



BOY SCOUTS OF AMERICA®
MUSKINGUM VALLEY COUNCIL



2023 POPCORN SALE LEADER GUIDE



In partnership with

CAMP MASTERS
GOURMET POPCORN



Contact Info

Arrowhead District (Coshocton, Knox, & Tuscarawas Counties)

Patrick Glasgow, District Chair

patrickglasgow5878@gmail.com, 740-485-8556

Jimmy Miller

jfmiller@gmail.com, 740-502-0404

River Trails District (Guernsey, Noble, Pleasants WV, & Washington Counties and school districts of East Muskingum & Williamstown WV)

Amber Hammonds, District Kernel

amber.foor@yahoo.com, 740-624-6378

Brian Botti, District Executive

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

Zane Trace District (Morgan, Muskingum, & Perry Counties)

Wendy Hartman, District Kernel

whart01@yahoo.com, 740-297-0596

Jack Downs, District Associate

jack.downs@scouting.org, 614-806-5561

Council Support

Council Office

mvcbbsa@scouting.org, 740-453-0571

Charlotte Ashcraft, Council Commissioner

crashcraft2016@gmail.com, 740-814-0220

Brian Botti, Product Sales Staff Advisor

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

Jared Smith, Scout Executive/CEO

jared.smith@scouting.org, 740-398-4584



2023 Popcorn Sale Timeline

- ⇒ **August 1** — Deadline to commit to sale on Camp Masters website for incentive
- ⇒ **August 3** — **River Trails District Kickoff** @ Wolf Run Pavilion in Belle Valley, 6:30pm
- ⇒ **August 6** — **Zane Trace District Kickoff** @ Council Office (734 Moorehead Ave) in Zanesville, 3:00pm
- ⇒ **August 14** — **Show & Sell Orders DUE** on Camp Masters by 11:59pm
- ⇒ **August 16** — **Arrowhead District Kickoff** @ Warsaw Community Park Pavilion, 5:30pm
- ⇒ **August 25** — **Show & Sell** sorting, 9:00am—if interested in helping, contact Charlotte Ashcraft
- ⇒ **August 26** — **Show & Sell** distribution, 9:00am to 11:00am
- ⇒ **August 26** — **SALES MAY BEGIN**

During the popcorn sale, please share when/where your unit is selling each weekend with Brian Botti so we can share the info with our community and help drive your sales! Please share by Wednesday at noon each week.

- ⇒ **October 30/31** — **Show & Sell** payments **DUE**, last call for **Show & Sell** returns, **Take Order** orders due on Camp Masters website
- ⇒ **November 17** — **Take Order** sorting, 9:00am—if interested in helping, contact Charlotte Ashcraft
- ⇒ **November 18** — **Take Order** payments due, **Take Order** distribution 9:00am to 11:00am
- ⇒ **January 6** — **Top Sellers Recognition Event**, details TBA



Unit Commission Structure

We're doing a la carte style in 2023 — Incentives below do not carry prerequisite incentives aside from the base "Sell Popcorn"

Sell Popcorn (base) — 28%

Identify unit Popcorn
Kernel and commit to sale on
Camp Masters website by
August 1 — 1%

Have a unit representative at
District Kickoff — 1%

No Show & Sell
returns — 2%

Sell average of \$600 per Scout (as
of June 30 membership)
OR grow 2022's sales by 10% or
more — 2%

Pay in full for Show & Sell
and for Take Order
by October 31 — 1%

Pick up and
pay by November 18
at noon — 1%

Note on Commissions in 2023: Unless otherwise requested, commissions will be taken out of what payment's due for total sales. For example, if a unit's total sales comes to \$5000 and the unit has earned a 35% commission, the unit will only owe a total of \$3250 back to council. This passes the savings back to the unit in a simple, efficient, and practical way.



Unit Popcorn Kernel:

Job Description & Responsibilities

- ❑ Be a **registered volunteer in your BSA unit** 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).
- ❑ Commit your unit to the Fall Popcorn Sale by logging into Camp Masters website and hitting 'Commit to Sale' by August 1.
- ❑ Attend your District's Popcorn Kickoff.
- ❑ Have a Unit Popcorn Kickoff.
- ❑ Place a Show and Sell Order by August 14th so you have product to sell at store fronts and door to door.
- ❑ Share your unit's sales dates with council (brian.botti@scouting.org) so council can promote your unit on a weekly basis.
- ❑ Submit your unit's top sellers' names to council (brian.botti@scouting.org) at the end of the sale.
- ❑ 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 Camp Masters website **on time by October 30th/31st**.
- ❑ 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**.



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: 

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

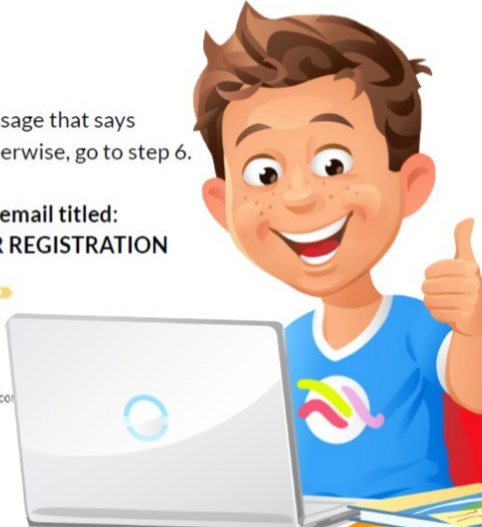
Confirm your email to complete your registration ➤

 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.





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
 - ❑ Online 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.



Show & Sell

Have a Plan:

- Secure your sites in advance
- 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:

- 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
- Share sale dates and locations with council (brian.botti@scouting.org) for promotion on social media



Take Order

Door to Door sales tend to net higher sales values.

- **Coach your Scouts to approach houses on their block as a start**
- **Promote a set presentation**
- **Ensure all scouts 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!

Don't forget to use ensure appropriate adult supervision!



Save the Date

Saturday, January 6, 2024

Council Recognition Event
for Top Sellers & Family

Look for announcement
in early November

Questions? Contact Brian Botti at
brian.botti@scouting.org

