Building Character in Every Generation

SUPPORTED YEARLY THROUGH POPCORN FUNDRAISING
HIGHEST QUALITY PROGRAM WITH A TRUSTED PARTNER

• LEADER IN POPCORN MANUFACTURING
  • Family owned and operated for 75 years
  • 4th largest Popcorn Manufacturer in the United States
  • Work with many National Retailers such as Kroger, Target, Meijer, Wal-Mart, etc.
  • Sell Popcorn world-wide to great organizations like PepsiCo, Frito-Lay and BSA
  • Our popcorn is American grown, harvested and manufactured
  • Commitment to delivering best-in-class customer service
  • Consistent, accurate and on-time order fulfillment

• ROBUST PROGRAM PROVIDER
  • Supporting BSA Councils nationally for almost 20 years
  • Innovative sales & marketing approach developed for 2020
  • Designed to maximize Council sales profits
  • Straightforward pricing for all orders - One Price per Case – No complicated Bracketed Pricing
  • Focus on service at the Council and Unit level

• MORE THAN JUST A BSA-APPROVED VENDOR
  • Valued partnership with the Scouts through our family and our business
  • Year over year financial investment in program improvements and product development
  • Support for limited selling time for maximizing market demand and sales response
  • Personal support and investment in every Council’s success through all months of the year
CAMP MASTERS

OUR PILLARS OF SUCCESS

Indulgent Taste

Value-Added Products in Tins

Proven Unit-Focused Training

Easy to use Popcorn Sale Technology

Partnership Flexibility and World-Class Customer Service
2020 Family Sales Guide
High Achiever Prizes 2020

• Any Scout selling $400 in online sales will receive a $10 Amazon Gift Card from CAMP MASTERS
• All online sales also count towards all other prize options: High Achievers & Council Prizes

$3,000 Sales Achievement – Choose the NEW Camping Package OR Visa Debit Card

Camping Package (2 person water resistant tent, 6-in-1 Grilling tool w/ case, Hammock, Cooler Chair Backpack, Camp Stove w/ two burners, Bluetooth Speaker w/ Powerbank & Lantern.

• OR

Reward equaling 5% of Total Sales. Example: $3,000 would equal $150 Debit Card. Debit cards are rounded to the nearest $10.
Council Bonus Prizes

Monmouth Council Bonus Rewards
1st Overall in Council - $300 Scout Shop Gift card and 1 Free Week of Camp to either FSR or QHSR
2nd Overall in Council - $200 Scout Shop Gift card
3rd Overall in Council - $100 Scout Shop Gift card

Scouts who sell over $1,000 will get to participate in our Spin to Win Event in January/February of 2021!
CAMP MASTERS
Alternative to the Scholarship Program

Ramsey offers an alternative to the scholarship program

• Visa Gift Card Driven providing instant reward to the Scout with a tangible asset that they have full control over with no restriction.

• Scholarship Scouts can choose to receive 6% of all sales in the form of Gift Card or they can participate in the standard High Achievers Program.

• All Scout Scholarship funds earned through the competitive program remain intact in the Scouts established account for use as that program dictates.

• Qualified Scouts choosing the Alternative Scholarship Replacement Program can use those funds as they desire.
Goal of a Unit Kick-Off

In 2020 it is more important than ever to get everyone on board to fund your entire Scouting program.

- Parents understanding how the Popcorn Sale benefits their child and his/her Scouting Program
- Leaders understanding how the Popcorn Sale provides a better Scouting experience

= More Scouts Selling and a Better Program for your Unit

THIS IS THE YEAR TO BUILD AND COMMUNICATE A GREAT PLAN!
Let’s Plan for Success in 2020!

Let’s face it 2020 has been a challenging year thus far, but we’re not going to settle! We all fund our programs with this campaign so let’s develop a solid plan to succeed!

More than ever we need to sell in all three ways:

- **Sell Online** at [www.popcornordering.com](http://www.popcornordering.com) with SHIPPING INCLUDED!
  - Reach out for support from the comfort of home
  - Zero risk for Units and doesn’t impact other activities
  - Average online sale >$40 in 2019!

- **Door to Door**
  - Use the Take Order Form in the Family Guide
  - Take Pre-Order/Show and Sell product if you can
  - Average $200-$400 per scout hour

- **Show and Sell**
  - Establish sales locations at local store fronts or special events
  - May have a limited number of items vs. those on Take Order
  - Average $65-$150 per scout hour (3 Scouts/location)
Online Sales

We have an amazing opportunity to grow our sales in the safest manner available.

- Online selling allows us to expand our reach and conduct sales in the safest manner available.
- Scouts must be registered in the system to gain access to the online store and get sales credit.
  - Instructions on how to load/register scouts is located at [www.campmasters.org/how-to-order-popcorn](http://www.campmasters.org/how-to-order-popcorn)
- No additional shipping fees for consumers!
- Social Media links built into the Scout’s account.
Any Scout that sells $400 online will receive a $10 Amazon Gift card

All online Scout Sales count towards CAMP MASTERS High Achiever Prizes, Prize Program and Council Prizes

popcornordering.com

35% ONLINE SALES GROWTH

Online Sales continue to grow exponentially!
Take Order

Door to Door Sales net higher sales values and we can control social distancing in a more comfortable manner

• Coach Families/Scouts to approach the houses on their block as a start
• Promote a set presentation and be in Class A uniforms so they are recognized
• Be effective by selling in a group, covering an entire neighborhood as a Unit
  • Great way to move unsold Show and Sell product/inventory
  • Use Door Hangers for a leave behind at homes where you miss the residents
• Coach them on your area’s safety requirements

Best Practice: Collect Money at point of sale

AVERAGE $200-$400 per Scout Hour!
Steps to Success

Simple Action Items to have the Best Sale possible!
Step #1

• Know your UNIT’S POPCORN SALE GOAL
  • What program elements you will fund
  • Equipment needs
  • Special Events/Trips

• Be able to COMMUNICATE the goal to everyone on board
  • What it means for the Scouts
  • What it means for the families

Download at http://campmasters.org/sales-tools/
Step #2

- Conduct a KICK OFF!
  - COMMUNICATE the goal
  - SHARE the plan

- Make it FUN!
  - What it means for the Scouts
  - Skits to emphasize training
  - Talk about the Prizes

- Focus on SKILL DEVELOPMENT
  - Public Speaking Skills
  - Goal Setting
  - Personal Responsibility
Step #3

Train your Scouts!

• Establishes best Practices & Builds Confidence & removes doubt
• IT WILL HAVE A HUGE IMPACT
Use This – IT WORKS!

• Hi sir/ma’am, my name is _______________
• I’m a scout with Pack/Troop _________
• We’re selling popcorn to help raise money for our Pack/Troop.
• You can help us by trying some of our delicious popcorn.
• You’ll help us, won’t you?  (don’t forget to nod)

Copyright and do not publish on the internet
Just Remember

- Neighboring communities may not have Scouts, but they’d love to see and support you!
- Attitude affects Aptitude
- Sell what we all believe in – SCOUTING!
- Scouts in Class A Uniforms, represent Scouting well!
- Scouts using the suggested Sales Presentation don’t have to think about what to say
- Your Scouts looking adults in the eye and speaking directly to them, show consumers respect and will blow them away with what they represent
- Most of all, celebrate your participating Scouts as they earn their way!
Have a Safe Sale!!

• Safety is paramount to all participants
  • Scouts should follow Local, State, and Council guidelines

• Take extra time to train all participating
  • Keeping eye contact is paramount, and it accentuates your professionalism

• For this year only, it is recommended to have signage but only if such is communicating your attempts to help the community too.
  • Example; “Help us to do good deeds in our community, will you help support us so we can learn and serve in our community?”
Technology that SIMPLIFIES the Sale for your Council and Units

Introducing the all new CAMP MASTERS Media Library!
- Billboard
- Newspaper Ads
- Radio PSA

Maximize Your Sale
Products
Prizes
High Achiever Prizes
How To Order Popcorn
FAQ

Councils & Units, Order Here.
Council & Unit Ordering
PopcornOrdering.com
Military Program
PayAnywhere "Credit Card Program"
Pay Anywhere

- 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
Create a CAMP MASTERS Scout App

Your Scouts can conduct Take Order electronically!

- Scouts must be registered in system
- Orders collected flow directly to Unit’s account under Scout Sales
- Immediate visibility for Scout and Unit Sales
- Reduces paperwork
- Able to mark whether paid and/or delivered!
We do have the non-specific “Demo” set up as below:

DEMO SITE: (demo.campmasters.org)

DEMO UNIT LOGIN:
Email: pkp25@yahoo.com
Password: Demounit19!

DEMO SCOUT LOGIN:
Email: troop313max@demo.com
Password: Demoscout19!
Unit Leaders and Councils have instant View of Activity!

Unit Demo User login: pkp25@yahoo.com Password: Demounit19!

demo.campmasters.org
# Scout Sales

## Drive: 2019 Fall Popcorn Sale

<table>
<thead>
<tr>
<th>Sale</th>
<th>Order #</th>
<th>Order Date/Time</th>
<th>Unit Type</th>
<th>Unit #</th>
<th>Scout</th>
<th>Customer</th>
<th>Address 1</th>
<th>Address 2</th>
<th>Paid</th>
<th>Delivered</th>
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<td>1/30/20 1...</td>
<td>Troop</td>
<td>313</td>
<td>Max Frank...</td>
<td>Jason Sieg</td>
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<td>✔️</td>
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### Scout Sales

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<th>District</th>
<th>UnitType</th>
<th>Unit #</th>
<th>S&amp;S Credits</th>
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<td>1533.00</td>
<td>105.00</td>
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</table>

- **Council**: Demo Council
- **Drive**: 2019 Fall Popcorn Sale
- **District**: Demo District Anytown
- **Sale**: Please select a sale

- [Export to Excel](#)
- [Export to PDF](#)
## Single Point Sales Management

### Scout Sales

<table>
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Page 1 of 1 (14 Items)
KEEP CUSTOMERS SAFE & MONEY IN YOUR POCKET

Mobile Cart & Checkout

Fully Encrypted Payment

Track Sales
Questions?
GROWTH FOR A NEW DECADE IN SCOUTING