

2025 POPCORN SALE KERNEL GUIDE





CONTACT INFO

Arrowhead District

(Coshocton, Knox, & Tuscarawas Counties)

District Kernel : Susan Musgrave musgravesusan74@gmail.com ~ 740-507-7498

District Executive : Tony Palmer anthony.palmer@scouting.org ~ 740-586-2498

River Trails District

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

District Kernel: Amber Hammonds amber.foor@yahoo.com ~ 740-624-6378

District Executive : Anna Von Fahnestock anna.vonfahnestock@scouting.org ~ 913-240-8853

Zane Trace District

(Morgan, Muskingum, & Perry Counties)

District Kernel : Erica Bishop ei265401@gmail.com ~ 740-319-5793

District Executive : Jack Downs jack.downs@scouting.org ~ 614-806-5561

Council Support

Council Office mvcbsa@scouting.org ~ 740-453-0571

Distribution Coordinator : Charlotte Ashcraft crashcraft2016@gmail.com ~ 740-814-0220

Popcorn Staff Advisor : Jack Downs jack.downs@scouting.org ~ 614-806-5561

Scout Executive/CEO: Jared Smith jared.smith@scouting.org ~ 740-398-4584

2025 POPCORN SALE TIMELINE

- ⇒ July 23rd Council Kickoff @ Council Office, 6:30pm
- ⇒ August 1st Deadline to commit to sale on Camp Masters website for 1% commission
- ⇒ August 4th Show & Sell Orders DUE on Camp Masters by 11:59pm
- ⇒ August 22nd POPCORN SALES MAY BEGIN

During the Popcorn Sale, please share when & where your unit is selling each weekend and pictures of your Scouts selling, with Jack Downs (jack.downs@scouting.org). We would like to share sale locations with our community and help drive your sales! Please share by Wednesday at noon, each week.

- → August 22nd Show & Sell Sorting, 9:00am If interested in helping, please contact Charlotte Ashcraft
- ⇒ August 23rd Show & Sell Distribution, 9:00am to 11:00am
- ⇒ October 27th Show & Sell and Take Order payments DUE! Last call for Show & Sell Returns, Take Orders due on Camp Masters website.

NOTE: Council will only accept up to 10% of Show & Sell items for Returns.

- November 14th Take Order sorting, 9:00am If interested in helping, contact Charlotte Ashcraft
- ⇒ **November 15th Take Order** distribution, 9:00am to 11:00am
- ⇒ January 3rd Top Sellers Recognition Day @ Council Office

UNIT COMMISSION STRUCTURE

A Unit Commission is the percentage of the total sales amount that the unit will earn from the Popcorn Sale. The higher your commission %, the more money the unit makes!

Sell Popcorn (Base) — 25%

Identify Unit Popcorn
Kernel and Commit to Sale on
Camp Masters' by August 1st
1%

Have a Unit Representative at the Council or District
Popcorn Kickoff

1%

Unit Achieved their 2025 FOS Goal 1%

Unit Grows size by 25%
During Fall Recruiting
(Aug. 1st - Oct. 15th)
2%

No Show & Sell Returns 2%

Pay in Full by October 27th, by 5pm, at the Council Office 2%

Sell an Average of \$600 per Scout
(as of August 1st Membership)

OR Increase 2024's sales by 10% or More
2%

Note on Commissions: Unless otherwise requested, commissions will be taken out of the unit's payment 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.

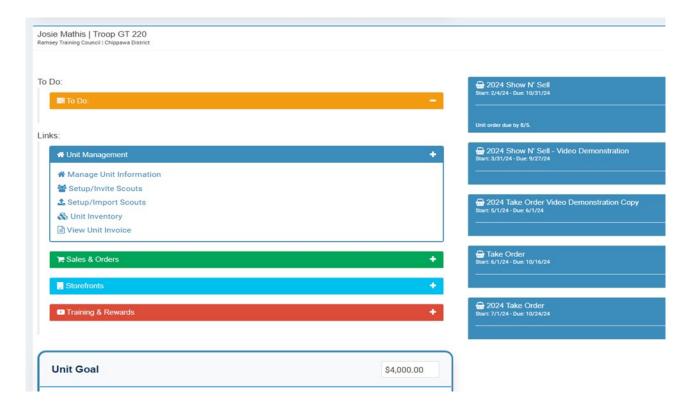
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UNIT POPCORN KERNEL JOB DESCRIPTION & RESPONSIBILITIES

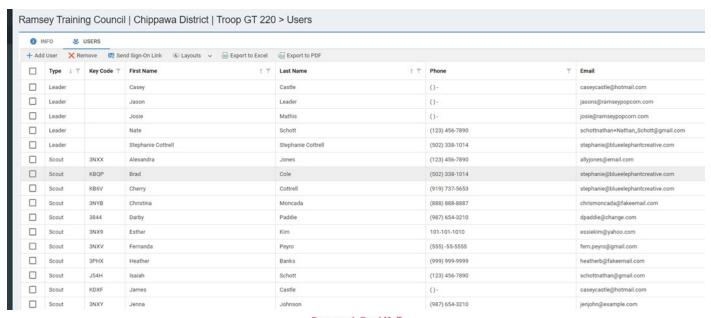
- ⇒ Be a registered volunteer in your Unit with an e-mail address and internet access.
- ⇒ Work with the unit committee, parents, and youth to develop a plan and budget for the year.
- ⇒ Decide the sale period for your unit and make sure everyone knows about it. (Orders and money need turned in to you 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 1st.
- ⇒ Attend the Council Popcorn Kickoff, July 23rd @ 6:30pm, at the Council Office.
- ⇒ Have a Unit Popcorn Kickoff.
- ⇒ Place a Show and Sell Order by August 4th, so you have product to sell at store fronts and door to door.
- ⇒ Share your unit's sales dates with Council (jack.downs@scouting.org) so Council can promote your unit on a weekly basis.
- ⇒ Submit your unit's top sellers' names to Council (jack.downs@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 and pay at the Council Office, by 5pm on October 27th.
- ⇒ 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.** The unit will then pay the office.
- ⇒ **NOTE:** Orders on Camp Masters are submitted through ordering.campmasters.org

UNIT LEADERS: Scouts must be registered in the CAMP MASTERS system to receive sales!

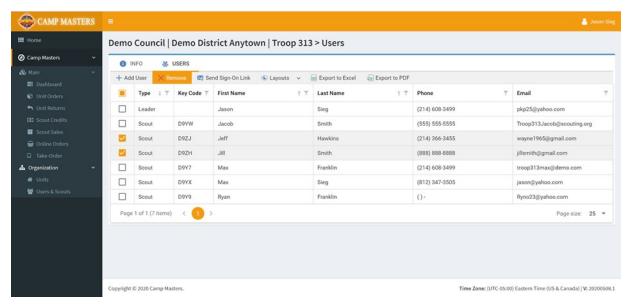
Step One: Log in to the CAMP MASTERS system and click "Setup / Invite Scouts".



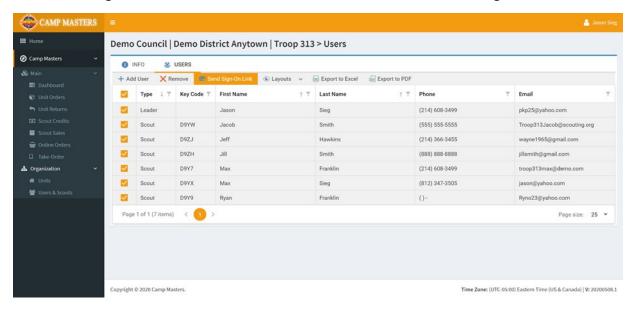
The list of current Scouts registered in your Unit will be displayed.



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.

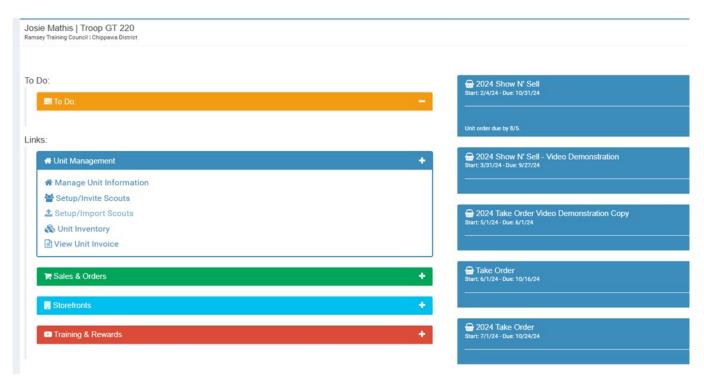


Step Three: For the remaining Scouts, make sure their contact information is correct. Then select them by clicking the box to the left of their names. And then select "Send Sign-On Link".

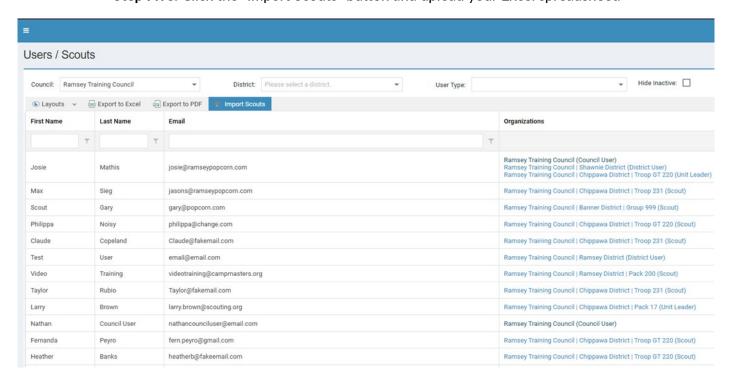


This will email each of the Scouts their unique CAMP MASTERS link so they can access the system without having to login. This makes taking orders and payments much easier.

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

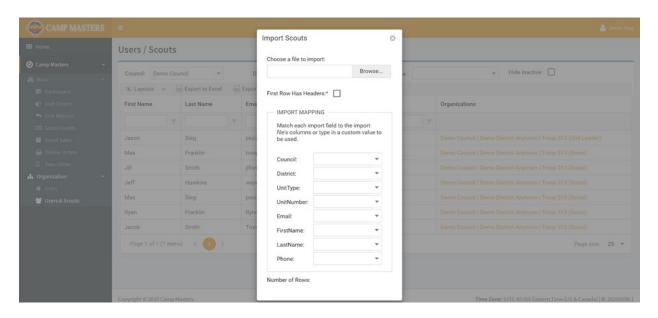


Step Five: Click the "Import Scouts" button and upload your Excel spreadsheet.

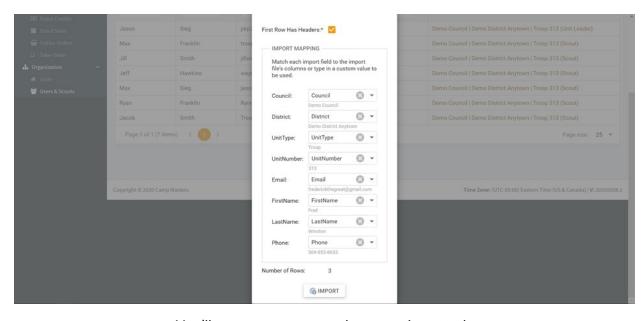


740-453-0571 mvcbsa@scouting.org www.mvcbsa.org

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.

If you get an error, check your spreadsheet rows again carefully for typos.

✓ Import Succeeded - Download and review the import file for details. Click × here to download the import results file.

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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 unit's 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 their 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.



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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
- You could use music or other attention getter due to allowed setup location
- □ Share sale dates and locations with council (jack.downs@scouting.org) for promotion on social media



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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 that all Scouts are in full uniform

Be effective by selling in a group and 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 funds at point of sale!

Scouts must be accompanied by an adult!



SAVE THE DATE

Saturday, January 3rd, 2026
Top Sellers Recognition Day

(By Invite Only)

Movie and Pizza Party at the Muskingum Valley Council Scout Office

734 Moorehead Ave. Zanesville, OH 43701

Questions? Contact Jack Downs at jack.downs@scouting.org