

# 2022 POPCORN SALE LEADER GUIDE



**West Tennessee Area Council**

*in partnership with*

**CAMP MASTERS**  
GOURMET POPCORN

# WE'RE IN THIS TOGETHER

**2022 is an unprecedented year in the lives of our Scouting families as we continue to recover from COVID-19.** 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 2022 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.

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](mailto:customerservice@campmasters.org).

We are fully invested in your popcorn success!

Warm Regards,

Wilfred Sieg, Jr.  
President

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# LEARN WITH POPCORN

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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

And of course, popcorn funds all the amazing activities in their Scouting program.



# IMPORTANT CONTACTS

## Council Contacts

Derriell Springfield  
Council Volunteer Kernel  
901.830.3258  
Derriell@gmail.com

Clint "Cletus" Beilke  
Staff Adviser  
931.614.5976  
Clint.Beilke@scouting.org

Susan Gall  
Popcorn Specialist  
731.668.3787  
Susan.Gall@scouting.org

## Central District

Alison Wyatt  
Central Kernel  
901.438.2412  
alisonawyatt1@gmail.com

Misty Croom  
District Executive  
731.234.5986  
Misty.Croom@westtnscouts.org

## Western District

Ashley Byars  
District Executive  
731.326.8380  
Ashley.Byars@scouting.org

## Tennessee River District

Wathon Wilbanks  
Shiloh Kernel  
731.315.9399  
wathon@live.com

Justin Russell  
Highlands Kernel  
731.441.2593  
jusdruss@gmail.com

John Mayros  
Sr. District Executive  
731.707.3828  
John.Mayros@Scouting.org

## Show-N-Sell Distribution Site

**Central Distributors, Inc.**  
1876 Lager Ln  
Jackson, TN 38301

## Take Order Distribution Site

Western District  
Express Chevrolet  
3299 US-51 S  
Covington, TN 38019

Central District  
Central Distributors Inc  
1876 Lager Ln  
Jackson, TN 38301

Highlands Area  
First United Methodist  
101 E Blythe St  
Paris, TN 38242



# 2022 SCHEDULE

Date	Time	Event or Deadline
Jul 21	6:00 PM	Program Extravaganza
Aug 1	7:00 PM	Shiloh Popcorn Kickoff at Selmer UMC
Aug 11	7:00 PM	Central Popcorn Kickoff at First Cumberland Presbyterian
Aug 11	7:00 PM	Highlands Popcorn Kickoff at Camp Mack Morris
Aug 11	7:00 PM	Western Popcorn Kickoff at Covington UMC
Aug 12	Before 5 PM	Unit Commitment Forms Due
Aug 26	Before 5 PM	Show-N-Sell Orders Due (Submit Online)
Sep 9-11		Mystery House Weekend #1
Sep 22		Show-N-Sell Product Pick up at Central Distributors, Inc.
Sep 23-25		Council-Wide CamporALL
Oct 7-9		Mystery House Weekend #2
Oct 28	Before 5 PM	Show-N-Sell Product Return (Full Cases Only) Unit Show-N-Sell Payment Due Take Order Due Unit Prize Order Due
Nov 18	2 – 6 PM	Take Order Product Pickup at District Distribution Sites
Dec 2	Before 5 PM	Unit Balance Due (Pay with one Unit Check.) Last day for any prize orders not submitted

# 2022 PRODUCT SELECTIONS

## Show-N-Sale Product List

3 Way Cheesy Cheese Tin	\$40
22 pack Movie Theater Butter	\$30
Supreme Caramel Corn Tin	\$25
12oz Salted Jumbo Cashews	\$25
Cinnamon Crunch Bag	\$20
White Cheddar Cheese Bag	\$20
12 pack Kettle Corn	\$20
14 pack Roasted Summer Corn	\$20
12 oz Honey Roasted Peanuts	\$20
Caramel Corn Bag	\$15
6 pack Butter Microwavable	\$10



To pick up your popcorn, follow these vehicle recommendations:

- Midsize car holds about 20 cases
- Luxury sized car holds about 40 cases
- Minivan holds about 60 cases
- Large SUV holds about 70 cases
- Large Pickup bed holds about 70 cases
- Rental Truck holds over 70 cases

## Take Order Product

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

**\$30 Military Donation**

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

**\$50 Military Donation**

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

**DO** Tasty Trio Tin

This Tasty Trio has Melt in your mouth Chocolate Covered Pretzels, Sweet & Salty Kettle Corn and Smores Popcorn — 23oz. 2.49 gal ☉

**\$60**

**P** 3-Way Cheesy Cheese Tin

Celebrate Scouting with a simply sensational collection of White and Yellow Cheddar Cheese along with a zesty Cheesy Salsa popcorn — (3 BIG Bags!) — 15 oz. 3.15 gal ☉

**\$40**

**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. ☉

**\$30**

**VV** Chocolate Drizzle Caramel Tin

Buttery gourmet caramel popcorn with chocolate drizzle in a Decorative Tin — 14 oz. 1.10 gal ☉

**\$30**

**E** Supreme Caramel w/ Alm, Pec, Cashews Tin

Buttery sweet gourmet caramel corn w/alms — 18 oz. 1.10 gal ☉

**\$25**

**X** Classic Trail Mix

Delicious wholesome goodness includes peanuts, cranberries, raisins, chocolate candies and cashews — 16 oz ☉

**\$25**

**ZG** Salted JUMBO Cashews

Salted JUMBO Cashews — Everyone's favorite, fresh and crunchy! — 12 oz ☉

**\$25**

**G** 14 Pack EXTRA BUTTER Roasted Summer Corn

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

**\$20**

**KT** Cinnamon Crunch Popcorn Bag

Lightly sweet popcorn with warm, savory cinnamon — 13 oz ☉

**\$20**

**YY** 12 Pack Sweet & Salty Kettle Corn Microwave Popcorn

A sweet and salty old fashioned kettle corn taste. 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

Fresh crispy peanuts coated with crunch honey glaze — 12 oz ☉

**\$20**

**ZV** Chocolate Pretzels Tin

Melt in your mouth Chocolate Covered Pretzels in a decorative Tin — 10 oz ☉

**\$20**

**V** Purple Popping Corn Jar

This delicate popcorn contains antioxidants, has virtually no hulls and TASTES GREAT. No Artificial Anything. — 30 oz ☉

**\$15**

**DD** \*Caramel Popcorn Bag

Mouthwatering taste of delicate and crispy gourmet caramel popcorn. — 10 oz ☉

**\$15**

# LEADING YOUR UNIT

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

## My #PopcornSquad

District Kernel

\_\_\_\_\_  
\_\_\_\_\_

Assistant Kernel

\_\_\_\_\_  
\_\_\_\_\_

Kickoff Kernel

\_\_\_\_\_  
\_\_\_\_\_

Show-N-Sell Kernel

\_\_\_\_\_  
\_\_\_\_\_

Pickup Kernel

\_\_\_\_\_  
\_\_\_\_\_

Prize Kernel

\_\_\_\_\_  
\_\_\_\_\_

Communications Kernel

\_\_\_\_\_  
\_\_\_\_\_

- Attend District Popcorn Kickoff and Training
- 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
- Sign up for Storefront Sales (*Sign-up genius link will be available on the council website by September 1 and sent to Unit Kernels.*)
- 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!



# 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!**



# ANNUAL PROGRAM PLANNER

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.

ACTIVITY	PROGRAM MONTH	COST
		\$
		\$
		\$
		\$
		\$
		\$
		\$
		\$
		\$
		\$
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		\$
		\$
		\$

## NOW CALCULATE YOUR POPCORN SALES GOALS

Divide UNIT BUDGET by UNIT COMMISION <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	\$
<b>TOTAL UNIT BUDGET</b>	<b>\$</b>

# COMMISSION & PRIZES



**Base Unit Commissions start at 28% and can go as high as 35%!**  
 (Plus, an average of 5% in prizes and incentives are given to Units.)

**Bonus commissions are available to units that plan and grow:**

**Scouts Honors Bonus of 1%:**

- Submit Unit orders online by October 28 before 5:00 PM.
- Return Show-N-Sell Items by October 28 (Full cases only).
- Host a Unit ck-Off and set a Unit and Scout Sales Goal.

**Online Sales Bonus of 2%**

- Earn an additional 2% bonus when with a minimum of 15 transactions online.

**15/15 Bonus of 4% (when you hit at least 2 of the following):**

- Sell 15% more popcorn than you did in 2021. (Must sell at least \$2,5000 to qualify)
- Sell \$15,000
- Return 15% or less of Show-N-Sell products
- Have a minimum of 25 Scouts sell 15 items (or a min. of 375 items sold).

*-Units must meet all deadlines to qualify for bonus commissions.*

*-Bonus commissions will be credited after November 18 and will be applied to the entire sale.*

*-All online sales will receive 30% commission.*

<b>\$5,000</b> LEVEL 14	48 - LEGO Technic 4X4 Mercedes-Benz Zetros Trail Truck 49 - Carrera Evolution Supercars 50 - Leatherman Surge	18 - PlusPlus Saturn V Rocket 19 - 4" Wood Handle Knife w/ Case & BSAB Branding 20 - USB Rechargeable Headlamp w/ Motion Activation 21 - HEXBUG Nature Babies - Snow Leopard 22 - Grab Bag G
<b>\$4,000</b> LEVEL 13	45 - Adventure Camp Package 46 - Dart Zone Pro MK 3 47 - LEGO Millennium Falcon	13 - Zing Air ZooperBall 14 - Micro Dome Terrarium 15 - Rosewood Multi Tool w/ Case 16 - Indoor Sticky Baseball w/ BSAB Branding 17 - Grab Bag D
<b>\$3,000</b> LEVEL 12	42 - Swiss Army CyberTool M 43 - HEXBUG Arena MAX w/ 2 Bots 44 - Coleman Sundome 4 Person Tent	9 - Black Dry Bag - 5 liter 10 - Wotcha Fly Free 6" Silicone Flying Disc 11 - Knife-Spoon Combo w/ Butter Opener 12 - Stuffed Animal w/ BSAB Branding
<b>\$2,150</b> LEVEL 11	39 - LEGO Ariel's Underwater Palace 40 - Skullcandy Inly Evo True Wireless Bluetooth Earbuds 41 - Foldable Drone	5 - Survival Band w/ Fire Starter, Compass, & Whistle 6 - Cinch Backpack w/ BSAB Branding Assorted Colors 7 - Single Lock Blade Knife 8 - Color Changing Watch-Pedometer
<b>\$1,650</b> LEVEL 10	36 - North Face GroundUp Backpack 37 - HEXBUG VEX RD Black Widow 38 - LEGO Hogwarts Magical Trunk	1 - Fire Starter 2 - Pop It Rocket 3 - Compass Thermometer Whistle 4 - Pop Up Phone Stand Holder (Phone not included)
<b>\$1,250</b> LEVEL 9	33 - LEGO Speed Champions Aston Martin 34 - HEXBUG VEX RD Black Widow 35 - Rechargeable 3-in-1 Lantern w/ Wireless Speaker	0.1 - Popcorn Sale Patch Sell any item 0.2 - Online Sale Pin Sell One Online Order 0.3 - Military Sale Pin Collect One Military Donation 0.4 - Top Seller Pin Sell over \$1,000
<b>\$850</b> LEVEL 8	28 - HEXBUG VEX Ambush Striker 29 - Zing Frame Rocket 30 - Zing Bow w/ 4 Arrows Assorted Colors 31 - 2-Person Waterproof Tent 32 - Grab Bag G	<b>\$650 Bonus Club</b> Scouts who sell \$650 in product will receive their choice of: 0.5 - LEGO Elsa and the Nokk's Ice Stable 0.6 - Subaru Model Bricks Cobra GT40 Car 0.7 - Hanging Hammock w/ Hardware
<b>\$625</b> LEVEL 7	23 - 3pc Stainless Steel Mess Kit 24 - Zing Frame Rocket 25 - Multi-Tool w/ Shovel & Ax 26 - Telescoping Fishing Pole w/ Reel 27 - Grab Bag F	Full Name: _____ Pack/Troop: _____ Total Sales: _____ Level: _____ Description: _____ Quantity: _____

Descriptions of Prizes Available at [www.kelleprizeprogram.com](http://www.kelleprizeprogram.com)

**IN ADDITION to these incentives, CAMP MASTERS offers High Achiever Prizes to recognize Scouts Popcorn Sale efforts.**



**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

# 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) 608-3499	pkp25@yahoo.com
<input type="checkbox"/>	Scout	D9YW	Jacob	Smith	(555) 555-5555	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) 608-3499	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.

Demo Council | Demo District Anytown | Troop 313 > Users

	Type	Key Code	First Name	Last Name	Phone	Email
<input type="checkbox"/>	Leader		Jason	Sieg	(214) 608-3499	pkp25@yahoo.com
<input type="checkbox"/>	Scout	D9YW	Jacob	Smith	(555) 555-5555	Troop313Jacob@scouting.org
<input checked="" type="checkbox"/>	Scout	D9ZJ	Jeff	Hawkins	(214) 366-3455	wayne1965@gmail.com
<input checked="" type="checkbox"/>	Scout	D9ZH	Jill	Smith	(888) 888-8888	jillsmith@gmail.com
<input type="checkbox"/>	Scout	D9Y7	Max	Franklin	(214) 608-3499	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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**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

Demo Council | Demo District Anytown | Troop 313 > Users

	Type	Key Code	First Name	Last Name	Phone	Email
<input checked="" type="checkbox"/>	Leader		Jason	Sieg	(214) 608-3499	pkp25@yahoo.com
<input checked="" type="checkbox"/>	Scout	D9YW	Jacob	Smith	(555) 555-5555	Troop313Jacob@scouting.org
<input checked="" type="checkbox"/>	Scout	D9ZJ	Jeff	Hawkins	(214) 366-3455	wayne1965@gmail.com
<input checked="" type="checkbox"/>	Scout	D9ZH	Jill	Smith	(888) 888-8888	jillsmith@gmail.com
<input checked="" type="checkbox"/>	Scout	D9Y7	Max	Franklin	(214) 608-3499	troop313max@demo.com
<input checked="" type="checkbox"/>	Scout	D9YX	Max	Sieg	(812) 347-3505	jason@yahoo.com
<input checked="" type="checkbox"/>	Scout	D9Y9	Ryan	Franklin	() -	Ryno23@yahoo.com

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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.

The screenshot shows the Camp Masters dashboard for Jason Sieg | Troop 313. The left sidebar contains a navigation menu with the following items: Home, Camp Masters, Main (expanded), Dashboard, Unit Orders, Unit Returns, Scout Credits, Scout Sales, Online Orders, Take-Order, Organization (expanded), Units, and Users & Scouts. The main content area is titled 'Dashboard' and displays a search bar for '2020 Fall Popcorn Sale'. Below the search bar, the user's name and council information are shown. The 'To Do' section lists three items: 'Submit your Unit Commitment Form', 'There are 11 Unordered Scout Take Orders', and 'There are 2 Open Unit Orders'. The 'Links' section provides quick access to various functions like 'Manage Unit Information', 'Setup/Invite Scouts', and 'Setup/Import Scouts'. On the right, there are sections for 'Show-N-Sell' and 'Take Order' with their respective start and due dates and action buttons like 'View Product Listing' and 'Place Unit Order'.

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

The screenshot shows the 'Users / Scouts' page in Camp Masters. At the top, there are filters for Council (Demo Council), District (Demo District Anytown), and User Type. Below the filters, there are buttons for 'Layouts', 'Export to Excel', 'Export to PDF', and 'Import Scouts'. The main content is a table with columns for First Name, Last Name, Email, and Organizations. The table contains seven rows of user data. At the bottom of the table, there is a pagination indicator showing 'Page 1 of 1 (7 items)' and a page size dropdown set to 25.

First Name	Last Name	Email	Organizations
Jason	Sieg	pkp25@yahoo.com	Demo Council   Demo District Anytown   Troop 313 (Unit Leader)
Max	Franklin	troop313max@demo.com	Demo Council   Demo District Anytown   Troop 313 (Scout)
Jill	Smith	jillsmith@gmail.com	Demo Council   Demo District Anytown   Troop 313 (Scout)
Jeff	Hawkins	wayne1965@gmail.com	Demo Council   Demo District Anytown   Troop 313 (Scout)
Max	Sieg	jason@yahoo.com	Demo Council   Demo District Anytown   Troop 313 (Scout)
Ryan	Franklin	Ryno23@yahoo.com	Demo Council   Demo District Anytown   Troop 313 (Scout)
Jacob	Smith	Troop313Jacob@scouting.org	Demo Council   Demo District Anytown   Troop 313 (Scout)

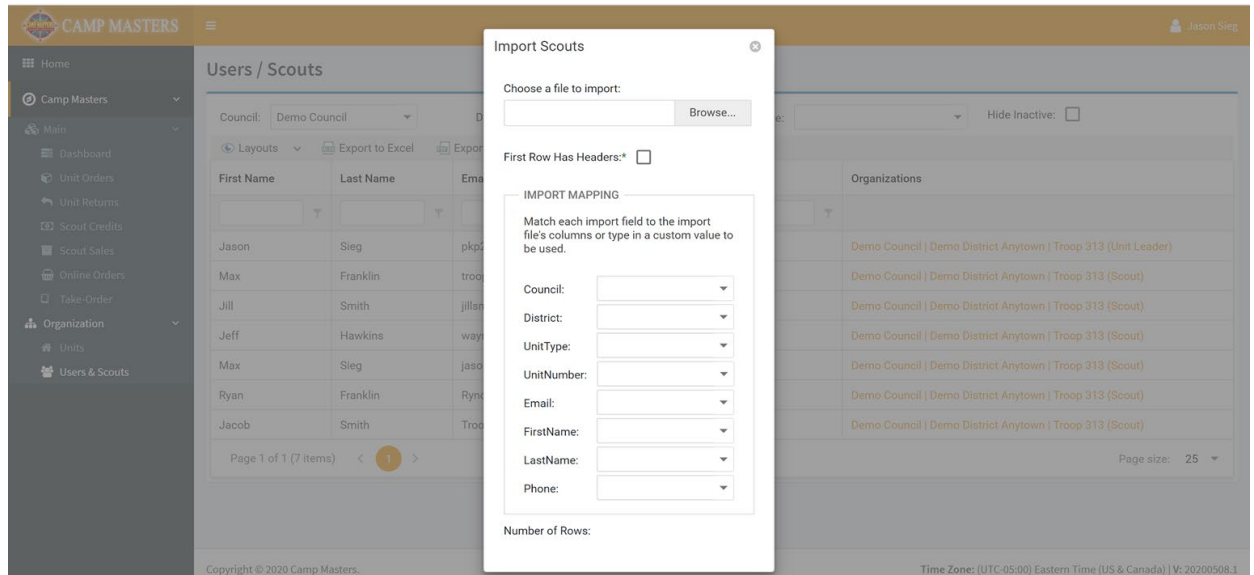
Copyright © 2020 Camp Masters.

Time Zone: (UTC-05:00) Eastern Time (US & Canada) | V: 20200508.1

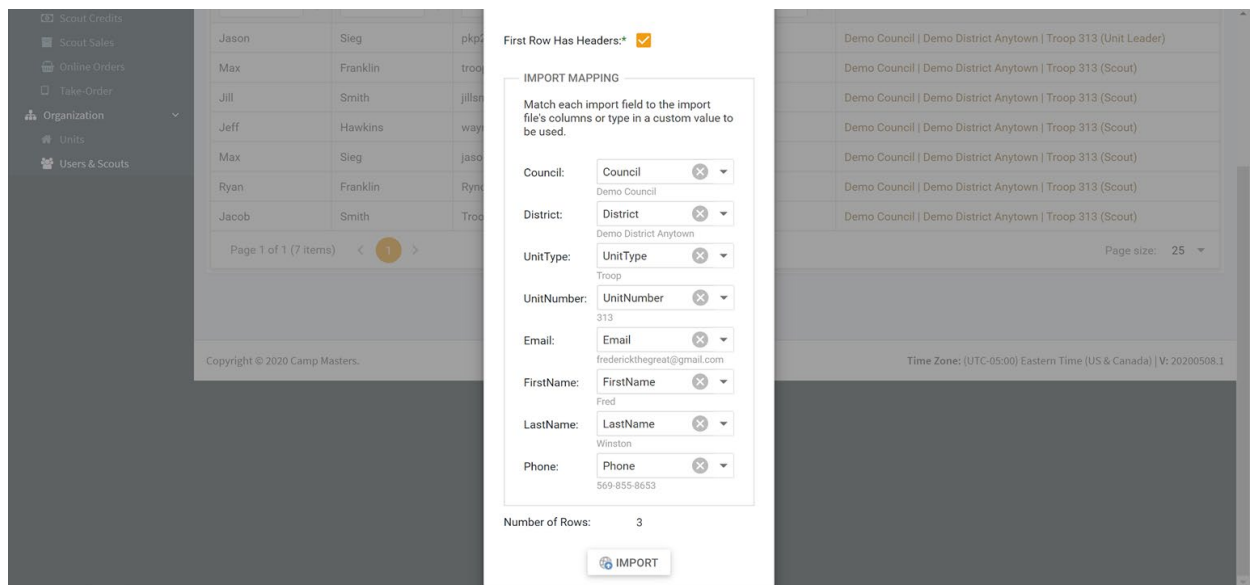


# REGISTER YOUR SCOUTS

**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.



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





# POPCORN POLICIES

- Show & Sell Unit orders are due online at the CampMasters website CampMasters.org, (to qualify for bonus commission), or in paper version no later than **Friday August 26, 2022**.
- Show & Sell orders must be placed in full cases, no individual containers may be ordered.
- There will be additional Show & Sell popcorn product available at the Scout Service Center and from your Scout Professional. This product will be available on a first-come, first-served basis, while supplies last.
- **Remaining Show & Sell product may be returned in FULL CASES ONLY for credit before or on Friday, October 28, before 5 PM at the Scout Service Center.** The Unit cannot return any product after Oct 28<sup>th</sup>.
- Take Order Unit orders are due online at the CampMasters website CampMasters.org (To qualify for bonus commission), or in paper version no later than **Friday, October 28<sup>th</sup>**.
- Consider setting your own unit's turn-in date on or before October 25<sup>th</sup>. You will need to collect Take Order forms, any Show & Sale popcorn still out and prize forms from your Scouts.
- Double check your order prior to submitting. Popcorn products ordered in the Take Order phase **CANNOT BE RETURNED**.
- Orders for additional product received after the October 28 deadline **cannot be guaranteed**. Additional product may be available on a first-come basis while supplies last.
- Units should use the remaining balance of their Show & Sell order to fill their Take Order, thereby reducing the amount needed to order for Take Order.

*Example:* You have 1 case of popping corn left from Show & Sell and need 2 cases for Take Order. Order only 1 case of popping corn when you place your Take Order and use the 1 case leftover from the Show & Sell.



# SHOW-N-SELL SCHEDULING

We are excited to share that we have an incredible volunteer coordinating Show-N-Sell sites across the council for all our units. Please find your spot today by using the link below.

Link to Sign-Up Genius will go live on September 1 on the council website and will also be emailed to all unit kernels at that time.

DATE	LOCATION	SHIFTS	NEEDED ADULTS AND SCOUTS
	Example Store 123 Street Anywhere, TN	8 - 10 AM	Adult 1: Johnny Tentpeg Adult 2: Danny Kernel Scout 1: Scouty Scouterson Scout 2: Scott Kernel Scout 3: Phil Pop

For those cities where there are multiple units, please be mindful to provide an opportunity for other units to also participate in Show-N-Sell.

At least two adults are always required at the Show-N-Sell site.

It is recommended that you limit the number of Scouts to 2-6 per time slot or no more than 2-4 Scouts per storefront entrance.



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



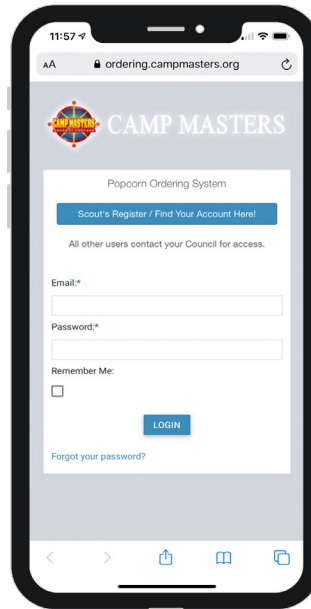
# CAMP MASTERS APP

## SCOUTS, PARENTS & LEADERS

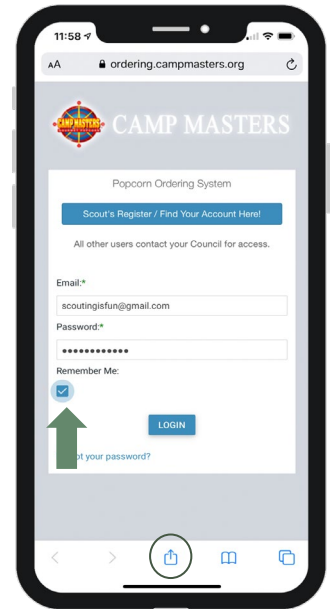
Follow these instructions to easily create a CAMP MASTERS app icon on your smartphone.



Open Safari  
Chrome on Android

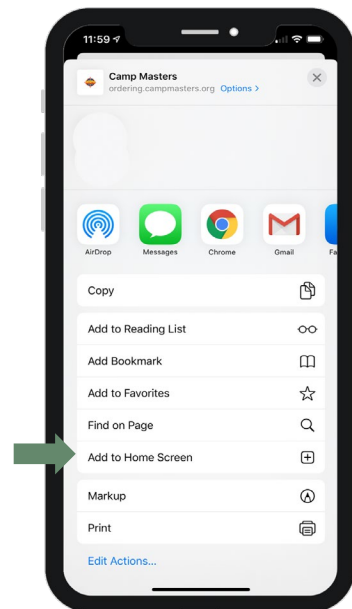


Go to  
ordering.campmasters.com/Account/Login

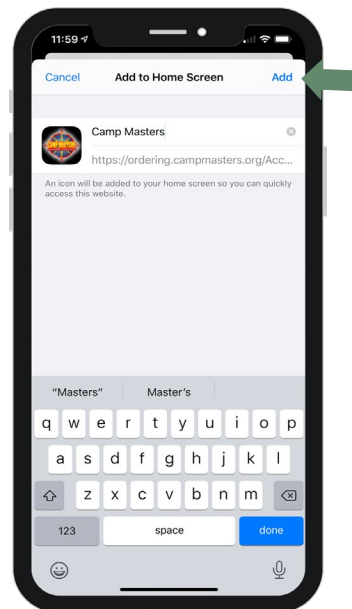


Enter your login and click  
"Remember Me" then Login

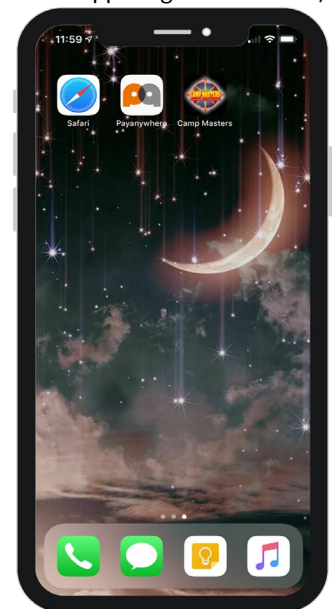
Once on your dashboard, click  
the menu button (circled icon  
above)  
(3 dots in upper right on Android)



Select "Add to  
Home Screen"



Then click "Add"



Ready to sell? Click the icon!



# ACCEPTING CREDIT CARDS

CAMP MASTERS has partnered with PayAnywhere to provide accounts and free readers to all Units. Just go to: [payanywhere.com/campmasters](http://payanywhere.com/campmasters)



- **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](http://www.campmasters.org/pay-anywhere)**



# CREATE YOUR ACCOUNT

## Applying for PayAnywhere.



Head to [payanywhere.com/campmasters](https://payanywhere.com/campmasters) to apply for your account. As the head of your Unit, you are responsible for your account. Use your information for the majority of the fields on this page.

The Boy Scouts of American National Council does not permit any regional or local councils, troops, packs, or units to use the National Council's Tax Identification Number (TIN) when applying for a merchant processing account.

Units should not use the Social Security Number of an adult leader. If they do, the IRS will attribute all banking transactions, unit purchases, etc., to that leader as an individual and they will be solely responsible for any tax related burden. Total transactions under \$20,000 do not trigger a 1099 however.

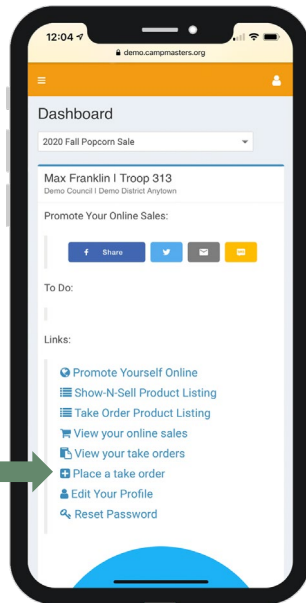
The screenshot shows the PayAnywhere account creation form. At the top left is the PayAnywhere logo. At the top right, it says "Prefer the phone? Call to register: 877.387.5640". The main heading is "How will you use PayAnywhere?". Below this are two tabs: "As a Business" (with a person icon) and "As an Individual" (with a person icon). A callout box points to the "As an Individual" tab, stating: "If you do not have a TIN, use the 'Individual' tab to apply for an account." Below the tabs is the "Information about you, the principal of the company" section. It contains fields for: First name, Last name, Email, Phone number, Birthday (Month, Day, Year), Last 4 digits of SSN, Address, Suite / Apt #, Zip code, Please create a password, and Confirm password. A callout box points to the password fields, stating: "Be sure to write down your password. You will use it to log in to the PayAnywhere app and PayAnywhere inside." Below this is the "Information about your company" section. It contains fields for: We are a (dropdown), Industry (dropdown), Business type (dropdown), DBA name (text), Federal tax ID (text), Total monthly CC sales (dropdown), Average ticket amount (dropdown), and We have been in business for (dropdown). A callout box points to the "We are a" dropdown, stating: "Select 'Non-Profit' + 'Charities & Nonprofits' + 'Fundraisers.'" Another callout box points to the "Total monthly CC sales" dropdown, stating: "Select '~\$20,000.'" At the bottom of the form is a checkbox for "I have read and agree to the Terms and Conditions" and a large orange "CREATE ACCOUNT" button. Below the button, it says "This site and your information are protected by SSL encryption."



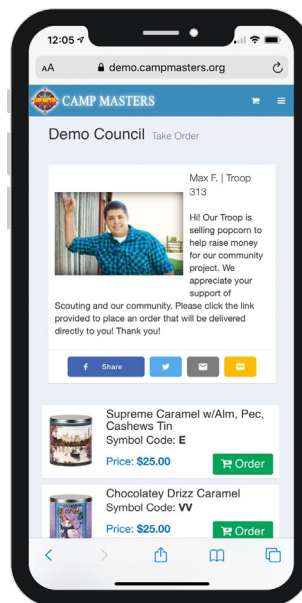
# TAKE ORDERS ON THE GO

## SCOUTS, PARENTS & LEADERS

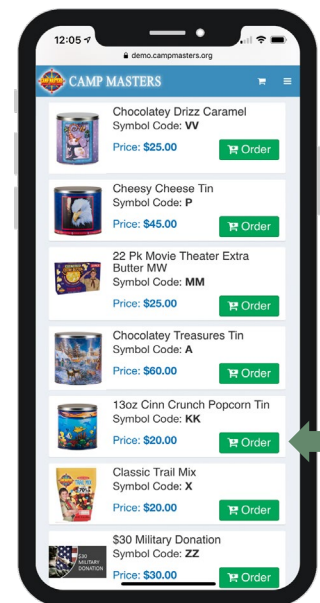
Follow these instructions to easily take orders and payment on your smartphone.



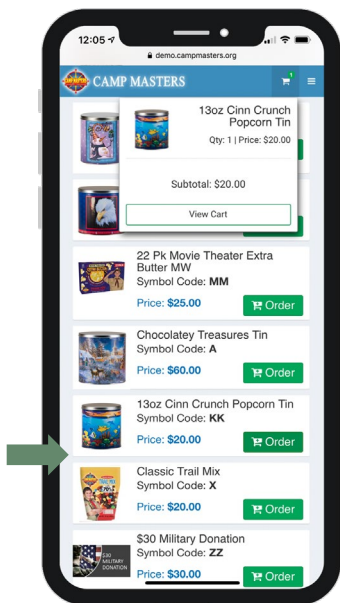
Click "Place a Take Order" from the dashboard



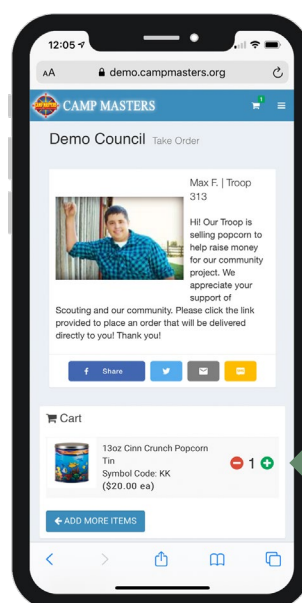
This will take you to the products page.



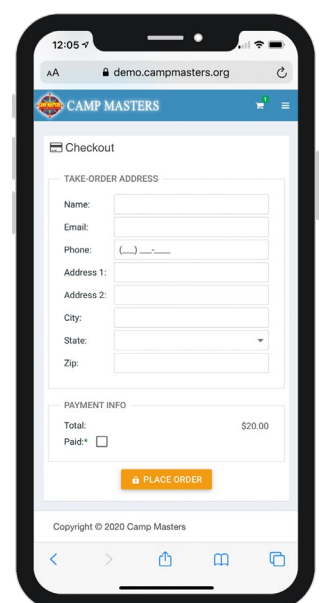
Scroll down to find the requested product. Then click "Order" to add the item to the shopping cart.



A confirmation window will appear. You can either go to cart or continue adding items.



In the cart, you can change the quantity of the product if needed.



Complete the customer information.

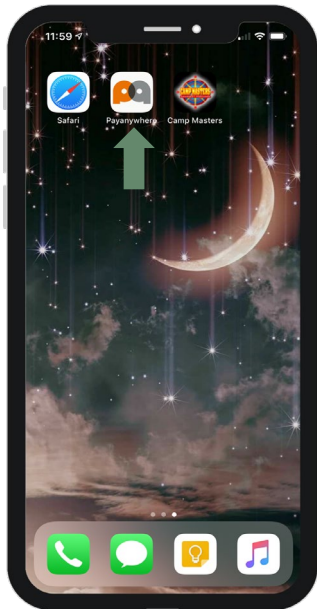


**CAMP MASTERS**  
GOURMET POPCORN

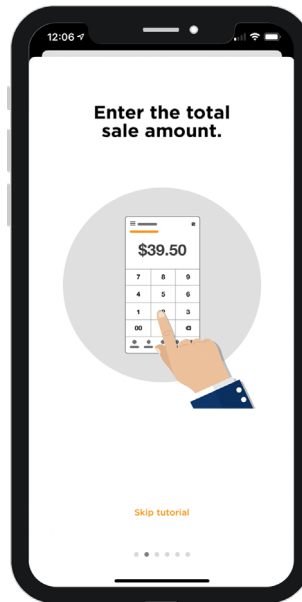
# TAKE ORDERS ON THE GO

## SCOUTS, PARENTS & LEADERS

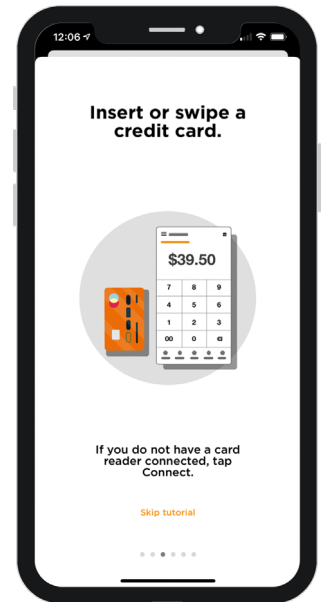
Follow these instructions to easily take orders and payment on your smartphone.



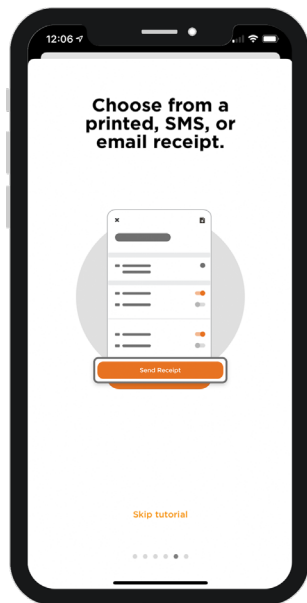
Return to your home screen and open the PayAnywhere app.



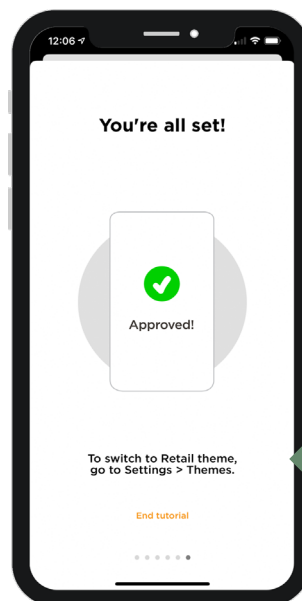
Enter the total charge.



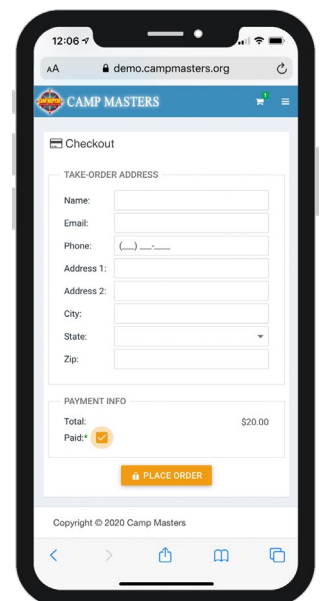
Insert or swipe the credit card depending on your reader type..



Offer the customer a SMS text or email receipt.



When you receive payment confirmation, return to CAMP MASTERS window.



Mark as paid and then tap the "Place Order" button.





# TAKE ORDER SALE FORM

## **Due To Council Office by October 28, 2022, by 5:00 pm**

On Friday, October 28, 2022, the following should be given or returned to West TN Area Council:

1. Any unsold Show & Sell popcorn (only full cases can be returned-They can be open)
2. Payment for the Show & Sell popcorn sold
3. Order for your Units Take Order popcorn (to be picked up on Nov. 18, 2022)
4. Take Order popcorn can be order by the container
4. Unit Prize Orders Due

Order all product and prizes at [www.campmasters.org](http://www.campmasters.org)

Pack#: \_\_\_\_\_ Troop#: \_\_\_\_\_ Crew#: \_\_\_\_\_ Post#: \_\_\_\_\_

Popcorn Kernel \_\_\_\_\_

Contact Number \_\_\_\_\_ Email Address: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

NO ORDERS WILL BE ACCEPTED AFTER NOV. 2<sup>nd</sup>

Product	Product needed to fulfill all order forms tally from Scouts forms		Final inventory from Show & Sale (transfer tally inventory)		# of containers you need to order on <a href="http://www.campmasters.org">www.campmasters.org</a>
Military Donation \$50		-	0	=	
Military Donation \$30		-	0	=	
Tasty Trio Tin \$60		-	0	=	
3-way Cheesy Cheese Tin \$40		-		=	
22-Pack Movie Theater Microwave \$30		-		=	
Choc. Drizzled Carmel Tin \$30		-	0	=	
Supreme Carmel w/nuts Tin \$25		-		=	
Trail Mix \$25			0	=	
Salted Jumbo Cashews \$25		-		=	
14-Roasted Summer Corn \$20		-		=	
12-Sweet & Salty Kettle \$20		-		=	
Cinnamon Crunch Bag \$20		-		=	
White Cheddar Cheese Bag \$20		-		=	
Chocolate Covered Pretzels \$20					
Honey Roasted Peanuts \$20					
Purple Popping Corn \$15		-		=	
Carmel Corn Bag \$15		-		=	



# SHOW-N-SELL ORDER FORM

## Show-N-Sale Tips:

1. Product may only be ordered by the case. **Orders are due online by Aug 26 @ 5pm**
2. There will be additional Show & Sale popcorn product available at the Scout Service Center. This product will be available on a first-come, first-served basis while supplies last.
3. **Remaining Show & Sale product may be returned in FULL CASES ONLY for credit before or on Friday, October 28<sup>th</sup> before 5:00 PM at the Scout Service Center.** The Unit cannot return any product after October 28.

Order all product and prizes at [www.campmasters.org](http://www.campmasters.org)

Pack#: \_\_\_\_\_ Troop#: \_\_\_\_\_ Crew#: \_\_\_\_\_ Post#: \_\_\_\_\_

Popcorn Kernel \_\_\_\_\_

Contact Number \_\_\_\_\_ Email Address: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Product	Show-N-Sell Order (# of Cases)		Additional picked up at Council Service Center		Product Sold		Final Inventory (Transfer to Take Order Sheet)
12oz Honey Roasted Peanuts \$20		+		-		=	
22 Pk Movie Theater Extra Butter MW \$30		+		-		=	
6pk Butter MW \$10		+		-		=	
12oz Salted Jumbo Cashews \$25		+		-		=	
White Cheddar Cheese Popcorn Bag \$20		+		-		=	
12 pk Sweet & Salty Kettle Corn MW \$20		+		-		=	
14pk Extra Butter Roasted Summer Corn \$20		+		-		=	
3 Way Cheesy Cheese Tin \$40		+		-		=	
Supreme Caramel w/Alm, Pec, & Cashews Tin \$25		+		-		=	
Caramel Popcorn Bag \$15		+		-		=	
Cinnamon Crunch Bag \$20		+		-		=	





# Unit Commitment Form 2022 Fall Popcorn Sale



**Yes, my unit would like to participate in the Fall 2022  
Camp Masters Popcorn Sale!**

\_\_\_\_\_ **Show & Sell**

\_\_\_\_\_ **Take Order**

\_\_\_\_\_ **Online**

**Unit Number:** \_\_\_\_\_ **District:** \_\_\_\_\_  
Pack, Troop, Crew, Ship, Post                      Big Hatchie, Davy Crockett, Central, Highlands, Shiloh

**Unit Leader:** \_\_\_\_\_

**Unit Kernel** (*this person should be DIFFERENT than the unit leader*):

**Name:** \_\_\_\_\_  
(Only one name per unit and it must be the person that will be in charge of the unit's popcorn sale)

**Address:** \_\_\_\_\_ **City:** \_\_\_\_\_  
We need a physical address for prize delivery!

**State:** \_\_\_\_\_ **Zip:** \_\_\_\_\_

**Phone:**  
cell: \_\_\_\_\_ work: \_\_\_\_\_ home: \_\_\_\_\_

**Email:** \_\_\_\_\_  
**We must have an email address in order for your unit to order popcorn or prizes!**

**Approx. number of Scouts in unit:** \_\_\_\_\_

**Number of adults in unit:** \_\_\_\_\_

Please complete this form and return it to the West Tennessee Area Council Office by

August 12, 2022

You may mail the form to:

West TN Area Council, BSA  
RE: Fall Popcorn Sale  
1995 Hollywood Drive  
Jackson, TN 38305

or email to  
[Clint.Beilke@scouting.org](mailto:Clint.Beilke@scouting.org)