

2022 POPCORN SALE LEADER GUIDE



**Minsi Trails Council
2022 Unit Kernel Leader Guide**

minsitrails.org/popcorn

in partnership with



WE'RE IN THIS TOGETHER

2022 is an unprecedented year in the lives of our Scouting families as we continue to recover from COVID-19. 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 2022 CAMP MASTERS is providing all Councils and Units with 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



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LEARN WITH POPCORN

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.



KEY STEPS & DATES

Step – 1 “Unit Commitments & Unit Kernel Contact Info Updates”

- **Early June 2022** - An email was sent to all 2021 Unit Popcorn Kernels to update contact info and commit to the 2022 Popcorn Campaign. If no longer the Kernel, forward info to the Committee Chair of the Unit. This is a critical step in the process – knowing who will handle the unit popcorn management. Recognize, if you have established an account the previous year, all the info will pull through to the current year.
- If no email was received to update unit commitment and info, email Teresa at teresa.smith@scouting.org with your name, unit #, District & best phone number to reach you. A direct link will be sent.
- The Kernel establishes the Unit Account, updates contact info, and adds all the scouts with emails. Setting up Scout accounts and sending them an email to log in and create an account is critical for the APP sales and online sales.

Step – 2 Unit Show & Sell Order

- **Fri., August 5, 2022** - Unit Show & Sell Product Order due on or before.
Completed online by the Unit Kernel through the Camp Master ordering system.
- **Wed., August 24, 2022** – 3-7pm - Unit Show & Sell Orders available for Pick Up
All orders will be picked up at ATAS International, 6642 Grant Way,
Allentown, PA 18106. *You will receive an advanced link to pre-register and select a pickup time.*
- **Thurs., September 22, 2022** - Unit Show & Sell Money due to Council on or before.

Step – 3 Unit Take Order

- **Fri., October 14, 2022** - Unit Take Order due on or before.
Completed online by the Unit Kernel through the Camp Master ordering system.
- **Tues., November 1, 2022** – Submit Prize Orders via the Camp Masters ordering system.
Deadline for Online Orders to count toward prizes.
- **Fri., November 18, 2022** – 3-8pm - Unit Take Order available for Pick Up
All orders will be picked up at ATAS International, 6642 Grant Way,
Allentown, PA 18106. Follow directional signs to warehouse
- **Mon., December 5, 2022** - Unit Take Order Money due to Council on or before.

Online Orders

Scouts can sell online **June 1, 2022 through December 6, 2022**

****SPECIAL NOTE** – Unit leaders no longer need to have different emails if they are Kernels for both a Pack & a Troop (for example). ****However, Scouts still need a unique email address.** They can't share an email with a leader or another scout, unless only one account is set up for siblings in the same unit.

Unit Payments

Unit payments can be made by approved Unit Account charge, unit check, Unit debit card or cash.

Make checks payable to “Minsi Trails Council” ****Personal credit card maximum charge is \$500**

If mailing payment, send to: Minsi Trails Council, Attn: Popcorn, PO Box 20624, Lehigh Valley, PA 18002



IMPORTANT CONTACTS

Your Local Contacts

Monroe District Units

Ed Schaefer
(610) 465-8571
edward.schaefer@scouting.org

Northampton District Units

Brennan Malenovitch
(610) 465-8560
brennan.malenovitch@scouting.org

Mike Borgman
(610) 465-8575
mike.borgman@scouting.org

Lehigh District Units

Diane Lariar
(610) 465-8563
diane.lariar@scouting.org

Tara Craig
(610) 465-8580
tara.craig@scouting.org

Carbon-Luzerne District Units

Ray Garrison
(610) 465-8566
ray.garrison@scouting.org

Warren District Units

Bobby Trinneer
(610) 465-8564
bobby.trinneer@scouting.org

Your Council Contacts

Popcorn Staff Advisers

Minsi Trails Council
Ray Garrison
(610) 465-8566
ray.garrison@scouting.org

Brennan Malenovitch
(610) 465-8560
brennan.malenovitch@scouting.org

Popcorn Asst. Staff Adviser

Minsi Trails Council
Teresa Smith
(610) 465-8574
teresa.smith@scouting.org

Our Partner Contacts

Camp Masters Popcorn

Technical Support with Online System & APP
Melissa Maxey
(812) 347-2441 x114
Melissa@ramseypopcorn.com

GCC/Keller Marketing

Product Prize Program
Brad Siefke
(888) 351-8000 x241
Brad_Siefke@gcc-usa.com



PRODUCT COMMISSIONS FAQ

My #PopcornNotes

Understanding Unit Product Commissions

Show & Sell Commissions (38%)

- Since the overall product is ordered by the unit, sold through the unit sale, and all monies collected is by the unit – commission portions of the sale stay within the unit finances for disbursement back to the Scouts.
- The only monies owed to Council will be the cost of goods invoice (wholesale amount).

Take Order Sale (38%)

- Since the overall product is sold by the individual Scouts, then ordered through the unit as one collective order, and all monies collected is by the unit – commission portions of a sale stay within the unit finances for disbursement back to the Scouts.
- The only monies owed to Council will be the invoice of cost of goods (wholesale amount).

Online Order Sales (35%)

- Since the overall product is ordered and paid for by the purchaser online, the Scout or Unit does not need to collect money or worry about the delivery of product. All online sales are paid for by the purchaser and shipped directly to the purchaser.
- For a Scout to receive commission credit, the online purchaser must enter the Scout KeyCode or Search for a Scout by Name, Unit, or City.
- All online sale commissions are received and disbursed by Council. Following the end of each month, Camp Masters will send a commission check to Council. Council will then credit the unit account each online sale commission. As example, John Scout's commission portion of his online sales equaled \$25. \$25 will be added to the Unit Account at Council, along with denotation of John's name.
- It will be the responsibility of the Unit to disburse the commission back to the Scout. Council will not write a check to the unit or family.

LEADING YOUR UNIT

The Popcorn Kernel oversees operations of the Unit's popcorn sale. This is an important leadership role within the Unit. The PK ensures distribution, promotion, reporting and payments for Unit's entire sale period. They also work closely with their Unit committees and District Popcorn Kernel.

The best part is leading their #PopcornSquad in the Unit's goals for the sale. This includes:

- ★ Encouraging Scouts to Earn Their Way
- ★ Developing the Overall Sale Strategy for the Unit
- ★ Establishing Relationships with Community Businesses
- ★ Helping Parents Support Their Scout
- ★ Guiding the Unit's Progress to Their Sales Goal
- ★ Gathering and Distributing Important Information
- ★ Running Logistics for Product and Sales Earnings
- ★ Rewarding Scout Efforts with Great Prizes
- ★ and Hosting an EPIC Unit Kick-Off Celebration

Your #PopcornSquad includes *(based on your Unit and District Size):*

- ★ District Popcorn Kernel - Your right-hand in all things popcorn
- ★ Unit Committee Members - Helping you develop the plans and budgets
- ★ Assistant Popcorn Kernel - Your left-hand in all things popcorn
- ★ Kickoff Kernel - Your party planning partner
- ★ Show & Sell Kernel - Your logistics coordinator (preferably with a truck!)
- ★ Pickup Kernel - Your warehouse watchdog for product inventory
- ★ Prize Kernel - Your fun-lovin' prize patrol buddy
- ★ Communications Kernel - Your social media / email master spreading popcorn love

As exciting as these position titles are, people tend to more receptive when asked to execute a specific task, not just serve a role in the popcorn sale. **When asking for help, be sure to say what you specifically NEED help with and how much time you think it will take them.**

For example, instead of: Hey Sarah, will you volunteer as Kickoff Kernel this year?
Ask: Hey Sarah, your creativity and crafting skills are top notch. Would you help me with decorations and games for the Popcorn Kickoff? I'm thinking it will take us about 5 hours in planning and decorating day of, plus whatever time you'd estimate for creating them.

KERNEL CHECKLIST

- ☐ Attend Popcorn Trainings
- ☐ Plan Annual Scout Program (w/ Unit Committee)
- ☐ Review Commission Structure, Prizes & No Product Return Policy
- ☐ 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/Account
- ☐ Help Scouts Share Their Online Selling Link
- ☐ Determine Per-Scout Fundraising Goal
- ☐ Secure Storefronts (as/where possible)
- ☐ Create Unit Timeline for Popcorn Sale
- ☐ Establish Guidelines for Popcorn Pickup & Money
- ☐ Confirm Show & Sell Locations & Times
- ☐ Place Unit Show & Sell Popcorn Order Online
- ☐ Host Unit Kickoff Meeting - Encourage Scout & Parent Participation
- ☐ Prepare & Distribute Handouts
- ☐ Share Tips & Ideas for Selling Popcorn
- ☐ Provide Selling Incentives & Games for Scouts
- ☐ Place Final Take Order Popcorn Order Online
- ☐ Coordinate Pick-Up at District Warehouse & Distribution at Unit Level
- ☐ Order & Distribute Prizes. *Use the worksheet on page 17 to help track.*
- ☐ Submit forms to council for any High Achiever scouts (sold \$3,000 or more)
<https://www.campmasters.org/high-achiever-prizes>
- ☐ Remit Product Payments to Council
- ☐ Contact District Kernel as Needed for Assistance
- ☐ Celebrate!

2022 SHOW & SELL PRODUCTS

<u>Product ordered in FULL cases</u>	<u>Available For</u>	<u>Retail Price</u>
6pk Butter Microwave	Show & Sell	\$10.00
Caramel Popcorn Bag	Show & Sell	\$10.00
Purple Popping Corn Jar	Show & Sell	\$15.00
12 pk Sweet & Salty Kettle Corn Microwave	Show & Sell	\$20.00
12oz Honey Roasted Peanuts	Show & Sell	\$20.00
14 pk Extra Btr Roasted Summer Corn Microwave	Show & Sell	\$20.00
12oz Salted Jumbo Cashews	Show & Sell	\$25.00
Classic Trail Mix	Show & Sell	\$25.00
Supreme Caramel w/Alm, Pec, & Cashews Tin	Show & Sell	\$25.00
22 pk Movie Theater Extra Butter Microwave	Show & Sell	\$30.00
3 Way Cheesy Cheese Tin	Show & Sell	\$40.00
If any military donations are made – place in Unit Take Order		

2022 TAKE ORDER PRODUCTS

<u>Product</u>	<u>Available For</u>	<u>Retail Price</u>
6pk Butter Microwave	Unit Take Orders	\$10.00
Caramel Popcorn Bag	Unit Take Orders	\$10.00
Purple Popping Corn Jar	Unit Take Orders	\$15.00
12 pk Sweet & Salty Kettle Corn Microwave	Unit Take Orders	\$20.00
12oz Honey Roasted Peanuts	Unit Take Orders	\$20.00
14 pk Extra Btr Roasted Summer Corn Microwave	Unit Take Orders	\$20.00
12oz Salted Jumbo Cashews	Unit Take Orders	\$25.00
Classic Trail Mix	Unit Take Orders	\$25.00
Supreme Caramel w/Alm, Pec, & Cashews Tin	Unit Take Orders	\$25.00
22 pk Movie Theater Extra Butter Microwave	Unit Take Orders	\$30.00
Chocolatey Drizzled Caramel Tin	Unit Take Orders	\$30.00
\$30 Military Donation	Unit Take Orders	\$30.00
3 Way Cheesy Cheese Tin	Unit Take Orders	\$40.00
Tasty Trio Tin	Unit Take Orders	\$60.00

2022 ONLINE PRODUCTS

<u>Product</u>	<u>Available For</u>	<u>Retail Price</u>
6 Pk Butter Microwave	Online Sales	\$10.00
Caramel Popcorn Bag	Online Sales	\$15.00
Purple Popping Corn Jar	Online Sales	\$15.00
12 pk Sweet & Salty Kettle Corn Microwave	Online Sales	\$20.00
14 pk Extra Btr Roasted Summer Corn Microwave	Online Sales	\$20.00
White Cheddar Cheese Popcorn Bag	Online Sales	\$20.00
12 oz. Honey Roasted Peanuts	Online Sales	\$20.00
Cinnamon Crunch	Online Sales	\$20.00
12 oz. Salted Jumbo Cashews	Online Sales	\$25.00
Classic Trail Mix	Online Sales	\$25.00
Chocolate Drizzle Popcorn Bag	Online Sales	\$25.00
Supreme Caramel w/ Alm, Pec, Cashews Bag	Online Sales	\$25.00
\$25 Military Donation	Online Sales	\$25.00
\$25 Food Bank Donation	Online Sales	\$25.00
22 Pk Movie Theater Extra Butter Microwave	Online Sales	\$30.00
\$30 Military Donation	Online Sales	\$30.00
3 Way Cheesy Cheese Tin	Online Sales	\$40.00
\$50 Food Bank Donation	Online Sales	\$50.00
\$100 Military Donation	Online Sales	\$100.00

ORDERING INVENTORY

Instructions / Guidelines from the Council to Units on placing orders. Remember, the 2022 Popcorn Campaign has a **NO PRODUCT RETURN POLICY** in place for the entire 2022 Campaign.

Show & Sell Inventory

Develop a plan with support of Unit Leaders and Scouting Families on how you will conduct your 2022 Show & Sell by asking a variety of questions that will enable a successful sale.

Guidelines and/or questions to follow:

- Plan! Plan! Plan!
- Understand the level of engagement with Scouting Families to cover selling dates & times.
- Potential limitations may exist on store fronts. Confirm opportunities first.
- What products will best fit our selling opportunity for a Show & Sell?
- ALL leftover Show & Sell product to be used for the Unit's other selling strategies.

Take Order

- Inventory left from Show & Sell should be used to fill Take Orders first.
- Getting the individual Scout Take Orders correct and placing the order is critical.
- When ordering, order what is needed from the individual scout sales.
- If you feel the need to order additional product above and beyond what the actual Take Order quantities call for; the additional inventory will be the responsibility of the unit. No returns will be accepted at Council.

TRAININGS & WEBINARS

Unit Kernels, please attend one virtual training. Michael Beck webinars are optional.

DATE	LOCATION	TIME	ATTENDEES
Thurs., June 23	Michael Beck Presentation	7:00 PM	https://zoom.us/j/98752362171?pwd=VUd1d1BiYnViclk2Z0pJSTlQNVpMUT09
Thurs., July 7	Virtual Training	7:00 PM	https://meet.goto.com/MinsiTrailsCouncil2/popcorn
Thurs., July 14	Virtual Training	7:00 PM	https://meet.goto.com/MinsiTrailsCouncil2/popcorn
Tues., July 19	Virtual Training	7:00 PM	https://meet.goto.com/MinsiTrailsCouncil2/popcorn
Thurs., July 21	Michael Beck Presentation	7:00 PM	https://zoom.us/j/94741271769?pwd=Z3U3RG44WDZ2UGxOYlAydlBkSWJuZz09
Wed., July 27	Virtual Training	7:00 PM	https://meet.goto.com/MinsiTrailsCouncil2/popcorn
Tues., Aug. 2	Virtual Training	7:00 PM	https://meet.goto.com/MinsiTrailsCouncil2/popcorn
Tues., Aug. 16	Virtual Training	7:00 PM	https://meet.goto.com/MinsiTrailsCouncil2/popcorn

HOW MUCH POPCORN TO SELL

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:

Summer Camp, BSA Registrations & Scout Life Magazine, Cub Scout Council Events, Meeting Supplies/Awards & Recognitions, Monthly Unit Activities, Den/Patrol Expenses/Training Courses, Pinewood Derby, Unit Equipment, Patrol/Den Activities, Uniforms, and Personal Camping Equipment.

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 decide which are the most in creating 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. 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.

ACTIVITY	PROGRAM MONTH	COST
		\$
		\$
		\$
		\$
		\$
		\$
		\$
		\$
		\$
		\$
		\$
		\$
		\$
		\$
		\$
		\$
		\$
		\$
		\$
		\$

NOW CALCULATE YOUR POPCORN SALES GOALS

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

\$

Divide by NUMBER OF PARTICIPATING SCOUTS
(This is your Scout Sales Goal)

\$

Registration & Insurance	\$
Advancements	\$
Uniforms	\$
Scholarships	\$
Other	\$
TOTAL UNIT BUDGET	\$

PRIZES & REWARDS

Downloads available at minsitrails.org/popcorn

Guidelines to Select Prizes

1. Prizes earned based on the individual sales. No combining of sales with other Scouts.
2. Sell any item receive the Popcorn Sale Patch.
3. Sell \$190 & select your choice of prize at the \$190 level.
4. Sell \$250 or more & select a prize from the level you achieve or select prizes from the lower levels that do not exceed the prize level achieved. (see Choose a Prize guide for an example).
5. Parent's permission required and a Whittling Chip or Totin' Chip to order a knife.
6. If a prize is no longer available a substitute of equal or greater value will be shipped.
7. Turn in your prize order with your popcorn order.



My prize goal is: _____
My popcorn goal is: _____

CHOOSE A PRIZE AND GO FOR IT!

Scouts can qualify for BOTH standard prizes AND an additional CAMP MASTERS High Achiever Prize

<p>\$5,000 LEVEL 13</p> <p>48 - LEGO Technic 4x4 Mercedes-Benz 49 - Jetson Trail Troop 50 - Carrera Evolution Supercars 51 - Leatherman® M4</p>	<p>\$450 LEVEL 5</p> <p>18 - PlusPlus Saturn V Rocket 19 - 4" Wood Handle Knife w/ Case & BSA® Branding 20 - USB Rechargeable Headlamp w/ Motion Activation 21 - HEXBUG Nature Babies - Snow Leopard 22 - Grab Bag E</p>
<p>\$4,000 LEVEL 12</p> <p>45 - Adventure Camp Package 46 - Dart Zone Pro MK 3 47 - LEGO Millennium Falcon</p>	<p>\$350 LEVEL 4</p> <p>13 - Zing Air ZooterBall 14 - Micro Dome Terrarium 15 - Fred the Flytrap 16 - Rosewood Multi Tool w/ Case 17 - Indoor Sticky Baseball w/ BSA® Branding 18 - Grub Bag D</p>
<p>\$3,000 LEVEL 11</p> <p>42 - Swiss Army CyberTool M 43 - HEXBUG Arena MAX w/ 2 Bots 44 - Coleman Sundome 4 Person Tent</p>	<p>\$250 LEVEL 3</p> <p>9 - Black Dry Bag - 5 liter 10 - Waboba Fly Fies 6" Silicone Flying Disc 11 - Knife/Fork/Spoon Combo w/ Bottle Opener 12 - Stuffed Animal w/ BSA® Branding</p>
<p>\$2,150 LEVEL 10</p> <p>39 - LEGO Ariel's Underwater Palace 40 - Skullcandy Indy Evo True Wireless Bluetooth Earbuds 41 - Foldable Drone</p>	<p>\$190 LEVEL 2</p> <p>1 - Fire Starter 2 - Pop It Rocket 3 - Compass Thermometer Whistle 4 - Pop Up Phone Stand Holder (Phone not included) 5 - Survival Band w/ Fire Starter, Compass, & Whistle 6 - Creek Backpack w/ BSA® Branding Assorted Colors 7 - Single Lock Blade Knife 8 - Color Changing Watch/Pedometer</p>
<p>\$1,650 LEVEL 9</p> <p>36 - North Face Groundwork Backpack 37 - HEXMODS Pro Series Elite 38 - LEGO Hogwarts Magical Trunk</p>	<p>LEVEL 1</p> <p>0.1 - Popcorn Sales Patch 0.2 - Sell any item 0.3 - Online Sale Pin 0.4 - Top Seller Pin 0.5 - Sell over \$1,000</p>
<p>\$1,250 LEVEL 8</p> <p>33 - LEGO Speed Champions Aston Martin 34 - HEXBUG VEX R/C Black Widow 35 - Rechargeable 3-in-1 Lantern w/ Wireless Speaker</p>	<p>\$650 Bonus Club Scouts who sell \$650 in product will receive their choice of: 0.5 - LEGO Else and the Nokk's Ice Stable 0.6 - Starline Model Bricks Cobra GT40 Car 0.7 - Hanging Hammock w/ Hardware</p>
<p>\$850 LEVEL 7</p> <p>28 - HEXBUG VEX Ambush Striker 29 - 120-piece Tool Set 30 - Zing Bow w/ 4 Arrows Assorted Colors 31 - 2-Person Waterproof Tent 32 - Grab Bag G</p>	<p>\$650 LEVEL 6</p> <p>23 - 5pc Stainless Steel Mess Kit 24 - Zing Firetek Rocket 25 - Multi-Tool w/ Shovel & Ax 26 - Telescoping Fishing Pole w/ Reel 27 - Grab Bag F</p>

Full Name: _____ Pack/Troop#: _____ Total Sales: _____

Level	Description	Quantity

Descriptions of Prizes Available at www.kellerprizeprogram.com

UNIT PRIZE WORKSHEET

Use below sheet to track your needs. All prizes are ordered through your Unit Dashboard on the Camp Masters ordering APP.

Prize Order Form Fall Product Sale 2022

Prize Ordering Website: www.kellerprizeprogram.com

Council ID: 502MTC

Council Name: **Minsi Trails Council**

Unit Type: Pack / Troop / Crew / Post Unit # _____
(circle one)

Council Headquarters City: **Lehigh Valley, PA**

Retail Sales Dollars \$ _____

District Name: _____

of Scouts Selling _____

Shipping Address

Name: _____

Street: _____

City: _____ State: _____ Zip: _____

Phone: _____

Mailing Address (If Different than Shipping Address)

Name: _____

Street: _____

City: _____ State: _____ Zip: _____

Email: _____

Description	Tally/Scout	Order	Description	Tally/Scout	Order
Level 1			Level 6 - Sell \$850		
0.1 Popcorn Sale Patch	_____	_____	23 6piece Stainless Steel Mess Kit	_____	_____
0.2 Online Sale Pin	_____	_____	24 Zing Firetek Rocket	_____	_____
0.3 Military Sale Pin	_____	_____	25 5-in-1 Survival Tool	_____	_____
0.4 Top Seller Pin	_____	_____	26 Telescoping Fishing Pole w/ Reel	_____	_____
\$850 Bonus Club			27 Grab Bag F	_____	_____
0.6 LEGO Disney Elsa and the Nokk's Ice Stable	_____	_____	Level 7 - Sell \$850		
0.8 Suban Model Brio's Cobra GT Car	_____	_____	28 HEXBUG Vex Ambush Striker	_____	_____
0.7 Hanging Hammock w/ Hardware - Black	_____	_____	29 128 Piece Tool Set w/ LED Flashlight & Case	_____	_____
Level 2 - Sell \$180			30 Zing Assorted Bows	_____	_____
1 Fire Starter	_____	_____	31 2-Person Waterproof Tent	_____	_____
2 Pop It Fidget Toy	_____	_____	32 Grab Bag G	_____	_____
3 Compass Thermometer Whistle	_____	_____	Level 8 - Sell \$1,250		
4 Pop Up Phone Stand/Holder	_____	_____	33 LEGO Speed Champions Aston Martin	_____	_____
6 Survival Band w/ Fire Starter, Compass, Whistle	_____	_____	34 HEXBUG VEX RC Black Widow	_____	_____
8 Cinch Backpack w/ BSA® Branding - Assorted Colors	_____	_____	35 Camping Light w/ Speaker	_____	_____
7 Single Lock Blade Knife	_____	_____	Level 9 - Sell \$1,850		
8 Color Changing Watch/Pedometer - Blue/White	_____	_____	36 North Face Groundwork Backpack	_____	_____
Level 3 - Sell \$250			37 HEXBUG HEXMODS Pro Series Elite	_____	_____
9 Dry Bag - 5 liter - w/ BSA® Branding - Black	_____	_____	38 LEGO Harry Potter Hogwarts Magical Trunk	_____	_____
10 Waboba Fly Pile 8" Sillycone Flying Disc	_____	_____	Level 10 - Sell \$2,150		
11 Knife/Fork/Spoon Combo w/ Bottle Opener	_____	_____	39 LEGO Disney Ariel's Underwater Palace	_____	_____
12 8" Stuffle w/ BSA® Branding - Llama	_____	_____	40 Skull Candy Indy Evo True Wireless Bluetooth Earbuds	_____	_____
Level 4 - Sell \$350			41 Foldable Drone	_____	_____
13 Zing Air Zooterball	_____	_____	Level 11 - Sell \$3,000		
14 Miloro Dome Terrarium - Fred the Flytrap	_____	_____	42 Swiss Army Cyber Tool M	_____	_____
16 Rosewood Multi Tool w/ Case	_____	_____	43 HEXBUG Arena Max w/ 2 Bots	_____	_____
18 Indoor Squishy Sticky Baseball (2-pack) w/ BSA® Branding & Target	_____	_____	44 Coleman 4-Person Tent	_____	_____
17 Grab Bag D	_____	_____	Level 12 - Sell \$4,000		
Level 5 - Sell \$450			45 Adventure Camp Package	_____	_____
18 Plus Plus Saturn V Rocket	_____	_____	46 Dart Zone MK3	_____	_____
19 4" Rosewood Knife w/Case & BSA® Branding	_____	_____	47 LEGO Star Wars Millennium Falcon	_____	_____
20 USB Rechargeable Headlamp w/ Motion Activation	_____	_____	Level 13 - Sell \$5,000		
21 HEXBUG Nature Babies - Snow Leopard	_____	_____	48 LEGO Technic 4x4 Mercedes-Benz Zetros Trial Truck	_____	_____
22 Grab Bag E	_____	_____	49 Carrera Evolution Supercars	_____	_____
			50 Leatherman Mult	_____	_____

ADDITIONAL PRIZE OPPORTUNITIES

EXTRA COUNCIL INCENTIVE!

Any scout who raises a minimum of \$1,500 in overall sales (online, Take Order or Show & Sell) earns the chance to receive a \$25 Fandango gift card.



IN ADDITION, CAMP MASTERS offers High Achiever Prizes to recognize Scouts Popcorn Sale efforts.

Complete the form for \$3,000+ High Achiever Prizes
<https://www.campmasters.org/high-achiever-prizes>



SELL \$400+ ONLINE
GET A \$10 AMAZON
GIFT CARD



SELL \$3000+ 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

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."

The screenshot shows the CAMP MASTERS dashboard for Jason Sieg | Troop 313. The left sidebar contains navigation links: Home, Camp Masters, Main (Dashboard, Unit Orders, Unit Returns, Scout Credits, Scout Sales, Online Orders, Take-Order), Organization (Units, Users & Scouts), and Users & Scouts. The main content area is titled "Dashboard" and displays the "2020 Fall Popcorn Sale". Below this, the user's name and troop information are shown: "Jason Sieg | Troop 313" and "Demo Council | Demo District Anytown". The "To Do:" section lists three items: "Submit your Unit Commitment Form", "There are 11 Unordered Scout Take Orders", and "There are 2 Open Unit Orders". The "Links:" section provides quick access to various functions: Manage Unit Information, Setup/Invite Scouts, Setup/Import Scouts, View Scout Online Sales, View Unit Invoice, Order Prizes, Edit Your Profile, and Reset Password. On the right, there are two sections: "Show-N-Sell" with details about the start date (2/25/20), unit kickoff (6/13/20), and returns due date (10/01/20), and "Take Order" with details about the start date (3/2/20), due date (10/23/20), and payments due date (11/1/20). Both sections include links for "View Product Listing", "Place Unit Order", "View Unit Orders", and "Award Scouts Credit".

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

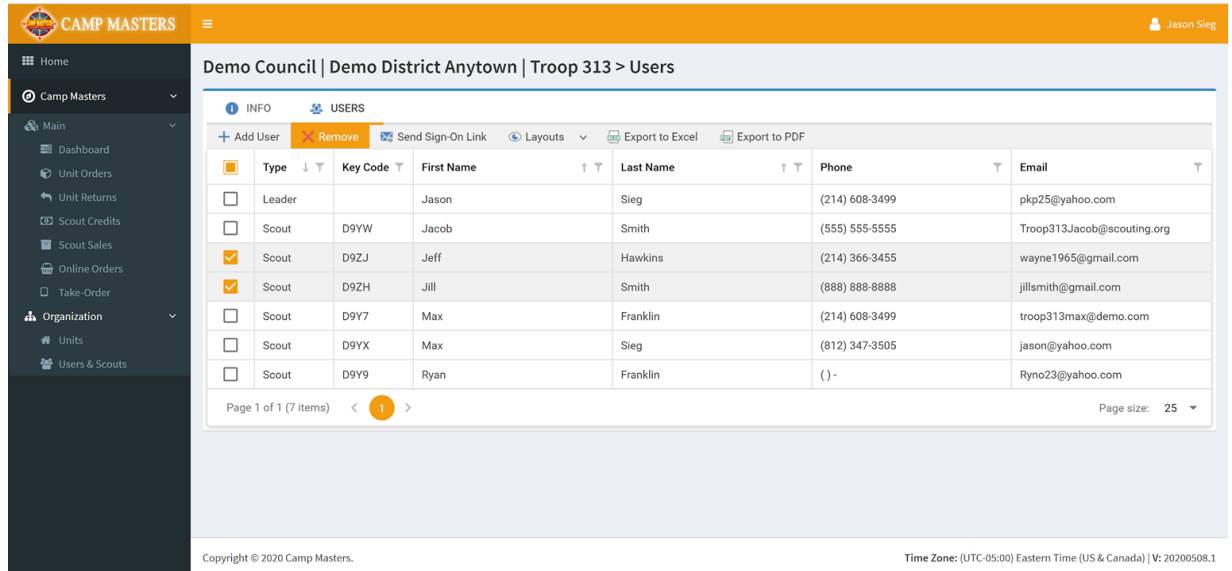
The screenshot shows the CAMP MASTERS "Users" page for Troop 313. The left sidebar is identical to the dashboard view. The main content area is titled "Demo Council | Demo District Anytown | Troop 313 > Users". Below the title, there are tabs for "INFO" and "USERS", with "USERS" being the active tab. The "USERS" tab includes a toolbar with options: "+ Add User", "X Remove", "Send Sign-On Link", "Layouts", "Export to Excel", and "Export to PDF". The main content is a table listing the registered users. The table has columns for "Type", "Key Code", "First Name", "Last Name", "Phone", and "Email". The data rows are as follows:

	Type	Key Code	First Name	Last Name	Phone	Email
<input type="checkbox"/>	Leader		Jason	Sieg	(214) 608-3499	pkp25@yahoo.com
<input type="checkbox"/>	Scout	D9YW	Jacob	Smith	(555) 555-5555	Troop313Jacob@scouting.org
<input type="checkbox"/>	Scout	D9ZJ	Jeff	Hawkins	(214) 366-3455	wayne1965@gmail.com
<input type="checkbox"/>	Scout	D9ZH	Jill	Smith	(888) 888-8888	jillsmith@gmail.com
<input type="checkbox"/>	Scout	D9Y7	Max	Franklin	(214) 608-3499	troop313max@demo.com
<input type="checkbox"/>	Scout	D9YX	Max	Sieg	(812) 347-3505	jason@yahoo.com
<input type="checkbox"/>	Scout	D9Y9	Ryan	Franklin	() -	Ryno23@yahoo.com

At the bottom of the table, it says "Page 1 of 1 (7 items)" and "Page size: 25".

REGISTER YOUR SCOUTS

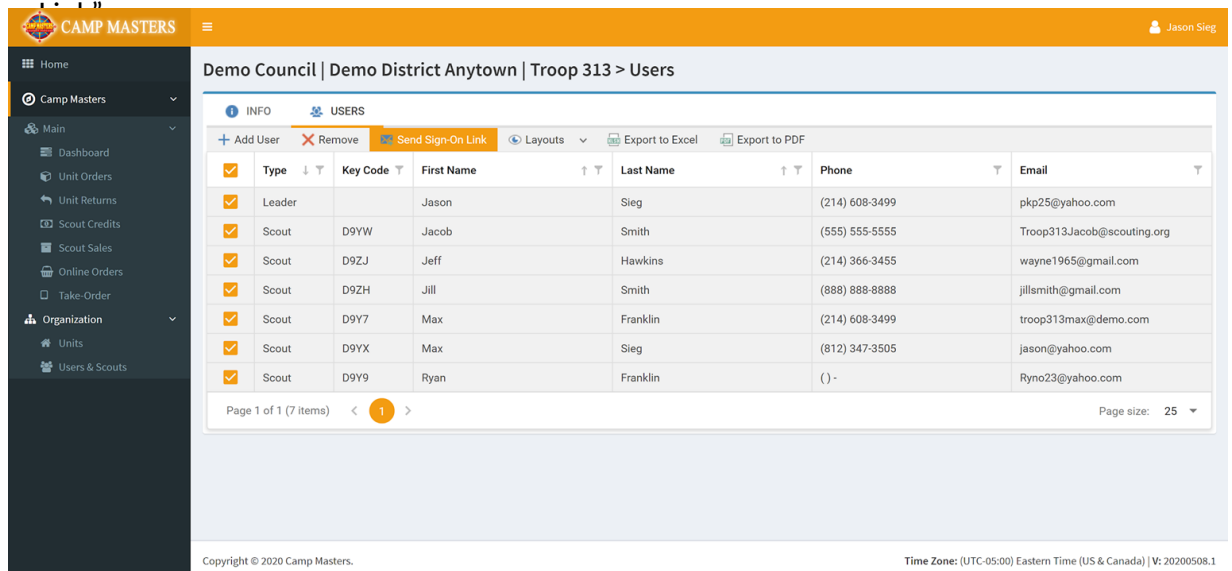
Step Two: Remove any Scouts no longer in your Unit by clicking the box to the left of their name(s). And then selecting “Remove” from the menu above.



The screenshot shows the Camp Masters web application interface. The top navigation bar is orange with the Camp Masters logo and the user's name, Jason Sieg. The left sidebar is dark blue with various menu items. The main content area is titled "Demo Council | Demo District Anytown | Troop 313 > Users". Below the title, there are tabs for "INFO" and "USERS". The "USERS" tab is active, showing a table of users. The table has columns for Type, Key Code, First Name, Last Name, Phone, and Email. There are checkboxes in the first column of the table for selecting users. The "Remove" button is highlighted in orange. The footer shows the copyright notice and the time zone.

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



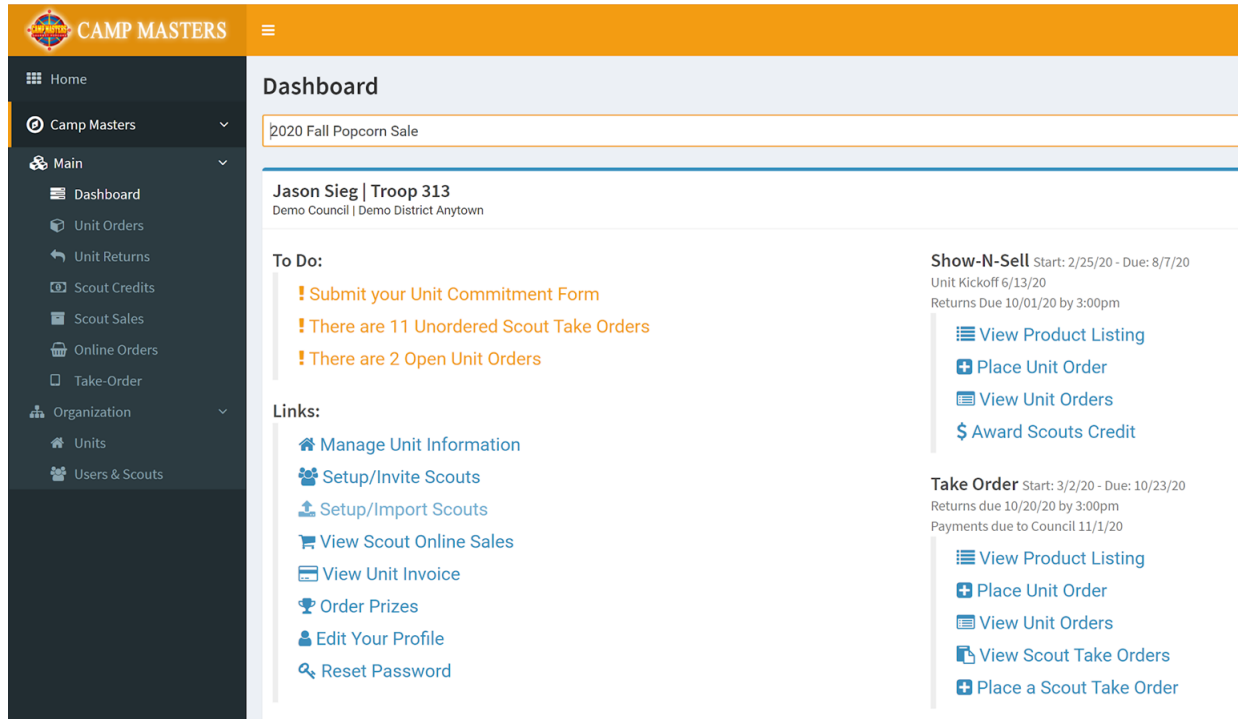
The screenshot shows the same Camp Masters web application interface as the previous one. The "USERS" tab is still active, and the table of users is displayed. The "Send Sign-On Link" button is now highlighted in orange. The footer shows the copyright notice and the time zone.

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

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.



CAMP MASTERS

Dashboard

2020 Fall Popcorn Sale

Jason Sieg | Troop 313
Demo Council | Demo District Anytown

To Do:

- ! Submit your Unit Commitment Form
- ! There are 11 Unordered Scout Take Orders
- ! There are 2 Open Unit Orders

Links:

- Manage Unit Information
- Setup/Invite Scouts
- Setup/Import Scouts
- View Scout Online Sales
- View Unit Invoice
- Order Prizes
- Edit Your Profile
- Reset Password

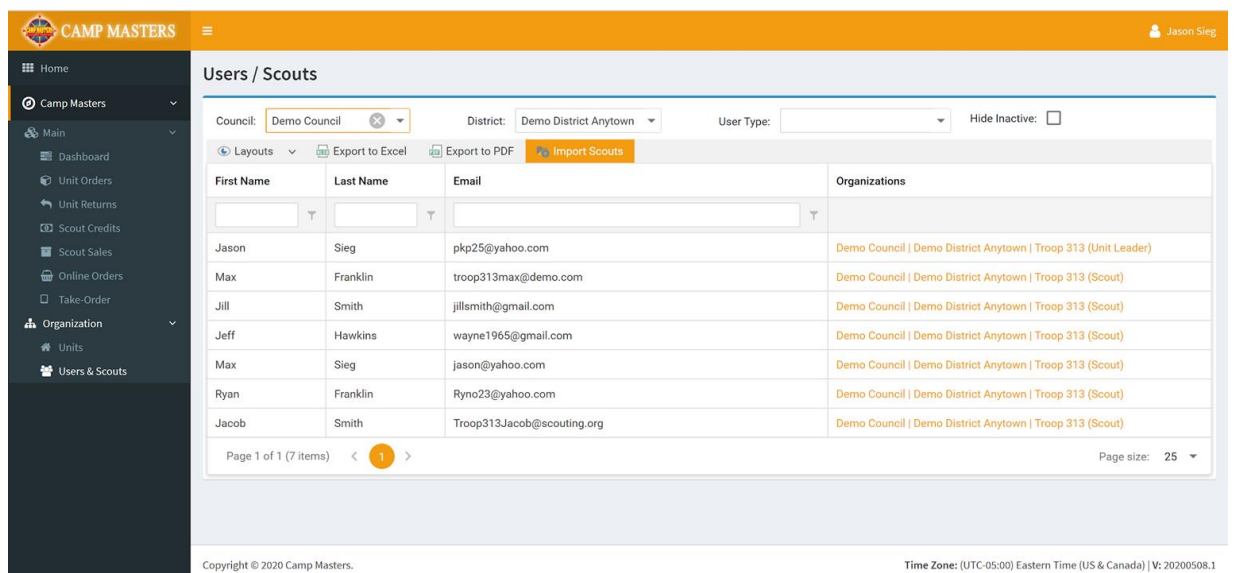
Show-N-Sell Start: 2/25/20 - Due: 8/7/20
Unit Kickoff 6/13/20
Returns Due 10/01/20 by 3:00pm

- View Product Listing
- Place Unit Order
- View Unit Orders
- Award Scouts Credit

Take Order Start: 3/2/20 - Due: 10/23/20
Returns due 10/20/20 by 3:00pm
Payments due to Council 11/1/20

- View Product Listing
- Place Unit Order
- View Unit Orders
- View Scout Take Orders
- Place a Scout Take Order

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



CAMP MASTERS

Users / Scouts

Council: Demo Council District: Demo District Anytown User Type: Hide Inactive: ☐

Layouts Export to Excel Export to PDF Import Scouts

First Name	Last Name	Email	Organizations
Jason	Sieg	pkp25@yahoo.com	Demo Council Demo District Anytown Troop 313 (Unit Leader)
Max	Franklin	troop313max@demo.com	Demo Council Demo District Anytown Troop 313 (Scout)
Jill	Smith	jillsmith@gmail.com	Demo Council Demo District Anytown Troop 313 (Scout)
Jeff	Hawkins	wayne1965@gmail.com	Demo Council Demo District Anytown Troop 313 (Scout)
Max	Sieg	jason@yahoo.com	Demo Council Demo District Anytown Troop 313 (Scout)
Ryan	Franklin	Ryno23@yahoo.com	Demo Council Demo District Anytown Troop 313 (Scout)
Jacob	Smith	Troop313Jacob@scouting.org	Demo Council Demo District Anytown Troop 313 (Scout)

Page 1 of 1 (7 items) < 1 > Page size: 25

Copyright © 2020 Camp Masters. Time Zone: (UTC-05:00) Eastern Time (US & Canada) | V: 20200508.1

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”.

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.

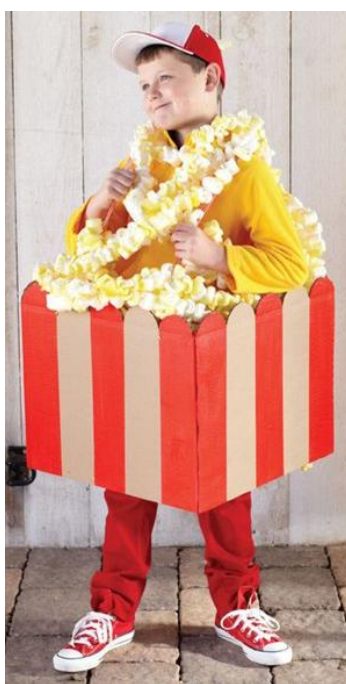
✓ Import Succeeded - Download and review the import file for details. [Click here to download the import results file.](#)

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

YOUR POPCORN KICKOFF

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 Camp Masters.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 & 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!



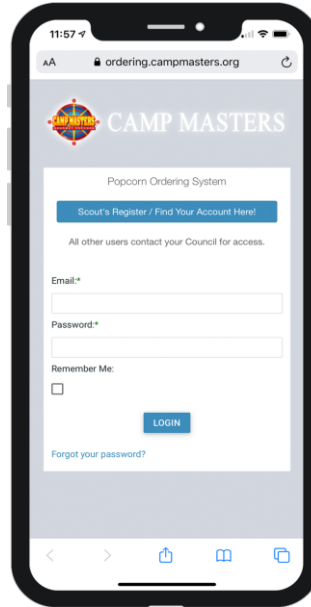
CAMP MASTERS APP

SCOUTS, PARENTS & LEADERS

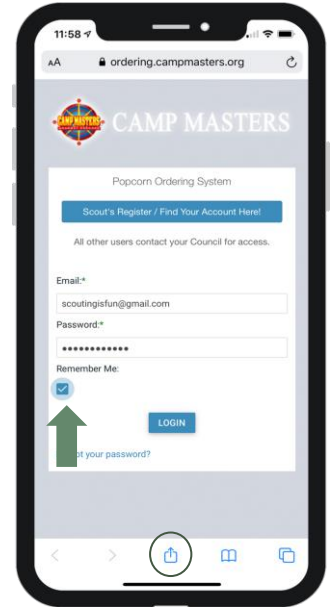
Follow these instructions to easily create a CAMP MASTERS app icon on your smartphone.



Open Safari
Chrome on Android

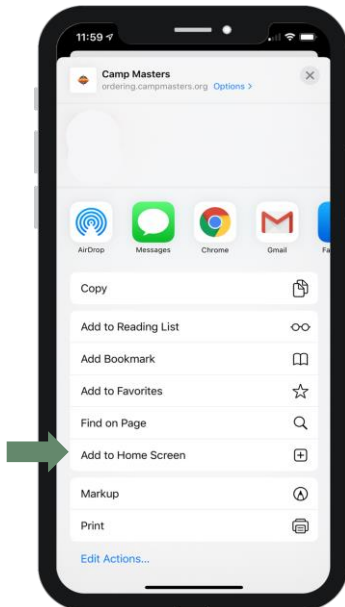


Go to
ordering.Camp Masters.com/Account/Login

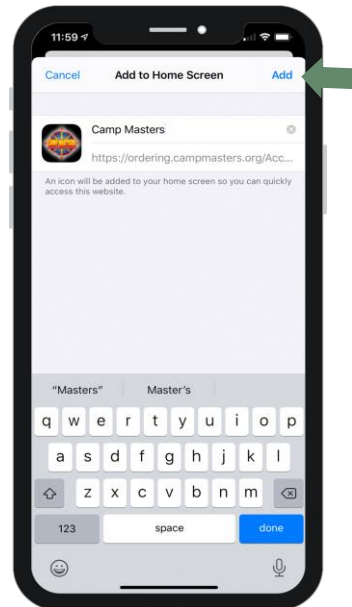


Enter your login and click
"Remember Me" then Login

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
GOURMET POPCORN

ACCEPTING CREDIT CARDS

CAMP MASTERS has partnered with PayAnywhere to provide accounts and free readers to all Units. Just go to: payanywhere.com/Camp Masters



- **FREE app and FREE card readers**
- **Multiple device and multiple user ready**
- **No hidden fees....No monthly minimum fees, no setup fees, and no cancellation fees**
- **2.69% per swipe transaction fee; 3.49% + \$0.19 for keyed transactions**
- **Transaction fees removed from deposits automatically**
- **Funds within 24 hours of processed transactions**
- **Free Merchant Portal for detailed account activity and business intelligence reporting**
- **Create versatile item library with multiple products and prices or input charges directly.**
- **Safe and secure with immediate data encryption and PCI compliant and certified**
- **Live Customer Support via Phone and Chat**
- **www.campmasters.org/pay-anywhere**

Applying for PayAnywhere.



Head to payanywhere.com/campmasters to apply for your account. As the head of your Unit, you are responsible for your account. Use your information for the majority of the fields on this page.

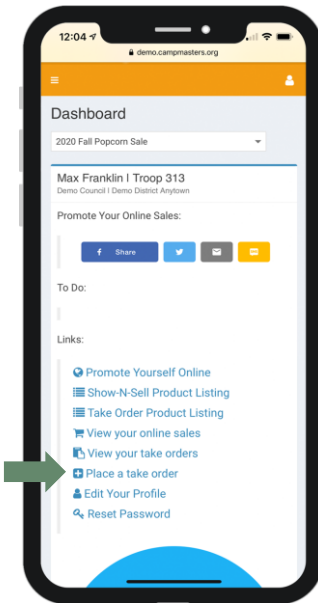
The Boy Scouts of American National Council does not permit any regional or local councils, troops, packs, or units to use the National Council's Tax Identification Number (TIN) when applying for a merchant processing account.

Units should not use the Social Security Number of an adult leader, if they do, the IRS will attribute all banking transactions, unit purchases, etc., to that leader as an individual and they will be solely responsible for any tax related burden. Total transactions under \$20,000 do not trigger a 1099 however.

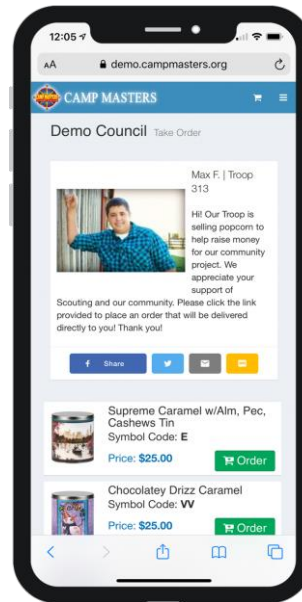
TAKE ORDERS ON THE GO

SCOUTS, PARENTS & LEADERS

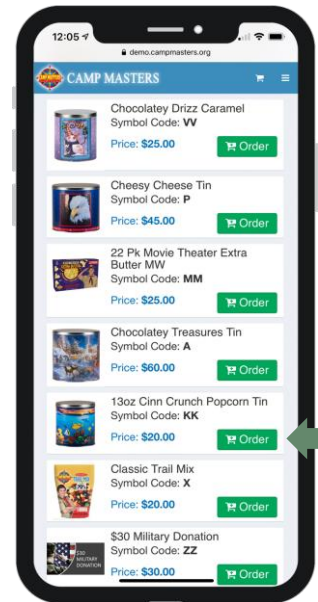
Follow these instructions to easily take orders and payment on your smartphone.



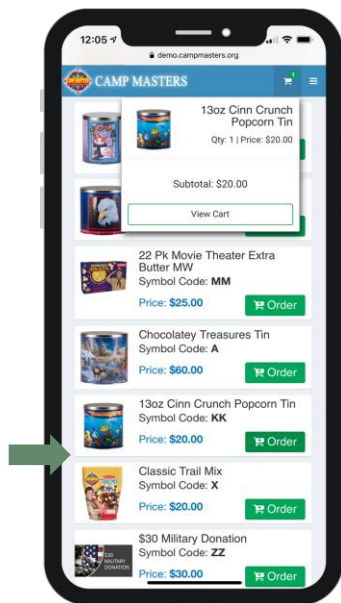
Click "Place a Take Order" from the dashboard



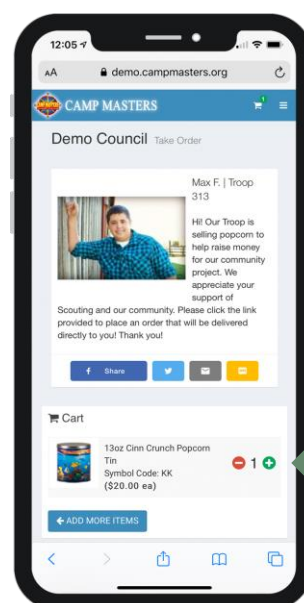
This will take you to the products page.



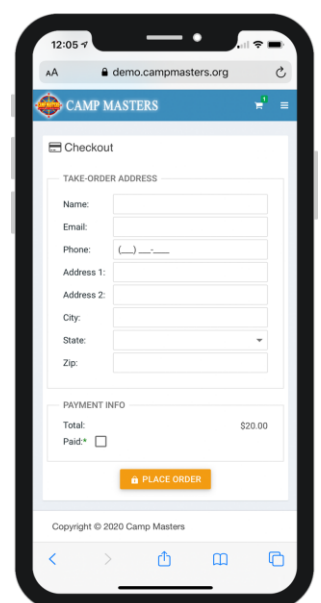
Scroll down to find the requested product. Then click "Order" to add the item to the shopping cart.



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.



CAMPMASTERS
GOURMET POPCORN

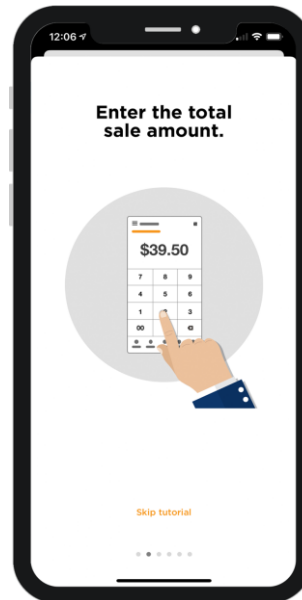
TAKE ORDERS ON THE GO

SCOUTS, PARENTS & LEADERS

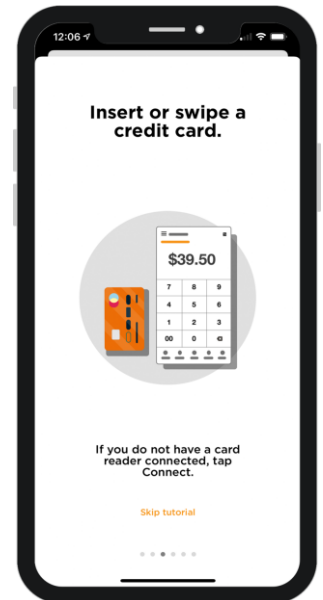
Follow these instructions to easily take orders and payment on your smartphone.



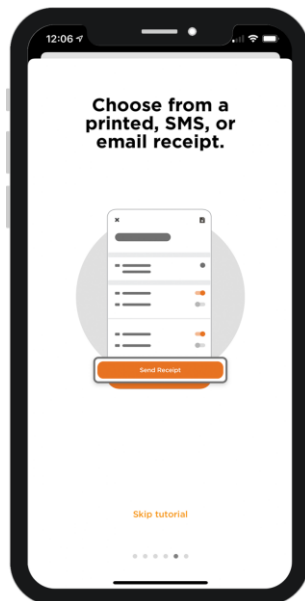
Return to your home screen and open the PayAnywhere app.



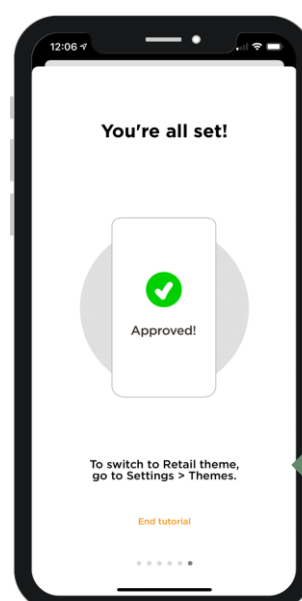
Enter the total charge.



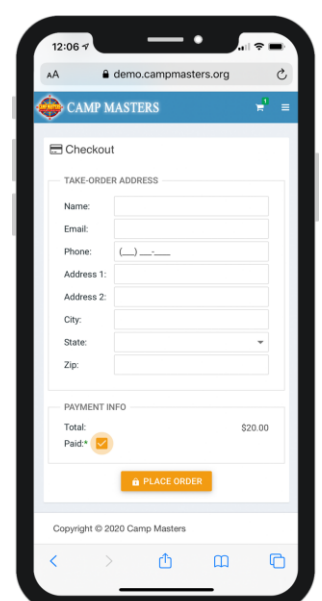
Insert or swipe the credit card depending on your reader type..



Offer the customer a SMS text or email receipt.



When you receive payment confirmation, return to CAMP MASTERS window.



Mark as paid and then tap the "Place Order" button.



CAMP MASTERS
GOURMET POPCORN