

2025 CAMP MASTERS Kernel Guide

POPCORN SALE LEADER GUIDE



Scouting  **America**
Choctaw Area Council

in partnership with

CAMP MASTERS
GOURMET POPCORN

Council Popcorn Webpage



Ready! Set! Go!

We hope this guidebook provides a step-by-step approach to setting your Unit up for popcorn sale success.

2025 CAMP MASTERS is providing all Councils and Units with 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. Please join our Facebook group

<https://www.facebook.com/groups/campmastersunitsparentsandscouts/>

Also check out <https://www.campmasters.org/> **for more resources.**

However, if there is anything you need to help fuel your popcorn success, please don't hesitate to reach out by email to our great team for assistance:
customerservice@campmasters.org.

We are fully invested in your popcorn success!

Warm Regards,

Jason Sieg
Vice President of Sales and Marketing
CAMP MASTERS Popcorn Brand



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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!



IMPORTANT CONTACTS

Council Advisor

James Hulkan 601.693.6757 james.hulkan@scouting.org

Support Staff

Candace McRae 601.693.6757 candace.mcrae@scouting.org

2025 PRODUCT SELECTIONS

YOUR PURCHASE POWERS SCOUTING

ZZ Support the Military and Scouting Too!

\$30
Military
Donation



Choose from ZZ and CAMP MASTERS will send \$30 worth of popcorn to our military personnel.

JK Chicago Style Snack Attack Tin

A legendary Chicago-born combo of Caramel Corn, White Cheddar, and Yellow Cheddar – packaged in individual bags so you can mix it your way or serve each flavor solo. Game-worthy. Customizable. Classic.



\$50

E Supreme Caramel Tin

Loaded with Almonds, Pecans, & Cashews. A rich, buttery caramel corn taken to the next level with a tinge of premium nuts. Indulgent. Crunchy. Completely Supreme. — 14 oz., 1.19 gal.



\$30

MM 18 Pack Movie Theater Extra Butter Microwave Popcorn

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



\$30

ZE Chocolate Drizzle Caramel Bag

Smooth, buttery caramel popcorn finished with a decadent chocolate drizzle. A perfect pairing of sweet and satisfying. — 12 oz.



\$30

ZG Salted JUMBO Cashews



Jumbo, salted, and seriously snackable. Everyone's favorite nut – fresh, crunchy, and full of flavor! — 12 oz.



\$30

X Classic Trail Mix



Delicious wholesome goodness includes peanuts, cranberries, raisins, chocolate candies and cashews. No Salt or Oil added! — 16 oz.



\$25

G 12 Pack EXTRA BUTTER Roasted Summer Corn

If you like buttery corn on the cob, you'll LOVE this EXTRA BUTTER flavor microwave popcorn!



\$20

YY 12 Pack Sweet & Salty Kettle Corn Microwave Popcorn

Sweet and Salty old-fashioned Kettle Corn that tastes like the popcorn at old time county fairs!



\$20

ZD White Cheddar Cheese Bag



Cheesy goodness of white cheddar cheese on light, crunchy, crispy popcorn. — 5 oz.



\$20

ZH Honey Roasted Peanuts



Lightly sweet. Perfectly crispy. Peanuts wrapped in a golden, honey-kissed crunch. — 12 oz.



\$20

ZW Chocolatey Covered Pretzels Bag



Delicious milk Chocolatey pretzels that melt in your mouth! — 10 oz.



\$20

V Purple Popping Corn Jar



Light, Crunchy, Flavor-ready! This gourmet purple kernel corn pops up white with a crisp nutty taste and is virtually butterless, so it won't get stuck in your teeth. Comes in a resealable jar – just pop and enjoy!



\$15

DD Caramel Popcorn Bag



Mouthwatering taste of delicate and crispy gourmet caramel popcorn. — 5 oz.



\$15

U 5 Pack Butter Microwave Popcorn



A convenient way to enjoy popcorn with a rich buttery flavor anytime of the day.



\$10

* Package/Tin may change; subject to availability.

** Some popcorn varieties are lighter than others.

Popcorn weight is measured in ounces. Volume of tins is measured in gallons.

ALL PRODUCTS TRANS FAT FREE and NON-GMO POPCORN

- Contains Antioxidants & Virtually Huiless!

Thank you for supporting Scouting

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 40 cases
- Large Pickup bed holds about 60 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.



CAMPMASTERS
GOURMET POPCORN

Choctaw Area Council

YOUR PURCHASE POWERS SCOUTING

Make Checks Payable to:

Unit # _____
Phone No.: _____

Scout Name: _____
My Goal/Prize _____
Total Sales All Pages _____ of _____

ZZ \$30 Mil. Donation	JK Chi Styl Snck Attk	E Supreme Cara Tin	MM 18 pk MT Butter	ZE Cho Ditzz Cara Bag	ZG Jumbo Cashews	X Trail Mix	G 12 pk Ex Butter	YY Kettle Corn	ZD White Cheese Bag	ZH Honey Kstd Peanuts	ZW Cho Print Bag	V Purple Pop Corn Jar	DD Caramel Pop Bag	U 5 pk Butter	DELIVERY DATE
------------------------------	------------------------------	---------------------------	---------------------------	------------------------------	-------------------------	--------------------	--------------------------	-----------------------	----------------------------	------------------------------	-------------------------	------------------------------	---------------------------	----------------------	---------------

	Name	Phone	Address	Email	\$30	\$50	\$30	\$30	\$30	\$30	\$30	\$25	\$20	\$20	\$20	\$20	\$20	\$15	\$15	\$10	Amount Due	Delivd✓	Paid✓
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3																							
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Visit our website: www.campmasters.org					\$30 Mil Donation	Chi Styl Snck Attk	Supreme Cara Tin	18 pk MT Butter	Cho Ditz Cara Bag	Jumbo Cashews	Trail Mix	12 pk But- ter	Kettle Corn	White Cheese Bag	Honey Rctd Peanuts	Cho Pect Bag	Purple Pop Corn Jar	Caramel Pop Bag	5 pk But- ter	TOTAL SALES			

* Prepopped popcorn produced in a plant that manufactures products that contain nuts.
* Package/Tin may change; subject to availability.

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01882



CAMP MASTERS
GOURMET POPCORN

Picking up my Popcorn

WAREHOUSE – Popcorn Pickup Location

Mid America Testing & Supply
321 Hawkins Crossing Rd
Meridian, MS 39301

Friday, October 3

Show-n-Sell Distribution and Pickup

Friday, November 14

Take Order Distribution and Pickup

You can pick up your order from 3:00 PM - 6:00 PM

Unit Product Delivery Tips

- We encourage Units with large orders (anything over 50 cases) to use large trucks or a trailer to pick up the Unit's products. Many of the truck/trailer rental agencies extend discounts to Scout groups.
- Units will be given a block time to pick up. For the consideration of other Units that have scheduled pick-up times, please arrive no earlier than 10 minutes before your appointment time. If your Unit will be moving product with several vehicles, make sure all vehicles enter the distribution site at the same time.
- Please make sure you have enough vehicles to handle your order.
- Distribution sites are busy and potentially dangerous; do not bring young children and pets.
- The Mid America Testing & Supply distribution site is a working business that generously allows us to use their space and equipment to distribute orders. Please do not contact these businesses directly or arrive before or after the time periods allocated for our use.
- A Unit Chair or leader must count the order before vehicles are allowed to exit the distribution site.
- At the distribution site, we will not permit any sorting of product by dens/patrols or individual vehicles.



Popcorn Squad

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):*

- ★ Unit Popcorn Kernel - Your right-hand in all things popcorn
- ★ Unit Committee Members - Helping you develop the plans and budgets
- ★ **Assistant Popcorn Kernel - A Must have (Ask for Help)**
- ★ 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 be 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 2 hours in planning and decorating day of, plus whatever time you'd estimate for creating them.



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.



COMMISSION & PRIZES

2025 Commission Structure

Base		29%
Kickoff	MUST Attended Kickoff	+1%
\$10,000 Sale	\$10,000-\$14,999	+1%
\$15,000 Sale	\$15,000-\$19,999 (not cumulative from previous amount)	+2%
\$20,000 Sale	\$20,000-\$24,999 (not cumulative from previous amount)	+3%
\$25,000 Sale	\$25,000-\$29,999 (not cumulative from previous amount)	+5%
\$30,000 Sale	\$30,000+ (not cumulative from previous amount)	+7%

Commission Example

Choctaw Area Council Sample Unit Incentives

Pack A Basic Unit Commission

Show & Sell	\$5,000
Take Order	\$3,000
Total In-Person Sells	\$8,000

Base Commission 29% \$2,320
 Attended Kickoff 1% \$80

Total Sell Commission \$2,400

Troop B Extra Commission

Show & Sell	\$8,000
Take Order	\$7,000
Total In-Person Sells	\$15,000

Base Commission 29% \$4,350
 Extra Commission 2% \$300
 Troop B did not attend kickoff

Total Sell Commission \$4,350



COMMISSION & PRIZES



MY PRIZE GOAL IS:

MY POPCORN GOAL IS:

CHOOSE A PRIZE AND GO FOR IT!



\$5,000
LEVEL 14

- 48 - LEGO Harry Potter Hogwarts Castle
- 49 - The Great Hall
- 50 - Cross Canyon 2 Tent & Footprint
- 51 - Carrera Evolution Mario Kart
- 52 - Analog Electric Slot Car Racing



\$4,000
LEVEL 13

- 45 - Adventure Camp Package
- 46 - LEGO Jurassic World Spinosaurus & Quetzalcoatlus Air Mission
- 47 - Case Bonestag Folding Hunter Knife w/ Leather Sheath



\$3,000
LEVEL 12

- 42 - Swiss Army Cyber Tool M
- 43 - Eagle Claw Fishing Set
- 44 - Coleman Sundome 4 Person Tent



\$2,150
LEVEL 11

- 39 - LEGO Friends Castle Bed and Breakfast
- 40 - iLive Indoor/Outdoor Bluetooth Solar Speakers
- 41 - Foldable Drone



\$1,650
LEVEL 10

- 36 - Youth Pickle Ball Set
- 37 - ICEE Cotton Candy Machine
- 38 - The North Face Staiwart Backpack



\$1,250
LEVEL 9

- 33 - Transformers: Rise of the Beasts Optimus Prime
- 34 - Swiss Army Fieldmaster Knife
- 35 - Walkie Talkie Set w/ Rechargeable Batteries



The Choctaw Area Council Popcorn Sale is an important part of your Child's Scouting experience. It provides the necessary funding for all the great programs they get from the Unit and the Choctaw Area Council. To make this year's sale a success, we need your support.

- Help your Scout set a goal and encourage them to reach the sales level and prize they have chosen.
- Make sure that your Scout gets the opportunity to sell to friends, neighbors and relatives.
- Remind your Scout that the biggest reason people do not buy is because they are not asked.
- Help your Scout's sale by taking a Popcorn Order Form to work with you.

TURN IN YOUR PRIZE SELECTIONS AT THE SAME TIME AS YOUR POPCORN ORDER FORM.



Scan the QR Code to the left for a detailed description of the prizes or visit www.kellerprizeprogram.com

\$850
LEVEL 8

- 28 - Rubik's Cube Mega Gift Set
- 29 - HEXBUG Remote Control Dragon
- 30 - Zing Assorted Bows
- 31 - 2-Person Waterproof Tent
- 32 - Grab Bag G



\$625
LEVEL 7

- 23 - Hydration Pack - 2L
- 24 - Telescope - 40X Magnification
- 25 - LEGO City F1 Williams Racing & F1 Haas Race Cars
- 26 - Camp Chair w/ Case
- 27 - Grab Bag F



\$425
LEVEL 6

- 18 - Red Wood Handle Knife w/ Clip & Scouting America® Branding
- 19 - USB Rechargeable Headlamp
- 20 - Adventure Duffel Bag w/ Scouting America® Branding
- 21 - Dinosaur Egg Assorted Colors/Styles
- 22 - Grab Bag E



\$325
LEVEL 5

- 13 - Multi-Tool w/ Hammer & Case
- 14 - Sticky Stress Ball w/ Scouting America® Branding
- 15 - White Handle Lock Blade Knife & Case w/ Scouting America® Branding
- 16 - Sluban Model Bricks - Cobra GT40 Car
- 17 - Grab Bag D



\$250
LEVEL 4

- 9 - Dry Bag - 5 liter - Yellow w/ Scouting America® Branding
- 10 - Knife Fork Spoon Combo w/ Bottle Opener
- 11 - Brass Compass
- 12 - Squat Lock Blade Knife w/ Clip & Scouting America® Branding



\$190
LEVEL 3

- 5 - Plus Plus Creepy Critter
- 6 - Cinch Backpack w/ Scouting America® Branding
- 7 - Magic Sand w/ Six Molds
- 8 - Watch/Pedometer



\$90
LEVEL 2

- 1 - Fire Starter and Steel
- 2 - Flashing Crystal Putty Slime Assorted Colors
- 3 - Compass Thermometer Whistle
- 4 - Highlighter Scout - 4 Color Highlighter w/ Retractable Computer Brush



\$90
LEVEL 1

- 0.1 - Popcorn Sale Patch Sell any item
- 0.2 - Military Sale Pin Sell One Military Donation
- 0.3 - Online Sale Pin Sell One Online Order
- 0.4 - Top Seller Pin Sell over \$1,000



\$650 Bonus Club

- Scouts who sell \$650 in product will receive their choice of:
- 0.5 - Hanging Hammock
- 0.6 - LEGO Surfing Dogs & Scooter Adventures
- 0.7 - Telescopic Fishing Pole w/ Reel & Case
- 0.8 - Zing Air ZooterBall
- 0.9 - E-Blox Parts Plus Construction Kit



Scout Name:	Pack/Troop:	Total Sales:
Prize #	Prize Description	Quantity

List all Patches, Pins, and Prizes earned above and turn in to your Unit Leader.

Choctaw Area Council
www.ChoctawAreaCouncil.org
 Council ID: 302CAC
 For Popcorn Related Questions:
 Council Office: (601) 693-6757
 For Prize Related Questions
 GCC/Keller Marketing: (888) 351-8000

GUIDELINES to Select Prizes

- (1) Prizes earned based on individual sales. No combining of sales with other Scouts.
- (2) Sell any item & receive the Popcorn Sale Patch.
- (3) Sell \$90 & select your choice of prize at the \$90 level.
- (4) Sell \$190 or more & select a prize from the level you achieve or select prizes from the lower levels as long as the total of the prize levels does not exceed the prize level achieved. Example: If you sell \$625 in popcorn, you may select ONE prize from the \$625 Level or ONE prize from the \$325 Level and ONE prize from the \$250 Level.
- (5) Parent's permission is required to order a knife.
- (6) All prizes will ship to your Unit Leader.
- (7) If a prize is no longer available a substitute of equal or greater value will be shipped.
- (8) Turn in your prize order with your popcorn order.



CAMP MASTERS PRIZES

IN ADDITION to Council incentives, CAMP MASTERS offers Prizes to recognize Scouts Popcorn Sale efforts.



SELL \$400+ ONLINE
GET A \$10 AMAZON
GIFT CARD

High Achiever Prizes (Selling \$3,000 or more)



SELL \$3000+ TOTAL
GET 4% BACK ON A
VISA or EGift card

OR



This year's High Achiever Camp Package contains the essentials for camping: a 2-person waterproof tent, 2L Hydration Pack, 5-in-1 Survival Tool with Shovel (including Shovel, Compass, Saw, Axe, Pick and Case), 80x80 Binoculars with Case, Telescope w/ 40x Magnification and Telescopic Fishing Pole with Reel and Case



KERNEL CHECKLIST

My #PopcornSquad

Unit Kernel
Phone
Email

Assistant Kernel
Phone
Email

Kickoff Kernel
Phone
Email

Show-N-Sell Kernel
Phone
Email

Pickup Kernel
Phone
Email

Prize Kernel
Phone
Email

Communications Kernel
Phone
Email

- ☐ Attend Popcorn Trainings
- ☐ Plan Annual Scout Program (w/ Unit Committee)
- ☐ Review Commission Structure & Prizes
- ☐ Determine Additional Unit Prizes
- ☐ Set Budget for Program (**Use Unit Fillable Budget**)
- ☐ Recruit Your #PopcornSquad
- ☐ Update Scout Roster (w/ Membership Chair)
- ☐ **Direct Scouts to Self-Register or Update Bio**
- ☐ Determine Per-Scout Fundraising Goal (**Use Scout Goal Worksheet**)
- ☐ Secure Storefronts (as / where possible)
- ☐ Create Unit Timeline for Popcorn Sale
- ☐ **Establish Unit Guidelines for Popcorn Pickup / Returns & Money**
- ☐ Confirm Show-N-Sell Locations & Times
- ☐ Place Unit Show-N-Sell Popcorn Order (No returns. Units may choose to fulfill Take Order with remaining Show & Sell items.)
- ☐ 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 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 Council as Needed for Assistance
- ☐ Celebrate!



POPCORN TRAINING

DATE	LOCATION	TIME	ATTENDEES
August 7	Council Office 2102 8 th Street Meridian, MS 39301	6:00PM	UNIT LEADERS are required at this meeting.

Tuesday, July 1, 2025

🕒 6:00 PM (Unit Leaders - Beginners): Setting Up Your Account, Terminology, and How to Place Orders

https://mgcp03.engage.squarespace-mail.com/r?m=684c326a10a5ee374bee12c0&u=https%3A%2F%2Fus06web.zoom.us%2Fwebinar%2Fregister%2FWN_6zPnm84nSLy25Zb0pVICPg&w=660d5da6cc5a4d441a663bf2&c=b_684c31c280f1f10975634363&l=en-US&s=l1u_gi48yNHwUa6f9r1Gw_kJx0Y%3D

Thursday, July 17, 2025

🕒 6:00 PM (Experienced Unit Leaders): What's New + 2025 Program FAQs

https://mgcp03.engage.squarespace-mail.com/r?m=684c326a10a5ee374bee12c0&u=https%3A%2F%2Fus06web.zoom.us%2Fwebinar%2Fregister%2FWN_1D9oUz4DSxulKnB7jMs9xg&w=660d5da6cc5a4d441a663bf2&c=b_684c31c280f1f10975634363&l=en-US&s=nGat7KnZTTe-M7i5e1p2a0RUbBY%3D

Saturday, July 26, 2025

🕒 6:00 PM (Unit Leaders): Show & Sell Training with Michael Beck How to Sell \$10,000 in a Weekend™

https://mgcp03.engage.squarespace-mail.com/r?m=684c326a10a5ee374bee12c0&u=https%3A%2F%2Fus06web.zoom.us%2Fwebinar%2Fregister%2FWN_nnPK5VQgTOCNgBNVmr9Gig&w=660d5da6cc5a4d441a663bf2&c=b_684c31c280f1f10975634363&l=en-US&s=7ftASH1QfbTZaG9abLrB3cZfuOc%3D

Thursday, July 31, 2025

🕒 6:00 PM (Unit Leaders): How to Take Credit Card Sales

https://mgcp03.engage.squarespace-mail.com/r?m=684c326a10a5ee374bee12c0&u=https%3A%2F%2Fus06web.zoom.us%2Fwebinar%2Fregister%2FWN_V69AXWS4Qgut12F9OkYZTA&w=660d5da6cc5a4d441a663bf2&c=b_684c31c280f1f10975634363&l=en-US&s=2oDjFP_NRb0UGNlcGbLO-iKmzy4%3D

Thursday, September 4, 2025

🕒 6:00 PM (Unit Leaders): Understanding CAMP MASTERS Technology from a Unit Perspective

https://mgcp03.engage.squarespace-mail.com/r?m=684c326a10a5ee374bee12c0&u=https%3A%2F%2Fus06web.zoom.us%2Fwebinar%2Fregister%2FWN_7mXmBscQT0-Ilmyy9U1Ttw&w=660d5da6cc5a4d441a663bf2&c=b_684c31c280f1f10975634363&l=en-US&s=LBK-4fu7g8fBXmEAOGOTJNd65qE%3D

Sunday, October 5, 2025

🕒 6:00 PM (Unit Leaders): Unit Take Order Training

https://mgcp03.engage.squarespace-mail.com/r?m=684c326a10a5ee374bee12c0&u=https%3A%2F%2Fus06web.zoom.us%2Fwebinar%2Fregister%2FWN_Z2dEbGE0RcSYwsYk6iotJA&w=660d5da6cc5a4d441a663bf2&c=b_684c31c280f1f10975634363&l=en-US&s=5NvRI2j_FDQQEN2NsY3V4sdE508%3D



HOW MUCH POPCORN TO SELL

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:

Program Ideas:

Summer Camp
Cub Scout Council Events
Monthly Unit Activities
Pinewood Derby
Patrol/Den Activities

Other Considerations:

BSA Registrations & Life Magazine
Meeting Supplies/Awards & Recognitions
Den/Patrol Expenses/Training Courses
Unit Equipment
Uniforms/Personal Camping Equipment
Assistance for Low-income Scout Families

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 a 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.

NOW CALCULATE YOUR POPCORN SALES GOALS

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

\$

Divide by NUMBER OF PARTICIPATING OF SCOUTS

\$

Registration & Insurance	\$
Advancements	\$
Uniforms	\$
Scholarships	\$
Other	\$
TOTAL UNIT BUDGET	\$

Divide UNIT BUDGET by UNIT COMMISSION <i>(This is your Unit Sales Goal)</i>	\$
Divide by NUMBER OF PARTICIPATING OF SCOUTS <i>(This is your Scout Sales Goal)</i>	\$

Registration & Insurance	\$
Advancements	\$
Uniforms	\$
Scholarships	\$
Other	\$
TOTAL UNIT BUDGET	\$

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.”

Josie Mathis | Troop GT 220
Ramsey Training Council | Chippawa District

To Do:

Links:

- Unit Management
 - Manage Unit Information
 - Setup/Invite Scouts
 - Setup/Import Scouts
 - Unit Inventory
 - View Unit Invoice
- Sales & Orders
- Storefronts
- Training & Rewards

2024 Show N' Sell
Start: 2/4/24 - Due: 10/31/24
Unit order due by 8/5.

2024 Show N' Sell - Video Demonstration
Start: 3/31/24 - Due: 9/27/24

2024 Take Order Video Demonstration Copy
Start: 5/1/24 - Due: 6/1/24

Take Order
Start: 6/1/24 - Due: 10/16/24

2024 Take Order
Start: 7/1/24 - Due: 10/24/24

Unit Goal \$4,000.00

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

Ramsey Training Council | Chippawa District | Troop GT 220 > 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		Casey	Castle	() -	caseycastle@hotmail.com
<input type="checkbox"/>	Leader		Jason	Leader	() -	jasons@ramseypopcorn.com
<input type="checkbox"/>	Leader		Josie	Mathis	() -	josie@ramseypopcorn.com
<input type="checkbox"/>	Leader		Nate	Schott	(123) 456-7890	schottnathan+Nathan_Schott@gmail.com
<input type="checkbox"/>	Leader		Stephanie Cottrell	Stephanie Cottrell	(502) 338-1014	stephanie@blueelephantcreative.com
<input type="checkbox"/>	Scout	3NXX	Alexandra	Jones	(123) 456-7890	allyjones@email.com
<input type="checkbox"/>	Scout	KBQP	Brad	Cole	(502) 338-1014	stephanie@blueelephantcreative.com
<input type="checkbox"/>	Scout	KB6V	Cherry	Cottrell	(919) 737-5653	stephanie@blueelephantcreative.com
<input type="checkbox"/>	Scout	3NYB	Christina	Moncada	(888) 888-8887	chrismoncada@fakeemail.com
<input type="checkbox"/>	Scout	3844	Darby	Paddie	(987) 654-3210	dpaddie@change.com
<input type="checkbox"/>	Scout	3NX9	Esther	Kim	101-101-1010	essiekim@yahoo.com
<input type="checkbox"/>	Scout	3NXV	Fernanda	Peyro	(555) -55-5555	fern.peyro@gmail.com
<input type="checkbox"/>	Scout	3PHX	Heather	Banks	(999) 999-9999	heatherb@fakeemail.com
<input type="checkbox"/>	Scout	J54H	Isaiah	Schott	(123) 456-7890	schottnathan@gmail.com
<input type="checkbox"/>	Scout	KDXF	James	Castle	() -	caseycastle@hotmail.com
<input type="checkbox"/>	Scout	3NXY	Jenna	Johnson	(987) 654-3210	jenjohn@example.com



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.

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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”.

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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.

Josie Mathis | Troop GT 220
Ramsey Training Council | Chippawa District

To Do:

To Do:

Links:

- Unit Management
 - Manage Unit Information
 - Setup/Invite Scouts
 - Setup/Import Scouts
 - Unit Inventory
 - View Unit Invoice
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- Storefronts
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Start: 5/1/24 - Due: 6/1/24

Take Order
Start: 6/1/24 - Due: 10/16/24

2024 Take Order
Start: 7/1/24 - Due: 10/24/24

Step Five: Click the “Import Scouts” button and upload your Excel spreadsheet.

Users / Scouts

Council: Ramsey Training Council District: Please select a district. User Type: Hide Inactive: ☐

Layouts Export to Excel Export to PDF Import Scouts

First Name	Last Name	Email	Organizations
Josie	Mathis	josie@ramseypopcorn.com	Ramsey Training Council (Council User) Ramsey Training Council Shawnee District (District User) Ramsey Training Council Chippawa District Troop GT 220 (Unit Leader)
Max	Sieg	jasons@ramseypopcorn.com	Ramsey Training Council Chippawa District Troop 231 (Scout)
Scout	Gary	gary@popcorn.com	Ramsey Training Council Banner District Group 999 (Scout)
Philippa	Noisy	philippa@change.com	Ramsey Training Council Chippawa District Troop GT 220 (Scout)
Claude	Copeland	Claude@fakeemail.com	Ramsey Training Council Chippawa District Troop 231 (Scout)
Test	User	email@email.com	Ramsey Training Council Ramsey District (District User)
Video	Training	videotraining@campmasters.org	Ramsey Training Council Ramsey District Pack 200 (Scout)
Taylor	Rubio	Taylor@fakeemail.com	Ramsey Training Council Chippawa District Troop 231 (Scout)
Larry	Brown	larry.brown@scouting.org	Ramsey Training Council Chippawa District Pack 17 (Unit Leader)
Nathan	Council User	nathancounciluser@email.com	Ramsey Training Council (Council User)
Fernanda	Peyro	fern.peyro@gmail.com	Ramsey Training Council Chippawa District Troop GT 220 (Scout)
Heather	Banks	heatherb@fakeemail.com	Ramsey Training Council Chippawa District Troop GT 220 (Scout)

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.

2025 POPCORN SCHEDULE

JULY 2025

IMPORTANT DATES

July 10
Unit Commitment Forms
are DUE

SUN	MON	TUE	WED	THU	FRI	SAT
		1	2	3	4	5
6	7	8	9	10 Unit Commitment forms Due	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

AUGUST 2025

IMPORTANT DATES

August 7
Popcorn Kickoff
Order Form Pickup

SUN	MON	TUE	WED	THU	FRI	SAT
					1	2
3	4	5	6	7 Popcorn Kickoff/ Order Forms Pickup	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

2025 POPCORN SCHEDULE

SEPTEMBER 2025

IMPORTANT DATES

September 11
Show-n-Sell Orders DUE

SUN	MON	TUE	WED	THU	FRI	SAT
	1	2	3	4	5	6
7	8	9	10	11 Show-n-Sell Orders Due	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

OCTOBER 2025

IMPORTANT DATES

October 3
Show-n-Sell Distribution

October 4
Show-n-Sell Begins

October 28
Unit Take Orders DUE
Show-n-Sell Payment
DUE

SUN	MON	TUE	WED	THU	FRI	SAT
			1	2	3 Show-n-Sell Distribution	4 Show-n-Sell Begins
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28 Unit Take Orders Due Show-n-Sell Payment Due	29	30	31	

2025 POPCORN SCHEDULE

NOVEMBER 2025

IMPORTANT DATES

November 14
Take Order Distribution

SUN	MON	TUE	WED	THU	FRI	SAT
						1
2	3	4	5	6	7	8
9	10	11	12	13	14 Take Order Distribution	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

DECEMBER 2025

IMPORTANT DATES

December 4
ALL Popcorn Payments
DUE to Council

Prizes need to be
submitted to Keller Prize
Program {Page 13}

SUN	MON	TUE	WED	THU	FRI	SAT
	1	2	3	4 ALL Popcorn Payments Due to Council Submit Prizes	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

ORDERING INVENTORY

- If you sold last year, look at your history of what was ordered.
 - Compare the number of Scouts you have this year versus last year.
 - Adjust your order based on your goal per Scout
 - Adjust products if you had more of one item that sold better
 - Attend a CAMP MASTERS Webinar hosted by Michael Beck.
- If you did not sell last year, work with your Council to get started. They should have a good idea of what you can accomplish.
 - Join our Facebook group to get some ideas.
 - Make sure you schedule your storefronts early
 - Make sure you create excitement around this program. It is an amazing program for Scouts and Parents to see the success.
- Go to your CAMP MASTERS Unit dashboard for How to Order Demo

YOUR UNITS 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 and select "Scout Login".
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!



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

SELLING STRATEGIES

Show-N-Sell

Show-N-Sell is used when your Unit has pre-ordered the product and you have product on hand.

Storefront Sales are sales taken in front of local stores or high traffic areas. 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. See Page 28.

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. 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, Take an Order can be taken and product delivered later (Scouts would enter this under “Scout Delivery” on their dashboard).

What's Take an Order?

Take an Order is used when product is not on hand and you must order it for future delivery. This method involves Scouts going door-to-door to take orders for popcorn. Scout's can also send their Take an Order link out to nearby friends and family. This is only used for cases where the scout will deliver the product in person. 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.

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 _____. 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?”

POP-UP SHOPS

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!

Marketing & Promotion –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.

Yard Signs–Set out signs directing potential customers to your Pop-Up Shop, like promoting a Garage Sale.

DRIVE THRU BOOTH

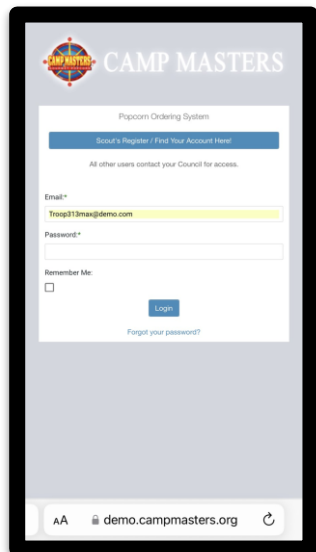
The best thing to come out of the last couple of years is curbside pick-up. I don’t want to get out of the car to shop for anything and now I don’t have to. Hosting a drive-thru event so people can buy popcorn from the convenience of their cars, is the perfect opportunity to sell to folks who feel the same. 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.



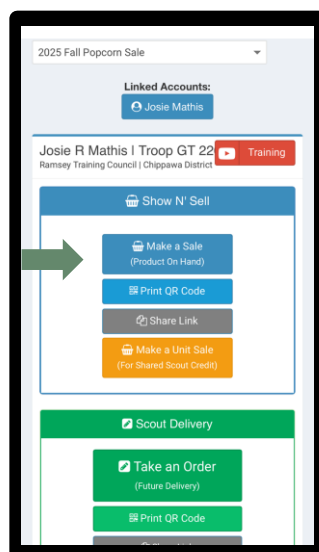
TAKE ORDERS by Cash and Credit Cards

SCOUTS, PARENTS & LEADERS

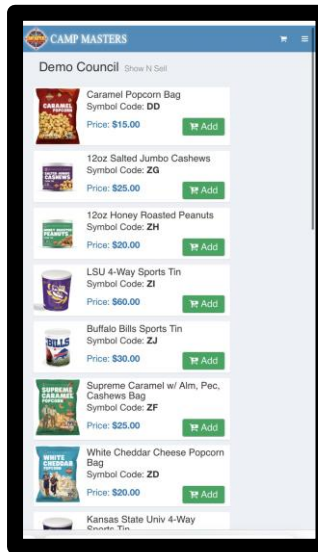
Follow these instructions to easily take orders and payment on your smartphone.



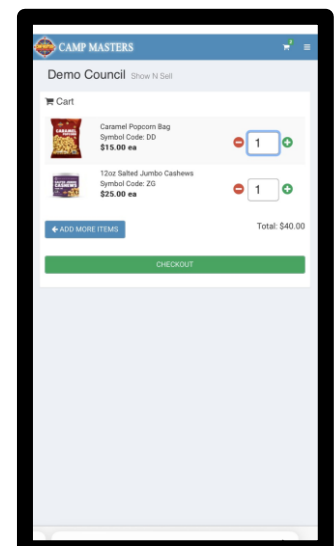
Login to CAMP MASTERS Dashboard



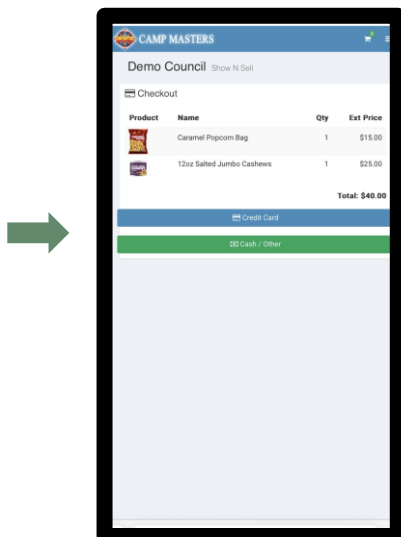
Click "Make a Sale" from the dashboard



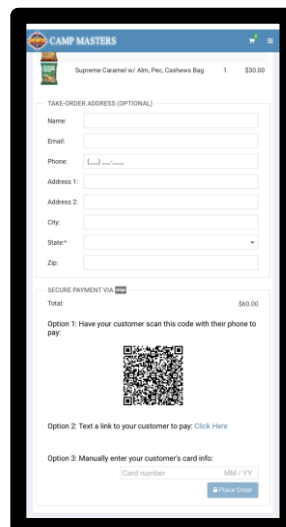
This will take you to the products page. Scroll down to find the requested product. Then click "Order" to add the item to the shopping cart



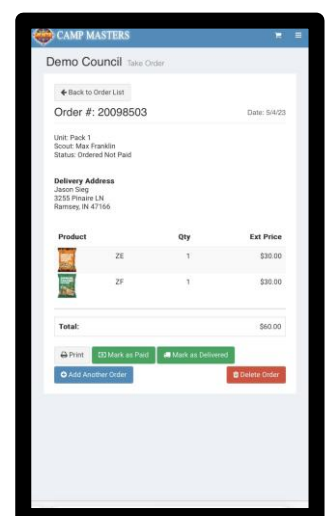
Scroll down to find the requested product. Then click "Order" to add the item to the shopping cart.



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.
4. Tap to Pay



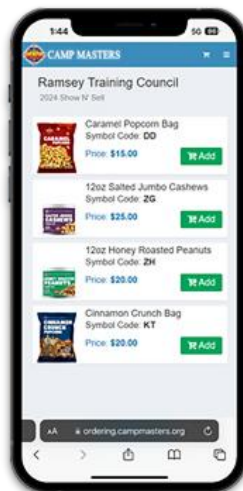
Mark as paid and delivered if applicable.



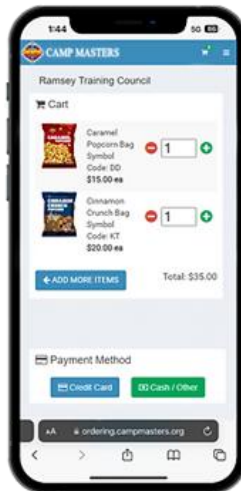
TAKE ORDERS by Tap to Pay

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.



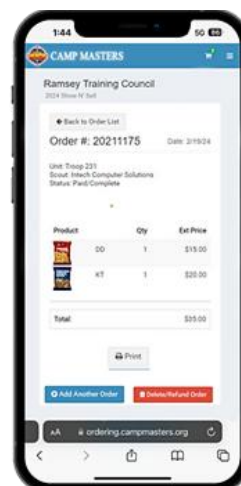
You can change the quantity of each item using the minus and plus buttons.



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.