



BOY SCOUTS OF AMERICA®
CONNECTICUT YANKEE COUNCIL

2024 POPCORN SALE

LEADER GUIDE



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Connecticut Yankee Council Popcorn Timeline 2024

<u>Date</u>	<u>Event</u>	<u>Location</u>
7pm on June 13	District Kernel Training	CYC Office, Milford
7pm on June 20	Popcorn Training Kick-Off	CYC Office, Milford
7pm on June 25	Popcorn Training	LEAD : 358 Main Street, Danbury
7pm on June 27	Popcorn Training	Ferguson House: 70 Old Kings Highway N. Darien
7pm on July 9	Popcorn Training	CYC Office, Milford
7pm on July 10	Popcorn Training	American Legion (3005 Dixwell Ave. Hamden)
August 2	Unit Show & Sell Orders Due	Campmasters.org
August 23 & 24	Warehouse P/U Show & Sell	901 Boston Post Road, West Haven
October 25	Show & Sell Orders Returns Due Show & Sell Payment Due Upon Popcorn Return	CYC Office, Milford
November 1	Unit Take Order Due	Campmasters.org
December 6 & 7	Warehouse Pick-Up Take Order Take Order Payment Due	901 Boston Post Road, West Haven
December 6	Prize Orders Due	

POPCORN POLICIES

No Risk Show & Sell!

Extra Show & Sell popcorn can be returned by 10/25/24 to the CYC Milford Office for full credit. Remember to use extra Show & Sell inventory to fill Take Orders before returning or ordering additional products.

No Returns for Take Order

Returns are not allowed on any products after 10/25/24.

Payment

Show & Sell payment is due upon return of popcorn (10/25/24). Take Order payment is due by 12/6-7 upon pick-up of Take Order Popcorn

Prize orders Due by 12/6

Prize orders will not be accepted after 12/6. Prize orders should be placed by 12/6 to insure timely holiday delivery to the unit.

Additional Popcorn Needed?

Run out of popcorn after a successful Show & Sell? Contact Jim Patterson at 203-814-2201 or jim.patterson@scouting.org

IMPORTANT CONTACTS

Staff

Jim Patterson
Popcorn Staff Advisor
203-814-2201
Jim.patterson@scouting.org

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Quinnipiac District Executive
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Bill Reynolds
Aquila District Director
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Jonathan Glassman
Saugatuck District Director
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Eric Brantley
Togo West District Director
203-876-6868
Eric.Brantley@scouting.org

Tami Gage
Togo West District Executive
203-543-6807
tami.gage@scouting.org

Kernels

Karen Fowler
Council Kernel
kmwaltzfowler@gmail.com

WAREHOUSE #1

901 Boston Post Road
West Haven, CT
203-951-0272
Jim.patterson@scouting.org



Council Update

We hope this guidebook provides a step-by-step approach to setting your Unit up for popcorn sale success.

2024 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. Please join our Facebook group

<https://www.facebook.com/groups/campmastersunitsparentsandscouts/>

Also check out <https://www.campmasters.org/>

However, if there is anything you need to help fuel your popcorn success, please don't hesitate to reach out by email to our great team for assistance:

customerservice@campmasters.org.

We are fully invested in your popcorn success!

Warm Regards,

Jason Sieg
Vice President of Sales and Marketing
CAMP MASTERS Popcorn Brand

In this guide you will find:

Popcorn Guidebook—Fundraising and Popcorn best practices



Welcome and Commitment

Thank you for participating in the Connecticut Yankee Council Popcorn Fundraiser. With your leadership the Scouts will learn to communicate effectively with the public and have the opportunity to earn their own way through the Scouting Program.



CAMP MASTERS
GOURMET POPCORN

Why Participate?

The annual popcorn sale remains an excellent opportunity for Scouts and units to fund their entire Scouting program for the year. With the rising cost of membership fees, a successful popcorn sale is critical to the stability of our units. All proceeds stay right here to help support local Scouts. That's 73% that goes to Scouting. While a portion of that goes to directly support your Scout unit, the remaining portion gets reinvested into supporting your unit, and into local programs and supplies. So by selling, you not only help your unit, but you help Scouting as a whole. **That means new equipment at camp and enhanced facility improvements so that your unit can enjoy every moment of their stay.**

When participating in popcorn, Scouts gain self-confidence, people skills, money management, salesmanship, and business ethics – things that help prepare them for life! These are great values and skills for youth to learn.

Many of us have experienced an early school memory of getting up in front of the classroom to do a presentation or oral report only to freeze and forget everything that we had prepared. This is because we allowed our nervousness and self-doubt to creep in and take over instead of being confident about what we had to say. And even as adults, many of us still dread the act of public speaking and debate. That's why mastering the art of public speaking should be taught to children. In fact, [child psychology experts](#) say that it is essential for children to be encouraged and given opportunities to practice public speaking from a young age. **And when granted those opportunities, Scouts gain more social awareness, a sense of responsibility and accountability, organizational skills, and more.**

The skills we learn from public speaking tie directly into our everyday lives and are often the foundation of successful communication, leadership, and performance. Whether it's in our career paths or personal relationships, public speaking skills have a huge impact.

Builds and Improves Confidence

Mastering the art of public speaking empowers Scouts to view themselves in a different, more positive light. It helps them learn practical communication skills, ultimately boosting self-confidence and other soft skills. Having a positive self-image enables Scouts to talk more easily and naturally, which will help those who are inherently shy in nature. **Once your Scouts starts public speaking, they will feel like they are delivering value to their audience, which in turn helps them develop faith in themselves and provides a sense of pride in their work.**

Develops Leadership Qualities

Public speaking helps Scouts understand the importance of standing up for what they believe in and how to speak their minds without hesitation or fear. Having that understanding is essential in developing leadership qualities in your Scout. A Scout who believes that they can lead their peers from a young age, who are confident in expressing themselves, and feel comfortable talking in front of others build strong governance skills early on.

Enhances Academic Performance

It challenges Scouts to think on their feet and develop an analytical mindset toward problem-solving. Plus, it teaches them how to be assertive in their beliefs but politely and authentically. It also teaches them about empathy and active listening, to appreciate other peoples' perspectives and points of view, and to learn from those experiences. Teaching your child public speaking is perhaps one of the best ways to prepare them for a better future. A huge component of public speaking is learning how to overcome fears. Additionally, it teaches your child skills such as critical thinking, broadens their self-awareness, and enhances their social connections, which are all vital to us as we get older.

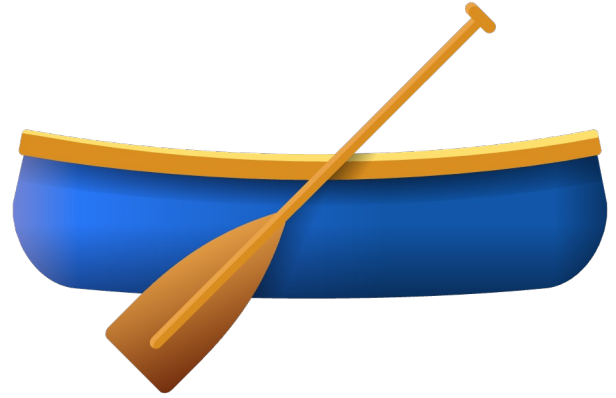


Leading Your Unit

The Popcorn Kernel oversees operations of the Unit's popcorn sale. This is an important leadership role within the Unit. The Popcorn Kernel 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-N-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 be 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.

Tip

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, plus whatever time you'd estimate for creating them.

Popcorn

Before the Fundraiser



KEYS TO SUCCESS

- Program planning is the first step for successful Scouting and for goal setting. This should take place during the summer before fall recruitment.
- Don't wait until the last minute to find your unit's Popcorn Kernel! Volunteer recruitment, engagement and accountability are important in a successful popcorn sale.
- It's important to have a little fun. Make sure your fall kickoff is fun, motivating and meaningful!
- Be sure your goal is customized to fit your unit's needs.

BUILD A TEAM

- Popcorn Kernel Team
- Shared ideas and effort
- Unit knowledge passed down

RECRUIT NEW MEMBERS

- Recruit at Show and Sells • Train the parents
- Distribute Flyers
- Take Contact Information

MOTIVATING SCOUTS

- Personal Growth- Build and Improve Confidence, Develop Leadership Skills and Enhances Academic Performance
- Advancement opportunities
- Possibility of No Dues!
- Unit Culture - This is what we do!
- Accepts Credit Cards
- No Processing Fees
- Real-time reporting
- Unit recognition for sellers



Selling Strategies

DOOR-TO-DOOR:

aka Wagon Sales – One of the most effective sales methods! In this case, a unit signs out popcorn to a Scout who takes it throughout their neighborhood, selling as he goes. Product is brought along (in wagon or vehicle), making it a quick and easy process for the customer. So, it is like a mobile show & sell booth. Units should order for this as part of their show & sell order. A large percentage of homeowners say that no Scout has ever come to their door, missing this great opportunity. If the desired product is not on hand, an order can be taken and product delivered later, but you don't have to make the return trip back to houses! You bring along the product as you sell it door-to-door. When a sale agreement is reached, the Scout goes to the car or wagon, gets the product and delivers it on the spot while the customer pays. If the desired product is not on hand, the Scout uses the Take Order method and returns with the ordered product later. To participate in Show and Deliver, you need to order Show & Sell popcorn.

Super Triangle

Have your Scouts complete the SUPER TRIANGLE! The SUPER TRIANGLE is the 15 neighbors that surround their home. Make a triangle from your home by selling to the first 4 neighbors down, cross the street and sell to 7 houses back toward your home, cross back to your side of the street and stop by 4 neighbors on your way back home. Find a simple prize to encourage your Scouts. We've seen tremendous success from units who just have each Scout do this simple task.

Neighborhood Blitz & Blitz Day

A Blitz Day is an organized day for a group of Scouts to go out selling in a specific area together. Scouts have fun with their friends as they travel to a neighborhood. A neighborhood can be covered very quickly with several Scouts each going door to door.

Helpful Sales Suggestions:

- First Start a conversation: Instead of saying "Do you want to buy some popcorn?" Instead ask, "Do you like popcorn?" This will quickly led to a broader conversation.
- Qualify your lead with open-ended question: "What kind of popcorn do you like?" The Scout has already established that I like popcorn, but then they needed to find out more about my underlying needs—did I like caramel corn, cheese popcorn, or what?
- Ask for the sale

Try This:

Scout: "Do you like Popcorn?"

Customer: "Well, yes I do!"

Scout: "What is your favorite kind of popcorn?"

Customer: " I like caramel corn and white cheddar."

Scout: "Well you're in luck. We are selling BOTH of those. Would you like to order some of your favorite popcorn right now?"

CORPORATE SALES:

There are many ways to sell popcorn to business. Some business will allow you to sell to their employees; some will let you post an order form in a lobby or breakroom. Focus on companies who give out year-end holiday gifts to employees or customers.

Selling Strategies- Continued

SHOW AND SELL

This method is a lot like an “old school” lemonade stand. Your unit gets permission to have a booth in a high visibility area and your Scouts sell actual popcorn product there on the spot. This method has been highly effective for many units. A unit can plan a Show & Sell day and split Scouts/ families into shifts so that everyone takes a turn. Talk with local stores to setup a time to sell.

STEPS TO SUCCESS

Identify Locations –Look for high traffic locations with good visibility for potential customers to find you. Great spots might include stores, parking lots, movie theaters, shopping centers, ball fields, after church on Sunday, or your chartered organization!

Initiate conversation with location –Contact the desired location where you would like to have a Show-n-up a location in a high traffic area in front of the store. If they won’t allow a sale in front of the store, see if you can do a Drive Thru Sale in the back of the parking lot!

POP UP SHOPS: A Neighborhood

Encourage Scouts to set up a local Show & Sell type stand in their driveway or another location in their neighborhood. This is similar to a lemonade stand, where interested customers can come and purchase if interested!

Marketing & Promotion –Be sure to let everyone in the neighborhood know you are selling popcorn when & where.

Social Media –Utilize social media apps like Next Door or Facebook to market the sale.

Yard Signs–Set out signs directing potential customers to your Pop-Up Shop, like promoting a Garage Sale.

DRIVE THRU BOOTH ^{NEW!}

The best thing to come out of the last couple of years is curbside pick-up. I don’t want to get out of the car to shop for anything and now I don’t have to. Hosting a drive-thru event so people can buy popcorn from the convenience of their cars, is the perfect opportunity to sell to folks who feel the same. The drive thru sale plan can be done anywhere. By asking retail locations, your chartered organization, or other venues to provide space in the parking lot where customers can drive up, place and receive an order, then drive away, provides convenience and a low-pressure option to customers.

Other Tips & Tricks –

- Have customer remain in vehicle
- Utilize the door hanger for the customer to write down their order or create a simple order form
- Keep stock of popcorn on table to limit & only pull-out product requested by customer
- Encourage cashless transactions if possible
- Assign jobs for the entire day (i.e., 1 person is handling money, 1 is handling popcorn)
- Make a poster to show unit's sale goal and update throughout the day.

ONLINE DIRECT

- Safe for Scouts - fundraiser from the safety of home
- No handling of products or cash- all credit.

HOW DOES ONLINE DIRECT WORK?

Two Ways Customers Order Online Direct.

- 1.Virtual Store - Scouts share their fundraising page via email, text or social media.
 2. Scout Recorded - Record customer orders directly on the Scout's phone (Credit/debit only).
- CAMP MASTERS ships products to customers, and unit never handles products or cash.

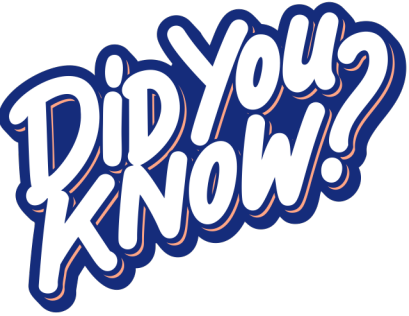


Sample Selling Script

Tip: Use your order forms from last year to ask repeat customers!

“Hello, my name is _____ and I’m with Pack/Troop _____. I am trying to earn my way to _____ and support our camp programs. I have many DELICIOUS flavors of popcorn and _____ is my favorite because _____! Can I count on your support to help fund my adventures?”

Hi! My name is _____ and I'm with Pack/Troop _____. This is my year ___ selling popcorn! Would you like to buy some popcorn to support me and my Pack/Troop? My favorite popcorn is _____. I love being a Boy Scout because _____. My goal is to sell _____ (number of products or dollar amount). I can't wait to use my profits to _____.



It's important to practice in sales. On the way out the door practice your pitch to make sure you have a strong intro, value prop and call to action that you can deliver in a short period of time. As you practice you will get more and more comfortable with it and by the 3rd or 4th door you will have the delivery nailed.

Selling Tips

- ALWAYS wear your uniform
- Practice your sales pitch and role play with other Scouts
- ALWAYS smile and introduce yourself
- ALWAYS tell your customers why you are selling popcorn
- KNOW the different kinds of popcorn you are selling
- ALWAYS say “Thank You”
- ALWAYS make a copy of your order form
- ALWAYS have a clean order form with a pen
- The MORE you ask the MORE sales you have!
- BE SURE to get customer email addresses to send them a “Thank You” email after the sale, reminding them they can re-order online.**

Safety Tips

- NEVER enter anyone’s home
- NEVER sell after dark unless you are with an adult
- DON’T carry large amounts of cash with you
- ALWAYS walk on the sidewalk and driveway
- ALWAYS sell with an adult



Objections at the Point of Sale

The key to objection handling is being proactive about dealing with them. Most of us know the objections Scouts will face on a day-to-day basis during fundraising. Scouts should identify them, come up with specific approaches and responses to each of them and then test to see which ones work best.

I cannot eat popcorn...

That's ok. You can still support us and the military by sending popcorn to troops overseas. Popcorn also makes a great gift for someone else. We also have chocolate covered pretzels that you may like. Which one works best for you?

Popcorn is not healthy...

Many snack foods have lots of fat, but many of our products have less than half the calories of potato or corn chips, plus popcorn is high in fiber! Which one would you like? **Suggest the Gourmet Purple Popping Corn Jar. This gourmet popping corn is delicious popcorn contains antioxidants, has virtually No hulls, and tastes great.**

The price is too high..

The price is about the same as buying popcorn at the movies, however, 70% of the cost is going to help our Scouting program, so you can feel good about buying and helping. Think of it this way: you are donating to Scouting and this popcorn is your thank-you gift. Which one would you like?

We already bought popcorn...

Great! Thank you! After trying the product, many of my customers find that they would like to send some to family, friends, or to military members overseas. Do you have someone in mind that would like some delicious popcorn?

I don't have any money on me...

That's ok. We take all major debit and credit cards. Which one would you like?

I am allergic...

I'm sorry to hear that. Would you consider sending some popcorn to military members overseas? You can support both Scouting and the military that way.

I don't support the Scouts

Thank you very much for your time. I hope you have a good day.

Be proactive about handling objections



GEO- Fencing: Facebook



Geo-fencing is a tool on Facebook to help your unit advertise your Popcorn Site Sale in your area, and to boost the awareness of your Unit's activity within your community.

To guarantee advertisement success, please follow the steps below.

Step 1: Create a Community Facebook page. There are different kinds of pages on Facebook. There are also pages for businesses and organizations which have a broader set of tools. Community pages are ideal for Scouting units and councils. These pages have calendars and communications tools that allow them to create and promote events and reach a broader audience.

To create a 'Community' nonprofit page, use the link: <https://www.facebook.com/pages/create> and select the box on the top row, center column titled Company, Organization, or institution, and follow the prompts.

Step 2: Create an event. Once your page is up, create an event. The event could be for a Popcorn Site Sale, an open house, joining night, outing, fundraising event, or any other occasion.

For instructions on creating an event, use the link:

https://www.facebook.com/help/210413455658361?helpref=about_content

Step 3: 'Boost' the event. 'Boosting' means paying money to have your event seen by a broader number of people. (Think advertising.) For your Site Sale, it is best to geofence your event around the actual location of your Site Sale. "Boosting" your event for \$2/day and up to 21 days prior to your event.

For instructions use the following link:

<https://www.facebook.com/business/help/347929565360250?id=300360584271273> and follow the prompts.

We suggest using the following parameters for your event, but feel free to adjust them as appropriate for your event or area.

Gender: Both Male and Female

Age: Adults 33-49



Tips for Making Sales Pop



SELL SELL SELL - Keep Scouts motivated! Some ideas to keep Scouts motivated: arrange den/patrol competitions, continuously share what prizes and incentives are available at each sales level, remind parents about how the popcorn sale pays for their program, and give regular updates on your unit's progress towards your sales goal.

FIND A HOOK; Make the sale fun. Have adults dress up in costume, cook and give out free hotdogs, silly signs, pictures of Scouting events, have a good popcorn cheer, be a little silly and fun, have a "game" a customer could participate in.

CREATE A GOAL. Units that have a written down and expected goal sell more. Scouts who either have a goal assigned by the unit OR one they've selected sell **MUCH** more.

INSPIRE COMPETITION- Award a special prize to the Den or Patrol that has the highest average sales per Scout, award trophies, or ribbons to the Individual Sales leaders in each Den or Patrol.

USE YOUR TEAM. Assistant Kernels, Den Kernels (Cub Scouts) or Patrol Kernels (Scouts BSA). Make them responsible for communication and "energy" of the sale in their respective Den or Patrol. They keep track of their Scouts' weekly sales and use that info for weekly prizes (your unit offers those!). They also check out popcorn for Show and Sells and collect forms & money when Take Orders are due. They balance and double check it all before giving it to the Unit Kernel.

HAVE ORGANIZED NEIGHBORHOOD CANVASSING OR "BLITZ" days where Scouts meet with unit leaders in a parking lot or nearby location with designated streets for each den, patrol, etc. to canvass.

DECIDE IN ADVANCE HOW YOUR UNIT IS GOING TO DIVVY UP SALES. Either give each Scout an equal share or pro-rate on a time basis.

HAVE UNIT LEVEL REWARDS THAT COMPLEMENT THE REWARDS FROM CAMP MASTERS

Some ideas: gift cards for top seller or top den(s)/patrol(s), pie in the CM/SM face, free camping trip, dues refunded, special unit activity if they sell above X dollars, free pizza party for the highest selling den, etc. Find freebies at local stores such as free oil change, free massage, free day spa, etc. for the parents! Parents who are motivated will get their scouts selling.

TRAIN THE SCOUTS: set aside part of a Pack or Troop meeting to train the Scouts on their sales pitch, how to deal with all types of potential customers, teach them how to "ask for the business/order" take some time to "role play" and have the Scouts practice in front of the group. Give them the skills that will inspire confidence.

CHEER THE PROGRESS: send weekly updates about your unit's sales progress, celebrate the successes and big sales, monitor and measure your sales each week and chart your progress publicly..... and praise the Scouts that are excelling in their sales efforts.

MAKE IT FUN: the scouts that have the most success are the ones that view this as FUN way to earn and win cool prizes, help their Pack or Troop and have some friendly competition with their fellow Scouts. Leaders should make sure to create a fun and supportive environment that rewards sales success while supporting every Scout's efforts regardless of their sales.

COMMUNICATE WITH SCOUTS AND FAMILIES OFTEN: Check up on how they are doing, keep them informed of the great CAMP MASTERS rewards and unit incentives. Not a high-pressure email, just updates and reminders.



Think Outside The Box

If there are people there, sell Popcorn there!

The obvious places are probably outside grocery stores, Walmart, Target, big membership stores like Costco and Sam's Club.

Less Obvious

SET up at a LOCAL COLLEGE or UNIVERSITY- College students love popcorn. Go door-to-door down frat row. Mid-week snacks and weekend treats are always welcome. Research busy times on campus and set up shop outside the student union or in front of the library. **Pro Tip- Parent and Family Weekend, Football games. on Friday evenings/weekend mornings/after exams**

LOCAL EVENTS- Craft fair, gathering of food trucks at a local farmer's market, local parade, golf tournament, another great place is a sport club, gym or golf range (with permission off course. Also large train or bus stops.

LOCAL BUSINESSES-Approach businesses in your area and ask if you can set up a popcorn booth in their lobby or break room.

THE DMV (Department of Motor Vehicles)

NEXT TO ANY ASPCA EVENT- - also offer dog treats, because cute Scouts + pets = Sympathy and \$\$

GRAND OPENINGS of BUSINESSES

HOST A GARAGE POPCORN BOOTH- Host a pop up booth in a leader's driveway/garage. Scouts would go around the neighborhood the week before and hung door hangers with the day and time of their booth encouraging people to stop and buy.

RUNNING IN THE USA- the largest online directory of races and clubs (www.runningintheusa.com). Very well organized and easy to navigate. Scheduled number of races for 2023: Classic Races- 36718; Multisport Events- 3115; Variety Runs- 2876; Clubs-1096

STOREFRONT RECRUITING

You can never start too early in securing storefronts

Grocery and Home Improvement Stores

- Make sure you approach the store/company manager. Do some research and find out the policies in place so you can adapt your approach and relate how Show-N-Sell will meet these guidelines.
- Think of high traffic, essential businesses in your area to contact.

SAMPLE / SCRIPT

Hello my name is (Name), our (Unit) is located right here in (Name of location). Our Scouts want to raise their own money to (Go to Summer Camp). You can help by letting us use your store front so our Scouts can earn their salesmanship merit badge and earn their own way to camp. We appreciate your willingness to support us as members of the same community.

Make sure you get on their schedule. Bring a letter that they can sign if necessary that says the same thing, Have a place to put their store Name and Store Number, Signature Spot as well as a written name spot.

Make sure you follow up a few weeks before as well as a few days before.



Fundraising on Election Day



This years Presidential Election will take place on Tuesday, November 5th. Election Day is a great opportunity to hold your popcorn fundraiser. Voters will be consistently passing your stand throughout the day.

Here are some steps to follow:

- Please contact your town government to get permission to sell at a polling place on election day.
- Election Day is after the Show & Sell Return Date. Please contact Jim Patterson at 203-814-2201 or jim.patterson@scouting.org if you plan to hold a fundraiser on Election Day. We will schedule a time to return any leftover popcorn following November 5th.

2024 Product Selections

Show & Sell

3 Way Cheesy Cheese Tin	\$50
22PK Movie Theater Extra Butter MW	\$35
Supreme Caramel w/Alm, Pec, & Cashews Tin	\$30
12oz Salted Jumbo Cashews	\$30
14pk Extra Btr Roasted Summer Corn	\$20
Classic Trail Mix	\$20
Cinnamon Crunch Bag	\$20
12 pk Sweet & Salty Kettle Corn MW	\$20
White Cheddar Cheese Popcorn Bag	\$20
12 oz Honey Roasted Peanuts	\$20
Purple Popping Corn Jar	\$15
6pk Butter MW	\$10
Caramel Popcorn Bag	\$10

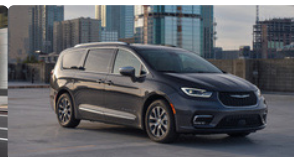
WHAT SIZE VEHICLE WILL I NEED?



Mid-size car
20 cases



Standard SUV
40 cases



Standard Van
60 cases



Full size SUV
70 cases



Pickup
90 cases

Not recommended



2024 Product Selections

Take Order

Military Donation	\$30
Tasty Trio Tin	\$60
3 Way Cheesy Cheese Tin	\$50
22PK Movie Teater Extra Butter MW	\$35
Supreme Caramel w/Alm, Pec, & Cashews Tin	\$30
Chocolate Drizzle Caramel Bag	\$30
12oz Salted Jumbo Cashews	\$30
14pk Extra Btr Roasted Summer Corn	\$20
Classic Trail Mix	\$20
Cinnamon Crunch Bag	\$20
12 pk Sweet & Salty Kettle Corn MW	\$20
White Cheddar Cheese Popcorn Bag	\$20
12 oz Honey Roasted Peanuts	\$20
Chocolate Covered Pretzel Bag	\$20
Purple Popping Corn Jar	\$15
6pk Butter MW	\$10
Caramel Popcorn Bag	\$10

WHAT SIZE VEHICLE WILL I NEED?



Mid-size car
20 cases



Standard SUV
40 cases



Standard Van
60 cases



Full size SUV
70 cases



Pickup
90 cases

Not recommended





Kernel Checklist

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

- Attend Popcorn Trainings
- Plan Annual Scout Program (w/ Unit Committee)
- Review Commission Structure & Prizes
- Determine Additional Unit Prizes
- Set Budget for Program (**Use Unit Fillable Budget**)
- Recruit Your #PopcornSquad
- Update Scout Roster (w/ Membership Chair)
- Direct Scouts to Self-Register or Update Bio**
- Determine Per-Scout Fundraising Goal (**Use Scout Goal Worksheet**)
- 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!



Setting Goals

A Per-Scout goal is a lot like a merit badge or skill requirement. In Scouting, we often tell Scouts that to receive an award, they must "do, tell, show, demonstrate, etc." All Cub Scouts are held to the motto of "Do your Best." Scouts want to succeed. Helping them to succeed in the popcorn sale for the health and strength of the unit is no different. We simply need to be able to help our Scouts define success. Use the formula below to help you set unit and Scout goals. Be sure to ask your Unit Treasurer and Unit Committee to help prepare your budget and popcorn sales goals.

Goal Setting Formula

Total dollars your unit plans to spend this year (i.e. \$2000)	Unit Budget \$
Divide the unit budget by the popcorn commission % (Use the percentage provided by Council to compete this exercise)	Unit Sales Goal \$
Divide the unit sales goal by the number of selling Scouts	Per Scout Goal \$



- Set a unit goal (2%-5% increase)
- Set a per Scout sales goal
- Communicate the per scout goal at the unit kick-off



- After sharing the goal, highlight what the unit goal pays for and how that benefits each Scout
- Remind scouts and parents of the Unit and Per Scout goal throughout the sale.
- Reward Scouts for achieving the Per Scout Sales Level.
- Encourage all Scouts and families to participate and achieve the per Scout goal.
- Develop unit incentives to encourage Scouts and families to sell.

If you're not setting goals in sales and in life then you're letting someone else dictate the path. By setting [SMART goals](#) you have something to strive for which helps you push and measure your progress. Set a specific goal to sell 20 bags in an hour which was an increase in your previous outing where you sold 15 bags This was your short-term goal which aligned with the larger goal of selling 750 bags of popcorn. With this goal in mind, you will end of crushing your goal.

Commissions, Prizes and Incentives

Basic Sale Commission: 31%
No Prize Option: 35%



CHOOSE A PRIZE AND GO FOR IT!

My prize goal is: _____

My popcorn goal is: _____

\$5,000	45 - LEGO Technic Mercedes-AMG F1™ V10 E Performance	48 - Hydration Pack - 2L	51 - Backpacking Headlamp	54 - 2-Person Tent	57 - 2-Person Tent
\$4,000	46 - LEGO Technic Star Wars Millennium Falcon™	49 - 2-Person Tent	52 - 2-Person Tent	55 - 2-Person Tent	58 - 2-Person Tent
\$3,000	47 - LEGO Technic Star Wars Millennium Falcon™	50 - 2-Person Tent	53 - 2-Person Tent	56 - 2-Person Tent	59 - 2-Person Tent
\$2,150	40 - LEGO Friends Castle Bed and Bathroom	43 - LEGO Friends Castle Bed and Bathroom	46 - LEGO Friends Castle Bed and Bathroom	49 - LEGO Friends Castle Bed and Bathroom	52 - LEGO Friends Castle Bed and Bathroom
\$1,650	38 - LEGO Friends Castle Bed and Bathroom	41 - LEGO Friends Castle Bed and Bathroom	44 - LEGO Friends Castle Bed and Bathroom	47 - LEGO Friends Castle Bed and Bathroom	50 - LEGO Friends Castle Bed and Bathroom
\$1,250	33 - LEGO Batman - Batcycle	36 - LEGO Batman - Batcycle	39 - LEGO Batman - Batcycle	42 - LEGO Batman - Batcycle	45 - LEGO Batman - Batcycle

BOY SCOUTS OF AMERICA
CONNECTICUT YANKEE COUNCIL

Connecticut Yankee Council offers the following prizes:

Council Individual Top Seller Prize:
\$500 Gift Card

Unit Goals
When a unit exceeds their popcorn goal (which is set by the unit) by 20% they will receive a pizza and ice cream party.

Individual Scout Sales
When an individual Scout sells \$3,000 worth of popcorn, they will receive a \$300 Gift Card
When an individual Scout sells \$4,000 worth of popcorn, they will receive a \$400 Gift Card
When an individual Scout sells \$5,000 worth of popcorn, they will receive a \$500 Gift Card

Key Date to Remember
Prize Orders must be input into www.kellerprizeprogram.com by December 6th.

Scan the QR Code to the left for a detailed description of the prizes or visit www.kellerprizeprogram.com

IN ADDITION to Council incentives, **CAMP MASTERS** offers Prizes to recognize Scouts Popcorn Sale efforts.

High Achiever Prize

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

SELL \$3000+ TOTAL
GET 4% BACK ON A VISA or EGift card

OR

2-Person Tent, 3W-200 Lumen COB LED Headlamp, 4x30 Binoculars, 6-in-1 Cooking Multi-Tool, Cooler Chair Backpack, Metal Campfire Mug w/ BSA Branding, and Sleeping Bag. Image not to scale, items shown larger to show detail.

Unit Prizes and Top Sellers

Council Top Seller Prize:

\$500 Gift Card

Unit Goals

When a unit exceeds their popcorn goal (Which is set by the unit) by 20%, they will receive a pizza and ice cream party.

Individual Scout Sales

When a Scout sells \$3,000 worth of popcorn, they will receive a \$300 Gift Card

When a Scout sells \$4,000 worth of popcorn, they will receive a \$400 Gift Card

When a Scout sells \$5,000 worth of popcorn, they will receive a \$500 Gift Card





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OFFICIALLY
LICENSED

Prize Unboxing Video Contest

K KELLER
MARKETING
A Division of General
Commercial Corp.
888 • 351 • 8000



**Win a Table Top Icee Machine (makes 64oz)
and 4-pack of Syrup (Retail Value \$175).**

Who: Unit Leaders

What: Take a video of your Unit opening their prizes. Show us how excited they are to receive their prizes for selling popcorn.

When: Deadline January 15, 2025

Where: Upload your video to Keller Prizes Facebook Page. Be sure to include your Prize Order Number, Council Name and Unit Number in your Post to confirm eligibility.

The winning Unit will be notified by January 31, 2025



Scan QR Code for more information and descriptions of Prizes



UNIT KICKOFF CHECKLIST

Time For
ADVENTURE

LOGISTICS

- Location
- Date & Time
- Send invitations!
- Recruit Help

ATMOSPHERE

- Theme Games & Activities
- Music
- Decorations

CONTENT

- Media
 - Training videos
 - Motivational videos
- Printed Materials
 - Family Guides
 - Program Calendar
 - Parent Handouts
 - Unit-Specific Literature
- Presentation
- Product Samples
- Rewards / Incentives

Pick a theme



Sample Kickoff Agenda

• Grand Opening (5 mins)

Play music, dim the light and have fun!

• Share your Scouting program & promote upcoming adventures (10 mins)

Make sure families understand the benefits of selling popcorn and how it pay for their program

Highlight key dates that are important to the popcorn sale

• Train your Scouts (10 mins)

Explain the different ways Scouts can sell: Show-N-Sell, Show & Deliver, Take Order. Digital Take Order and online at CAMPMASTERS.org

• Showcase your Scout Rewards (5 mins)

Introduce your unit incentive program, including the CAMP MASTERS High Achiever program.

• Big Finish

Have top sellers from last year spray the leaders with silly string
Send everyone home motivated to sell.



Keep it FUN! Keep it MOVING! Keep it SHORT!

CAMPMASTERS
GOURMET POPCORN

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.”

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

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

CAMP MASTERS Demo Council | Demo District Anytown | Troop 313 > 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		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

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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.

Demo Council | Demo District Anytown | Troop 313 > Users

	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 checked="" type="checkbox"/>	Scout	D9ZJ	Jeff	Hawkins	(214) 366-3455	wayne1965@gmail.com
<input checked="" 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

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

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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”.

Demo Council | Demo District Anytown | Troop 313 > Users

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

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

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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.

The screenshot shows the Camp Masters dashboard for Jason Sieg | Troop 313. The left sidebar contains navigation 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 'Dashboard' and includes a search bar for '2020 Fall Popcorn Sale'. Below this, there's a section for 'Jason Sieg | Troop 313' with 'Demo Council | Demo District Anytown'. A 'To Do' list highlights: 'Submit your Unit Commitment Form', 'There are 11 Unordered Scout Take Orders', and 'There are 2 Open Unit Orders'. A 'Links' section lists: '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 sections for 'Show-N-Sell' and 'Take Order' with their respective start and due dates and action buttons like 'View Product Listing', 'Place Unit Order', and 'View Unit Orders'.

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

The screenshot shows the 'Users / Scouts' page in Camp Masters. At the top, there are filters for Council (Demo Council), District (Demo District Anytown), and User Type. Below these are buttons for 'Layouts', 'Export to Excel', 'Export to PDF', and 'Import Scouts' (which is highlighted in orange). A table lists the following users:

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)

At the bottom of the page, there is a footer with 'Copyright © 2020 Camp Masters.' and '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.

The screenshot shows the 'Import Scouts' dialog box in the Camp Masters application. The background displays a table of users with columns for First Name, Last Name, and Email. The dialog box has a 'Choose a file to import:' section with a 'Browse...' button. Below that is the 'First Row Has Headers:*' checkbox, which is currently unchecked. The 'IMPORT MAPPING' section contains a note: 'Match each import field to the import file's columns or type in a custom value to be used.' It lists several fields with empty dropdown menus: Council, District, UnitType, UnitNumber, Email, FirstName, LastName, and Phone. At the bottom, there is a 'Number of Rows:' field.

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

This screenshot shows the 'Import Scouts' dialog box after the fields have been mapped. The 'First Row Has Headers:*' checkbox is now checked. The 'IMPORT MAPPING' section shows the following mappings: Council (Demo Council), District (Demo District Anytown), UnitType (Troop), UnitNumber (313), Email (frederickthegreat@gmail.com), FirstName (Fred), LastName (Winston), and Phone (569-858-8653). The 'Number of Rows:' field now shows '3'. An 'IMPORT' button is visible at the bottom of the dialog.

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.](#)

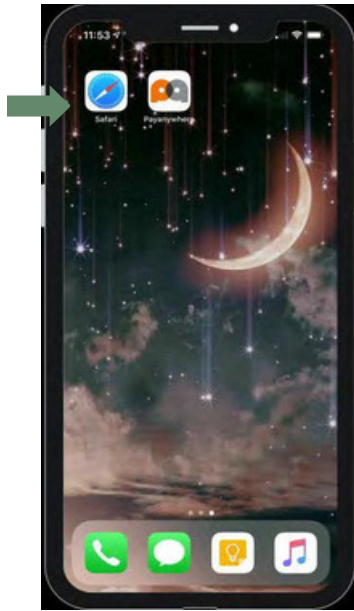
If you get an error, check your spreadsheet rows again carefully for typos.



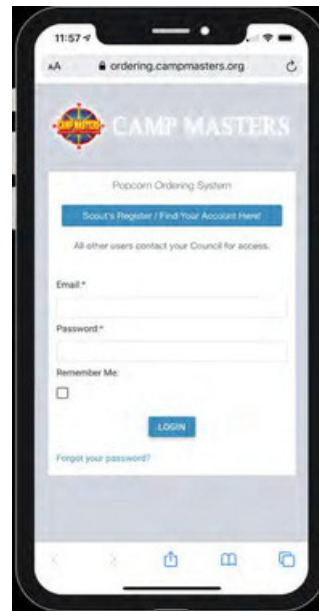
CAMP MASTERS

SCOUTS, PARENTS & LEADERS

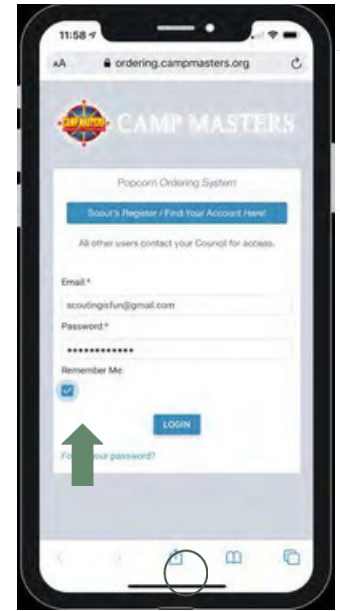
Follow these instructions to easily create a CAMP MASTERS app icon on your smartphone.



Open Safari
Chrome on Android

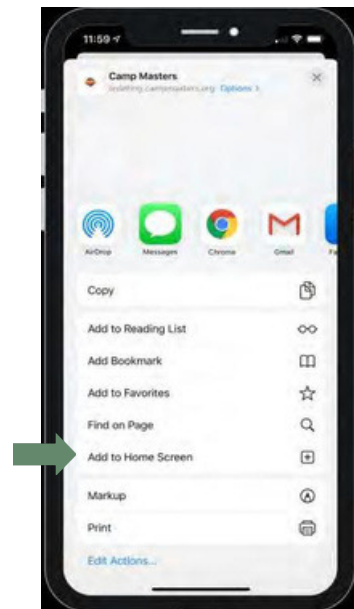


Go to
ordering.campmasters.org/Account/Login



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"



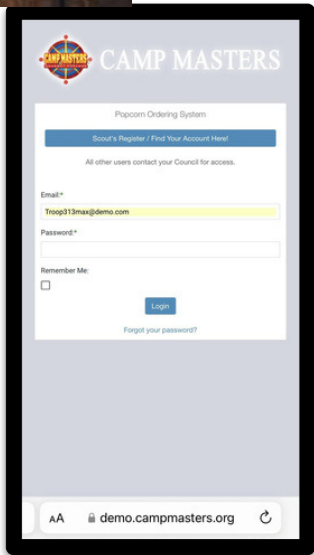
Ready to sell? Click the icon!



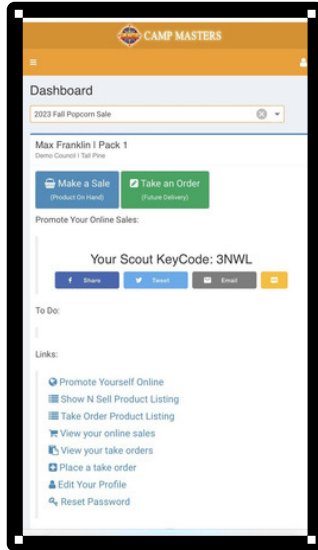
TAKING ORDERS by Cash & Credit Cards

SCOUTS, PARENTS & LEADERS

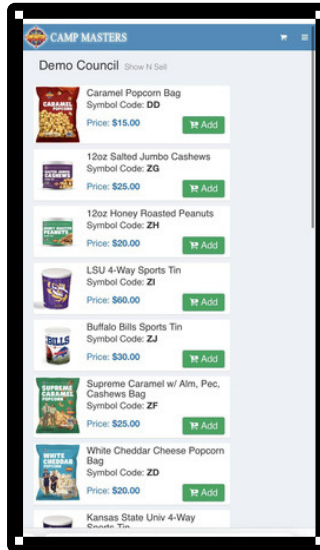
Follow these instructions to easily take orders and payment on your smartphone.



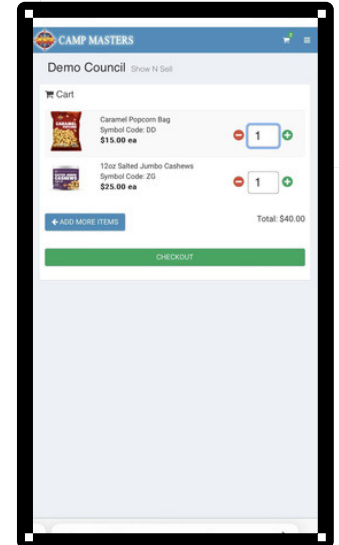
Login to CAMP MASTERS Dashboard



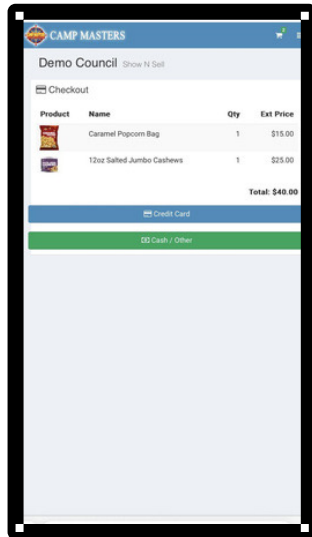
Click "Place a Take Order" from the dashboard



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



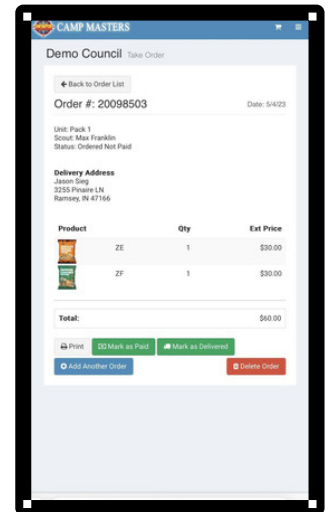
Scroll down to find the requested product. Then click "Order" to add the item to the shopping cart.



A confirmation window will appear. You can either take cash or Credit card for payment



To take payment, you can:
1. Have the customer scan QR code for them to enter payment.
2. Text them so they can enter payment.
3. Enter Information manually.



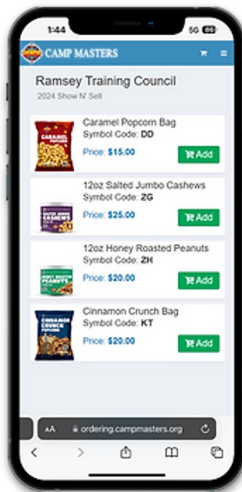
Mark as paid and delivered if applicable.



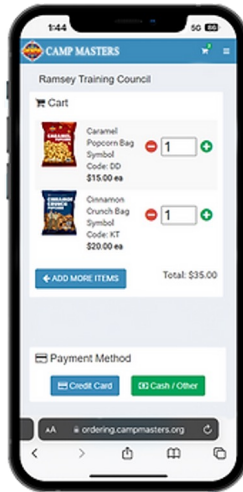
TAKING ORDERS by Tap to Pay

SCOUTS, PARENTS & LEADERS

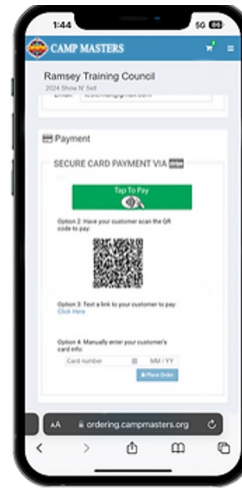
Follow these instructions to easily take orders with Tap to Pay on your smartphone.



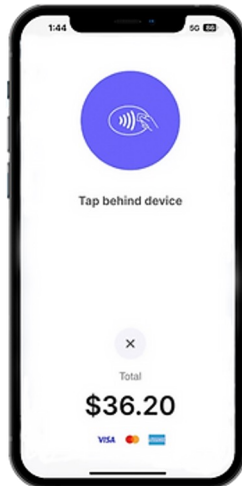
Choose the items from the catalog that the customer would like to purchase and select "Add" to add it to the cart.



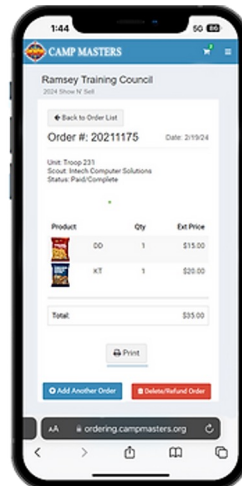
You can change the quantity of each item using the minus and plus buttons.



Select Tap to Pay from the checkout payment options.



Tap the payment card to the back of your device.



Upon successful payment, you will see the order confirmation screen.



Wrapping up Your Fundraiser

As we wrap up the 2024 Popcorn Sale here are a few key items to remember and make sure you have taken care of before finishing up.

- Follow the timeline closely for due dates.
- Payment by check is preferred.
- If you are keeping any excess inventory please be sure to properly store it to preserve the product for future use or resale.
- Double check to make sure that prize orders are correct and submitted so that we can ensure your Scouts receive the prize they expect in a timely manor.
- Complete and submit CAMP MASTERS High Achiever Prize form.

