

# 2021 UNIT KERNEL LEADER GUIDE



BOY SCOUTS  
OF AMERICA

CALIFORNIA INLAND EMPIRE COUNCIL

*in partnership with*

**CAMP MASTERS**  
GOURMET POPCORN

# WE'RE IN THIS TOGETHER

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**2021 is an unprecedented year in the lives of our Scouting families.** 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. The California Inland Empire Council and CAMP MASTERS are dedicated to supporting you every step of the way. We are continually evaluating the current environment and are making recommendations with the best interests of everyone in mind. As the popcorn sale nears, we ask that you keep in contact with your District Kernel and Scouting Professional regarding best practices and local safety guidelines.

As our country continues to recover from the COVID-19 pandemic, 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 2021, CAMP MASTERS is providing the California Inland Empire Council with new training and marketing resources. Some information on these resources is included in this guide. And you'll gain access to others over the coming weeks 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 909-793-2463 or email our Popcorn Support Specialist at [Beverly.Gruendner@scouting.org](mailto:Beverly.Gruendner@scouting.org).

We are fully invested in your popcorn success!

Warm Regards,

Matt Bear  
Assistant Scout Executive  
California Inland Empire Council

Wilfred Sieg, Jr.  
President  
Camp Masters

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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 does 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 such as membership fees, camping adventures, Council activities, and much more!

# IMPORTANT CONTACTS

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## Gray Arrow District

Frank Solla  
District Director  
[frank.solla@scouting.org](mailto:frank.solla@scouting.org)

## Sunrise District

Jordan McCandless  
District Executive  
[Jordan.mccandless@scouting.org](mailto:Jordan.mccandless@scouting.org)

## High Desert District

Kalen Matson  
District Kernel  
[kalenmatson@gmail.com](mailto:kalenmatson@gmail.com)

## Tahquitz District

Tina Roy  
District Director  
[tina.roy@scouting.org](mailto:tina.roy@scouting.org)

Frank Solla  
District Executive  
[frank.solla@scouting.org](mailto:frank.solla@scouting.org)

## Mt. Rubidoux District

Cheryl Lee  
District Kernel  
[leecheryl8@aol.com](mailto:leecheryl8@aol.com)

## Temescal District

Matt Bear  
Assistant Scout Executive  
[matt.bear@scouting.org](mailto:matt.bear@scouting.org)

Soul Ruiz  
Development Director  
[soul.ruiz@scouting.org](mailto:soul.ruiz@scouting.org)

## Old Baldy District

Michael Busch  
District Kernel  
[lsshooter@aol.com](mailto:lsshooter@aol.com)

## Council

Beverly Gruendner  
Council Kernel &  
Council Popcorn Support  
[beverly.gruendner@scouting.org](mailto:beverly.gruendner@scouting.org)

Patrick Willard  
District Executive  
[patrick.willard@scouting.org](mailto:patrick.willard@scouting.org)

# 2021 PRODUCT SELECTIONS

<b>Military Donation</b>		<b>\$30/\$50</b>	Take Order
<b>Premium Tin</b> <i>(Chocolatey Carmel, Sweet &amp; Salty Kettle, and Butter Toffee Carmel Popcorn)</i>		<b>\$45</b>	Take Order
<b>3-Way Cheesy Cheese Tin</b> <i>(White and Yellow Cheddar Cheese along with Zesty Cheesy Salsa Popcorn)</i>		<b>\$35</b>	Take Order Show & Sell
<b>Supreme Caramel Crunch with Almonds, Pecans and Cashews</b>		<b>\$25</b>	Take Order
<b>22 Pack Movie Theater Extra Butter Microwave Popcorn</b>		<b>\$25</b>	Take Order Show & Sell
<b>Chocolate Drizzled Carmel Popcorn</b>		<b>\$25</b>	Take Order
<b>Classic Trail Mix</b>		<b>\$20</b>	Take Order Show & Sell <b>(NO RETURNS)</b>
<b>White Cheddar Cheese Tin</b>		<b>\$20</b>	Take Order Show & Sell
<b>14 Pack Extra Butter Roasted Summer Corn</b>		<b>\$15</b>	Take Order Show & Sell
<b>Purple Popping Corn Jar</b>		<b>\$15</b>	Take Order Show & Sell <b>(NO RETURNS)</b>
<b>12 Pack Sweet &amp; Salty Kettle Corn Microwave Popcorn</b>		<b>\$15</b>	Take Order Show & Sell
<b>Sea Salt BIG Bag</b>		<b>\$15</b>	Take Order Show & Sell <b>(NO RETURNS)</b>
<b>Caramel Popcorn Bag</b>		<b>\$10</b>	Take Order Show & Sell

# 2021 POPCORN KEY DATES

DATE	LOCATION	TIME	
June 30	Corona	7:00 PM	Unit Kernel Training
July 1	Murrieta	7:00 PM	Unit Kernel Training
July 21	CampMasters.org	Midnight	Show & Sell Orders Due
July 26	signup.com		Stater Bros. Scheduling Lottery (see page 23 of guide)
Aug 1	CampMasters.org		Online Sales Begin
Aug 13	Delivery Only	TBD	Show & Sell Distribution(Delivery Only)
Aug 14	TBD	TBD	Show & Sell Distribution
Sep 8	Council Office		First Check Deposit
Oct 4-7	Council Office	Mon-Thur 8:30 AM – 5:00 PM	Show & Sell Returns (Full Cases Only) Final Payments Due with Returns NO RETURNS AFTER THIS DATE
Oct 7	CampMasters.org	Midnight	Take Orders Due
Oct 8	Council Office	8:30 AM – 5:00 PM	All Payments Due Second Check Deposit
Oct 24			All Sales End
Oct 25-27	Council Office	Mon-Wed 8:30 AM – 5:00 PM SAT: 9:00 AM – Noon	Take Order Distribution
Nov 1		Midnight	All VIP / High Achiever Prize Forms Due
TBD	TBD	TBD	Spin & Win Party

# LEADING YOUR UNIT

The Popcorn Kernel oversees operations of the Unit's popcorn sale. This is an important leadership role within the Unit. The Popcorn Kernel 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 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 5 hours in planning and decorating day of, plus whatever time you'd estimate for creating them.

# UNIT KERNEL CHECKLIST

## My Popcorn Squad

### District 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
- Recruit Your #PopcornSquad
- Update Scout Roster (w/ Membership Chair)
- Direct Scouts to Self-Register or Update Bio
- Determine Per-Scout Fundraising Goal
- Secure Storefronts (as / where possible)
- Create Unit Timeline for Popcorn Sale
- Establish Guidelines for Popcorn Pickup / Returns & Money
- Confirm Show & 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
- 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!

# GETTING STARTED

## Planning Strategies:

- Start early and plan well. Set individual and unit goals.
- Determine the type of sale your unit will conduct. (Show & Sell, Taker Order, Online Sales)
- Make the sale fun. Reward your Scouts by developing a Top Salesman program. This is in addition to the prize program if you are participating in this option.
- Train your Scouts on how to sell. Involve parents whenever possible.

## Selling Strategies:

- Have each Scout make a list of potential buyers.
- Generate re-orders by telephoning last year's customers first.
- Have your Scout sell to friends, neighbors, and relatives first.
- Have parents take order forms to work.
- Consider sales to companies. (Its tax deductible and shows their support of the community)

## Product Strategies:

- Sell all products to maximize profits.
- Maximize profits by emphasizing multiple sales.
- Sell at community events, stores, etc.
- Set up a Blitz Day.
- Have extra product on hand for reorders.

## Online Order Sales:

Scouts can reach friends and family anywhere/anytime by sharing their Scout Account vial email and Social Media. Units that participate with online sales notice that an average online sale is \$30.

- Sign up/register your Scouts for their personalized "Scout Account" at [www.campmasters.org](http://www.campmasters.org) (go to page 17 of this guide).
- Online Sales start on Sunday, August 1<sup>st</sup> and end Sunday, October 24<sup>th</sup>.

## Take Order Sales:

Scouts take the order form door-to-door to secure the customers orders. Units, which utilize this sale, find that the customer is more likely to order more.

- Attend the Unit Leader Training.
- Pick-up "take order" forms at the Council Office or download from [www.ciecpopcorn.org](http://www.ciecpopcorn.org).
- Distribute "take order" forms to all Scouts in your unit.
- Set the date that all "take order" forms are to be returned back to you.
- Check with the Scouts weekly to see how they are progressing. Find out if they need more forms.
- Call the Scouts to remind them that the forms are due to you. Give yourself two days to complete the unit order form.
- If your unit is also running Show & Sell, fulfill Take Orders with any unsold popcorn.
- Input the order online by Midnight Thursday, October 7<sup>th</sup>.
- Payment for the popcorn is due when your popcorn is picked up on Monday – Wednesday , October 25-27<sup>th</sup>.

# GETTING STARTED continued

## Show & Sell:

Your unit consigns popcorn from California Inland Empire Council and then sells the product directly to the customer. Several units find this type of sale the best as it puts the actual product in front of the customer and the money is collected on the spot. In addition, many units sell popcorn in front of retail stores including grocery, home improvement, and at community events such as a school open house, after Sunday religious services or community festivals. It attracts the impulse buyer.

- Attend the Unit Leader Training.
- The unit popcorn kernel meets with the committee and determines the amount of popcorn the unit would like to sell prior to the conclusion of the “Show & Sell” portion of the sale.
- The unit kernel inputs online by Midnight Wednesday , July 21<sup>st</sup>.
- Payment: 70% of the Show & Sell order retail sale amount, split evenly between two checks, is required when your unit receives their popcorn. The first check will be deposited on September 8<sup>th</sup>. The second check will be deposited on October 8<sup>th</sup>.
- The popcorn is picked up is on Saturday, August 14<sup>th</sup> or Delivered on August 13<sup>th</sup>. (restrictions apply to delivery option).
- Unsold popcorn must be returned during or before October 4<sup>th</sup> – 7<sup>th</sup> at the Council office. Unsold popcorn should be applied to your take orders. All returns must be undamaged and in full cases of the same item. Partial cases will not be accepted.
- If you order too much Show & Sell products, early returns are acceptable and encouraged.
- Classic Trail Mix (item x), Purple Popping Corn Jar (item V), and Sea Salt BIG Bag (item ZC) are not returnable.

Service Requested	Zone 1	Zone 2	Zone 3	Other Areas
Base delivery 1 Pallet	\$85.00	\$135.00	\$175.00	Please call for quote
Each Additional Pallet to the same location	\$45.00	\$45.00	\$45.00	

\$50.00 Surcharge for Mountain towns

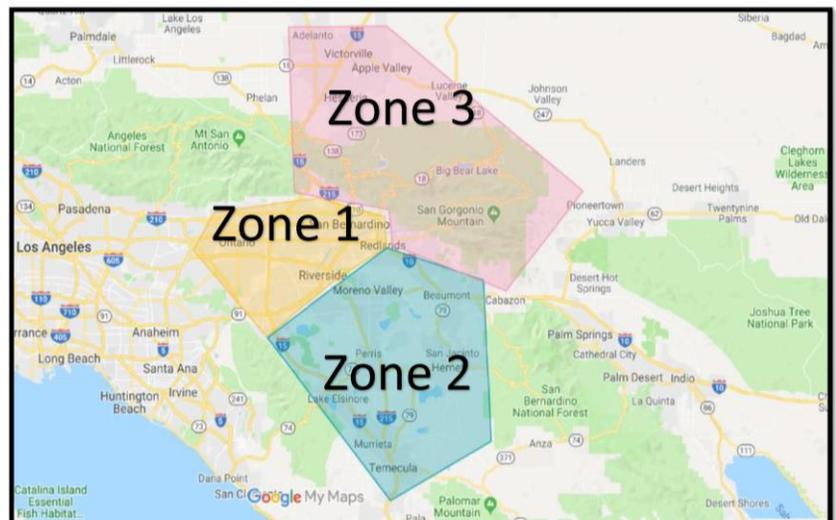
Delivery to Residence with a 2-4-hour window, During Regular business hours Monday – Friday 7:00 am -4:00 PM

Liftgate Service to bring pallets to ground/driveway (Depending on conditions)

***Don't have the time or resources to pick up your popcorn order?***

***Have it shipped.***

***Questions? Contact the Council office for additional details.***



**BEST DELIVERY LLC**



1-888-981-4000 [Dispatch@BestDelivery.com](mailto:Dispatch@BestDelivery.com)

# HOW MUCH POPCORN TO SELL

The mission behind the unit program planning philosophy is to help Scouting units fulfill their Scouts need for adventure and deliver on this promise. Units that operate under an annual program plan, that their Scouts help construct, are proven to be more successful and make a more profound impact on the lives of their members. We promise Scouts 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. Provide them with enough information to decide which are going to work best 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 an 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!**

# Sample Orders for Show and Sell

## Example Order \$5000 in Retail

\$5,000 Retail Value	\$\$ per	Case	Total Items	\$\$ per Case	Retail
Cheesy Cheese Tin (1)	\$35	3	3	@' \$35	\$105
(MW) Movie Theater Extra Butter 22pk (6)	\$25	3	18	@' \$150	\$450
* Trail Mix Bag (8)	\$20	2	16	@ \$160	\$320
White Cheddar Cheese Tin (8)	\$20	5	40	@' \$160	\$800
* Sea Salt Bag (9)	\$15	2	18	@ \$135	\$270
(MW) Extra Butter Roasted Suumer Corn 14pk (8)	\$15	7	56	@' \$120	\$840
(MW) Sweet and Salty Kettle Corn Corn 12pk (8)	\$15	7	56	@' \$120	\$840
* Gourmet Purple Popping Corn Jar (6)	\$15	2	12	@' \$90	\$180
Caramel Corn Bag (12)	\$10	10	120	@' \$120	\$1200
<b>Total</b>					<b>\$5,005</b>

<b>70% payment to be brought at pickup =</b>	<b>\$3,503.50</b>
<b>Your unit profit will be at least =</b>	<b>\$1501.50</b>

\* These items are NON-RETURNABLE

## Example Order \$15000 in Retail

\$15,000 Retail Value	\$\$ per	Case	Total Items	\$\$ per Case	Retail
Cheesy Cheese Tin (1)	\$35	10	10	@' \$35	\$350
(MW) Movie Theater Extra Butter 22pk (6)	\$25	10	60	@' \$150	\$1500
* Trail Mix Bag (8)	\$20	5	40	@ \$160	\$1000
White Cheddar Cheese Tin (8)	\$20	15	120	@' \$160	\$2400
* Sea Salt Bag (9)	\$15	5	45	@ \$135	\$675
(MW) Extra Butter Roasted Suumer Corn 14pk (8)	\$15	20	160	@' \$120	\$2400
(MW) Sweet and Salty Kettle Corn Corn 12pk (8)	\$15	20	160	@' \$120	\$2400
* Gourmet Purple Popping Corn Jar (6)	\$15	5	30	@' \$90	\$450
Caramel Corn Bag (12)	\$10	32	384	@' \$120	\$3840
<b>Total</b>					<b>\$15,015</b>

<b>70% payment to be brought at pickup =</b>	<b>\$10,510.05</b>
<b>Your unit profit will be at least =</b>	<b>\$4504.95</b>

\* These items are NON-RETURNABLE



# COMMISSIONS

## Show & Sell | Take Order Commissions

TIER 1 - \$0 - \$9,999	26%
TIER 2 - \$10,000 - \$19,999	28%
TIER 3 - \$20,000 - \$29,999	30%
TIER 4 - \$30,000	33%
Training +2%	
Opt-Out of Prize Program +3%	
<b>Maximum Possible Commission 38%</b>	

## Online Sales Commission

TIER 1 - \$0 - \$9,999	23%
TIER 2 - \$10,000 - \$19,999	25%
TIER 3 - \$20,000 - \$29,999	27%
TIER 4 - \$30,000	30%
Training +2%	
Opt-Out of Prize Program +3%	
<b>Maximum Possible Commission 35%</b>	

# PRIZES



Due to the COVID-19 pandemic, advanced promotion of our Scout Night with the Reign is currently not available. We will post incentives as soon as they become available.



TOP 75 selling Scouts will earn their chance to Spin the Wheel!

Fun-filled night of food, prizes, & recognizing the top achievers of the 2021 California Inland Empire Council popcorn sale.

1. Registered Scouts who are in the top 75 in sales and sell at least \$3,000 in total sales qualify for 1 spin per \$1,500 sold.
2. Limit one (1) entry per Scout. **ABSOLUTELY NO COMBINING OF ORDERS WILL BE ALLOWED.**
3. Scout must be present to spin.

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

**Scholarship Replacement Program:** 6% VISA Debit Card of Total Sales for as long as the Scout participates in the Popcorn Sale. (Only for previous Trails Ends Scholarship Scouts. This option replaces the Camp Masters High Achiever Prize Option.)

# 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.

The screenshot shows the Camp Masters interface for 'Demo Council | Demo District Anytown | Troop 313 > Users'. The 'USERS' tab is active, displaying a table with columns: Type, Key Code, First Name, Last Name, Phone, and Email. The table contains 7 rows of user data. The first row is a Leader (Jason Sieg). The next two rows are Scouts (Jacob Smith and Jeff Hawkins) with checkboxes selected. The following two rows are Scouts (Jill Smith and Max Franklin) with checkboxes unselected. The last row is a Scout (Max Sieg) with a checkbox unselected. The 'Remove' button is highlighted in the top toolbar. The page footer indicates 'Page 1 of 1 (7 Items)' and 'Page size: 25'.

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

**Step Three:** For the remaining Scouts, make sure their contact information is correct. Then select them by clicking the box to the left of their names. And then select “Send Sign-On Link”.

The screenshot shows the Camp Masters interface for 'Demo Council | Demo District Anytown | Troop 313 > Users'. The 'USERS' tab is active, displaying the same table as in the previous screenshot. In this view, all checkboxes in the first column are selected. The 'Send Sign-On Link' button in the top toolbar is highlighted. The page footer indicates 'Page 1 of 1 (7 Items)' and 'Page size: 25'.

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

This will email each of the Scouts their unique CAMP MASTERS link so they can access the system without having to login. This makes taking orders and payments much easier.

# REGISTER YOUR SCOUTS

**Step Four:** For new Scouts, select the “Setup / Import Scouts” option from the dashboard.

The screenshot shows the Camp Masters dashboard for Jason Sieg | Troop 313. The left sidebar contains a navigation menu with options like Home, Camp Masters, Main, Dashboard, Unit Orders, Unit Returns, Scout Credits, Scout Sales, Online Orders, Take-Order, Organization, Units, and Users & Scouts. The main dashboard area displays the user's name and troop information, a search bar for "2020 Fall Popcorn Sale", and several sections: "To Do" with alerts for unit commitment forms, unordered scout take orders, and open unit orders; "Links" with options to manage unit information, setup/invite scouts, view online sales, invoices, prizes, and profile; and "Show-N-Sell" and "Take Order" sections with product listings and unit order options.

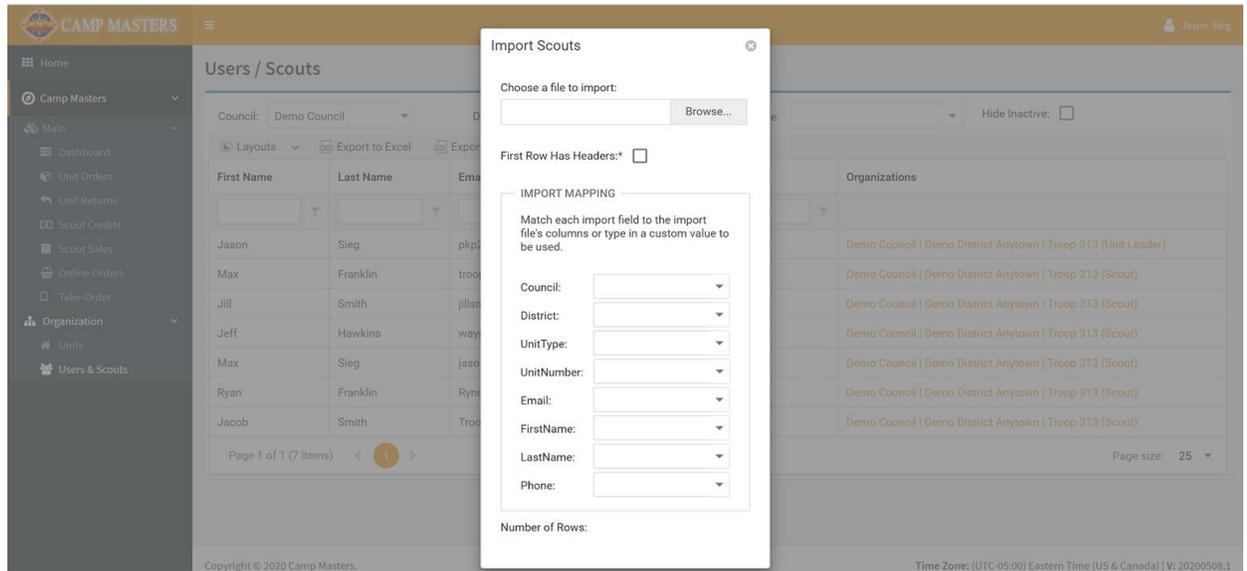
**Step Five:** Click the “Import Scouts” button and upload your Excel spreadsheet.

The screenshot shows the "Users / Scouts" page in Camp Masters. It features a search and filter interface with dropdowns for Council (Demo Council), District (Demo District Anytown), and User Type, along with a "Hide Inactive" checkbox. Below this is a table of scout information with columns for First Name, Last Name, Email, and Organizations. An "Import Scouts" button is visible above the table. The table contains 7 rows of data for various scouts, including Jason Sieg (Unit Leader) and others. The page footer includes copyright information and the time zone (UTC-05:00 Eastern Time).

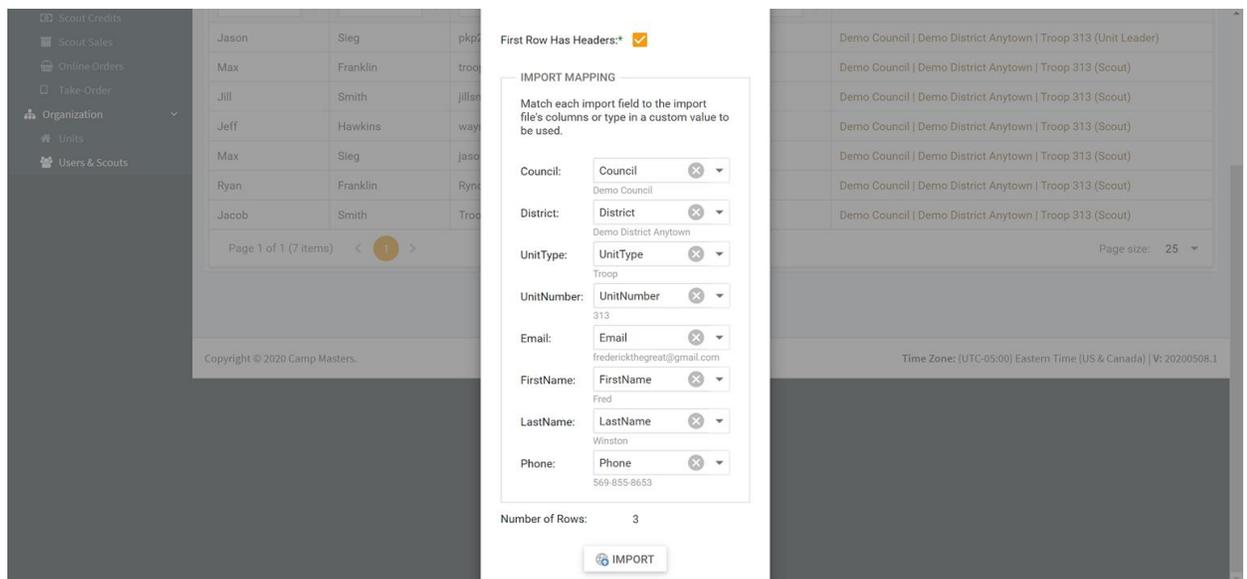
First Name	Last Name	Email	Organizations
Jason	Sieg	pkp25@yahoo.com	Demo Council   Demo District Anytown   Troop 313 (Unit Leader)
Max	Franklin	troop313max@demo.com	Demo Council   Demo District Anytown   Troop 313 (Scout)
Jill	Smith	jillsmith@gmail.com	Demo Council   Demo District Anytown   Troop 313 (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)

# 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.

# STOREFRONT RECRUITING

You can never start too early in securing storefronts. Of course, it's going to be a bit different this year. And that means adapting your approach. Here are some of the best tips to help you do just that:



- Grocery stores and home improvement stores are both essential businesses, but they are receiving policies and procedures for Coronavirus from corporate. Make sure you approach the store/company Manager with this in mind. Do some research and find out the policies in place so you can adapt your approach and relate how Show-N-Sell will meet these guidelines.
- Right now, resources are tapped thin in these stores. Consider sending an email or leaving a message for the Manager to call you back. The reality is, you're not going to be their first priority right now. Only try going in person if a few attempts have been made and you still haven't received a response.
- Think of other high-traffic, essential businesses in your area to contact. As other businesses begin reopening, reach out to them as well.
- Use the COVID-19 recommendations in this guide to help the Manager/Owner understand that above all else, safety comes first. This will help ease their mind while it is still uncertain what the fall recommendations will be.
- Contact your District Kernel, via email, to inform them of the dates and times that your unit has booked for each store immediately after you have booked them.

## SAMPLE EMAIL / SCRIPT

Hello [NAME],

This is [YOUR NAME] from Scout Troop [Troop #]. Our Scouts are holding our annual popcorn fundraiser this year. The funds raised supports their ability to participate in our local Scouting program.

Due to the coronavirus, it's going to look a lot different this year. However, with everyone's safety guidelines in mind, I wanted to reach out regarding hosting a Show-N-Sell at {STORE NAME} in [MONTH].

Much can change between now and then, so I'm not looking for a definite answer today. What I'd like to do is confirm you'd consider it and then reach back out for a yes or no as the date draws closer.

Can I reach back out in [A MONTH, A FEW WEEKS]?



# STOREFRONT CODE OF CONDUCT

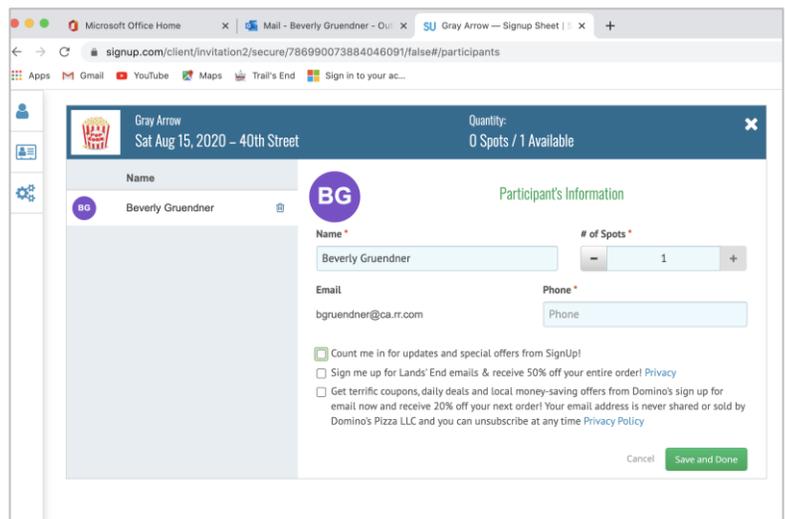
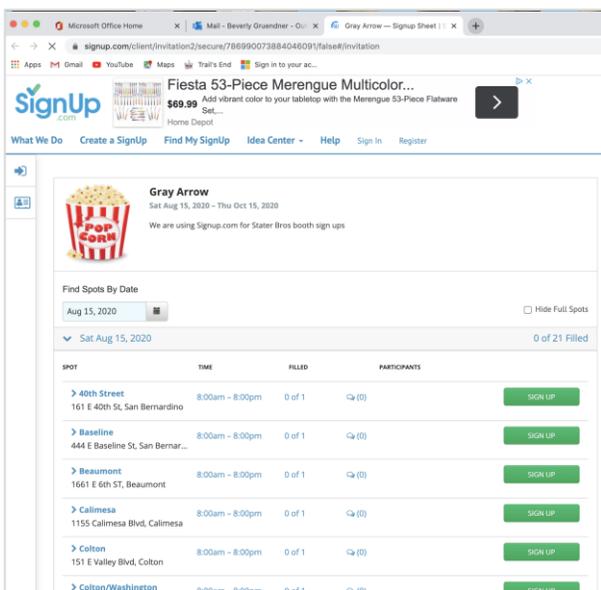
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- 🗑️ Scouts shall follow the Scout Oath, Scout Law, and Guide to Safe Scouting at all times. Remember, we are representing the BSA and must always act accordingly.
- 🗑️ Scouts should always wear their Class A uniforms. Parents or Leaders should wear Scout uniforms or Unit T-Shirts if they have them.
- 🗑️ Storefront tables should have a banner that clearly identifies Scouts and the Popcorn Fundraiser.
- 🗑️ Shopping Carts are for the use of store customers and are not to be used to transport Scout Popcorn.
- 🗑️ Scouts shall setup their table near the exit door to the store, or the location specified by the store. We may only setup tables at multiple doors if the Store has given us clear permission to do so.
- 🗑️ Easy-ups or umbrellas are not permitted without the permission of the store management.
- 🗑️ The store has granted us permission to run a Popcorn Fundraiser, which means other items like water, jerky, etc. are not permitted to be sold.
- 🗑️ Scouts shall greet the customers as they exit the store. Scouts are not allowed to approach customers in the store, in the parking lot, etc.
- 🗑️ Scouts must be friendly and courteous, even when a customer ignores them and/or does not want to buy popcorn.
- 🗑️ Scouts will not be overly aggressive, and call out to, badger, or follow customers to their vehicles.
- 🗑️ There will not be more than four people at the store at any given time, and at least one must be an adult.
- 🗑️ Samples of products shall NOT be given to customers.
- 🗑️ Scouts will not break open the product and sell the products in quantities less than the way they are packaged. Nutritional information must be on all packages.
- 🗑️ Leave No Trace – remove all empty boxes, trash, and other debris from the location after your sale.
- 🗑️ Be respectful and thankful to Store employees at all times. Remember that this is their Store, and we are only there because of their generosity.

# STATER BROS. SHOW & SELL SCHEDULING

## LOTTERY SIGN UP INSTRUCTIONS for Signup.com

1. ONE person (the Unit Kernel) from each Unit will be allowed to select dates/stores from their DISTRICT ONLY. (If you have stores that are within your “units neighborhood”, but in a different district, please contact your District Kernel to work out storefront assignments)
2. An email link will be sent for access to [Signup.com](https://signup.com) on Sunday, July 25.
3. Links will be opened for selection at 8:00 am each morning.
4. Kernel’s will only be allowed to select the amount of dates on the schedule below:
  - Monday, July 26 – 3 dates
  - Tuesday, July 27 – 4 dates
  - Wednesday, July 28 - 5 dates
  - Thursday, July 29 – open
4. On Thursday July 29 the links for all the districts will be posted on the CIEC website, so units may choose to select open dates in other districts.
5. Questions/Problems text Beverly Gruendner at 951-265-7653 or email at [Beverly.gruendner@scouting.org](mailto:Beverly.gruendner@scouting.org)



# COVID-19 GUIDELINES

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The California Inland Empire Council and Camp Masters are dedicated to the safety of our Leaders, Scouts, Families, and Customers. As we prepare for the popcorn sale, it's important that everyone operate in accordance with all restrictions outlined by our state and local county health departments. Be sure to check with your District Popcorn Kernel if you are unsure what's required in your area.

Show-n-Sells are an exciting time for your Scouts. All the energy and enthusiasm of representing their Pack or Troop within the community. The following guidelines to keep everyone safe this fall. These will be updated when necessary at [www.ciecpopcorn.org](http://www.ciecpopcorn.org).

## RECOMMENDED SHOW-N-SELL GUIDELINES

- Before any selling event, anyone exposed to Coronavirus or showing symptoms should find an alternate person to take their place at the sale or contact the Unit Popcorn Kernel.
- Follow current guidance from the California State Health Department for face coverings.
- Use signs to help inform customers you're fundraising and provide directions for safe interactions between Scouts and customers.
- Avoid shaking hands with customers and it is recommended to maintain social distancing with them.
- If you have to sneeze or cough do it away from the booth and other people. Remember to sneeze or cough into your elbow.
- When possible, avoid engaging with anyone exhibiting symptoms.

# YOUR POPCORN KICKOFF

A great popcorn sale starts with a great popcorn kickoff! Follow these simple steps to start your popcorn sale with a BANG and motivate your Scouts, parents and other volunteers.

1. **Set the Agenda.** Think of things that are fun and fast-paced. This helps build energy and excitement for the popcorn sale. Scouts will leave ready to earn their way selling delicious popcorn!
2. **Ask for Help.** Enlist others to help you pull off a fun and exciting popcorn kickoff! No need to try and take it all on yourself.
3. **Know Your WHY.** Share the exciting Scouting Program that this fundraiser will support. Talk about the activities and what the Scouts will experience. And reiterate that it can all be paid for by POPCORN!
4. **Review the Forms.** Show Scouts the forms they'll be using in detail so they understand how to use them to promote the products and capture orders.
5. **Build their Profile.** Have each Scout register or update their profile at CAMPMASTERS.org.
6. **Ready to Sell!** Add CAMP MASTERS to their phones.
7. **Sharing is Caring.** Explain how they can share their CAMP MASTERS profile link with friends, family and through social media.
8. **Cover What's Critical.** Spend some time explaining the different ways to sell, key dates for the program and show and sell locations.
9. **Focus on the Goal.** Motivate Scouts to take on the Unit Scout goal and to pick an awesome prize as part of their goal!
10. **Create a Memory.** End the night with a fun and memorable event. Scouts love to be part of the action. And they always love a good pie to the face of their Unit Leader!



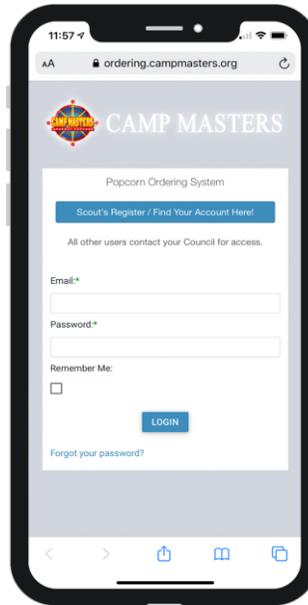
# CAMP MASTERS APP

## SCOUTS, PARENTS & LEADERS

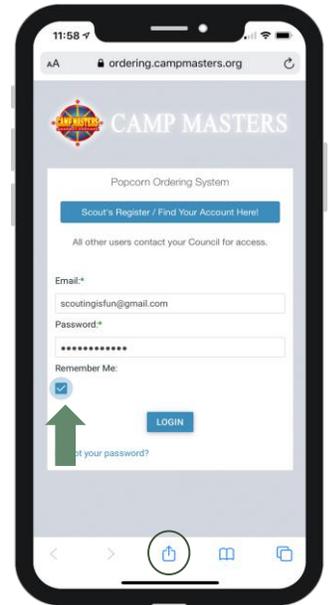
Follow these instructions to easily create a CAMP MASTERS app icon on your smartphone.



Open Safari  
Chrome on Android

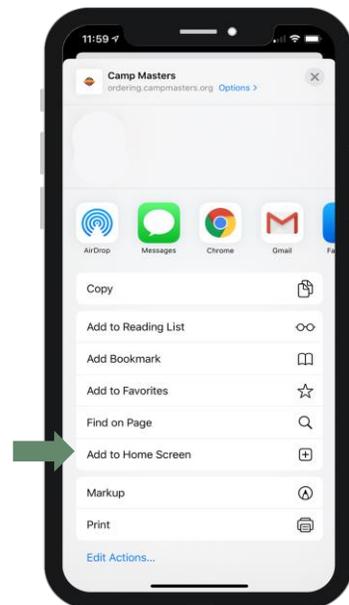


Go to  
ordering.campmasters.com/Account/Login



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.

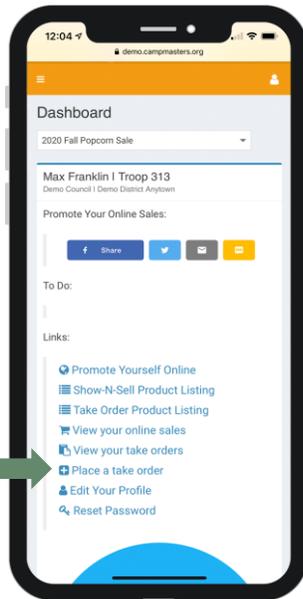
Units should not use the Social Security Number of an adult leader. If they do, the IRS will attribute all banking transactions, unit purchases, etc., to that leader as an individual and they will be solely responsible for any tax related burden. Total transactions under \$20,000 do not trigger a 1099 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 section "Information about you, the principal of the company". 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 section "Information about your company". 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 '<\$25,000.'" At the bottom of the form, there 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."

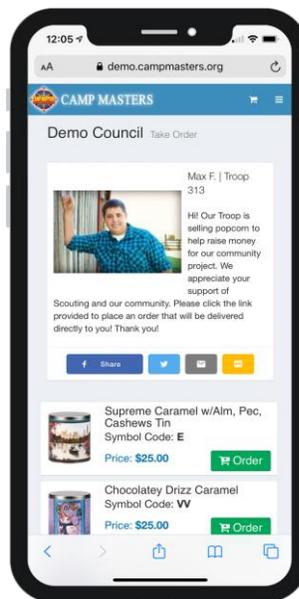
# TAKE ORDERS ON THE GO

## SCOUTS, PARENTS & LEADERS

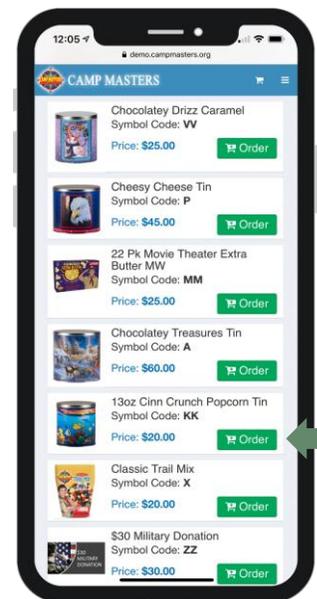
Follow these instructions to easily take orders and payment on your smartphone.



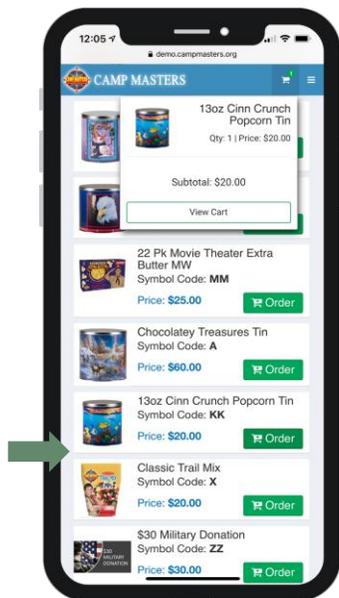
Click "Place a Take Order" from the dashboard



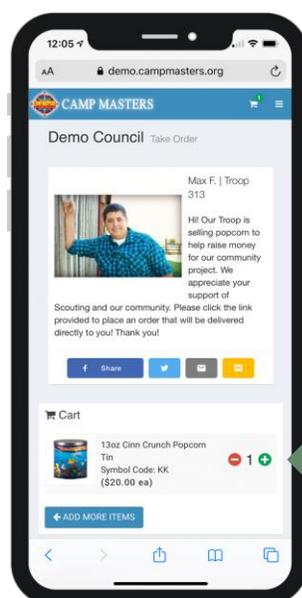
This will take you to the products page.



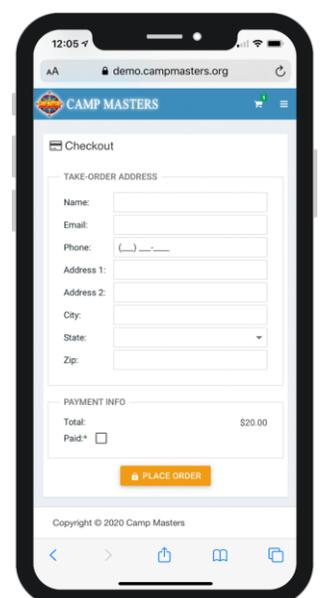
Scroll down to find the requested product. Then click "Order" to add the item to the shopping cart.



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.

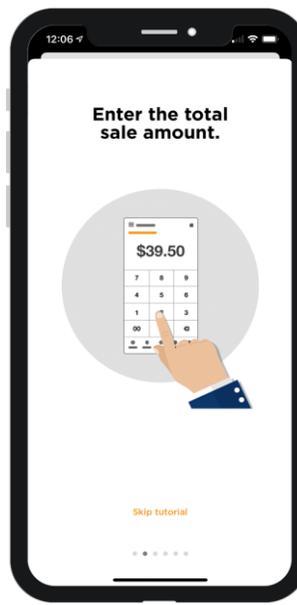
# TAKE ORDERS ON THE GO

## SCOUTS, PARENTS & LEADERS

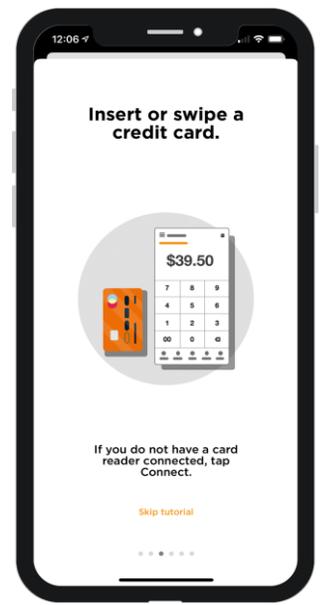
Follow these instructions to easily take orders and payment on your smartphone.



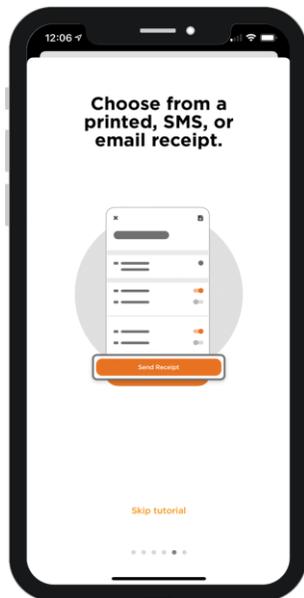
Return to your home screen and open the PayAnywhere app.



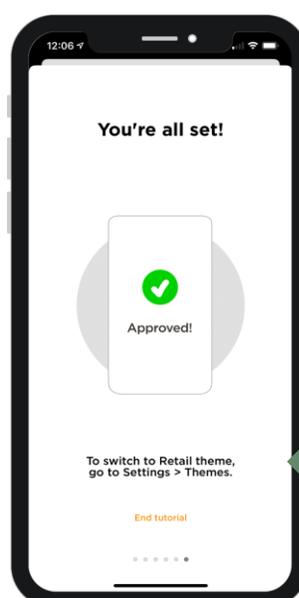
Enter the total charge.



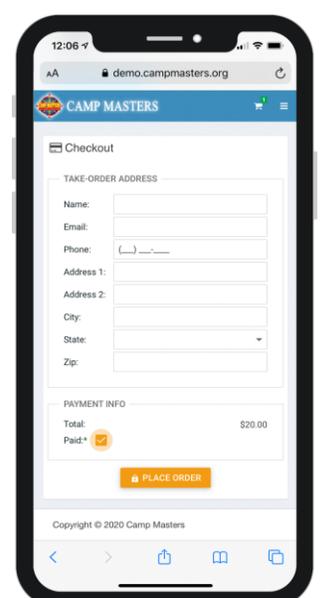
Insert or swipe the credit card depending on your reader type..



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.

# California Inland Empire Council

Unit # \_\_\_\_\_  
Phone No.: \_\_\_\_\_

Scout Name: \_\_\_\_\_  
My Goal/Prize \_\_\_\_\_

Total Sales All Pages \_\_\_\_\_ Page \_\_\_\_\_ of \_\_\_\_\_

Make Checks Payable to:

<b>ZZ</b> \$30 Mill Donation	<b>WW</b> \$50 Mill Donation	<b>ZA</b> Premium Tin	<b>P</b> 3-Way Cheesy	<b>E</b> Supreme Caramel	<b>MM</b> 22pk MT Butter	<b>VV</b> Cho Dizz Caramel	<b>X</b> Trail Mix	<b>NN</b> White Cheddar	<b>G</b> 14 pk Ex Butter	<b>V</b> Purple Pop Corn Jar	<b>YY</b> Kettle Corn	<b>ZC</b> Sea Salt Bag	<b>DD</b> Caramel Pop Bag	<b>DELIVERY DATE</b>
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	Name	Phone   Address   Email	\$30	\$50	\$45	\$35	\$25	\$25	\$25	\$20	\$20	\$15	\$15	\$15	\$10	Amount Due	Delvd	Paidd
1	(example) John Doe	999 1st Street						1								\$25.00		
2																		
3																		
4																		
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30	Visit our website: <a href="http://www.campmasters.org">www.campmasters.org</a>																	
			\$30 Mill Donation	\$50 Mill Donation	Premium Tin	3-Way Cheesy	Supreme Caramel	22pk MT Butter	Cho Dizz Caramel	Trail Mix	White Cheddar	14 pk Ex Butter	Purple Pop Corn Jar	Kettle Corn	Sea Salt Bag	Caramel Pop Bag		<b>TOTAL SALES</b>

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

# OVER 70% OF EACH DOLLAR GOES TO LOCAL SCOUTING

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

**\$30 Military Donation**

**\$50 Military Donation**

**WW**



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

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

**ZA** **\*Premium Tin**

A rich sampling of THREE most decadent products: Chocolatey Caramel, Sweet & Salty Kettle, & Butter Toffee Caramel popcorn — 31 oz. **\$45**

**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!) **\$35**

**E** **\*Supreme Caramel Crunch with Almonds, Pecans, and Cashews**

Buttery sweet gourmet caramel corn with nuts — 18 oz. **\$25**

**MM** **22 Pack Movie Theater Extra Butter Microwave Popcorn**

Popcorn perfectly seasoned with EXTRA BUTTER flavor just like the movie theaters. America's #1 selling flavor! **\$25**

**VV** **\*Chocolate Drizzled Caramel Popcorn**

Buttery gourmet caramel popcorn w/ chocolate drizzle — 14 oz. **\$25**

**X** **Classic Trail Mix**

Delicious wholesome goodness includes peanuts, cranberries, raisins, chocolate candies and cashews — 16 oz. **\$20**

**NN** **\*White Cheddar Cheese Tin**

Cheesy goodness of White Cheddar on light, crunchy, crispy popcorn! — 5 oz. **\$20**

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

If you like buttery corn on the cob, you'll love this EXTRA BUTTER flavor popcorn! **\$15**

**V** **Purple Popping Corn Jar**

This delicate popcorn contains antioxidants, has virtually no hulls and TASTES GREAT! No Artificial Anything. **\$15**

**ZC** **Sea Salt BIG Bag**

Light & Crispy Sea Salt Popcorn. No Artificial Anything. **ONLY 35 calories per cup — 3.7 oz.** **\$15**

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

A sweet and salty old fashioned kettle corn taste, like the popcorn at old time country fairs! **\$15**

**DD** **\*Caramel Popcorn Bag**

Mouthwatering taste of delicate and crispy gourmet caramel popcorn. — 10 oz. **\$10**

**25% More**

\* 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  
 - Feather Light / Low Calorie  
 - Contains Antioxidants & Virtually Hullless!

Thank you for supporting Scouting