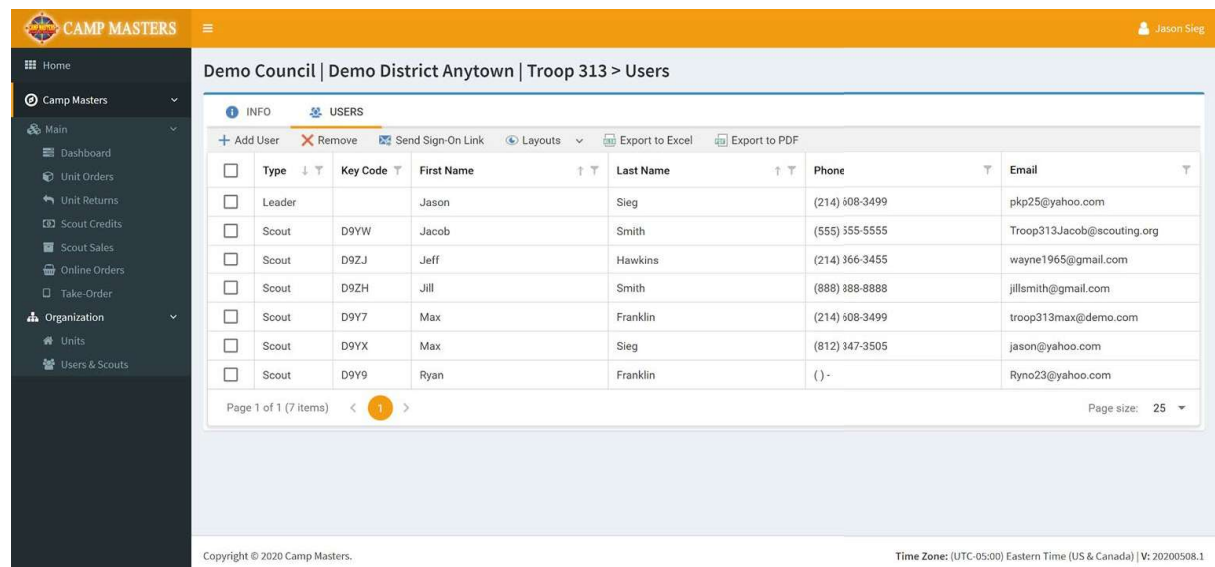
Show-N-Sell Start: 2/25/20 - Due: 8/7/20
Unit Kickoff 6/13/20
Returns Due 10/01/20 by 3:00pm

- 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

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



CAMP MASTERS

Demo Council | Demo District Anytown | Troop 313 > Users

INFO **USERS**

+ Add User - Remove - Send Sign-On Link - Layouts - Export to Excel - Export to PDF

<input type="checkbox"/>	Type	Key Code	First Name	Last Name	Phone	Email
<input type="checkbox"/>	Leader		Jason	Sieg	(214) 808-3499	pkp25@yahoo.com
<input type="checkbox"/>	Scout	D9YW	Jacob	Smith	(555) 355-5555	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) 808-3499	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

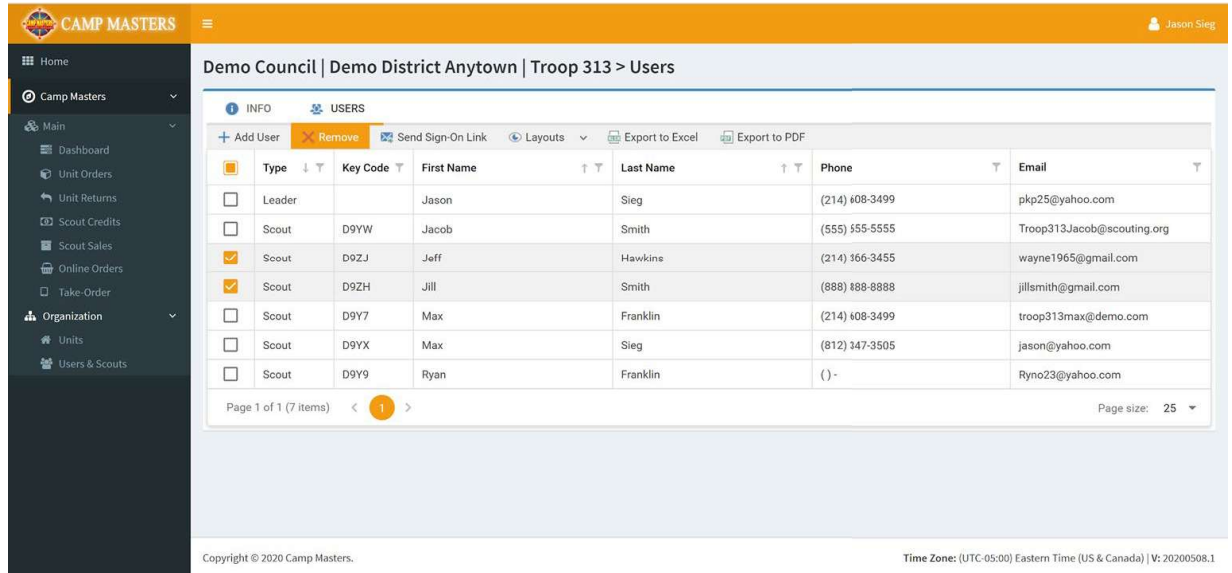
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REGISTER YOUR SCOUTS

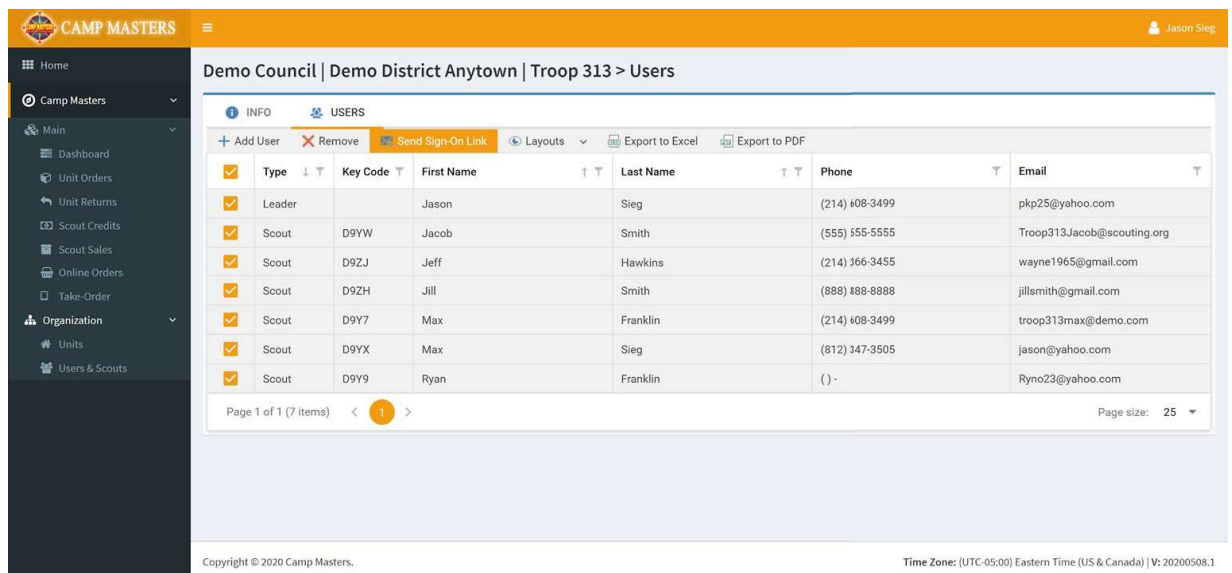
Step Two: Remove any Scouts no longer in your Unit by clicking the box to the left of their name(s). And then selecting “Remove” from the menu above.



The screenshot shows the Camp Masters interface for Troop 313. The 'USERS' tab is active, displaying a table of users. The 'Remove' button is highlighted in the top menu. The table lists 7 users, including a Leader and 6 Scouts. The first two Scouts, Jacob and Jeff, have their selection checkboxes checked.

Type	Key Code	First Name	Last Name	Phone	Email
Leader		Jason	Sieg	(214) 408-3499	pkp25@yahoo.com
<input checked="" type="checkbox"/>	D9YW	Jacob	Smith	(555) 555-5555	Troop313Jacob@scouting.org
<input checked="" type="checkbox"/>	D9ZJ	Jeff	Hawkins	(214) 366-3455	wayne1965@gmail.com
<input type="checkbox"/>	D9ZH	Jill	Smith	(888) 888-8888	jillsmith@gmail.com
<input type="checkbox"/>	D9Y7	Max	Franklin	(214) 408-3499	troop313max@demo.com
<input type="checkbox"/>	D9YX	Max	Sieg	(812) 347-3505	jason@yahoo.com
<input type="checkbox"/>	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 Link”.



The screenshot shows the same Camp Masters interface, but now the 'Send Sign-On Link' button is highlighted in the top menu. All 7 users in the table now have their selection checkboxes checked, indicating they are all selected for sending the sign-on link.

Type	Key Code	First Name	Last Name	Phone	Email
<input checked="" type="checkbox"/>		Jason	Sieg	(214) 408-3499	pkp25@yahoo.com
<input checked="" type="checkbox"/>	D9YW	Jacob	Smith	(555) 555-5555	Troop313Jacob@scouting.org
<input checked="" type="checkbox"/>	D9ZJ	Jeff	Hawkins	(214) 366-3455	wayne1965@gmail.com
<input checked="" type="checkbox"/>	D9ZH	Jill	Smith	(888) 888-8888	jillsmith@gmail.com
<input checked="" type="checkbox"/>	D9Y7	Max	Franklin	(214) 408-3499	troop313max@demo.com
<input checked="" type="checkbox"/>	D9YX	Max	Sieg	(812) 347-3505	jason@yahoo.com
<input checked="" type="checkbox"/>	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.

The screenshot shows the Camp Masters dashboard for Jason Sieg | Troop 313. The left sidebar contains navigation links: Home, Camp Masters, Main, Dashboard, Unit Orders, Unit Returns, Scout Credits, Scout Sales, Online Orders, Take-Order, Organization, Units, and Users & Scouts. The main content area is titled "Dashboard" and includes a search bar for "2020 Fall Popcorn Sale". Below the search bar, the user's name and troop information are displayed: "Jason Sieg | Troop 313" and "Demo Council | Demo District Anytown". The dashboard is divided into three sections: "To Do:", "Links:", and "Show-N-Sell".

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.

The screenshot shows the Camp Masters Users / Scouts page. The left sidebar contains navigation links: Home, Camp Masters, Main, Dashboard, Unit Orders, Unit Returns, Scout Credits, Scout Sales, Online Orders, Take-Order, Organization, Units, and Users & Scouts. The main content area is titled "Users / Scouts" and includes a search bar for "2020 Fall Popcorn Sale". Below the search bar, the user's name and troop information are displayed: "Jason Sieg | Troop 313" and "Demo Council | Demo District Anytown". The page is divided into three sections: "To Do:", "Links:", and "Show-N-Sell".

To Do:

- ! Submit your Unit Commitment Form
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Links:

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- 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

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.

Import Scouts

Choose a file to import:

Browse...

First Row Has Headers: ☐

IMPORT MAPPING

Match each import field to the import file's columns or type in a custom value to be used.

Council:

District:

UnitType:

UnitNumber:

Email:

FirstName:

LastName:

Phone:

Number of Rows:

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

First Row Has Headers: ☒

IMPORT MAPPING

Match each import field to the import file's columns or type in a custom value to be used.

Council: Council
Demo Council

District: District
Demo District Anytown

UnitType: UnitType
Troop

UnitNumber: UnitNumber
313

Email: Email
frederickthegreat@gmail.com

FirstName: FirstName
Fred

LastName: LastName
Winston

Phone: Phone
569-855-8653

Number of Rows: 3

IMPORT

You'll see a green success box once imported.

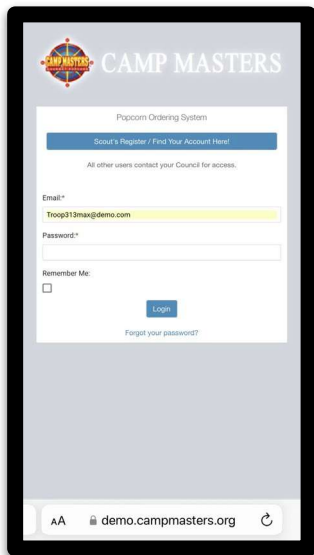
✓ Import Succeeded - Download and review the import file for details. [Click here to download the import results file.](#)

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

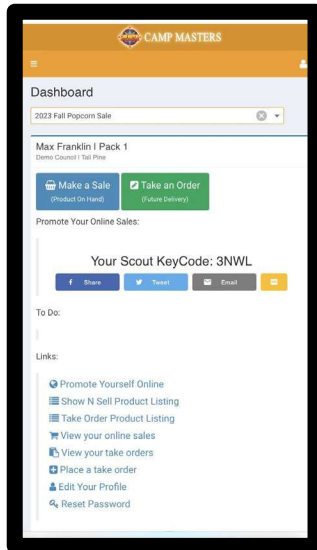
TAKE ORDERS by Cash and Credit Cards

SCOUTS, PARENTS & LEADERS

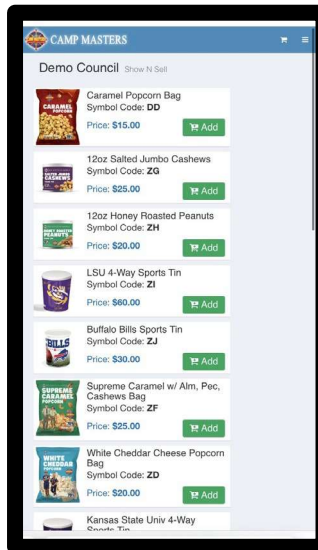
Follow these instructions to easily take orders and payment on your smartphone.



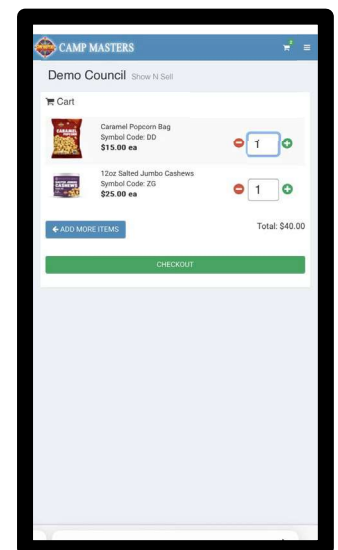
Login to CAMP MASTERS Dashboard



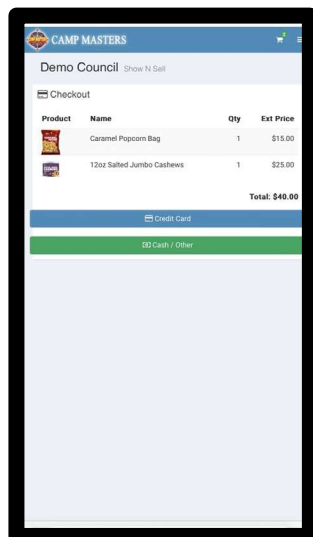
Click "Place a Take Order" from the dashboard



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



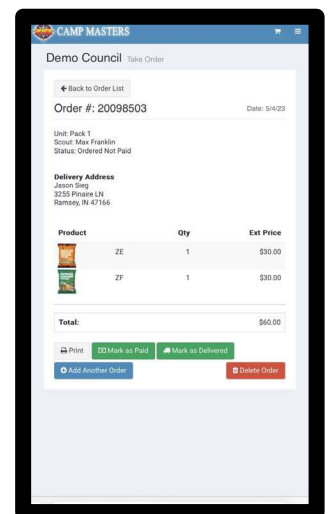
Scroll down to find the requested product. Then click "Order" to add the item to the shopping cart.



A confirmation window will appear. You can either take cash or Credit card for payment



To take payment, you can:
1. Have the customer scan QR code for them to enter payment.
2. Text them so they can enter payment.
3. Enter Information manually.



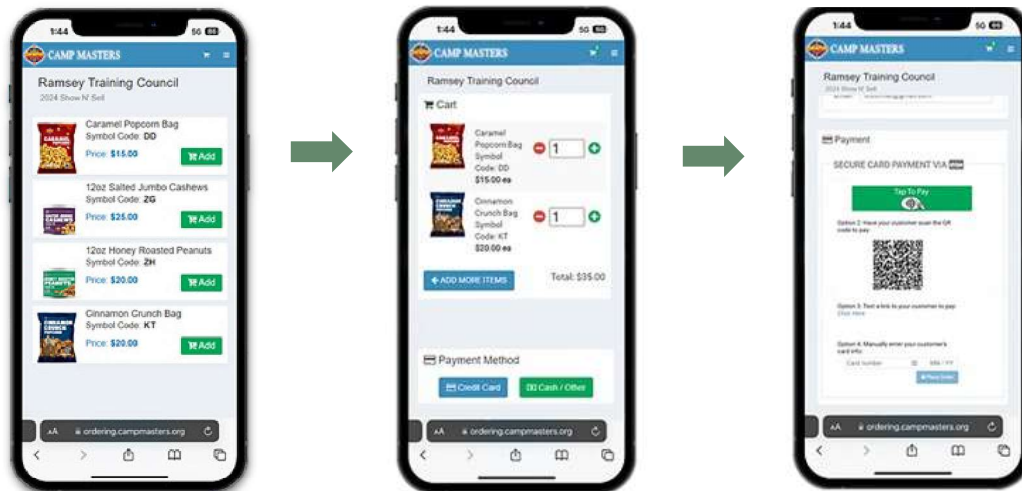
Mark as paid and delivered if applicable.



TAKE ORDERS by Tap to Pay

SCOUTS, PARENTS & LEADERS

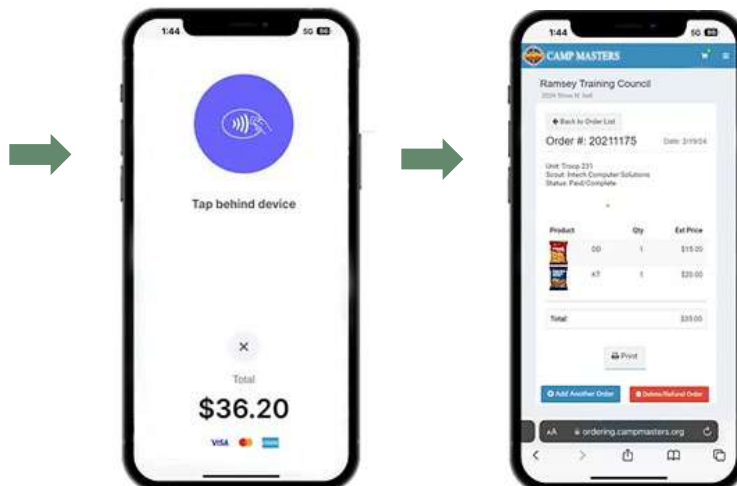
Follow these instructions to easily take orders with Tap to Pay on your smartphone.



Choose the items from the catalog that the customer would like to purchase and select "Add" to add it to the cart.

You can change the quantity of each item using the minus and plus buttons.

Select Tap to Pay from the checkout payment options.



Tap the payment card to the back of your device.

Upon successful payment, you will see the order confirmation screen.