

Funding Our Scouting Adventure!

2023 Popcorn Sale Kickoff

SETTING THE PLAN FOR YOUR SUCCESS



Pine Tree Council





Great Reasons to Sell Popcorn !!



- * Everybody loves Popcorn !!!**
- * Popcorn is popular and 3 out of 4 people will buy when asked**
- * Prizes for your Scouts and they love to earn prizes !!**
- * 4 Ways to Sell - Door to Door with Show-n-Deliver or Take Order, Show & Sell, and Online**
- * Your Unit can raise enough funds for an entire year's program**
- * Scouts build confidence, self esteem, learn life skills, goal setting and how to earn their own way**
- * Money raised stays local to support individual Units and Council Programs**

How Do Scouts Benefit?

- Build Self-Confidence
- Build Self-Esteem
- Teaches the Scouts how to communicate a message to adults
- Teaches the Scouts how to communicate with other youth
- Helps with Advancement in Cubs and Scouts BSA
- The Scout can appreciate **earning their own way**

SCOUTS
POPCORN
IS HERE!



2022 Sales Facts

- **\$183,015 in sales - \$128,111 Return to Scouting!**
- **54 Units participated**

Pine Tree Council Average per Selling Unit = \$3,389

National Average per Selling Unit = \$3,386

What's In Store for 2023!

- Staying with CampMasters!
- Updated Tin, Bag and Box packaging designs
- More marketing tools and How-to Videos at www.campmasters.org (including a “How to Sell \$10,000 in a Weekend!” training session via Zoom)
- STRIPE is replacing PayAnywhere, and accepting Credit Cards will now be even easier!



The 2023 Product Lineup!

ON AVERAGE **73%** GOES TO SCOUTING

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.

WW

\$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 Chocolate Caramel with sea salt candy — 23oz, 2.40 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 B10 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

E Supreme Caramel Tin



Buttery gourmet Caramel Corn with Almonds, Pecans and Cashews — 18 oz, 1.10 gal ☺



\$25

X Classic Trail Mix



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



\$25

ZE Chocolate Drizzle Caramel Bag



Buttery gourmet caramel popcorn with chocolate drizzle — 14 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 microwave 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

ZW Chocolatey Covered Pretzels Bag



Melt in your mouth Chocolate Covered Pretzels



\$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

U 6 Pack Butter Microwave Popcorn 



A convenient way to enjoy popcorn with a rich buttery flavor anytime of the day. ONLY 35 CALORIES per cup! ☺



\$10



My prize goal is:

My popcorn goal is:

CHOOSE A PRIZE AND GO FOR IT!

Scouts can qualify for BOTH standard prizes AND an additional CAMP MASTERS High Achiever Prize

\$5,000
LEVEL 14

- 48 - LEGO Technic 4X4 Mercedes-Benz Zetros Trial Truck
- 49 - Carrera Evolution Supercars
- 50 - Lionel Junction North Pole Central LionChief Set w/ Bluetooth

\$4,000
LEVEL 13

- 45 - Adventure Camp Package
- 46 - Dart Zone Pro MK 3
- 47 - LEGO Star Wars The Justifier

\$3,000
LEVEL 12

- 42 - Carrera DTM High Speed Showdown
- 43 - LEGO Technic 2022 Ford GT
- 44 - Coleman Sundome 4 Person Tent

\$2,150
LEVEL 11

- 39 - LEGO Ariel's Underwater Palace
- 40 - Skullcandy Wireless Earbuds
- 41 - Foldable Drone

\$1,650
LEVEL 10

- 36 - HEXMODS Pro Series Elite
- 37 - LEGO Hogwarts Magical Trunk
- 38 - North Face Stalwart Backpack

\$1,250
LEVEL 9

- 33 - LEGO Batman - Batcycle
- 34 - Swiss Army Fieldmaster Knife
- 35 - HEXBUG VEX Motorized Robotic Arm

\$850
LEVEL 8

- 28 - Hydration Pack - 2L
- 29 - 126-piece Tool Set
- 30 - Zing Bow w/ 4 Arrows Assorted Colors
- 31 - 2-Person Waterproof Tent
- 32 - Grab Bag G

\$625
LEVEL 7

- 23 - 80x80 Binoculars w/ Case
- 24 - Telescope - 40x Magnification
- 25 - Multi-Tool w/ Shovel & Ax
- 26 - Icee Freeze Pop w/ Syrup
- 27 - Grab Bag F

\$425
LEVEL 6

- 18 - PlusPlus Saturn V Rocket
- 19 - 5pc Stainless Steel Mess Kit
- 20 - USB Rechargeable Headlamp w/ Motion Activation
- 21 - Air Hunterz Zano Bow w/ 2 Zarts
- 22 - Grab Bag E

\$325
LEVEL 5

- 13 - Zing Air ZooperBall
- 14 - Duncan Limerlight Yo-Yo
- 15 - Lock Blade Knife w/ BSA® Branding
- 16 - Catapult Plane w/ Decorative Stickers
- 17 - Grab Bag D

\$250
LEVEL 4

- 9 - Dry Bag - 5 liter - Teal
- 10 - Waboba Fly Pies 6" Silicone Flying Disc
- 11 - 4x30 Binoculars
- 12 - Stuffed Animal w/ BSA® Branding

\$190
LEVEL 3

- 5 - Knife/Fork/Spoon Combo w/ Bottle Opener
- 6 - Cinch Backpack w/ BSA® Branding Assorted Colors
- 7 - 3 Watt-200 Lumen COB LED Headlamp
- 8 - Watch/Pedometer - Assorted Colors

\$90
LEVEL 2

- 1 - Fire Starter
- 2 - Carabiner w/ BSA® Branding
- 3 - Compass Thermometer Whistle
- 4 - Pop Up Phone Stand Holder (Phone not Included)

LEVEL 1

- 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

\$1,000 Bonus Club

- Scouts who sell \$1,000 in product will receive their choice of
- 0.5 - Hanging Hammock w/ Hardware
- 0.6 - Sluban Model Bricks Cobra GT40 Car
- 0.7 - LEGO Friends Lego Set - Assorted

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

Descriptions of Prizes Available at www.kellerprizeprogram.com

2023 CAMP MASTERS High Achiever Prizes & Incentives



Outdoor Camping Package

Multiple components including a 2-Person Waterproof Tent, Sleeping Bag, 3W-200 Lumen COB LED Headlamp, 4x30 Binoculars, 6-in-1 Cooking Multi-Tool, Cooler Chair Backpack, and Metal Campfire Mug with BSA Branding.

OR



Visa Debit Card for 4% of total sales.
Example: \$3,000 = \$120 Visa Card.
Visa card will be rounded to nearest \$10 and may be sent via email.

2023 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-- \$75 Gift Card or \$150 toward a PTC Camp in 2024

Fill a Sheet Weekly Drawing

\$20.00 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



**POPCORN
HELPS ME
EARN MY OWN WAY
THROUGH SCOUTING.**



2023 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 2023 Roundtable and holding a recruiting event for your unit before 9/30/2023.
- 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 2019. (The recruited unit also earns the additional 1% Commission.)*

*More information and Terms & Conditions about this new incentive will be provided at the June Kick-Offs.

Let's Plan for Success in 2023!

Fund your programs with this campaign! Let's develop a solid plan to succeed!

More than ever we need to sell in all three ways:

- **Sell Online at www.popcornordering.com with SHIPPING INCLUDED!**
 - Reach out for support from the comfort of home
 - Zero risk for Units and doesn't impact other activities
- **Door to Door (Show and Deliver or Take Order)**
 - Take Show and Sell product if you can
 - Use the Take Order Form in the Family Guide
 - Average \$200-\$400 per scout hour
- **Show and Sell**
 - Establish sales locations at local store fronts or special events
 - May have a limited number of items vs. those on Take Order
 - Average \$65-\$150 per scout hour (2-3 Scouts/location)



Step #1

- Know your UNIT'S POPCORN SALE GOAL
 - What program elements you will fund
 - Equipment needs
 - Special Events/Trips
 - BUILD A BUDGET USING THIS TOOL (Fund Your Adventure Worksheet)
- Be able to COMMUNICATE the goal to everyone on board
 - What it means for the Scouts
 - What it means for the families
 - This is what a Kickoff is for!



Fund Your Adventure with CAMP MASTERS Popcorn!

3 steps for an adventure filled annual program for your Unit!
With CAMP MASTERS you can achieve your fundraising goal with just one product sale, so you can spend your time doing fun activities.

1

MONTHLY COSTS: Think of fun things to do every month and enter them below as activities. Enter activity names and costs in the highlighted cells only.

SEPTEMBER		OCTOBER		NOVEMBER	
Planned Activity	Cost	Planned Activity	Cost	Planned Activity	Cost
This Month's Total: \$0.00		This Month's Total: \$0.00		This Month's Total: \$0.00	
DECEMBER		JANUARY		FEBRUARY	
Planned Activity	Cost	Planned Activity	Cost	Planned Activity	Cost
This Month's Total: \$0.00		This Month's Total: \$0.00		This Month's Total: \$0.00	
MARCH		APRIL		MAY	
Planned Activity	Cost	Planned Activity	Cost	Planned Activity	Cost
This Month's Total: \$0.00		This Month's Total: \$0.00		This Month's Total: \$0.00	
JUNE		JULY		AUGUST	
Planned Activity	Cost	Planned Activity	Cost	Planned Activity	Cost
This Month's Total: \$0.00		This Month's Total: \$0.00		This Month's Total: \$0.00	

2

ANNUAL COSTS:
Enter other annual Unit expenses:

Registration & Insurance	\$0
Advancements	\$0
Uniforms	\$0
Scholarships	\$0
Other Expenses	\$0
Annual Total:	\$0

3

Enter the number of Scouts and your commission to calculate your goals:

Number of Selling Scouts in your Unit:	40
Your Unit's Commission	30%
Unit Total Activity Cost and Expenses	\$0.00

Unit Sales Goal	\$0.00
Scout Sales Goal	\$0.00

Download at

<http://campmasters.org/sales-tools/>

Unit Budgeting Tool

Step #2

•Become familiar with the Popcorn System

- Where do I commit to the sale (do it now!)
- Where do I enter orders
- How do I manage Scouts
- Reports availability

•Set Up your Sale in the System

- Cleanup your Scout Information
- Scouts moving to new Unit can transfer themselves to that Unit
- Add any new Scouts

•Tracking Scout S&S Credits and Take Order Sales

- Units apply S&S Credits Manually to Scout
- Scout credits reflect as running total
- Will Scouts enter their Take Order information on own or will Unit?

CAMP MASTERS

Home

Camp Masters

Main

Dashboard

Unit Orders

Unit Returns

Inventory Transfers

Scout Credits

Scout Sales

Online Orders

Take-Order

Organization

Units

Users & Scouts

Dashboard

2022 Fall Popcorn Sale

Alicia Powers | Pack 13
Chattahoochee Council | Saugahatchee District

To Do:

- ! Submit your Unit Commitment Form

Links:

- Manage Unit Information
- Setup/Invite Scouts
- Setup/Import Scouts
- View Scout Online Sales
- View Unit Invoice
- Order Prizes
- Edit Your Profile
- Reset Password
- Accept credit cards with PayAnywhere

2022 Show and Sell/Deliver Product Unit Order :
Please remember that unit product orders for Show and Sell/Del 2022.

- View Product Listing
- View Unit Orders
- Award Scouts Credit

2022 Take-Order Product Unit Order Start: 9/30/22 -
Please remember that unit product orders for Door to Door & Tak 2022.

- View Product Listing
- View Unit Orders
- View Scout Take Orders
- Place a Scout Take Order

You don't have any sales yet.

Scout

Step #3

Conduct a Unit KICK OFF

Goals of Unit Kick off

- COMMUNICATE the Unit Goal
 - **SHARE the plan In- person or virtually**
- Make it FUN!
 - **What it means for the Scouts**
 - **Skits to emphasize training**
 - **Talk about the Prizes and affect of reaching Goals**
- Focus on SKILL DEVELOPMENT
 - **Public Speaking Skills**
 - **Goal Setting**
 - **Personal Responsibility**

Why conduct a Unit Kick Off?

- Helps parents understand how the Popcorn Sale benefits their child and his/her Scouting Program
- Helps leaders understand how the Popcorn Sale provides a better Scouting experience for all
- Gets scouts excited about the sale, leading to more scouts selling.*

*More Scouts Selling = More funds being raised = A better program for your unit!

Step #4

Train your Scouts for ALL sales approaches!

- Establishes best Practices & Builds Confidence & removes doubt
- IT WILL HAVE A HUGE IMPACT

- Promote the CAMP MASTERS approach

- Door to Door - \$250-\$400/hr

- Take product with you if you can
 - Use the same presentation
 - Canvas entire neighborhoods

- Site Sales – \$300-\$450/hr

- No tables or chairs, teams of 2-3
 - Stack product in a colorful display
 - Scouts in front talking to customers



Step #5

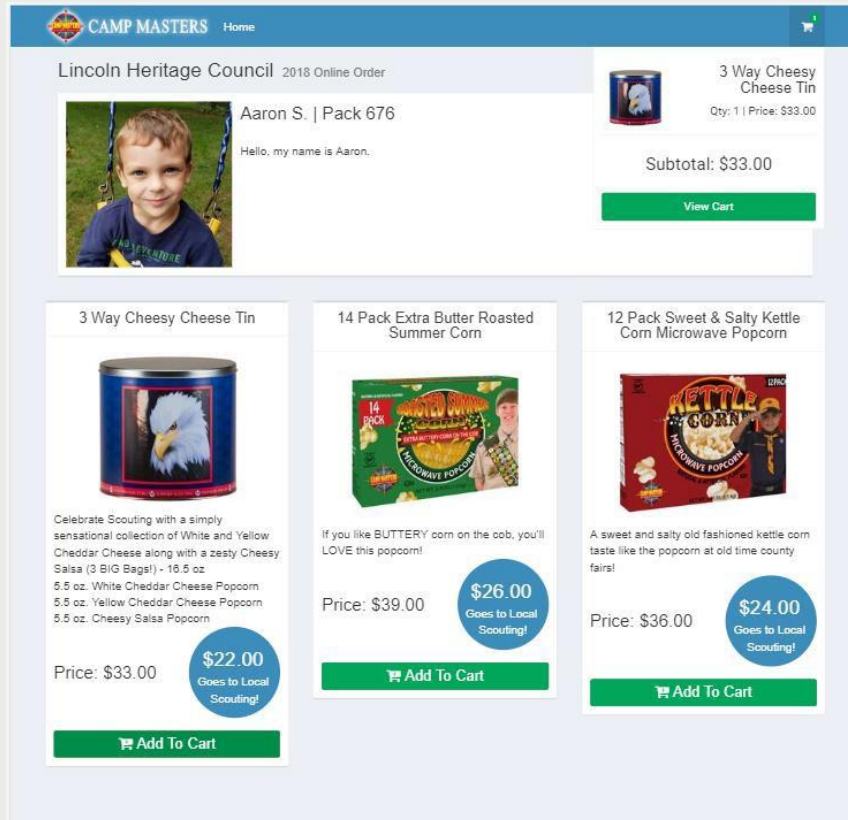
Get full participation!

- Not every Scout wants to sell all three ways
- Not every Scout can sell all three ways
- Every Scout can participate in Online and Take Order sale



Online Sales

We have an amazing opportunity to grow our sales in the safest manner available.



- EVERY Scout is capable of participating from the comfort of their own home
- Scouts must be registered in the system to gain access to the online store and get sales credit
 - Instructions on how to load/register scouts is located at www.campmasters.org/how-to-order-popcorn
 - Scouts/Families can also register themselves with instructional videos at www.campmasters.org/video
- No additional shipping fees for consumers!
- Social Media links built into the Scout's account

Show and Sell

This year we may continue to be faced with:

- fewer Storefront or Drive Thru opportunities and participants
- less foot traffic than we have seen in previous years

BUT WE CAN STILL BE SUCCESSFUL!



Have a plan:

- Secure your sites in advance
- Be mindful of social distancing and safety requirements
- More locations will net more sales
- Look for any location with high traffic to increase opportunities, be open/creative

Setup and Run Properly:

- Display your products colorfully like a store end-cap would be
- Scouts out in front of product displayed in their Class A uniforms
- Don't put pricing on boxes or signs
- Keep area clean and inviting
- DO NOT use donation boxes/jars
- Limit number of scouts at a location

Draw Attention:

- For this year consider signage that promotes Scouts helping the community
- Accentuate this is a LOCAL fundraising event
- May need to have music or some other attention getter due to allowed setup location

Units CAN NOW ACCEPT CREDIT CARDS
without additional devices and applications!

EVERYTHING IS EASIER WITH STRIPE



**Accepts all
credit cards**

*Any Scout, parent, or
leader can take a
secure payment on
their phone*

**Manage your
inventory**

*See inventory for all
dens or patrols on a
single screen*

**NO FEES for
your unit**

*Credit card
convenience fee
applied at checkout*

**Real-Time
Sales Tracking**

*Track every payment
via cash or card to
reconcile unit balance*

**Full Product
Catalog**

*View product availability
across all sales: Take
Order, Show-n-Sell, &
On-Line*



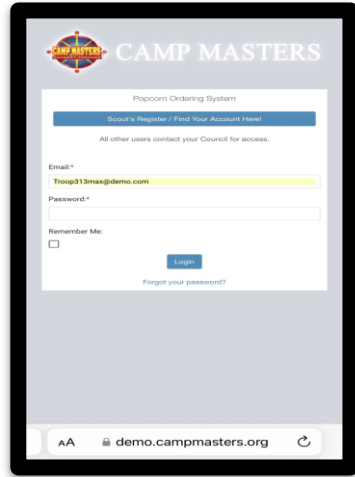
Secure Payments

Powered by **stripe**

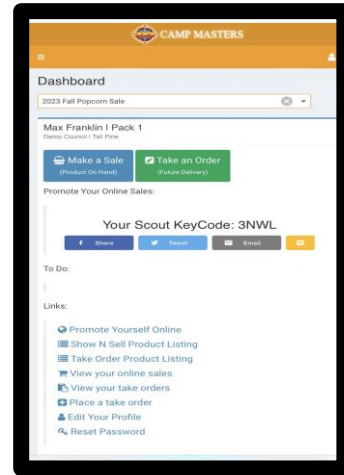
Safe and Secure SSL Encrypted



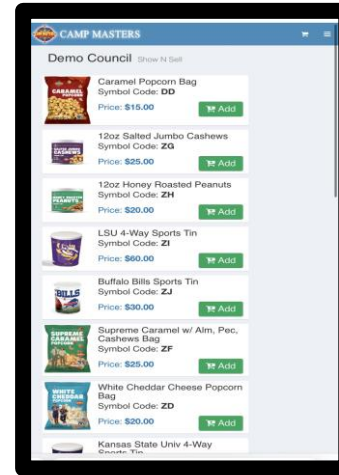
ACCEPT CREDIT CARDS AS PAYMENT



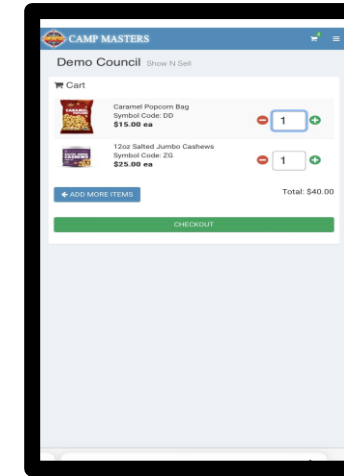
Login to CAMP MASTERS Dashboard, as the Unit Kernel



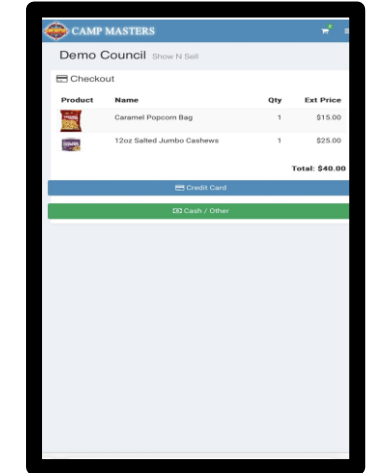
Click "Make A Sale" from the dashboard



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



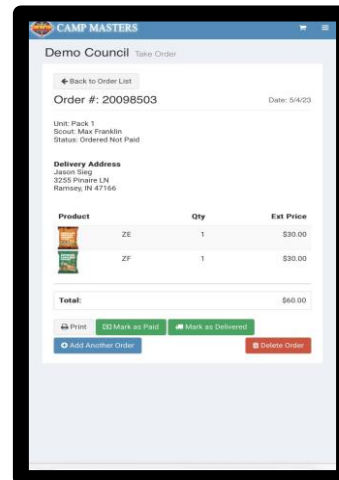
Scroll down to find the requested product. Then click "Order" to add the item to the shopping cart.



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.



Mark as paid and delivered if applicable.



- Print out the QR Code associated with the unit
- After the customer has selected their popcorn and would like to use a credit card
- Have the customer scan the QR code, for them to enter payment information

Door-to-Door Sales

Show & Deliver/ Wagon Sales and Take Order
Sales net higher sales values and we can
control social distancing in a more comfortable
manner



- Coach Families/Scouts to approach the houses on their block as a start
- Promote a set presentation and be in Class A uniforms so they are recognized
- Be effective by selling in a group, covering an entire neighborhood, office building/ complex, etc. as a Unit,
 - Great way to move unsold Show and Sell product/inventory
 - Use Door Hangers for a leave behind at homes where you miss the residents
- Coach them on your area's safety requirements

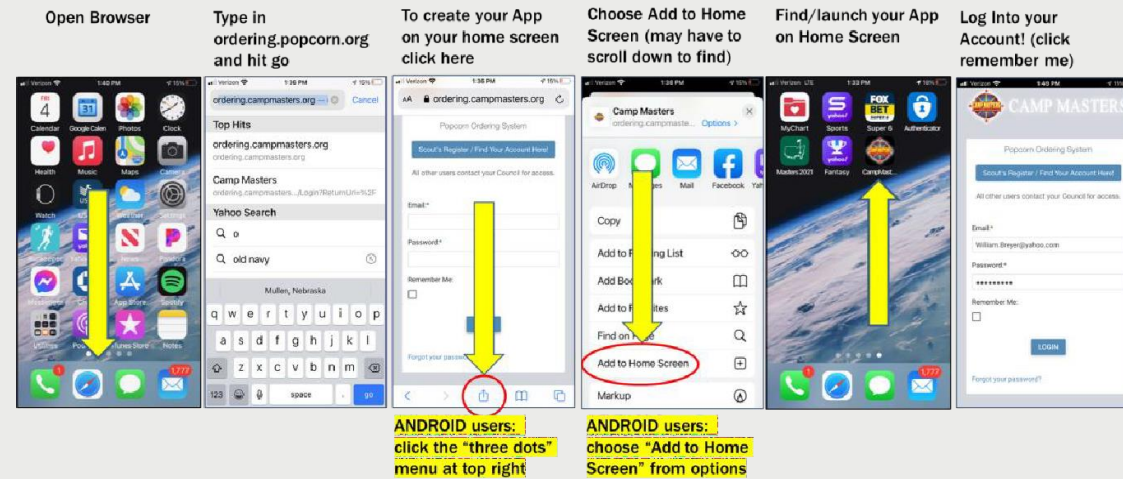
AVERAGE \$200-\$400 per Scout Hour!

Best Practice: Collect Money at point of sale

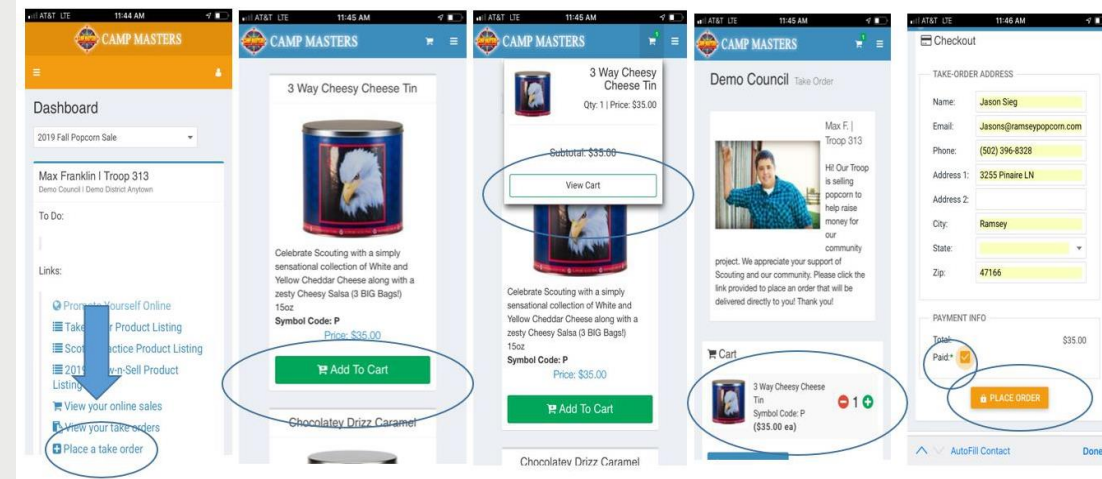
Create Your CAMP MASTERS Scout App

Your Scouts can conduct or log Take Order sales electronically!

- Scouts must be registered in system
- Orders collected flow directly to Unit's account under Scout Sales
- Immediate visibility for Scout and Unit Sales
- Can reduce paperwork
- Able to mark whether paid and/or delivered!
- Able to log sales individually at point of sale, after the fact at home, or can even create one order to aggregate sales not already recorded in the system



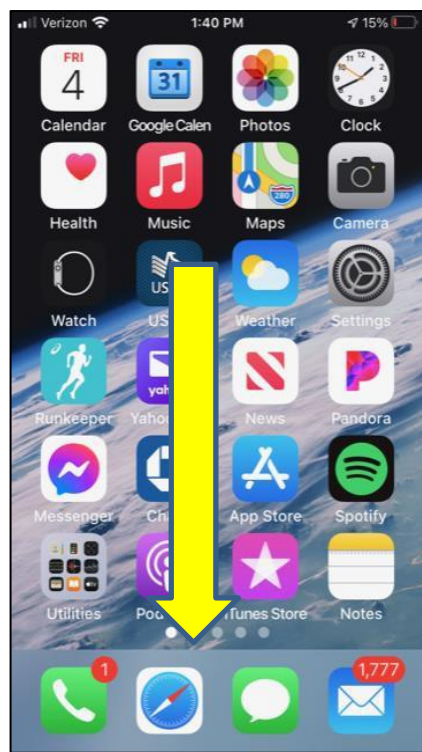
Ready to Take Orders on the Go!



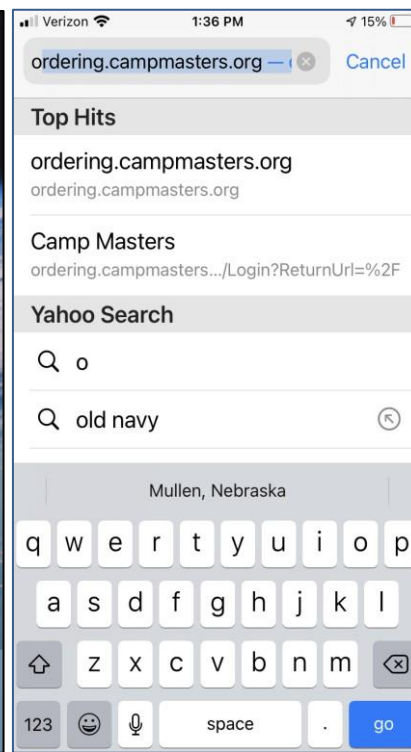
Create Your CAMP MASTERS APP



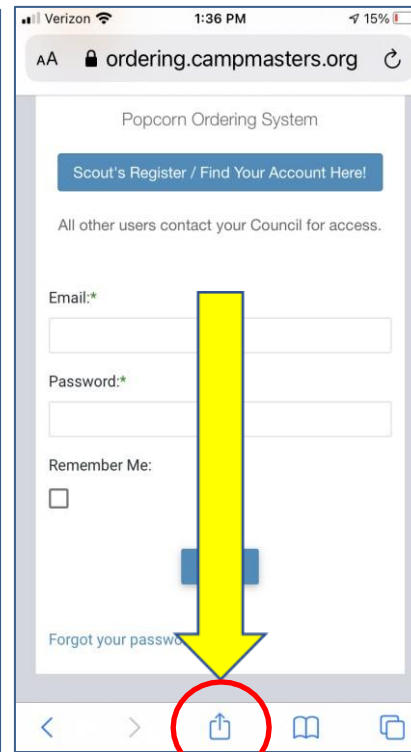
Open Browser



Type in
ordering.popcorn.org
and hit go

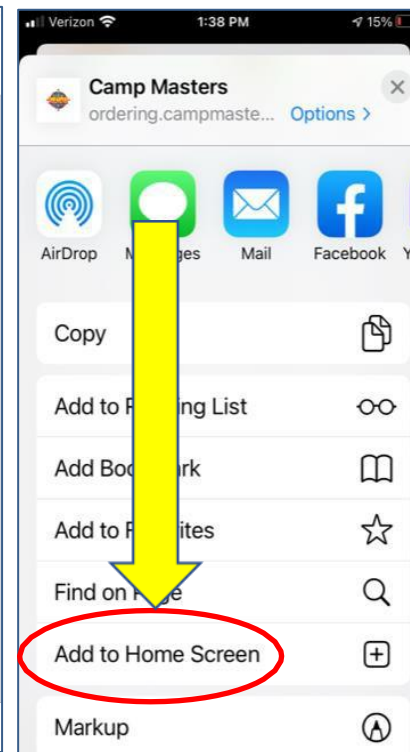


To create your App
on your home screen
click here



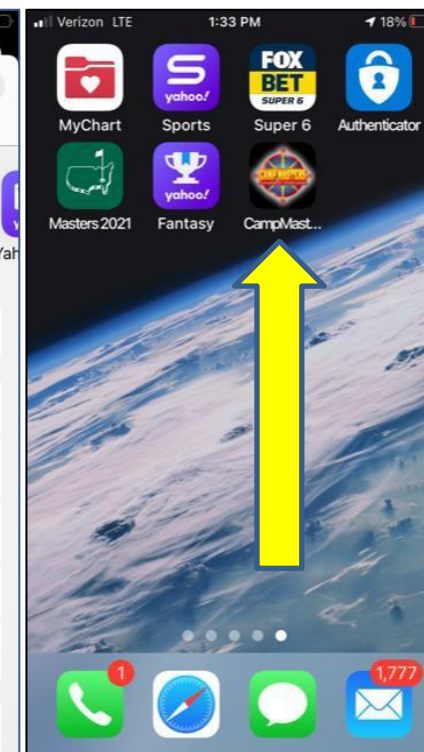
ANDROID users:
click the "three dots"
menu at top right

Choose Add to Home
Screen (may have to
scroll down to find)

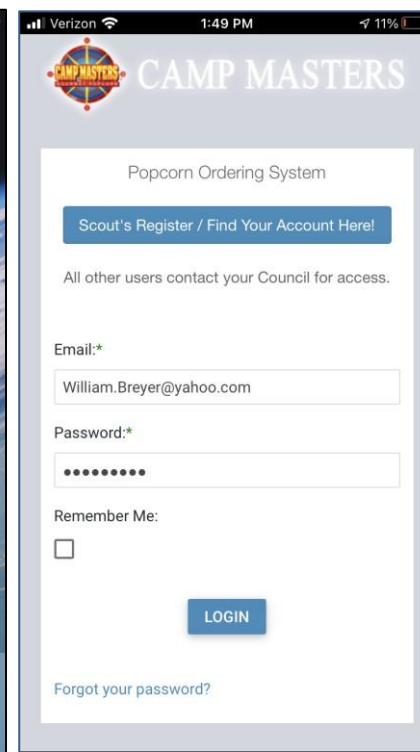


ANDROID users:
choose "Add to Home
Screen" from options

Find/launch your App
on Home Screen



Log Into your
Account! (click
remember me)



**Scouts CAN NOW ACCEPT CREDIT CARDS when
SELLING DOOR-TO-DOOR,
without additional devices and applications!**



Popcorn Ordering System

Scout's Register / Find Your Account Here!

All other users contact your Council for access.

Email:*

mark.spaldo@ramseypopcorn.com

Password:*

.....

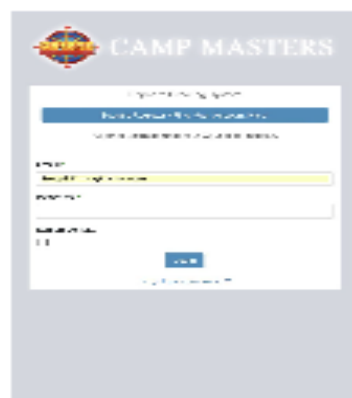
Remember Me:

☐

Login

[Forgot your password?](#)

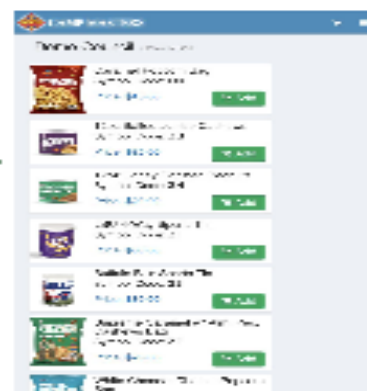
Scouts Enters Customer Order when Selling Door-To-Door AND ACCEPT CREDIT CARDS AS PAYMENT



**Login to CAMP
MASTERS
Dashboard**



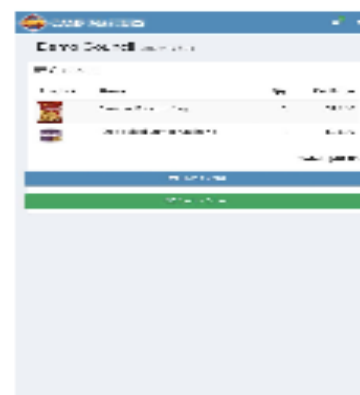
**Click "Place a Take
Order" from the
dashboard**



**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.**

Remember Important Popcorn Sale Tips from Michael Beck

At a Store Front to increase
Sales:

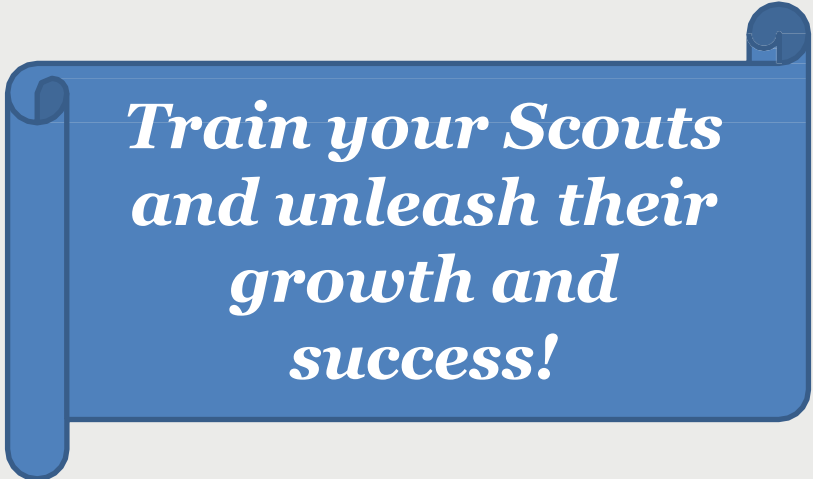
- Don't put out table or chairs- get Scouts in front of neatly stacked product to use public speaking skills

In Neighborhoods:

- Take pre-order product with you to increase sales and Unit success

At Kick-off:

- Promote Scouts to establish their own sales goal based on your Prize Program



*Train your Scouts
and unleash their
growth and
success!*

Use This – IT WORKS!

- Hi sir/ma'am, my name is _____
- I'm a scout with Pack/Troop _____
- We're selling popcorn to help raise money for our Pack/Troop.
- You can help us by trying some of our delicious popcorn.
- You'll help us, won't you? *(don't forget to nod)*

Copyright and do not publish on the internet

Picking Up Popcorn

What Size car do I need to pick-up the popcorn?

- Midsize car- 20 case
- Luxury size car- 40 case
- Mini Van- 60 cases
- Large SUV- 70 cases
- U-Haul- over 70 cases

**Keep in mind some cases vary in size*

Pick-up Popcorn in ONE trip



2023 Popcorn Calendar

June 14th or 20th

Council Kick-Off

August 1st

Popcorn Sale Starts!

August 8th

Show-n-sell orders are due

August 26th

Show-n-sell popcorn distribution day – Camp Hinds Dining Hall, 8am – 11am

October 9th

Popcorn Sale Ends!

October 10th

Take Order and Prize orders are due – All product payments are due

November 11th

Take-Order Distribution day – Camp Hinds Dining Hall, 8am – 11am

Questions?

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