

# 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 Fahnstock  
anna.vonfahnstock@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

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# 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

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# 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) <b>OR</b> 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](https://ordering.campmasters.org)

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# 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”.

Josie Mathis | Troop GT 220  
Ramsey Training Council | Chippawa District

To Do:

To Do:

Links:

Unit Management

Manage Unit Information

Setup/Invite Scouts

Setup/Import Scouts

Unit Inventory

View Unit Invoice

Sales & Orders

Storefronts

Training & Rewards

Unit Goal

\$4,000.00

2024 Show N' Sell  
Start: 2/4/24 - Due: 10/31/24  
Unit order due by 8/5.

2024 Show N' Sell - Video Demonstration  
Start: 3/31/24 - Due: 9/27/24

2024 Take Order Video Demonstration Copy  
Start: 5/1/24 - Due: 6/1/24

Take Order  
Start: 6/1/24 - Due: 10/16/24

2024 Take Order  
Start: 7/1/24 - Due: 10/24/24

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

Ramsey Training Council   Chippawa District   Troop GT 220 > 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		Casey	Castle	()-	caseycastle@hotmail.com	
<input type="checkbox"/>	Leader		Jason	Leader	()-	jasons@ramseypopcorn.com	
<input type="checkbox"/>	Leader		Josie	Mathis	()-	josie@ramseypopcorn.com	
<input type="checkbox"/>	Leader		Nate	Schott	(123) 456-7890	schottnathan+Nathan_Schott@gmail.com	
<input type="checkbox"/>	Leader		Stephanie Cottrell	Stephanie Cottrell	(502) 338-1014	stephanie@blueelephantcreative.com	
<input type="checkbox"/>	Scout	3NXX	Alexandra	Jones	(123) 456-7890	allyjones@email.com	
<input type="checkbox"/>	Scout	KBQP	Brad	Cole	(502) 338-1014	stephanie@blueelephantcreative.com	
<input type="checkbox"/>	Scout	KB6V	Cherry	Cottrell	(919) 737-5653	stephanie@blueelephantcreative.com	
<input type="checkbox"/>	Scout	3NYB	Christina	Moncada	(888) 888-8887	chrismoncada@fakeemail.com	
<input type="checkbox"/>	Scout	3844	Darby	Paddie	(987) 654-3210	dpaddie@change.com	
<input type="checkbox"/>	Scout	3NX9	Esther	Kim	101-101-1010	essiekim@yahoo.com	
<input type="checkbox"/>	Scout	3NXV	Fernanda	Peyro	(555) -55-5555	fern.peyro@gmail.com	
<input type="checkbox"/>	Scout	3PHX	Heather	Banks	(999) 999-9999	heatherb@fakeemail.com	
<input type="checkbox"/>	Scout	J54H	Isaiah	Schott	(123) 456-7890	schottnathan@gmail.com	
<input type="checkbox"/>	Scout	KDXF	James	Castle	()-	caseycastle@hotmail.com	
<input type="checkbox"/>	Scout	3NXY	Jenna	Johnson	(987) 654-3210	jenjohn@example.com	

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

# 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 web application. The top navigation bar is orange with the 'CAMP MASTERS' logo on the left and a user profile 'Jason Sieg' on the right. A dark sidebar on the left contains a 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 content area is titled 'Demo Council | Demo District Anytown | Troop 313 > Users'. Below this, there are tabs for 'INFO' and 'USERS'. The 'USERS' tab is active, showing a table of users. Above the table, there are buttons: '+ Add User', 'Remove' (highlighted in orange), 'Send Sign-On Link', 'Layouts', 'Export to Excel', and 'Export to PDF'. The table has columns: Type, Key Code, First Name, Last Name, Phone, and Email. It lists seven users: a Leader (Jason Sieg) and six Scouts (Jacob Smith, Jeff Hawkins, Jill Smith, Max Franklin, Max Sieg, and Ryan Franklin). The first two checkboxes are unchecked, while the others are checked. At the bottom, it says '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”.

This screenshot is similar to the previous one, but the 'Send Sign-On Link' button is now highlighted in orange. In the user table, all seven checkboxes (for the Leader and all six Scouts) are now checked. The rest of the interface, including the sidebar, top bar, and table structure, remains the same.

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.

Josie Mathis | Troop GT 220  
Ramsey Training Council | Chippawa District

To Do:

Links:

- Unit Management
  - Manage Unit Information
  - Setup/Invite Scouts
  - Setup/Import Scouts
  - Unit Inventory
  - View Unit Invoice
- Sales & Orders
- Storefronts
- Training & Rewards

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Take Order  
Start: 6/1/24 - Due: 10/16/24

2024 Take Order  
Start: 7/1/24 - Due: 10/24/24

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

Users / Scouts

Council: Ramsey Training Council District: Please select a district. User Type: Hide Inactive: ☐

Layouts Export to Excel Export to PDF Import Scouts

First Name	Last Name	Email	Organizations
Josie	Mathis	josie@ramseypopcorn.com	Ramsey Training Council (Council User) Ramsey Training Council   Shawnee District (District User) Ramsey Training Council   Chippawa District   Troop GT 220 (Unit Leader)
Max	Sieg	jasons@ramseypopcorn.com	Ramsey Training Council   Chippawa District   Troop 231 (Scout)
Scout	Gary	gary@popcorn.com	Ramsey Training Council   Banner District   Group 999 (Scout)
Philippa	Noisy	philippa@change.com	Ramsey Training Council   Chippawa District   Troop GT 220 (Scout)
Claude	Copeland	Claude@fakemail.com	Ramsey Training Council   Chippawa District   Troop 231 (Scout)
Test	User	email@email.com	Ramsey Training Council   Ramsey District (District User)
Video	Training	videotraining@campmasters.org	Ramsey Training Council   Ramsey District   Pack 200 (Scout)
Taylor	Rubio	Taylor@fakemail.com	Ramsey Training Council   Chippawa District   Troop 231 (Scout)
Larry	Brown	larry.brown@scouting.org	Ramsey Training Council   Chippawa District   Pack 17 (Unit Leader)
Nathan	Council User	nathancounciluser@email.com	Ramsey Training Council (Council User)
Fernanda	Peyro	fern.peyro@gmail.com	Ramsey Training Council   Chippawa District   Troop GT 220 (Scout)
Heather	Banks	heatherb@fakeemail.com	Ramsey Training Council   Chippawa District   Troop GT 220 (Scout)

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# 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.

**Import Scouts**

Choose a file to import:  Browse...

First Row Has Headers: ☐

**IMPORT MAPPING**

Match each import field to the import file's columns or type in a custom value to be used.

Council:

District:

UnitType:

UnitNumber:

Email:

FirstName:

LastName:

Phone:

Number of Rows:

You'll see a data preview as you assign each field for import. Once complete, click “Import”.

**Import Scouts**

Choose a file to import:  Browse...

First Row Has Headers: ☒

**IMPORT MAPPING**

Match each import field to the import file's columns or type in a custom value to be used.

Council:  Council  
Demo Council

District:  District  
Demo District Anytown

UnitType:  UnitType  
Troop

UnitNumber:  UnitNumber  
313

Email:  Email  
frederickthegreat@gmail.com

FirstName:  FirstName  
Fred

LastName:  LastName  
Winston

Phone:  Phone  
569-855-8653

Number of Rows: 3

**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](mailto: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!***



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# 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](mailto:jack.downs@scouting.org)

