

MUSKINGUM VALLEY COUNCIL
POPCORN SALE
LEADERS GUIDE



Table Of Contents

Time Line.....	page 2
Commissions.....	page 3
Popcorn Kernel Job Description.....	page 4
Lt. Kernel Job Description.....	page 5
Program Planner Fund Your Adventure Worksheet.....	page 6
Show and Sell.....	page 7
Take Order.....	page 10
Online	page 11
High Achiever Incentives.....	page 12
Muskingum Valley Council Incentives.....	page 14
Unit Incentives.....	page 15
Unit Kickoff.....	page 16
Parent Info Sheet.....	page 17
Script.....	page 18
Product Line Up.....	page 19
Contact Information.....	page 20
Notes.....	page 21
Selling Scouts Form.....	page 22

Time Line

August and September

- Register & Update your Scout Account in Camp Master. Visit Ordering.CAMPMASTERS.org see instruction page included in this guide
- Have a budget for your Scouts' "Ideal Year of Scouting", set your sales goal and empower youth to make it happen.
- Have your own UNIT POPCORN KICKOFF! Our studies have shown that units that have a kickoff continuously increase their sale from the previous year!
- Make sure your unit has a bank account. Transactions should NOT be handled through personal checking accounts.
- All Registered Scouts should have received their sales form materials in the mail around **THIS MONTH**
- August popcorn guide and sales forms available to unit leaders
- You must personally distribute materials to new Scouts that you sign up in September.

CRITICAL DATES for ORDERING, PRODUCT PICK UP & PAYMENT DEADLINES

- ♦ **August 26 by 3:00 pm** — Show and Sell orders due. Orders entered ONLINE
- ♦ **September 17** — Units pick up their Show and Sell order location TBD
- ♦ **September 17** — Sale Begins!
- ♦ **October 25**— Show & Sell payment due, Prize and Popcorn Take Order Due and ALLRETURNS Due by 3:00 pm. WE can only accept 10% Returns of your Show & Sell Order
- ♦ Units MUST order product and prizes on-line.
- ♦ These items need to be brought to the Council Service Center or e-mailed to elaine.shoemaker@scouting.org :
 - Copy of prize order and popcorn order from website.
 - List of all Scouts that sold with their total sale amount (use page at end of this guide).
 - Chairman should also remember to bring registrations and payment for unregistered youth members.
- ♦ **November 19th Take Order Distribution & Popcorn Pick Up Day**
- ♦ **November 19th Take Order Payment Due**
- ♦ **November 19th Popcorn distributed to units through one distribution point.**
- ♦ **November 19th All products must be picked up at the distribution point on this date. It will not be delivered to your unit.**
- ♦ If you are mailing your unit payment to the Council Service Center, please allow the time to ensure we receive it by **November 19** .
- ♦ **ONE check or money order from your unit should be presented for payment.**
- ♦ **NO CASH OR ADDITIONAL CHECKS WILL BE ACCEPTED.** Customers should make checks payable to your unit. Your unit should have a checking account to handle this transaction.
- ♦ Due to national shortage of truck drivers and shipping delays all delivery dates may be subject to change and may be adjusted. Notifications will be sent via email to your unit's popcorn kernel who should be listed in your Campmaster account online

Unit Commission

Depending upon sales as outlined below, your Unit will earn from:

Sell more Earn more!

Sell an average of \$600 per registered Scout or 10% more than 2021 as a unit & NO Show & Sell Returns
34%

Pick up and pay on time, with no show and sell return **32%**

Sell Popcorn

30%

Step One: Register your Unit online with Camp Master to Sell Popcorn



Unit Popcorn Kernel: Job Description Responsibilities

- ☐ Be a **registered BSA volunteer** with an **e-mail address and internet access..**
- ☐ Work with the unit committee, parents, and youth to develop a plan and budget for the year.
- ☐ Decide the sale period for your unit and make sure everyone knows about it. (Orders and money need turned in to you before they are turned in to the council).
- ☐ Have a Unit Popcorn Kick-off.
- ☐ Submit your Unit's Top Seller Name to Council
- ☐ Place a Show and Sell Order by August 26th so you have product to sell at store fronts and door to door.
- ☐ Encourage the Scouts throughout the sale. (Unit level incentives are a great idea).
- ☐ Collect orders from den / patrol leaders on the dates you have established for the unit.
- ☐ Submit orders via internet or drop it off at the Council Service Center **on time by October 25th.**
- ☐ Pick up your popcorn at the assigned appointment time at the distribution center. Make sure you have vehicles large enough to pick it up. A mid-size car holds 20 cases, a Jeep Cherokee holds 40 cases, and a mini-van will hold 60 cases. You will be required to sign a receipt at pick up.
- ☐ Remind youth of the due dates for money. Make sure all checks are made payable **TO THE UNIT.**
- ☐ Turn in all money due to the council on time with **ONE UNIT CHECK by OCTOBER 25.**



Unit Lieutenant Kernel: Job Description Responsibilities

- ♦ Register yourself as kernel with your unit online to sell with Campmaster
- 1. A Lt. Kernel is a youth member of your unit that will work with the Unit Kernel to help promote, organize and coordinate the unit's participation in the popcorn sale.
- 2. The Lt. Kernel should help the Unit Kernel conduct a Unit Popcorn Sale Kick-off Meeting during the month of September to distribute sales material, train Scouts and their parents, review Sales Goals, explain Prize & Incentive Program and go over the unit's Sales Plan.
- 3. Promote weekly Unit Incentive for Sales programs.
- 4. Share ideas on ways to improve the sale with the Unit Popcorn Kernel and the rest of the unit.
- 5. Encourage all Scouts to sell and help recognize them on a weekly basis.
- 6. **Place the online popcorn order process within your unit.**
- 7. Help with pick up and distribution of the popcorn..
- 8. Participate in a post sale review and critique meeting.



Show & Sell

You will again be able to order popcorn early for a Show & Sell sale. This option allows your Scouts to deliver popcorn as you sell it. Here is how it works:

1. Place Show & Sell order online by August 26th at 3 p.m.
2. No more than 10% of your show & Sell order may be returned. **NO EXCEPTIONS**
3. All Show & Sell product must be paid for by **October 25**

If you have leftover popcorn, roll it over to your traditional Take Order sale! Make sure you take into account all product you have not sold and calculate that into your Take Order. After this point, if you still have extra product, it must be brought back to the Council Service Center on or before **Saturday, October 25**. **NO PRODUCT WILL BE ACCEPTED AFTER THIS DATE.**

Remember that Show & Sell is a way to supplement your sale. It is not meant to replace your traditional Take Order sale. Just think how much fun your unit will have trying to figure out what to spend all that extra money on!

Show & Sell

Have a Plan:

- Secure your sites in advance
- Be mindful of social distancing & safety requirements
- More locations = more sales
- Look for high traffic locations to increase opportunity

Set up & Run Properly:

- Display your products colorfully, like a store would
- Scouts in front, in full uniform- Properly worn
- Don't put pricing on boxes or signs
- Keep area clean & inviting
- DO NOT use donation boxes or jars
- Limit the number of Scouts per location

Draw attention:

- For this year consider signage that promotes Scouts helping the community.
- Take your unit flag and the US flag (always display them properly)
- Focus that this is a LOCAL fundraising effort
- Maybe music or other attention getter due to allowed setup location





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. You can download an excel version of this form here:
<http://campmasters.org/sales-tools/>

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:		This Month's Total:		This Month's Total:	
\$0.00		\$0.00		\$0.00	

DECEMBER		JANUARY		FEBRUARY	
Planned Activity	Cost	Planned Activity	Cost	Planned Activity	Cost
This Month's Total:		This Month's Total:		This Month's Total:	
\$0.00		\$0.00		\$0.00	

MARCH		APRIL		MAY	
Planned Activity	Cost	Planned Activity	Cost	Planned Activity	Cost
This Month's Total:		This Month's Total:		This Month's Total:	
\$0.00		\$0.00		\$0.00	

JUNE		JULY		AUGUST	
Planned Activity	Cost	Planned Activity	Cost	Planned Activity	Cost
This Month's Total:		This Month's Total:		This Month's Total:	
\$0.00		\$0.00		\$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:	
Your Unit's Commission	%
Unit Total Activity Cost and Expenses	\$0.00

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

This FUND YOUR ADVENTURE worksheet can be downloaded in Excel from: <http://campmasters.org/sales-tools/>

Show & Sell Best Practices

We are dedicated to the safety of our leaders, Scouts, families & customers. As we prepare for the popcorn sale, it's important that everyone operate in accordance with any restrictions outlined by your state and local health department or other state and local authorities.

Show-n-Sells are an exciting time for your Scouts. All the energy and enthusiasm of representing their pack within the community. CAMP MASTERS is offering the following guidelines to keep everyone safe this fall. These will be updated when necessary.

RECOMMENDED SHOW-N-SELL GUIDELINES

- Reiterate before the event anyone exposed to Coronavirus should find an alternate person to take their place at the sale or contact the Popcorn Kernel.
- No more than 3 kids and 2 adults should be at any single selling location.
- Always wash your hands minimum of 20 seconds. (Refer back to the germ video).
- Use hand sanitizer regularly, especially after customer transactions.
- Clean surfaces frequently with a disinfectant wipe or hand sanitizer.
- Assign one individual to handle all money transactions. And one to handle all popcorn.
- Use Signs to help inform customers you're fundraising and provide directions for safe interactions between Scouts and customers.
- Do not shake hands with customers and maintain social distance to them as well as any other booth participants.
- Do not have open food or drinks in the area. Do not share drinks, cups or utensils. There is high potential for spread of the virus to these items.
- 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.



Take Order

Door to Door sales net higher sales values and we can control social distancing in a more comfortable manner.

- Coach your Scouts to approach houses on their block as a start
- Inform Scouts of COVID 19 safety requirements
- Promote a set presentation
- Encourage all scouts to be in full uniform

Be effective by selling in a group, covering an entire neighborhood as a Unit

-Great way to move unsold Show & Sell product

-Use Door Hangers at homes where you missed the residents

BEST PRACTICE: Collect \$ at point of sale!



Scouts can average \$200 to \$400 per hour!

REGISTER / UPDATE YOUR SCOUT ACCOUNT

1. Click here to visit Ordering.CAMPMASTERS.org - This will bring you to the login screen.

2. Click the blue button: [Scout's Register / Find Your Account Here!](#)

3. On the registration form, choose ...
Scout if you have your own email
or Parent / Guardian if using their email

Registering as:*
☒ Scout ☐ Parent/Guardian


4. Select Your Age ...
Are you 13 or older?*

☒ No ☐ Yes

5. Complete the form and submit. If you see a message that says you've previously registered, skip to step 8. Otherwise, go to step 6.

6. Head over to your email inbox and look for the email titled:
CONFIRM YOUR EMAIL TO COMPLETE YOUR REGISTRATION

Confirm your email to complete your registration ➡

 **Camp Masters Customer Service** <customerservice@campmasters.org>
to steph ▾

Note: Only click this link if you recently registered as a scout in the Camp Masters popcorn ordering system.

[Click here to complete your registration.](#) ➡

7. Click on the link in the email.



ALREADY REGISTERED WITH CAMP MASTERS?

8. If you see this message, there are a few more steps.
Otherwise, you can skip to the next page.

Looks like you're already registered.

You can go ahead and sign in, or register again to make sure you're in the right unit.

[Sign In](#)

[Register](#)

9. If you're with the same Unit, click the **green Sign In button**.
If you've changed Units (or are unsure what Unit you are assigned to in CAMP MASTERS), Click the **blue Register button**.

10. If you clicked the blue Register button, you'll need to search for your Unit. Type your Unit, State or Council name to find your correct Unit.

Let's find your unit!


Search for your unit. 🔍

[Register](#)

11. Select your correct Unit from the dropdown list and click **Register**.

12. Head over to your email inbox and look for the email titled:
CONFIRM YOUR EMAIL TO COMPLETE YOUR REGISTRATION

Confirm your email to complete your registration ➡

 **Camp Masters Customer Service** <customerservice@campmasters.org>
to steph ▾

Note: Only click this link if you recently registered as a scout in the Camp Masters popcorn ordering system.

[Click here to complete your registration.](#) ➡

13. Click on the link in the email.



CAMP MASTERS 2022 High Achiever Prizes

These prizes are over and above those on the prize flyer

\$3,000 Incentive

Choose the Camping Package OR Visa Debit Cards

For 5% of the total sale. Example: \$3,000 = \$150 in
gift cheques. (Rounded to the nearest \$10.)

ONLINE BONUS: Any Scout that sells \$400 in ONLINE
SALES will receive a \$10 Amazon Gift Card



***** Additional Recognitions*****

\$1,000 Plaque Program

- Each Scout who sells \$1,000 or more should have their name placed on the Unit's \$1,000 Seller Plaque.
- This plaque should be displayed in a prominent place for other Scouts to see.
- Units should recognize these Scouts often. (Example: have them first in line for snacks.)
- The initial plaque has been provided by the Council and is to be updated by the individual units.

Popcorn Pin Plan

Check out these new pins that will go right on the patch.:

- Online Sales Pin, Make any sale using the online sales system
- Military Pin, Collect one Military sale (\$30)
- Top Seller Pin, Sell at least \$500 worth of popcorn



Council Top Sellers

- ❑ Top Selling Cub Scout and Scout BSA/Venturer each get a \$250 gift card.
- ❑ \$1,000 Sellers will get a their choice of a Adventure Duffle Bag, Foam Strike Switchblade Boomerang, LEGO Friends Olivia's Electric Car

Scout Bucks

- *Scout Bucks may be used during 2023*
 - *In the Muskingum Valley Council Scout Shop*
 - *At summer camps sponsored by the Muskingum Valley Council*
 - *For Council/District Activities*
 - *For Council sponsored trips*
- **Muskingum Valley Council, BSA is not responsible for lost Scout Bucks.** Scout Bucks will be credited to your UDA at council office (unit deposit account) upon final payment for product and sale conclusion. It is the responsibility of the Popcorn Chair to track and provide appropriate credits to individual Scouts who earned them.
- Each youth may choose one prize from their sales level or a lower level. Scout Bucks are a prize! The pin and patch are not counted as prizes.
- **The Expiration Date of this year's Scout Bucks is 12/15/2023.**
- Scout Bucks will be credited to your Council Unit Deposit Account when all your unit sales are paid for.

Unit Incentives

Units should outline their own incentive plan over and above those listed in this guidebook from the popcorn company and the council.

(Some ideas include a pie in the face, pizza parties, movie tickets, etc...)

- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____





Unit Kickoff

- ☐ Dress up the room for your Kick-off event; You want there to be excitement about your Sale...MAKE IT FUN !!!
- ☐ Have some door prizes and snacks on hand... especially Popcorn if you can!
- ☐ Plan to have the scouts play some fun games to get excited – be creative!
- ☐ Review your units calendar for the year and everything that is a part of the Scouting plan.
- ☐ Go over the unit goal and the goal for each individual Scout.
- ☐ If Your Unit has “Scout Accounts”, explain how the money earned from the popcorn sale *directly* benefits your family.
- ☐ Review the different selling techniques with parents:
 - ☐ Take Order Sale – how to cover your neighborhood
 - ☐ Encourage Parents to use a “missed houses” card or sheet
 - ☐ Remind parents to take their Scouts to sell at work
 - ☐ On-line selling at popcornordering.com (how to register an account and incorporate that into EACH Scout’s sale plan)
- ☐ Review the incentives that Scouts can earn.



Popcorn Sale Parent Information Sheet

Important Dates:

Our sale begins on Aug. 7 and ends on _____.

All online sales count towards prizes and incentives through **Oct. 25.**

Our Popcorn Kickoff will be held:

Date: _____ Time: _____ Location: _____

Popcorn Pickup:

Date: _____ Time: _____ Location: _____

Money turn in date is: _____

Goals:

Our unit popcorn sales goal is: \$ _____

Each Scout has a goal of \$ _____ to pay for a great Scouting program!

Money we raise will be used to do the following:

- 1) _____
- 2) _____
- 3) _____

Our Unit's incentives & recognitions include:

- 1) _____
- 2) _____
- 3) _____

Our Council is also providing incentives & recognitions of:

- 1) _____
- 2) _____
- 3) _____

Key Contacts– Who can help?

Contact: _____ Email: _____ Phone: _____

Contact: _____ Email: _____ Phone: _____

Script

- ❑ Hello my name is _____
- ❑ I am from Pack/Troop _____
- ❑ out of _____
- ❑ I am selling popcorn to help me earn my own way.
- ❑ You can help me by trying some of our delicious popcorn.
- ❑ You will help me won't you?



Product Line-Up

- \$60 “DO” Tasty Trio Tin**—Chocolate Covered pretzels,, Sweet & Salty Kettle Corn & Smores Popcorn
- \$40 “P” 3-Way Cheesy Cheese Tin**—Celebrate Scouting with a simply sensational collection of White and Yellow Cheddar along with a zesty Cheesy Salsa popcorn. (3 BIG BAGS!)
- \$30 “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 “ZZ” Military Donation**—Choose Item ZZ and CAMP MASTERS will send \$30 worth of popcorn to our military personnel.
- \$50 “WW” Military Donation**—Choose Item WW and CAMP MASTERS will send \$50 worth of popcorn to our military personnel.
- \$30 “VV” Chocolatey Drizzled Caramel**—Delicious buttery caramel corn, drizzled in rich chocolate.
- \$25 “E” Supreme Caramel Crunch with Almonds, Pecans, and Cashews**—Buttery sweet gourmet caramel corn with nuts.
- \$20 “NN” White Cheddar Tin**—Cheesy goodness of white cheddar on light crunchy, crispy popcorn.
- \$15 “V” 28oz. Purple Popping Corn Jar**—This delicate popcorn contains antioxidants, has virtually no hulls and TASTES GREAT.
- \$20 “G” 14 Pack EXTRA BUTTER Roasted Summer Corn Microwave Popcorn**—If you like buttery corn on the cob, you’ll love this EXTRA BUTTER flavor popcorn!
- \$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 “ZV” Chocolate Pretzel Tin**
- \$15 “DD” Caramel Corn Bag**—Mouth-watering taste of delicate and crispy gourmet caramel corn. 25% more product than last year.

MUSKINGUM VALLEY COUNCIL

740-453-0571

www.mvcbsa.org

Facebook: Muskingum Valley Council

Jimmy Miller, Muskingum Valley Council Popcorn Kernel
jfmiller86@gmail.com

Council Staff Advisor

Brian Botti

740-538-0153

brian.botti@scouting.org

ARROWHEAD DISTRICT

Patrick Glasgow District Chairman

Will Castro District Commissioner

Brian Botti Council Popcorn Staff Advisor

RIVER TRAILS DISTRICT

Brian Botti, Sr. District Executive

740-538-0153, brian.botti@scouting.org

ZANE TRACE DISTRICT

Jack Downs, District Executive

Jack.downs@scouting.org

Notes

Scout Tracker for Popcorn Sale

List of ALL Scouts selling for (circle 1) Pack, Troop Crew # _____

Please list top selling scouts first

NAME/ AMOUNT SOLD

<input type="checkbox"/>	_____	\$ _____
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