2020 POPCORN SALE
LEADER GUIDE

Chickasaw Council

in partnership with

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2020 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. But your Council and CAMP MASTERS are dedicated to supporting you every step of the way. We are continually evaluating the current environment and recommendations with the best interests of everyone in mind. As the popcorn sale nears, we ask that you reach out to your Council regarding best practices and local safety guidelines.

As our Country takes the beginning steps towards recovery, 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 2020, CAMP MASTERS is providing all Councils and Units 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 months 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 800.624.2060 or email our great team for assistance: customerservice@campmasters.org.

We are fully invested in your popcorn success!

Warm Regards,

Wilfred Sieg, Jr.
President
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 doesn’t 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.
IMPORTANT CONTACTS

Eastern District
Ryan Pudwell
District Popcorn Chairman
901.356.7995
Rpudwell@immanuelmemphis.org
Ken Allen
District Executive
901.287.1942
Kenneth.Allen@scouting.org

Thunderbird District
Ben Jabbour
District Popcorn Chairman
901.276.0435
Bjabbour85@gmail.com
Victoria Alvarez
District Executive
915.490.0441
Victoria.Alvarez@scouting.org

Delta Districts (Tallahas, Wash., & Malmaison)
Jenny Smith
Delta Popcorn Chairman
662.719.0697
jsmithbrc501@cableone.net
Gary Smith
Malmaison District Executive
662.518.0723
Gary.Smith@scouting.org
Casey Manning
Delta Field Director
662.719.0086
Casey.Manning@scouting.org

Wolf River District
Rita Jackson
District Popcorn Chairman
901.378.5616
Ritajack0122@gmail.com
Eric Wilson
District Executive
901.239.1624
Eric.Wilson@scouting.org

Twin Banks District
Kathryn Wright
District Popcorn Chairman
901.603.5325
Katiebugg0523@yahoo.com
Donnie Valley
District Executive
214.476.1916
Donnie.Valley@scouting.org

NWMS District
TBA
District Popcorn Chairman
Alex McDowell
District Executive
256.412.9972
Alexander.Mcdowell@scoutin

Council Contacts
Michael Graubart
Council Popcorn Chairman
901.275.1155
ChickasawKernel@gmail.com
Audrey Turner
Popcorn Coordinator
901.327.4193
Audrey.Turner@scouting.org
Morio Snelling
Popcorn Advisor
901.425.2214
Morio.Snelling@scouting.org
To pick up your popcorn, follow these vehicle recommendations:

- Midsize car (including back seat): 20 cases
- Standard SUV (w/ seats down): 40 cases
- Minivan (w/ seats down): 60 cases
- Full Size SUV: 70 cases
- Pickup Truck (full bed): 90 cases
To pick up your popcorn, follow these vehicle recommendations:

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- Standard SUV (w/ seats down): 40 cases
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<thead>
<tr>
<th>Product</th>
<th>Case Quantity</th>
<th>Retail Price Per Container</th>
<th>Retail Price Per Case</th>
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<td>$30 Military Donation</td>
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<tr>
<td>$50 Military Donation</td>
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<td>12pk Sweet &amp; Salty Kettle Corn</td>
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<td>13oz Cinnamon Crunch Tin</td>
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<td>14pk Extra Butter Roasted Summer Corn</td>
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<td>22pk Movie Theater Extra Butter</td>
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<td>3 Way Cheesy Tin</td>
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<td>6pk Butter</td>
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<td>Chocolatey Drizzled Caramel</td>
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<td>Chocolatey Treasures Tin</td>
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<td>Supreme Caramel w/ Nuts</td>
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<tr>
<td>White Cheddar Tin</td>
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<td>$120</td>
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KERNEL CHECKLIST

- 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-N-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 at District Warehouse
- 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!

My #PopcornSquad

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
The mission behind the unit program planning philosophy is to help Scouting units fulfill young people’s need for adventure and deliver on this promise. Units that operate under an annual program plan, that young people help construct, are proven to be more successful and make a more profound impact on the lives of their members. We promise young people 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:

<table>
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<th>Program Ideas:</th>
<th>Other Considerations:</th>
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<tbody>
<tr>
<td>Summer Camp</td>
<td>BSA Registrations &amp; Life Magazine</td>
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<tr>
<td>Cub Scout Council Events</td>
<td>Meeting Supplies/Awards &amp; Recognitions</td>
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<tr>
<td>Monthly Unit Activities</td>
<td>Den/Patrol Expenses/Training Courses</td>
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<td>Pinewood Derby</td>
<td>Unit Equipment</td>
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<td>Patrol/Den Activities</td>
<td>Uniforms/Personal Camping Equipment</td>
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<td>Assistance for Low-income Scout Families</td>
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Once there are several ideas under consideration, filter them to allow the most realistic ones to surface. Be cautious not to discount Scouts ideas. Do provide them with enough information to be creative and execute 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!
ANNUAL PROGRAM PLANNER

Involvement is key in the successful planning of your annual program. We recommend allowing Scouts and their families express their ideas during a Troop brainstorming session. The older the Scout, the more benefit they get from participating in this planning. It also keeps everyone more engaged in the popcorn sale because they know the rewards of their efforts.

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<tr>
<th>ACTIVITY</th>
<th>PROGRAM MONTH</th>
<th>COST</th>
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<td>Registration &amp; Insurance</td>
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<td>Uniforms</td>
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<td>Scholarships</td>
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<tr>
<td>Other</td>
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TOTAL UNIT BUDGET $  

NOW CALCULATE YOUR POPCORN SALES GOALS

Divide UNIT BUDGET by UNIT COMMISION  
(This is your Unit Sales Goal) $  

Divide by NUMBER OF SCOUT PARTICIPANTS  
(This is your Scout Sales Goal) $  

TOTAL UNIT BUDGET $
Commission Structure

NEW! Your unit could earn up to **50% in commission!!**

How to earn 50% commission:

Units with previous sales: Last 3 year sales average + 10% increase
OR
New Units (no sales in last 3 years or sales under $1,000): Council-wide average for 2019 ($4,829) + 10% increase ($483) = $5,312

Units that don’t qualify for the 50% commission can still earn up to 35% commission!

Base Commission: 33%
Attend Kick-Off: 1% additional commission
Invoice paid in full prior to November 1st: 1% additional commission

Prizes

See order form for all of the great prizes provided by Keller Marketing!

**Blitz Weekend:** Scouts that sell $300 or more during Blitz Weekend (Oct. 9-11) will receive a $10 Scout Shop gift card! *(one gift card per eligible Scout)*

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

- **$3,000+ 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
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.
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.

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 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.
REGISTER YOUR SCOUTS

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.
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.

If you get an error, check your spreadsheet rows again carefully for typos.
# 2020 POPCORN SCHEDULE

## AUGUST 2020

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### IMPORTANT DATES

- **August 1**
  - Popcorn Kick-Off

- **August 17**
  - S&S Orders Due

### Schedule

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### IMPORTANT DATES

- **September 12**
  - S&S Distribution

### Schedule

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# 2020 POPCORN SCHEDULE

## OCTOBER 2020

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### IMPORTANT DATES
- October 2-16: S&S Returns
- October 9-11: Blitz Weekend
- October 20: Take Orders Due
- S&S Money Due

## NOVEMBER 2020

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### IMPORTANT DATES
- November 7: Take Order Distribution
- November 23: Take Order Money Due
- Prize Orders Due
2020 POPCORN SCHEDULE

- Saturday, July 18 @ 10:30 AM – Michael Beck Motivational Meeting (Zoom)
- Saturday, August 1 @10 AM – Council Popcorn Kick-Off (Zoom Meeting)
- Monday, August 17 – Show & Sell Orders Due Online By Midnight
- Saturday, September 12 – Show & Sell Distribution (earlier times will be available on September 10th & 11th)

  Metro Warehouse
  6949 Appling Farms
  Pkwy, Ste. 108
  Memphis, TN 38133

  Delta Warehouse
  Robinson Electric Co.
  825 N Chrisman Avenue
  Cleveland, MS 38732

- Friday – Sunday, October 9 – 11 – Blitz Weekend (turn in blitz sales for prizes the following Wednesday, October 14th)
- October 2-16 (every Friday from 1 to 6 PM) – Show & Sell Returns
- Tuesday, October 20 – Take Orders Due Online By Midnight
- Saturday, November 7 – Take Order Distribution (earlier times will be available on September 10th & 11th)

  Metro Warehouse
  6949 Appling Farms
  Pkwy, Ste. 108
  Memphis, TN 38133

  Delta Warehouse
  Robinson Electric Co.
  825 N Chrisman Avenue
  Cleveland, MS 38732

- Monday, November 23 – Take Order Money Due AND Prize Orders Due

----End of Sale----
Please ensure that your unit is following all of the proper policies and procedures listed below.

General:
- Units must adhere to youth protection guidelines at all times. [https://www.scouting.org/health-and-safety/gss/gss01/](https://www.scouting.org/health-and-safety/gss/gss01/)
- Units should comply with any COVID-19 laws or guidelines in your state and county. Units are also expected to comply with any guidelines by stores and any other businesses that the unit may use to sell popcorn. Here are links to each of the state’s health department pages:
  2. MS: [https://msdh.ms.gov/msdhsite/index.cfm/14,21957,420,878,html](https://msdh.ms.gov/msdhsite/index.cfm/14,21957,420,878,html)

Popcorn:
- All Scouts should be in uniform when selling popcorn.
- Units may return up to 20% of show & sell product IF done within the parameters listed on page 20.
- All product should be picked up within 7 days of delivery.
- All popcorn business must be completed **no later** than November 23rd.
CAMP MASTERS is 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. Be sure to check with your Council if you are unsure what’s required in your area.

When it comes to the products, we have implemented numerous safety protocols at our production, warehouse and fulfilment centers. This measure includes many of the guidelines recommended below. And we continue to evaluate the current environment in our local area.

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.
- Take everyone’s temperature before and/or at arrival to the store.
- Everyone should wear masks and gloves to minimize the spread of germs. Watch this video to see how quickly they can spread.
- 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.
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! *(See pg 4 for additional info to share.)*

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!
CAMP MASTERS has partnered with PayAnywhere to provide accounts and one free reader to all Units. The following should be done by your unit’s treasurer or whoever handles your unit’s bank account. The social security number will be required for the person setting up the account as well as the unit’s bank account information.

- Just go to: payanywhere.com/campmasters
- Click the orange button that reads “Get it free”
- Enter your email address and create a password in order to create an account. Then click “Save & Continue”
- Fill out the required information and continue following the prompts. Personal information and your unit’s banking information will be required. This will allow credit card sales to be deposited into your unit’s account.

If you have questions or issues setting up your account you can either go to https://chat.payanywhere.com/ or call at 877-387-5640. Make sure to mention CampMasters when you chat or call.
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.
SCOUTS, PARENTS & LEADERS

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

1. Return to your home screen and open the PayAnywhere app.
2. Enter the total charge.
3. Insert or swipe a credit card depending on your reader type.
4. Offer the customer a SMS text or email receipt.
5. When you receive payment confirmation, return to CAMP MASTERS window.
6. Mark as paid and then tap the "Place Order" button.
INVENTORY & PAYMENTS

Inventory

Tips For How To Manage Leftover Product

• Hold a last minute Show & Sell
• Distribute remaining product to Scouts and challenge them to sell it before the next meeting. Offer a prize to those that sell all of their product.
• Make sure to apply leftover Show & Sell product to your Take Order sale before placing your Take Order.
• Reach out to units in your area to see if they need any additional product. ***All exchanges should go through the council office. Money should not be exchanged between units.

Payments

Show & Sell payments are due on October 20th by 5 PM.
Take Order money is due by November 23rd at 5 PM.

Don’t forget! Pay off your popcorn balance prior to November 1st to receive an additional 1% commission!

How to Pay:

You may pay for your popcorn with check, cash, money order, or credit card. Please make checks payable to: Chickasaw Council, BSA

In Person:
171 S. Hollywood Street
Memphis, TN 38112
Monday-Friday, 8:30 am – 5 pm
*Masks are required to enter the building. Face coverings are available for purchase ($6 ea or 2 for $10) at the office if you do not have one.

By Mail:
Chickasaw Council, BSA
171 S. Hollywood Street
Memphis, TN 38112

By Phone:
Call in your credit card payment to Erin Pfaffenroth at (901) 327-4193.

Question about your invoice?
Email or Call Audrey Turner at Audrey.Turner@scouting.org or (901) 425-2200
WRAPPING UP YOUR SALE

Closeout Checklist
(check the following to make sure all the items have been completed)

 All product has been returned/sold/accounted for

 I have records of all Scouts and their sales

 Our unit has paid and has a zero balance

 Any prizes, including special incentive prizes, have been submitted

 All Scouts have received their popcorn patch and all prizes they earned

 We have received our commission check for online sales

Thank you for your participation in this year’s popcorn sale!