



Info Pop- 2012 Leaders Guide

A Message from our Council Leadership

Thank you for your support of, and participation in, the 2012 Fall Popcorn Sale. We know that as a registered leader in the Great Southwest Council, you spend countless hours dedicated to providing Scouting to your youth. Each of you make our community a better place to work and live. On behalf of the Great Southwest Council, we salute you and thank you for all that you do for kids. We are glad that you are part of the Scouting team.

The most successful units employ a thorough process of planning and preparation each year. Planning is fundamental to getting the most good out of Scouting for the boys.

The Fall Popcorn Sale provides needed cash to units as well as helps the provide funds to operate the council in further support of packs and troops. By participating in a successful fundraising event, units earn needed funds for programs, and also make parents much happier because they will not be asked to support multiple fundraisers month after month.

This guidebook has been compiled to help you with a successful fundraising experience. Good luck and have fun!

2012 Commission Structure:

Both Take Orders and Show and Sell will follow the SAME commission structure this year.

Base Commission—commission for participating	25%
Commitment Form in by June 1st	1%
Attend Council Kickoff- Michael Beck training	3%
Attend District Kickoff/Training	1%
Sell a total of \$2,500 Gross Sales of Show & Sell	3%
Having a Lt. Kernel and meeting sales level	1%
Cash in lieu of prizes	5%

*in lieu of prizes, any unit can select the option of a 5% straight commission.

All Units **MUST** fill out the request form in order to get the 5%.

Total Cash Commission Available 39%

Popcorn Product Mix will be the following

• 5-way Gourmet Chocolate Tin	\$50
• 3-way Tin	\$40
• Military Donation (\$40 worth of popcorn to Kirtland AFB)	\$40
• Cheese Lovers' Tin	\$30
• 24 pack Variety Microwave	\$25
• 24 pack Movie Theater Extra Butter Microwave *	\$25
• Military Donation (\$25 worth of popcorn to Kirtland AFB)	\$25
• 20 pack Snack Size 94% Fat Free Butter Microwave *	\$20
• \$20 Magazine Voucher	\$20
• 22 oz. Chocolate Caramel	\$20
• 22 oz. Supreme Caramel Corn w/ Almonds & Pecans *	\$20
• 14 pack Kettle Corn Microwave	\$15
• 15 pack Extra Buttery Roasted Summer Corn Microwave *	\$15
• \$10 Magazine Voucher	\$10
• 9 oz. Caramel Corn *	\$10
• 2# Popping Corn	\$10

*These five products are available for Show & Deliver and Show & Sell Sales programs. (Military Donation can be offered at Show & Sell with use of order form.)

2012 Sales Timeline

May

16- Council Training for District Popcorn Kernels

June

1- Commitment to sell Due to Council for extra 1% commission.

July

14- Council Kickoff, Michael Beck Training

August

10- Show and Sell Orders Due
31- Distribution; Post dated check required for pick-up

September

1- Sale begins (Take Order and Show and Sell)
17- District Check Point Mtg

October

10- Fall Sale Orders Due, last day to return any unused Show and Sell popcorn.
10- Last day to submit for "Fill a Sheet" Prize (fall sale)
15- Holiday Sale Begins
26- Distribution Day (Fall Orders) - post dated check required.

November

13- Holiday Orders Due
13 -Last day to submit for "Fill a Sheet" Prize (holiday sale)
15 - Fall Order Settlement

December

1- Distribution Day (Holiday Sale)- post dated check required.
17- Holiday Sale Settlement
19- Last day for ALL Prize orders to be placed, including online orders and Camp Masters High Achiever forms.



2012 Popcorn Sales Plan

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Objective: It is the goal of the Great Southwest Council Popcorn Sale to provide the most effective fundraising program to help units fund their **entire annual program**.

Sales Schedules: There are two different sales schedules. 1) the standard schedule during September and October, and 2) the Mesa Verde/Holiday Schedule that runs in November for pre-Holiday delivery, primarily for units in the Mesa Verde District.

Units that participate in the standard schedule sales program can sign up for a second sales program in the Holiday Sales schedule to take advantage of sale of popcorn as holiday gifts. All deadlines for the standard sales schedule apply; however, the prize order deadline is extended to the Holiday schedule so that Scouts can continue working to earn the larger prizes in the Take-Order sales program.

Sales Overview: The fall 2012 Popcorn Sales plan consists of three types of sales plans:

Take Order Sales—Boys solicit popcorn orders door-to-door, visiting friends and family, or from anywhere people gather. Individuals order the popcorn at that time, the Scouts record the name and address and sale on the “Take Order” form. The unit collects these forms, all orders are tallied, and the popcorn is ordered and distributed. Boys deliver the popcorn and collect their money and turn it in to the unit Kernel. Boys are eligible for prizes for Take Order Sales. Take Order Sales are the best way to raise a **large amount of money** for your unit because of the expanded time frame and greater customer base. Product returns are not accepted in the Take Order sales program.

Units are eligible to earn **up to 39%** commission (plus the value of the boy sales prizes) through the Take Order Sales plan.

Show & Deliver Sales Program—Boys solicit orders door-to-door from a limited product list (the same products offered in the Show & Sell Sales Program). Orders are filled immediately from inventory checked out on consignment by units. The Show & Deliver Sales program works best on a neighborhood sales program with three or four boys canvassing a neighborhood with a parent driving a car loaded with product for immediate delivery. The Show & Deliver Sales program is considered to be part of the Show & Sell Sales campaign for figuring unit commissions. A maximum of 20% (based on dollar value) of consigned product can be returned. Show & Deliver product is ordered on the Show & Sell Order/Product Receipt form for pick-up the week of the sale, with all returns on or before the Wednesday following the Show & Deliver Sale to be eligible for the full commission. **A post-dated check, dated for two weeks after pick-up, is required for all popcorn.** As with the Show & Sell sales program, units earn commission, but **boy prizes are not available**.

Popcorn product is available for check out for Show & Sell and/or Show & Deliver in one-week or two-week increments only during the entire popcorn sale period. A maximum of 20% (based on dollar value) can be returned if not sold.

Units are eligible to earn **up to 39%** commission on Show & Sell and Show & Deliver Sales.

2012 Popcorn Sales Plan



Show & Sell Sales Program—Units checkout popcorn and set up a sales table, usually in front of a business that generates a lot of foot traffic (grocery stores, discount stores, malls, etc.). The Show & Sell program is generally done on a Saturday (or several Saturdays), and involves members of the unit working shifts at the sales location. The Show & Sell program involves a limited product mix. These sales generate commission for the unit only; boys do not earn individual prizes for these sales. The Show & Sell program provides an easy way to raise funds in a short period of time, and eliminates door-to-door solicitation. A maximum of 20% (based on dollar value) of consigned product can be returned. Show & Sell product is ordered on the Show & Sell Order/Product Receipt form for pick-up the week of the sale, with all returns on or before the Wednesday following the Show & Sell Sale to be eligible for the full commission. As with the Show & Deliver sales program, **a post-dated check, dated for two weeks after pick-up, is required for all popcorn, but boy prizes are not available.**

Popcorn product is available for check out for Show & Sell and/or Show & Deliver in one-week or two-week increments only during the entire popcorn sales period. A maximum of 20% (based on dollar value) can be returned if not sold, and there is a strong financial incentive (5% commission) for not returning any product.

Units are eligible to earn up to 39% commission on Show & Sell and Show & Deliver Sales.

OPPORTUNITY: Do You See Your Potential?

Kit	C Movie Theater	S Fat Free	E 24 Oz. Caramel	G Summer Corn	L 9 Oz. Caramel	Gross Sales	39% Commission (if all criteria is met)	
A	3	3	8	8	16	\$575	\$224.25	
B	5	5	8	16	32	\$945	\$368.55	
C	7	7	16	16	80	\$1,675	\$653.25	
Custom	Each unit may customize their own kit.							

How To Sell 25 Items in One Week

MONDAY Sell to Mom and Dad at home after Scout meeting	<u># Sold</u> 1
TUESDAY Scout sell to neighbors on both sides of his house and the two neighbors across the street	4
WEDNESDAY Mom takes the Popcorn Sheet to work	6
THURSDAY Dad takes the Popcorn Sheet to work, or bowling, tennis, etc.	4
FRIDAY Call both Grandmas and two favorite Aunts	4
SATURDAY Walk a few blocks with another Scout and a parent. Each boy sells 6	<u>6</u>
TOTAL SALES	25 ITEMS



2012 Unit Popcorn Kernel Duties

1. Turn in your Unit Commitment by **Friday June 1, 2012** and receive an additional 1% commission.
2. With committee approval, explain the Popcorn Sale plan to your adult leaders.
 - Review your unit's yearly budget plan
 - Set your unit's sales goal
 - Review the timeline and setup your sales coverage plan
3. Attend the Council Kickoff and Training, with Michael Beck, and receive an additional 3% commission. Bring your assistant with you.
 - **July 14—Council Kickoff**
4. Attend your District Popcorn Sale Training, and receive an additional 1% commission.
5. Recruit a Lt. Kernel and receive an additional 1% commission and meet sales goals.
6. Prepare handouts for your Unit Kick-Off meeting for leaders, parents, and Scouts.
 - Timeline showing sale dates, date orders due, time and place for pick-up, and distribution
 - Unit goal and per boy sales goal
 - Two order forms/prize flyers and money envelope
 - Unit Master Record form(s) to record Scout's sales for den/patrol totals. An electronic version is available
7. Conduct a Unit Popcorn Sale Kick-Off Meeting after the district kickoff training for your unit. Review sales goals, explain the Prize and Incentive Program, discuss sales techniques, money collection, and safety suggestions.
8. Turn in Show and Sell order online by **Friday, August 10, 2012**.
9. Pick up Show and Sell popcorn on **Saturday, September 1, 2012** (see pg. 13 for vehicle loading guidelines).
10. Submit your unit order by 11:59pm on **Wednesday, October 10, 2012** (for the standard council schedule) or **Tuesday, November 13, 2012** (for the Holiday/Mesa Verde schedule).
 - Collect and total all sales records/order forms
 - Submit Unit Order online at www.campmasters.org
 - **PLEASE NOTE** that you will want to allow 2-3 days to compile your unit order prior to the due date. **NO ORDERS WILL BE ACCEPTED AFTER THE DEADLINE!!!**
11. Arrange to pick up popcorn at the district distribution location on **Saturday, October 26, 2012** (for the fall orders) or **Saturday, December 3, 2011** (for the Holiday/Mesa Verde orders). On the same day, conduct a special meeting for all Scouts and their parents at your unit's meeting location to distribute popcorn, the Scout's original Take Order Forms and Money Envelopes. Keep a copy of the Scout's Take Order Forms as a customer record for next year's sale. (see pg. 13 for vehicle loading guidelines).
12. Supervise collection of money from Scouts. Make sure checks they collect are made payable to the unit itself.
13. You will receive an invoice from the council on popcorn distribution day, on either **Saturday, October 26, 2012** (for the fall orders) or **Saturday, December 1, 2012** (for the Holiday/Mesa Verde orders) **A post dated check, payable to the Great Southwest Council, is required at the time of popcorn pickup on both dates. Your "Unit Master Record" is also due with your check.**
14. **ALL prize orders, including online orders and Camp Masters High Achiever forms, need to be placed by 11:59pm on Wednesday, December 19, 2012.**
 - Collect and total all prize orders
 - Submit your Unit Order online at www.boyscouts-gcc.com
 - **PLEASE NOTE** that you will want to allow 2-3 days to compile your unit order prior to the due date. **NO ORDERS WILL BE ACCEPTED AFTER THE DEADLINE!!!**
 - Keller Marketing will ship prizes directly to you. The Great Southwest Council does not handle the popcorn prizes.
 - **PLEASE NOTE** that prizes cannot be released until your unit has paid for popcorn in full.



Lieutenant Kernel Duties



What is Lt. Kernel?

- A Lt. Kernel is a youth member of a unit that will work with the Unit Kernel to help promote, organize and coordinate the unit's participation in the popcorn sale.
- The Lt. Kernel should help the Unit Kernel Conduct a Unit Popcorn Sale Kick-Off Meeting.
- The Lt. Kernel will attend the District Kick-Off.

Why do I want a Lt. Kernel?

- Helps create better boy led fundraising.
- Creates better "buy-in" from the boys.
- Provides help to the Unit Kernel.
- Acts as a liaison between the youth and the Unit Kernel.
- Better peer to peer presentation of why the sale is important to the youth.

Why the difference?

- Lt. Kernels bring back a different vision of what is important from the Kick-Off.
- Better able to communicate the value of the sale to their peers.
- Involves the youth in a new and direct way than the older "Adult Controlled" way of running the sale.
- Helps the Unit Kernel to involve youth in the decision making process.

Make Lt. Kernels a Cool Thing!!!

- Lt. Kernels will earn a special patch.
- Add 1% extra commission for having a Lt. Kernel and sell 10% over last year or minimum sales of \$5,000 for new units.





Unit Tips for a Successful Popcorn Sale

The following are a variety of tips that will help your units have a successful popcorn sale:

- ☞ Develop your Best Year of Scouting and then set your budget to establish a unit goal. Let popcorn fund your quality Scouting program.
- ☞ Attend Unit Kernel Training.
- ☞ Pick a Popcorn Kernel and attend all the training sessions and pick up all of your materials.
- ☞ Educate parents of the direct benefits to them – i.e. Johnny sells \$x amount and gets to go to camp.
- ☞ Have a big unit kick-off for the youth to get all materials and GET EVERYBODY EXCITED! All youth should receive the Take-Order form. Review all prizes available to the youth. Set per Scout sales goals.
- ☞ Have a unit “blitz day” where every youth in the unit goes out selling and whoever sells the most that day gets a prize.
- ☞ Encourage Scouts to always sell in uniform.
- ☞ Establish a unit customer base. Make 2 copies of all Take-Order forms. One to keep in unit records and one for the youth to keep so they can ask when they call them next year “that probably wasn’t enough, was it?”
- ☞ Write and copy a letter for all your Scouts that they can use which explains the popcorn sale and why you are selling, tells dates of delivery, explains the benefits for your unit and council and have your Scouts leave a copy of this letter with an Order Form at the front porch of peoples homes who happen not to be there when the Scout stops by. This is a good letter to share with parents.
- ☞ Do corporate sales using employers and companies of parents and leaders within your unit.
- ☞ Remind parents of the great gifts popcorn makes for teachers, co-workers, neighbors, babysitters, and relatives.

***Make it
fun and
exciting
for the
Scouts!***





How to Begin

Set a Goal—Do some daydreaming. What does your unit want to do in the coming year? How much will it cost to send everyone to camp? How much money does it take to run your unit for the year? Set a dollar sales goal for the unit that will fund your program for the year with this one fundraiser. **Establish individual boy sales goals** by dividing the unit goal by the number of boys selling, or have each boy set his own personal sales goal for what he wants to accomplish.

Sales Tips—Here are a few ideas that can help your boys have a successful sale:

- ☞ **ALWAYS** wear your uniform. Smile, be courteous and introduce yourself.
- ☞ **ALWAYS** sell in pairs accompanied by an adult and never sell after dark unless you are with an adult.
- ☞ **ALWAYS** walk on the sidewalk and driveway. NOT through the yard. Watch for traffic.
- ☞ **NEVER** carry large amount of cash with you.
- ☞ **NEVER** enter anyone's home.
- ☞ **ALWAYS** have 2 pens with you and keep your Take-Order Form as neat as possible.
- ☞ Make sure you know all the different types of Camp Masters Popcorn Products and the delivery date they will be delivered.
- ☞ **ALWAYS** tell the people what the money goes for.
- ☞ Not every house will buy so do not become discouraged.
- ☞ The more people you ask, the more people will buy.
- ☞ Put popcorn sale articles in your school, church, and community bulletins/newsletters.
- ☞ Ask your parents, grandparents, aunts, uncles, and neighbors: Camp Masters Popcorn makes great gifts for teachers, friends, co-workers, etc.
- ☞ Ask your friends at your place of worship if they would like to buy some Camp Masters Popcorn.
- ☞ Pre-sell by telephone—call potential customers and set appointments
- ☞ Sell by email—email friends and relatives out of the area, and get them order. You would then have to ship it to them.
- ☞ Remember your family and anybody you sold to last year (Review last year's take order sheets, if you kept them and remember to keep this year's for next year's popcorn sale.)
- ☞ Ask if either the boy or his parents can sell at the parent's work place.
 - Use the standard take-order form, attach a picture of the Scout (in uniform if possible) with a short note about what the Pack or Troop and individual wants to do with the money earned
 - Sell to businesses for their gifts to their customers
- ☞ Set a goal—how much does your unit need to earn? What specific prize do you want to shoot for?
- ☞ Use the Camp Masters sales tools found at www.campmasters.org. There is a training video.
- ☞ If the potential customer does not like popcorn, show them the Magazine Voucher.
- ☞ Have your Scouts practice using the following script:
 - Tell them who you are: **"Hi sir / ma'am, my name is _____ (First name only!)"**
 - Continue with the group you are representing: **"and I'm a scout with pack / troop _____"**
 - Tell them what you are doing: **"We're selling popcorn to help raise money for our Pack / Troop."**
 - Tell them what they can do for you: **"You can help us by buying some of our delicious popcorn."**
 - Now get the sale by telling them to buy in a question: **"You'll help us out, won't you?"**

Sell the Scouting Program - Sell the Sizzle!



- ☞ It's not about the popcorn, it's about the program. Selling popcorn as a fundraiser enables a unit to have funds to deliver their "program".
- ☞ We are selling Scouting, and people will buy if asked.
 - 82% of the public has never been asked to buy popcorn from Scouts.
- ☞ People need to know why Scouts are selling popcorn...what is the reason?
 - Volunteer leaders should inform Scouts, and their parents, how the popcorn sale directly benefits their unit program and directly benefits individual Scouts and their families.
 - A printed calendar and unit budget will help educate parents and Scouts on "plans for the upcoming year".
- ☞ The popcorn costs too much.
 - Surveys show that people will purchase from a Scout, if asked, and if they hear "how it will benefit the Scout" who is selling.
 - This is a unit fundraiser, not a "bargain sale". Again, it's not about the popcorn, it's about the program.
- ☞ Our pack/troop has another fundraiser and we do not have a need to "sell popcorn".
 - If this is the case, then consider allowing the total unit commission to go directly into a "Scout's account" for weekend campouts, field trips, summer resident camp, Cub Scout Day Camp, ...etc.
 - Many units find the Popcorn Sale and Scout-O-Rama ticket sales adequate for both their Unit and individual Scout annual needs and parents appreciate not having to come up with funds/dues every week/month.

***It's not
about
the
popcorn,
it's
about
the
program!***

Popcorn Safety Tips

- When selling popcorn in your neighborhood always have an adult or buddy with you.
- Never enter a stranger's house without an adult.
- Keep checks and cash in a separate envelope with your name on it.
- Always walk on the sidewalk whenever possible.
- Never sell at night.
- Always be courteous.



Who Buys Popcorn?

- | | |
|---------------------|------------------------------|
| • Parents | • Teachers |
| • Grandparents | • Coaches |
| • Neighbors | • Married Brothers & Sisters |
| • Relatives | • Parent's Co-Workers |
| • Religious Friends | • Doctor |
| • Area Business | • Unit Leaders |

***Don't forget last year's customers. Make sure you kept your sales from last year and ask each of them to buy again.**

***Have a parent in your pack/troop that owns his/her own business? Do they send Christmas gifts to employees/customers? Ask them to send popcorn this year.**



FILL IT UP!!

**Fill up ONE Popcorn Order Sheet to
earn your
Blast Bow!!!**

WIN prizes!!



In addition to the Blast Bow each FULL sheet (copy) that is turned in to the Council Office will be added to a drawing for \$100 High Desert Scout Shop Gift Card!
Drawings on October 5, 12, 19, 26, and November 2, and 9.

Grand Prize: Nintendo Wii OR iPod Touch

Drawing on Friday, December 7, 2012

**Drawing for Prizes will be
EVERY FRIDAY during the sale!!**

**You can enter as many times as you
FILL up a NEW sheet!!**

The Prize Plan



PRIZE STRUCTURE: There are prizes for individual boy sales efforts in the Take Order Sales Plan. Please see the boy prize brochure prize list. **PLEASE NOTE** that there is a different prize structure for Cub Scouts and for Boy Scouts/Venturing. Please make sure that you have the correct prize brochure.

PRIZE GUIDELINES:

- ☞ Prizes are for individual boys sales in the Take Order sales plan only. **Sales from different boys cannot be combined.**
- ☞ Prizes will be available for shipping as soon as the unit turns in all funds due.
- ☞ All prizes, including patches, are ordered online through Keller Marketing at www.boyscouts-gcc.com only—**no other formats can be accepted.** Units gather individual boy prize requests and summarize them before entering the order online. **Deadline is December 19, 2012.** Individual prize orders will not be accepted.

Note: Keller Marketing will ship Prizes directly to the unit kernel. The Great Southwest Council does not handle any prizes.

**Camp Masters provides
SPECIAL INCENTIVES
that are
exclusively available for
boys selling popcorn in the
Take-Order Sales plan:**

**BONUS LEVEL
\$1,500 SALES**

Choice of \$50 Target Card
OR
\$50 Wal-mart Card
(Unit kernels **MUST** submit order form)

**BONUS LEVEL
\$2,000 SALES**

Choice of Remote Control Helicopter
OR
Awesome Camping Package
(Unit kernels **MUST** submit order form)

*Prize may be substituted by Camp Masters with comparable prize of equal value.

**BONUS LEVEL
\$3,000 SALES**

Kindle Fire
OR
American Express Gift Check
5% of total sales; Ex:\$3,000 in sales = \$150 gift check
(Unit kernels **MUST** submit order form)

Program Rules & Regulations

1. Scouts who sell min. \$1,500 of popcorn during the traditional Fall 2012 Sale will receive ONE -\$50.00 Gift Card from list above. Scouts who sell \$2,500 will receive their choice of a Remote Control Helicopter or Camping Package. Scouts who sell \$3,000 and up receive a Kindle Fire or a \$??? American Express Gift Check – must select 1 from list above.
2. Select ONE Prize Level only; Prizes are not cumulative.
3. **ABSOLUTELY NO COMBINING OF MULTIPLE SCOUTS ORDERS WILL BE ALLOWED.** Verification of Sales through individual Take Order Forms is required.
4. Scout must attach Order Form when submitting this form to the Council.
5. Prizes will be available for shipping as soon as the unit turns in all funds due.
6. Upon receipt of the signed form from the Council, the prize will be ordered and shipped to the Scout.
7. **CAMP MASTERS WILL NOT ACCEPT FORMS AFTER 12/31/12.**



2012 Prize Program

Scout Recognitions

- ⇒ **Weekly "Fill-a-Sheet":** Campmasters (insert Item) to each scout that fills up an entire sales sheet and **faxes or e-mails a copy into the Council office by 5:00 p.m. on each Friday** (new submission required each week). [Drawings from all weekly entries will be held for a \\$100 High Desert Scout Shop Gift Card.](#) Winners will be announced October 5, 12, 19, & 28, and November 2 and 9.
- ⇒ **Military Sales:** [The Cub Scout and the Boy Scout with the most military orders will each receive a full Cub Scout Uniform or Boy Scout Uniform.](#) If your scout has sold more than \$200 in military orders, **submit a copy of his order form by November 9th.** These winner will be announced on November 15th.
- ⇒ **Ideal Year of Scouting:** In the ideal year of Scouting a boy can earn through Popcorn Commissions enough to pay for his entire program year. For example, a cub scout selling \$1,200 at 35% commission can pay for:

Registration Fee	\$15
Cub Day Camp	\$75
Boys Life	\$12
Cub Scout Resident Camp	\$180
Weekend Campout	\$15
Rank Advancement and Den Crafts	\$100

A boy scout selling \$1,200 at 35% commission can pay for:

Registration Fee	\$15
Four Weekend Campouts	\$10
Boy's Life	\$12
Gorham Scout Ranch—1 Week	\$250
Rank Advancement & Recognition	\$80

Packs and Troops are encouraged to establish Scout Accounts to enable families to earn their way to pay for Scouting. Special recognition is available for all youth selling \$1,200 or more. Submit their take order form to the council service center by November 13 and the Scout will be placed in a drawing for a new iPad. The winner to be announced on November 16th.

- ⇒ **Grand Prize:** A winner will be drawn from all cub scouts and boy scouts that qualify for the Ideal Year Program, with the winner receiving an iPad. This winner will be announced on November 16th.

Unit Recognitions

- ⇒ **Mid-Sale Recognition:** The unit that reports the highest per scout sales (including Show & Sale total) to its District Popcorn Kernel on Monday, October 15th, will receive a [\\$250 gift certificate](#) to the High Desert Scout Shop. **Documentation is required to the District Popcorn Kernel** (so keep copies of sales forms!).
- ⇒ **Goal Setting Recognition:** The unit that sets & achieves the highest per scout goal will receive a [\\$200 pack/troop pizza party](#) in December. Goals must be set by August 31st to qualify; **documentation of achievement must be provided to District Popcorn Kernel by November 12th.**

Mystery Houses

- ⇒ There will be two mystery house per district for the Take Order Sales period. If a scout approaches a mystery house with proper sales method, he is awarded a certificate & will receive a prize of a [\\$25 gift card to either Dion's Pizza or a movie theater.](#)

Pick Your Prize

- ⇒ Each scout can select from the great array of prizes in the council prize brochure, based on his sales level.

Housekeeping Reminders



Ordering Popcorn:

- ☞ The popcorn is ordered online at www.campmasters.org. (see instruction page, which can be found on the website also.) Passwords have been reset to “hello”, and then you can change your password to something you can remember.

Popcorn Distribution:

- ☞ Popcorn for the Take Order Sales (exclusive of the popcorn issued on consignment for the Show & Deliver program) will be distributed on Saturday, October 26 (December 1 in Mesa Verde District and December 3-6 for the Holiday Sales Schedule in districts other than Mesa Verde). Popcorn will be distributed from 7:00 am to noon. (Until 11:00 am in Santa Fe, Northern NM and Encantado Districts). Units will be contacted by the District Popcorn Kernel to Schedule a timeframe to arrive at the warehouse. For holiday sales in districts other than Mesa Verde, please make arrangements to pick up product at the Council Service Center during December 3-6.
- ☞ For the Metro Area, units with over \$10,000 in sales will have their orders picked and ready for pick-up on Friday October 26. Individual appointment times for pick up on Friday will be made as needed with each unit.
- ☞ It is important that units bring sufficient vehicles to carry the load. Popcorn is bulkier and heavier than is normally thought. (A full size pick-up will carry approximately 30 cases of popcorn.)
- ☞ Units should plan their unit distribution to individual boy salesmen (normally at the unit’s home meeting location) on Saturday so that boys can get the product to their customers and collect their money as soon as possible.
- ☞ A special “Thank you for your order” card can be printed (by the unit) for each boy salesman to distribute with his popcorn distribution for Scouts to give to purchasers with their deliveries. This card should also be given to Show & Deliver customers.

Money Turn-in (Settlement Day)—Remember that post-dated checks (dated for the settlement date) are required at popcorn pick-up. (November 15; December 17 in Mesa Verde District/Holiday Sales schedule).

- ☞ Incomplete money turn-ins will result in lost sales commissions.
- ☞ Prizes will be held until the settlement is complete
- ☞ After the popcorn orders are submitted and checked, each unit will be given a copy of the popcorn settlement form showing what money is due, assuming that the account will be cleared on time.

Kernel Journal—throughout the popcorn sale, unit Popcorn Kernels will receive electronically periodic issues of the council’s *Kernel Journal*. These bulletins will keep the unit up to date on the upcoming details of the popcorn sale. Emails will go to the Unit Popcorn Kernel listed on the Unit Popcorn Commitment Form. (If your unit changes Kernels in the middle of the sale, please notify the council.)



Popcorn Product Mix

	Cost	# Per case	Cost/case
☞ 5-way Gourmet Chocolate Tin Chocolaty Caramel Popcorn White Frosted Caramel Popcorn Chocolaty Frosted Pretzels White Frosted Pretzels Chocolaty Peanut Clusters	\$50	1	\$50
☞ 3-way Tin Chocolaty Caramel Crunch Supreme Caramel Corn with Almonds & Pecans Butter Toffee Caramel Popcorn	\$40	1	\$40
☞ Cheese Lovers' Tin White Cheddar Cheese Yellow Cheddar Cheese Cheesy Salsa	\$30	1	\$30
☞ 24 pack Variety Microwave Movie Theater Extra Butter 94% Trans Fat-Free Butter Kettle Corn White Cheddar Cheese	\$25	1	\$25
☞ 24 pack Movie Theater Extra Butter Microwave *	\$25	1	\$25
☞ \$40 Donation of Popcorn to the Military**	\$40		
☞ \$25 Donation of Popcorn to the Military**	\$25		
☞ 20 pack Snack Size 94% Fat Free Butter Microwave*	\$20	1	\$20
☞ \$20 Magazine Voucher	\$20	1	\$20
☞ 22 oz. Chocolate Caramel	\$20	8	\$160
☞ 22 oz. Supreme Caramel Corn w/ Almonds & Pecans *	\$20	8	\$160
☞ 14 pack Kettle Corn Microwave	\$15	8	\$120
☞ 15 pack Extra Buttery Roasted Summer Corn Microwave *	\$15	8	\$120
☞ \$10 Magazine Voucher	\$10	1	\$10
☞ 9 oz. Caramel Corn *	\$ 10	8	\$80
☞ 2 lb. Popping Corn	\$ 10	8	\$80

*These five products are available for Show & Deliver and Show & Sell Sales programs.

Historic Show & Sell sales successes and for inventory control purposes, only these five products will be offered for the Show & Sell and Show & Deliver sales programs.

**\$25 or \$40 worth of Popcorn is shipped by Ramsey to Kirtland AFB in Albuquerque.

A special Thank You card is available for supporters. Units are encouraged to help distribute the popcorn to individuals at a date in December or January.

Vehicle Loading Guidelines



☞ Mid-Size Car	20 cases
☞ Cherokee	40 cases
☞ Mini-Van	60 cases
☞ Suburban/Explorer	70 cases

Product Storage and Shelf Life Information

Protection of your popcorn products is the primary function of the package. Protection can mean either preserving the internal condition of the product's flavor or acting as a barrier to exterior contaminants.

Product Storage

PRODUCTS: MICROWAVE POPCORN, CARAMEL CORN, CHOCOLATE CORN and CHEESE CORN

CONDITIONS TO AVOID:

- ☞ **LIGHT** – Direct light (sunlight or man-made) can generate unwanted heat that can re-melt the oil in Microwave pouches, cause the caramel corn to become sticky or the chocolate to melt. Light also promotes rancidity in oils and causes fading of packages.
- ☞ **HEAT** - Temperatures above 75 degrees can cause similar effects as stated under Light. Heat also drives off the flavors used in the products.
- ☞ **ODORS** – Contaminating odors will ruin any food especially snack and confectionery items. The worst offenders are naphthalene (mothballs), paints, solvents, perfumed soaps and other foods such as onions. Remember that corrugated boxes absorb odors too.
- ☞ **HUMIDITY** – Damp humid air above 75% relative humidity can cause stale flavors, surface mold growth, and for caramel and chocolate corn can cause surface crystallization of sugars.
- ☞ **INSECTS** – Avoid storing products in areas where insect and rodent activity is present.



CAMPMASTERS POPCORN EASY STEPS FOR UNIT ONLINE ORDERING

**NEW FOR 2012 – TO MAKE IT EASIER, YOU WILL NOW HAVE JUST ONE UNIT LEADER LOG-IN/
USER ID:**

- 1 – ENTER YOUR UNIT S&S ORDERS AND TAKE ORDERS TO THE COUNCIL**
- 2 – ORDER YOUR PRIZE ORDERS TO KELLER/GCC**
- 3 – CHECK YOUR SCOUTS ONLINE SALES THROUGH [WWW.POPCORNORDERING .COM](http://WWW.POPCORNORDERING.COM)**

We suggest you print out instructions to follow as you log into the system to start entering data.

GET READY

PC REQUIREMENTS

- ⇒ Minimum of 128 MB memory
- ⇒ Minimum screen resolution of 1024 by 768
- ⇒ HIGH color (16 bit) advised by required color is 256
- ⇒ Hard disk space: Minimum 100 MB **free** hard disk space required
- ⇒ Modem Speed 56 Kbps or faster

SOFTWARE REQUIREMENTS

Internet Browser – Internet explorer, version 5.5 with SP2 or greater with latest patches for the major version
Adobe Acrobat Reader, version 5.0 or later (to view/print reports).

GET SET

1. Log- on to the internet to the CAMP MASTER'S website: www.campmasters.org
2. Navigation Bar is on the bottom; find “Council and Unit Ordering” and “click”.
3. This brings you to the “LOG-IN” page
4. “SELECT COUNCIL” - scroll down list and select your **Council Name**.
5. “USER ID” – Type in the id number the Council has given to you. (Example: Pack 10 user id should be P10.) Some Councils use a different format for their User ids (because there may be duplicate Unit numbers within a Council). If this is the case in your Council, this information would be included in your Council's Popcorn Sales Guide
6. “PASSWORD” – The first time you log-in type in “hello”. You will see a message that says your login was successful. For security reasons, you will need to **change your password** and choose a question from the list and provide an answer. (If you forget your password, you will be prompted to answer the question that you chose. An e-mail with your user ID and new password will then be sent to your e-mail address.) Once you have changed your password you will be logged in to the ordering system.



COMMIT

You will see an “Action Item”* that says you need to COMMIT. “Click” on this item and it will bring up a Commitment Form. (*Unless you have already committed through the Council office.)

This form will show the Contact Information from last year’s Popcorn Chair. If you are new, you will need to change all the information and SUBMIT. If you are not new, please review for accuracy and then SUBMIT. You cannot submit unless all required fields are completed

ENTER ORDERS- NEW FOR 2012

Please be sure you click the appropriate order type for the order you are entering – “unit show-n-sell”, “unit take order” or new this year “enter scout take order”. There are now two different methods available to submit your TAKE ORDERS to the Council. One method is to enter the order at the “**scout level**”. This method makes it easier for the Unit Leader to track Scouts sales. Dates for each Sale Type are preset by the Council so the system will only allow you to enter orders during the correct dates. Select the appropriate Sale Type and then “click” to begin entering your order. Below are detailed instructions for entering your “show-n-sell” orders and your “take orders”:

(Below is a screen shot – under “Orders” you will find the options for entering all order types)

- **General**
[program, commission discount listing](#)
- **Product Listing**
[for show-n-deliver](#)
[for take order](#)
- **Commitment**
[commit sales](#)
- **Orders**
[place unit show-n-sell](#)
[place unit take order](#)
[enter scout take order](#)
[view unit orders](#)
[view scout take orders](#)
- **Scout Online Sales**
[view Scout online sales](#)
- **Prizes**
[Prize Site \(under construction\)](#)
- **Reports**
[Report List](#)

UNIT SHOW AND SELL ORDERS

1. UNIT SHOW AND SELL ORDERS – Once you have logged in as the Unit User, on the left hand navigation bar, click “**place unit show-n-sell**”. For SHOW & SELL most Councils require that you order in full cases. Please be sure you click the correct order type for the order you are entering.

2. Contact Information will be displayed. **Please review for accuracy.** If you need to make changes, click on “CHANGE CONTACT INFO” and proceed with necessary changes. Also, at the bottom of the page be sure “**PROFILE**” has the correct e-mail address.



3. Scroll down the page to see the list of products available and pricing. Type in your order quantity for each item. As you enter the order, the system will show you the total price and total number of cases and containers you are ordering.
4. At the bottom of the page you will see a dollar total. If this is correct, select “PREVIEW ORDER”; if not, select “CANCEL” and start over. You will also have to choose if you are participating in the **COUNCIL PRIZE PROGRAM**. It will say PRIZES (YES or NO) and you must select before you can move forward with placing your order. (If your Council does not have a Prize Program please just select NO.) ** SEE PRIZE ORDERING BELOW**
5. If “PREVIEW ORDER” is ok, then click “SUBMIT ORDER”. This will send it to the Council and you will not be able to make changes. If the “PREVIEW” is not ok, you can select “MAKE CHANGE”. This will take you back to your order where you can change quantities and then select “PREVIEW ORDER” again. Once you “SUBMIT ORDER” the system will give you an ORDER NUMBER on the screen – please note this order number reference.
6. After “SUBMIT ORDER” you can PRINT a copy of this order for your file. At the top of the page, left corner, select “PRINT” key. The form will be displayed in a pdf format; select “PRINT”.
7. Once you SUBMIT the order, if you find any errors please contact your Council office directly for help.
8. When you are finished, please click “LOGOUT”, located bottom, right-hand of the page.

UNIT TAKE ORDERS

Some Councils allow a Unit to order “containers” rather than full cases for the Take Order. Please be sure you click the appropriate **order type** for the order you are entering. There are now **two different methods** available to submit your UNIT TAKE ORDERS to the Council. One method is to enter the order at the “**Scout Level**”. This method makes it easier for the Unit Leader to track Scouts sales. Below are detailed instructions for entering Take Order. **YOU MUST CHOOSE ONLY ONE METHOD TO AVOID ANY ERRORS IN PROCESSING YOUR UNIT TAKE ORDER: METHOD 1 – ENTERING TAKE ORDER AT SCOUT LEVEL; OR METHOD 2 – ENTERING TAKE ORDER AT UNIT LEVEL ONLY.**

ENTER TAKE ORDER AT SCOUT LEVEL

1. Setup each Scout. At the bottom of the screen, “click” on “Admin”, then “click” on “Scout”, then “click” ‘Add’. (If your scout is already on the list you will not need to add this Scout). Note – this is the same location that you set up your Scout to sell online for www.popcornordering.com - see below for further information.)
2. Once you have added the Scout, go to the left-hand navigation bar and click on “**enter scout take order**”. This will take you to the order entry page. You will need to select Scout from the list you have created, and the form will then show you are entering a Scout take order. Scroll down the page to see the list of products available and pricing. Type in the quantity of containers for each item
3. At the bottom of the page you will see a dollar total. If this is correct, select “PREVIEW ORDER”; if not, select “CANCEL” and start over. You will also have to choose if you are participating in the **COUNCIL PRIZE PROGRAM**. It will say PRIZES (YES or NO) and you must select before you can move forward with placing your order. (If your Council does not have a Prize Program please just select NO.) ** SEE PRIZE ORDERING BELOW**
4. If “PREVIEW ORDER” is ok, then click “SUBMIT ORDER”. This will send it to the list “view scout take orders”. Once you have completed entering all of your scout take order, you will

Online Product Ordering



“click” on “If the “PREVIEW” is not ok, you can select “MAKE CHANGE”. This will take you back to your order where you can change quantities and then select “PREVIEW ORDER” again. Once you “SUBMIT ORDER” the system will give you an ORDER NUMBER on the screen – please note this order number reference.

5. After “SUBMIT ORDER” you can PRINT a copy of this order for your file. At the top of the page, left corner, select “PRINT” key. The form will be displayed in a pdf format; select “PRINT”.
6. Once you have entered all of your “**scout take orders**”, click on “**view scout take orders**”. From here you will see a list of your scouts and the orders you have entered. **To create the Unit Take Order, on this screen, “click” on the “place unit take order”**. This will take you to an order entry screen, showing the Unit Leader contact information and the order as it stands with your scouts’ orders, the containers you are ordering and the total dollars.
7. If all is in order go to the bottom on the “PREVIEW ORDER” screen, then click “SUBMIT ORDER” and you will receive an order number. This will send it to the Council and you will not be able to make changes. If the “PREVIEW” is not ok, you can select “MAKE CHANGE”. This will take you back to your order where you can change quantities and then select “PREVIEW ORDER” again. Once you “SUBMIT ORDER” the system will give you an ORDER NUMBER on the screen – please note this order number reference.
8. After “SUBMIT ORDER” you can PRINT a copy of this order for your file. At the top of the page, left corner, select “PRINT” key. The form will be displayed in a pdf format; select “PRINT”.
9. Once you SUBMIT the order, if you find any errors please contact your Council office directly for help.
10. When you are finished, please click “LOGOUT”, located bottom, right-hand of the page.

ENTER TAKE ORDER AT UNIT LEVEL

1. To enter a Take Order at the Unit Level, on the left hand navigation bar you will select “**place unit take order**”. You will follow the same basic steps as for “show-n-sell” noted above. You will **not** enter any “scout take orders” and you will not have this critical information on the site for prize ordering calculations. If you skip “ENTER TAKE ORDER AT SCOUT LEVEL” and only enter at the UNIT LEVEL, you will not be able to go back.
2. **VERY IMPORTANT:** BEFORE YOU CLICK “SUBMIT” YOU NEED TO VERIFY THE ITEM QUANTITIES ARE CORRECT AND THE DOLLAR AMOUNT IS CORRECT. YOU WILL NOT BE ABLE TO GO BACK AND CHANGE IT AFTER YOU CLICK “SUBMIT”.

RETURNS/INVOICE ADJUSTMENTS

RETURNS/INVOICE ADJUSTMENTS can only be entered at the Council level. If your Council allows returns from Show & Sell or has to make an invoice adjustment, the Council will enter a RETURN ORDER and you will be able to review online.

NEW THIS YEAR SIGN UP YOUR SCOUTS TO SELL POPCORN ONLINE – ALL IN THE SAME LOGIN

After you log-in at www.campmasters.org (see above), go to the bottom of the screen to “ADMIN” “Click” on “Scouts

The page will come up on the screen to enter your Scout’s information to sell online

When complete, e-mail to each Scout his user id, password, and key code. He can then log-in to www.popcornordering.com. From there he can e-mail friends and relatives his key code information so they can order products with a credit card, get them shipped directly to them, and the Scout/Unit/Council will get credit for these online credit card sales. The Unit Leader will be able to view the Scouts online sales at any time at www.campmasters.org.

REPORT LIST

- PRODUCT LIST shows products available to order from the Council.
- PICKING TICKET shows the items that are on your orders
- UNIT MASTER RECORD
- UNIT SETTLEMENT FORM
- POPCORNORDERING.COM CLIENT REPORTS shows your Scouts online sales to customers via credit card orders

The screenshot shows a web browser window displaying the 'Reports List' page for the Baltimore Area Council, Troop # 2007. The page title is '2012 - Fall Popcorn Sale'. The browser address bar shows the URL: [http://ordering.campmasters.org/\(S\(avclwpdgp3qjfnr4ee3of2\)\)/ReportsList.aspx](http://ordering.campmasters.org/(S(avclwpdgp3qjfnr4ee3of2))/ReportsList.aspx). The page features a navigation menu on the left with categories: General, Product Listing, Commitment, Orders, Scout Online Sales, Prizes, and Reports. The main content area lists various reports under the 'Reports' section, including Product Listing, Picking Ticket, Return/Inv Adj Report, Unit Invoice/Order Settlement Form, Unit Master Record Order and Collection Summary Form, Unit Order and Settlement Form, and Popcornordering.com Client Reports. At the bottom of the page, there are links for Home, My Profile, Admin, On-Line Help, and Logout.

Baltimore Area Council
Troop #: Troop 2007 (Troop 2007)
2012 - Fall Popcorn Sale

Reports

- [Product Listing](#)
- [Picking Ticket](#)
- [Return/Inv Adj Report](#)
- [Unit Invoice/Order Settlement Form](#)
- [Unit Master Record Order and Collection Summary Form](#)
- [Unit Order and Settlement Form](#)
- [Popcornordering.com Client Reports](#)

[Home](#) [My Profile](#) [Admin](#) [On-Line Help](#) [Logout](#)

PRIZES – NEW FOR 2012

- On the left-hand navigation bar, you can select “PRIZES” and this will take you to the KELLER/GCC site to enter your prize orders. This link will now take you directly to the ordering page to order the prizes. Before ordering prizes, check your e-mail address under “PROFILE” at the bottom of the page to be sure it is correct.
- Total up your Scouts Take Order sales, their credit for S&S sales, and their online credit card sales from www.popcornordering.com; they you will be able to order prizes for your Scouts.
- For CAMP MASTERS High Achiever Prizes, please complete the form (provided by the Council or download from www.campmasters.com) and turn it in to the Council Office.

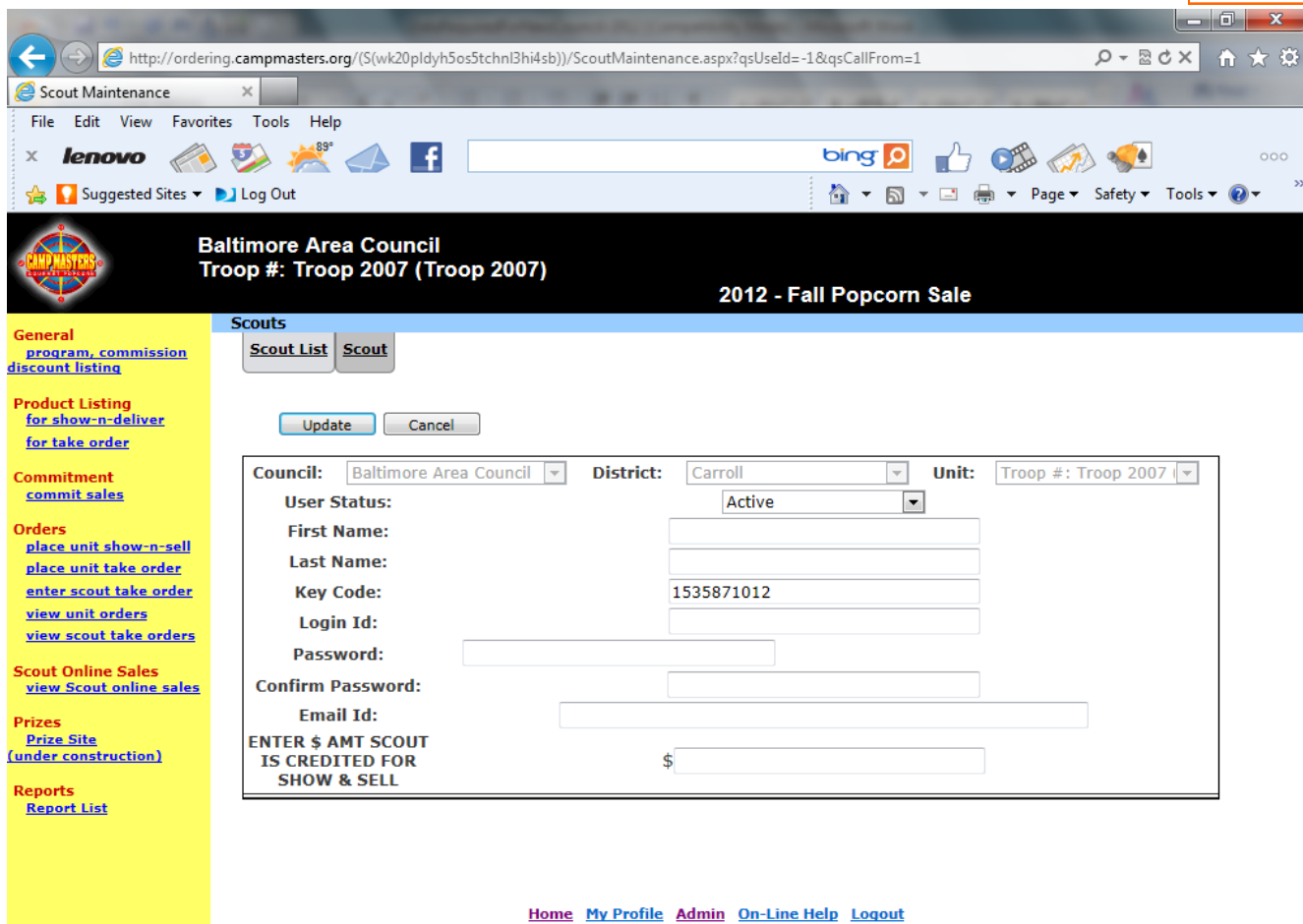
The screenshot shows the 'Admin' page of the Camp Masters ordering system. The browser address bar shows the URL: [http://ordering.campmasters.org/\(S\(wk20pdyh5os5tchn3h4sb\)\)/Admin.aspx](http://ordering.campmasters.org/(S(wk20pdyh5os5tchn3h4sb))/Admin.aspx). The page header includes the Baltimore Area Council logo and 'Troop #: Troop 2007 (Troop 2007)'. The main content area is titled 'admin' and has a 'Scouts' button. A yellow sidebar on the left contains various navigation links under categories like 'General', 'Product Listing', 'Commitment', 'Orders', 'Scout Online Sales', 'Prizes', and 'Reports'. Below the sidebar, there are links for 'Home', 'My Profile', 'Admin', 'On-Line Help', and 'Logout'.

Click “Admin” then click “SCOUTS” to set up your scouts information. This set up accomplishes two things:

1. Allows the unit leader to enter take orders at the scout level.
2. Sets the scout up so they can sell to friends and neighbors online through www.popcornordering.com

The screenshot shows the 'Scout List' page of the Camp Masters ordering system. The browser address bar shows the URL: [http://ordering.campmasters.org/\(S\(15jumsjsu4fiox1tuoj1hi\)\)/ScoutList.aspx](http://ordering.campmasters.org/(S(15jumsjsu4fiox1tuoj1hi))/ScoutList.aspx). The page header includes the Baltimore Area Council logo and 'Troop #: Troop 2007 (Troop 2007)'. The main content area is titled 'scout listing' and has 'Scout List' and 'Scout' buttons. Below the buttons is a form titled 'ENTERING SCOUT INFORMATION BELOW WILL ALLOW YOUR SCOUTS TO SELL ONLINE THROUGH WWW.POPCORNORDERING.COM.' with dropdown menus for 'Council' (Baltimore Area Council), 'District' (Carroll), and 'Unit' (Troop 2007), and a 'Login' field. There are 'Search', 'Clear', 'Add', and 'Print' buttons. Below the form is a table with columns: Login, Key Code, First Name, Last Name, Email Id, Type, Council Name, District Name, and Unit Name. The table contains two rows of scout information. At the bottom of the page, there are links for 'Home', 'My Profile', 'Admin', 'On-Line Help', and 'Logout'.

Login	Key Code	First Name	Last Name	Email Id	Type	Council Name	District Name	Unit Name
jmill					Scout	Baltimore Area Council	Carroll	Troop 2007
PMill					Scout	Baltimore Area Council	Carroll	Troop 2007



Scout Maintenance

http://ordering.campmasters.org/(S(wk20pdyh5os5tchn3hi4sb))/ScoutMaintenance.aspx?qsUseId=-1&qsCallFrom=1

Baltimore Area Council
Troop #: Troop 2007 (Troop 2007)

2012 - Fall Popcorn Sale

Scouts

Scout List Scout

Update Cancel

Council: Baltimore Area Council District: Carroll Unit: Troop #: Troop 2007

User Status: Active

First Name: [text box]

Last Name: [text box]

Key Code: 1535871012

Login Id: [text box]

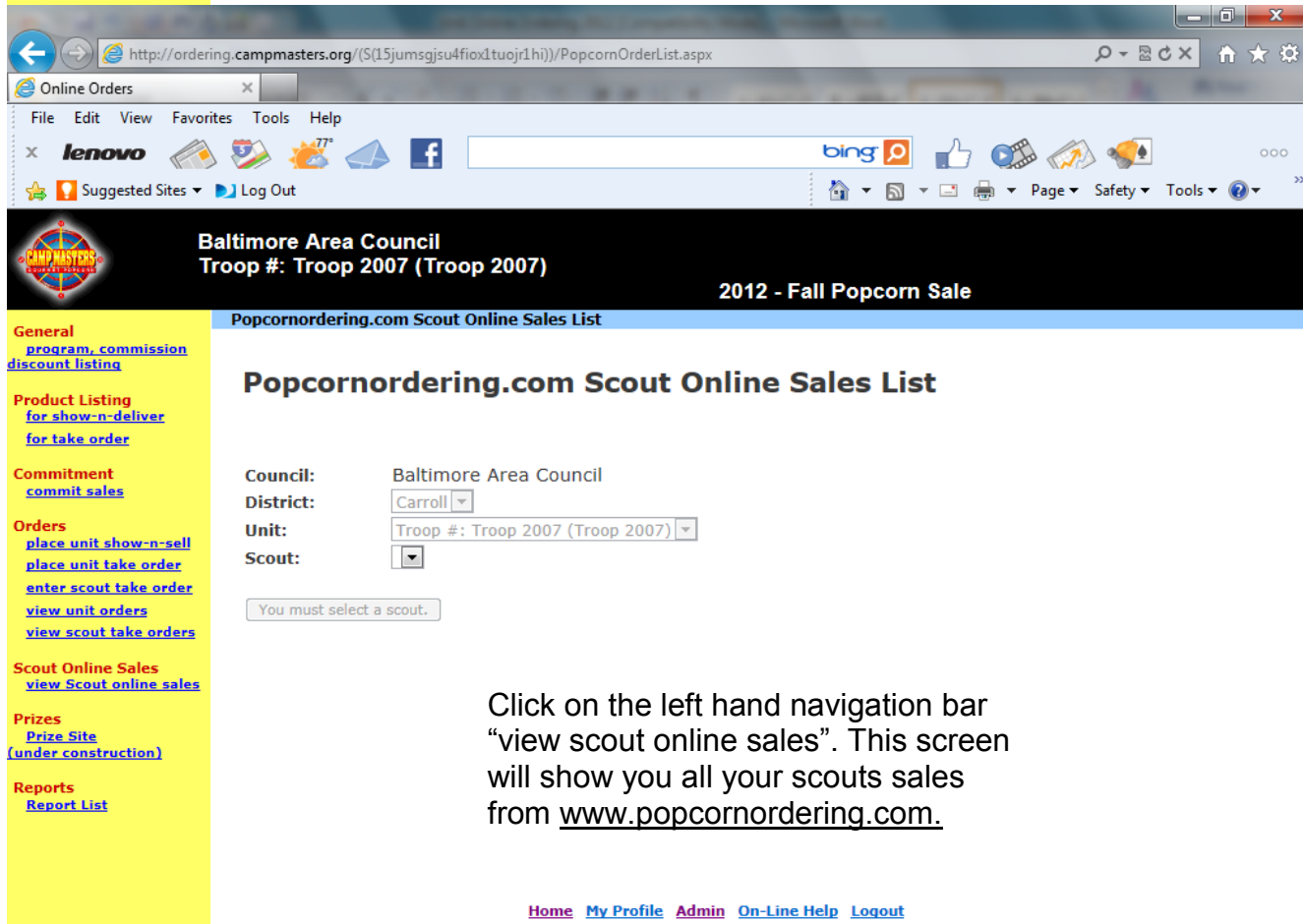
Password: [text box]

Confirm Password: [text box]

Email Id: [text box]

ENTER \$ AMT SCOUT IS CREDITED FOR SHOW & SELL \$ [text box]

Home My Profile Admin On-Line Help Logout



Online Orders

http://ordering.campmasters.org/(S(15jumsgjsu4fiox1tuojr1hi))/PopcomOrderList.aspx

Baltimore Area Council
Troop #: Troop 2007 (Troop 2007)

2012 - Fall Popcorn Sale

Popcornordering.com Scout Online Sales List

Popcornordering.com Scout Online Sales List

Council: Baltimore Area Council

District: Carroll

Unit: Troop #: Troop 2007 (Troop 2007)

Scout: [dropdown menu]

You must select a scout.

Click on the left hand navigation bar "view scout online sales". This screen will show you all your scouts sales from www.popcornordering.com.

Home My Profile Admin On-Line Help Logout

