2020 is an unprecedented year in the lives of our Scouting families. As we look ahead, the most important goal is keeping everyone safe and healthy at all times.

This year’s popcorn sale will look and feel different for many of us. The California Inland Empire Council and CAMP MASTERS are dedicated to supporting you every step of the way. We are continually evaluating the current environment and are making recommendations with the best interests of everyone in mind. As the popcorn sale nears, we ask that you keep in contact with your District Kernel and Scouting Professional regarding best practices and local safety guidelines.

As our country takes the beginning steps towards recovery from the COVID-19 pandemic, we must continue moving forward as well. We need a united mindset focused on adaptability and resilience to keep the popcorn sale a vital part of funding your Scouting program in the coming year.

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

In 2020, CAMP MASTERS is providing the California Inland Empire Council with new training and marketing resources. Some information on these resources is included in this guide. And you’ll gain access to others over the coming weeks leading up to the sale.

However, if there is anything you need to help fuel your popcorn success, please don’t hesitate to reach out. Give us a call at 909-793-2463 x113 or email our Popcorn Support Specialist at Lourdes.Ramirez@scouting.org.

We are fully invested in your popcorn success!

Warm Regards,

Matt Bear
Assistant Scout Executive
California Inland Empire Council

Wilfred Sieg, Jr.
President
Camp Masters
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[www.ciecpopcorn.org](http://www.ciecpopcorn.org)
LEARN WITH POPCORN

You’ve likely heard many times that “it’s not about selling popcorn, it’s supporting Scouting.” But what does this mean? And how does it impact each individual Scout?

Scouting is here to help children become ethical adults that make good decisions and popcorn serves an important role in this mentorship. It’s a learning activity, just like any other, designed to build important skills towards this goal. Specifically:

Association with Adults
Kids are sometimes shy or fearful around adults, even ones they know. For most, this does resolve itself as they age. They gain the opportunity for exposure and practice communicating with adults by participating in the popcorn sale. They build the confidence that will make future things like college essays, job interviews and talking to their boss so much easier. It sounds like a simple interaction, but it’s a way for them to overcome a tough barrier and learn how to navigate an adult-run world.

Salesmanship and Entrepreneurship
Learning to set and reach goals through action helps Scouts develop important business skills. They learn how to best represent themselves and persuade others. In the future, they can use these tools to gain funding for a revolutionary business idea or be a strong team leader within their organization.

Grow and Sustain Scouting
Scouting is not just an activity, but also a future career path. The mission of the organization needs strong leaders to carry the mentorship and impact forward into future generations. Everything they learn by participating prepares them to teach others what they know in Scouting or whatever future career they choose. Popcorn also brings Scouting to the attention of many others who may not be familiar with all that Scouting has to offer.

Fund Membership and Activities
And of course, popcorn funds all the amazing activities in their Scouting program.
IMPORTANT CONTACTS

**Gray Arrow District**  
Megan Schweitzer  
District Kernel  
meganjschweitzer@gmail.com

Frank Solla  
District Director  
frank.solla@scouting.org

**Sunrise District**  
Jordan McCandless  
District Executive  
Jordan.mccandless@scouting.org

**High Desert District**  
Kalen Matson  
District Kernel  
kalenmatson@gmail.com

Jacob Peykani  
District Executive  
jacob.peykani@scouting.org

**Tahquitz District**  
Beverly Gruendner  
District Kernel  
bgruendner@ca.rr.com

**Mt. Rubidoux District**  
Nicole Rhodes  
District Kernel  
911girl1997@gmail.com

Soul Ruiz  
Development Director  
soul.ruiz@scouting.org

**Temescal District**  
Jeff Baker  
District Kernel  
bsajeffreynb@gmail.com

**Old Baldy District**  
Patrick Willard  
District Executive  
patrick.willard@scouting.org

Lonni Estrada  
District Executive  
lonette.estrada@scouting.org

**Council**  
Casey Price  
Council Kernel  
kcny2395@Verizon.net

Lourdes Ramirez  
Council Popcorn Support  
lourdes.ramirez@scouting.org

www.ciecpopcorn.org
<table>
<thead>
<tr>
<th>Product Description</th>
<th>Price</th>
<th>Access</th>
</tr>
</thead>
<tbody>
<tr>
<td>Military Donation</td>
<td>$30/$50</td>
<td>Take Order</td>
</tr>
<tr>
<td>Premium Tin (Chocolatey Carmel, Sweet &amp; Salty Kettle, and Butter Toffee Carmel Popcorn)</td>
<td>$45</td>
<td>Take Order</td>
</tr>
<tr>
<td>3-Way Cheesy Cheese Tin (White and Yellow Cheddar Cheese along with Zesty Cheesy Salsa Popcorn)</td>
<td>$35</td>
<td>Take Order</td>
</tr>
<tr>
<td>Supreme Caramel Crunch with Almonds, Pecans and Cashews</td>
<td>$25</td>
<td>Take Order</td>
</tr>
<tr>
<td>22 Pack Movie Theater Extra Butter Microwave Popcorn</td>
<td>$25</td>
<td>Take Order</td>
</tr>
<tr>
<td>Chocolate Drizzled Carmel Popcorn</td>
<td>$25</td>
<td>Take Order</td>
</tr>
<tr>
<td>Classic Trail Mix</td>
<td>$20</td>
<td>Take Order</td>
</tr>
<tr>
<td>White Cheddar Cheese Tin</td>
<td>$20</td>
<td>Take Order</td>
</tr>
<tr>
<td>14 Pack Extra Butter Roasted Summer Corn</td>
<td>$15</td>
<td>Take Order</td>
</tr>
<tr>
<td>Purple Popping Corn Jar</td>
<td>$15</td>
<td>Take Order</td>
</tr>
<tr>
<td>12 Pack Sweet &amp; Salty Kettle Corn Microwave Popcorn</td>
<td>$15</td>
<td>Take Order</td>
</tr>
<tr>
<td>Sea Salt BIG Bag</td>
<td>$15</td>
<td>Take Order</td>
</tr>
<tr>
<td>Caramel Popcorn Bag</td>
<td>$10</td>
<td>Take Order</td>
</tr>
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</table>

*NO RETURNS*
## POPCORN KEY DATES

<table>
<thead>
<tr>
<th>DATE</th>
<th>LOCATION</th>
<th>TIME</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>June 23</td>
<td>Virtual</td>
<td>10:00 AM</td>
<td>Unit Kernel Training</td>
</tr>
<tr>
<td>June 24</td>
<td>Virtual</td>
<td>6:00 PM</td>
<td>Unit Kernel Training</td>
</tr>
<tr>
<td>June 25</td>
<td>Virtual</td>
<td>6:00 PM</td>
<td>Unit Kernel Training</td>
</tr>
<tr>
<td>July 11</td>
<td>Council Office</td>
<td>Call Council Office</td>
<td>Order Forms &amp; Samples Available</td>
</tr>
<tr>
<td>July</td>
<td>Virtual</td>
<td>TBD</td>
<td>Unit Kernel Training</td>
</tr>
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<td>July 26</td>
<td>CampMasters.org</td>
<td>by 9:00 PM</td>
<td>Show &amp; Sell Orders Due</td>
</tr>
<tr>
<td>Aug 1</td>
<td>CampMasters.org</td>
<td></td>
<td>Online Sales Begin</td>
</tr>
<tr>
<td>Aug 13 &amp; 14</td>
<td>Delivery Only</td>
<td>TBD</td>
<td>Show &amp; Sell Distribution(Delivery Only)</td>
</tr>
<tr>
<td>Aug 15</td>
<td>TBD</td>
<td>TBD</td>
<td>Show &amp; Sell Distribution</td>
</tr>
<tr>
<td>TBD</td>
<td>CampMasters.org</td>
<td>by 9:00 PM</td>
<td>Mid-Sale Order</td>
</tr>
<tr>
<td>TBD</td>
<td>Council Office</td>
<td>TBD</td>
<td>Mid-Sale Distribution</td>
</tr>
<tr>
<td>Sep 15</td>
<td>Council Office</td>
<td></td>
<td>First Check Deposit</td>
</tr>
<tr>
<td>Oct 5-10</td>
<td>Council Office</td>
<td>Mon-Fri:</td>
<td>Show &amp; Sell Returns (Full Cases Only)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>8:30 AM – 5:00 PM SAT: 9:00 AM – Noon</td>
<td>Final Payments Due with Returns</td>
</tr>
<tr>
<td>Oct 11</td>
<td>CampMasters.org</td>
<td>by 9:00 PM</td>
<td>Take Orders Due</td>
</tr>
<tr>
<td>Oct 12</td>
<td>Council Office</td>
<td>8:30 AM – 5:00 PM</td>
<td>All Payments Due</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>NO RETURNS AFTER THIS DATE</td>
</tr>
<tr>
<td>Oct 26</td>
<td></td>
<td></td>
<td>All Sales End</td>
</tr>
<tr>
<td>Oct 28-31</td>
<td>Council Office</td>
<td>Wed-Fri:</td>
<td>Take Order Distribution</td>
</tr>
<tr>
<td></td>
<td></td>
<td>8:30 AM – 5:00 PM SAT: 9:00 AM – Noon</td>
<td></td>
</tr>
<tr>
<td>Nov 5</td>
<td></td>
<td>by 9:00 PM</td>
<td>All VIP / High Achiever Prize Forms Due</td>
</tr>
<tr>
<td>Nov 20</td>
<td>TBD</td>
<td>TBD</td>
<td>Spin &amp; Win Party</td>
</tr>
</tbody>
</table>
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.

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

www.ciecpopcorn.org
UNIT KERNEL CHECKLIST

- Attend Popcorn Trainings
- Plan Annual Scout Program (w/ Unit Committee)
- Review Commission Structure & Prizes
- Determine Additional Unit Prizes
- Set Budget for Program
- Recruit Your #PopcornSquad
- Update Scout Roster (w/ Membership Chair)
- Direct Scouts to Self-Register or Update Bio
- Determine Per-Scout Fundraising Goal
- Secure Storefronts (as / where possible)
- Create Unit Timeline for Popcorn Sale
- Establish Guidelines for Popcorn Pickup / Returns & Money
- Confirm Show & 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
- Encourage Scout & Parent Participation
- Share Selling & Marketing Strategies
- Help Scouts Share Their Online Selling Link
- Place Final Popcorn Order
- Order and Distribute Prizes
- Remit Product Payments to Council
- Contact District Kernel as Needed for Assistance
- Celebrate!

My Popcorn Squad

- 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______________________

www.ciecpopcorn.org
GETTING STARTED

Planning Strategies:
- Start early and plan well. Set individual and unit goals.
- Determine the type of sale your unit will conduct. (Show & Sell, Taker Order, Online Sales)
- Make the sale fun. Reward your Scouts by developing a Top Salesman program. This is in addition to the prize program if you are participating in this option.
- Train your Scouts on how to sell. Involve parents whenever possible.

Selling Strategies:
- Have each Scout make a list of potential buyers.
- Generate re-orders by telephoning last year’s customers first.
- Have your Scout sell to friends, neighbors, and relatives first.
- Have parents take order forms to work.
- Consider sales to companies. (Its tax deductible and shows their support of the community)

Product Strategies:
- Sell all products to maximize profits.
- Maximize profits by emphasizing multiple sales.
- Sell at community events, stores, etc.
- Set up a Blitz Day.
- Have extra product on hand for reorders.

Online Order Sales:
Scouts can reach friends and family anywhere/anytime by sharing their Scout Account via email and Social Media. Units that participate with online sales notice that an average online sale is $30.
- Sign up/register your Scouts for their personalized “Scout Account” at www.campmasters.org (go to page 17 of this guide).
- Online Sales start on Saturday, August 1st and end Monday, October 26th.

Take Order Sales:
Scouts take the order form door-to-door to secure the customers orders. Units, which utilize this sale, find that the customer is more likely to order more.
- Attend the Unit Leader Training.
- Pick-up “take order” forms at the Council Office or download from www.ciecpopcorn.org.
- Distribute "take order" forms to all Scouts in your unit.
- Set the date that all "take order" forms are to be returned back to you.
- Check with the Scouts weekly to see how they are progressing. Find out if they need more forms.
- Call the Scouts to remind them that the forms are due to you. Give yourself two days to complete the unit order form.
- If your unit is also running Show & Sell, fulfill Take Orders with any unsold popcorn.
- Input the order online by 9:00 PM Sunday, October 11th.
- Payment for the popcorn is due when your popcorn is picked up on Monday, October 12th.

www.ciecpopcorn.org
GETTING STARTED continued

Show & Sell:
Your unit consigns popcorn from California Inland Empire Council and then sells the product directly to the customer. Several units find this type of sale the best as it puts the actual product in front of the customer and the money is collected on the spot. In addition, many units sell popcorn in front of retail stores including grocery, home improvement, and at community events such as a school open house, after Sunday religious services or community festivals. It attracts the impulse buyer.

• Attend the Unit Leader Training.
• The unit popcorn kernel meets with the committee and determines the amount of popcorn the unit would like to sell prior to the conclusion of the “Show & Sell” portion of the sale.
• The unit kernel inputs online by 9:00 PM Sunday, July 26th.
• Payment: 70% of the Show & Sell order retail sale amount, split evenly between two checks, is required when your unit receives their popcorn. The first check will be deposited on September 15th. The second check will be deposited on October 12th.
• The popcorn is picked up is on Saturday, August 15th or Delivered on August 13th – 14th (restrictions apply to delivery option).
• Unsold popcorn must be returned during or before October 5th – 10th at the Council office. Unsold popcorn should be applied to your take orders. All returns must be undamaged and in full cases of the same item. Partial cases will not be accepted.
• If you order too much Show & Sell products, early returns are acceptable and encouraged.
• Classic Trail Mix (item x), Purple Popping Corn Jar (item V), and Sea Salt BIG Bag (item ZC) are not returnable.

Don’t have the time or resources to pick up your popcorn order?
Have it shipped.

Questions? Contact the Council office for additional details.

![Service Requested](chart.jpg)

<table>
<thead>
<tr>
<th>Service Requested</th>
<th>Zone 1</th>
<th>Zone 2</th>
<th>Zone 3</th>
<th>Other Areas</th>
</tr>
</thead>
<tbody>
<tr>
<td>Base delivery</td>
<td>$95.00</td>
<td>$145.00</td>
<td>$175.00</td>
<td>Please call for quote</td>
</tr>
<tr>
<td>1 Pallet</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Each Additional Pallet to the same location</td>
<td>$45.00</td>
<td>$55.00</td>
<td>$55.00</td>
<td></td>
</tr>
</tbody>
</table>

$50.00 Surcharge for Mountain towns
Delivery to Residence with a 2-4-hour window, Liftgate Service to bring pallets to ground/driveway (Depending on conditions)

www.ciecpopcorn.org

BEST DELIVERY LLC
1-888-981-4000 Dispatch@BestDelivery.com
9108 Pittsburgh Rancho Cucamonga CA 91730
The mission behind the unit program planning philosophy is to help Scouting units fulfill their Scouts need for adventure and deliver on this promise. Units that operate under an annual program plan, that their Scouts help construct, are proven to be more successful and make a more profound impact on the lives of their members. We promise Scouts the most exciting adventures they can imagine, and we had better be prepared to make it happen. How do you get buy-in and commitment from your unit’s families when it comes to annual programming and fundraising needs? Your answer to this question is the key factor to the level of success your Scouting program will enjoy.

Brainstorming Ideas to Get You Started - The unit might plan and fund some of the following:

**Program Ideas:**
- Summer Camp
- Cub Scout Council Events
- Monthly Unit Activities
- Pinewood Derby
- Patrol/Den Activities

**Other Considerations:**
- BSA Registrations & Life Magazine
- Meeting Supplies/Awards & Recognitions
- Den/Patrol Expenses/Training Courses
- Unit Equipment
- Uniforms/Personal Camping Equipment
- Assistance for Low-income Scout Families

Once there are several ideas under consideration, filter them to allow the most realistic ones to surface. Be cautious not to discount Scouts ideas. Provide them with enough information to decide which are going to work best in creating their best program year.

Next, add key dates to a unit calendar that will be shared with Scouts and parents. Be sure to account for vacations, holidays and other school functions.

You now know what you’re doing and when. It’s time to budget! You can use the planner to help you organize activities and determine your fundraising goal.

Scouting teaches Scouts to earn their way, and an organized popcorn sale helps them learn to plan and meet their goals. Studies show your Scouting families appreciate a well-planned sale that helps them coordinate it within their already busy lives.

Show them how the Unit and Scout sales fund the planned activities within the program. Present them with a clear fundraising goal, and offer an approach that allows them to achieve their goal.

*A little time spent organizing now, means more participation and success in the fall!*

www.ciecpopcorn.org
## Sample Orders for Show and Sell

### Example Order $5000 in Retail

<table>
<thead>
<tr>
<th>$5,000 Retail Value</th>
<th>$ per</th>
<th>Case</th>
<th>Total Items</th>
<th>$ per</th>
<th>Retail</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cheesey Cheese Tin (1)</td>
<td>$35</td>
<td>3</td>
<td>3</td>
<td>@’ $35</td>
<td>$105</td>
</tr>
<tr>
<td>(MW) Movie Theater Extra Butter 22pk (6)</td>
<td>$25</td>
<td>3</td>
<td>18</td>
<td>@’ $150</td>
<td>$450</td>
</tr>
<tr>
<td>* Trail Mix Bag (8)</td>
<td>$20</td>
<td>2</td>
<td>16</td>
<td>@’ $160</td>
<td>$320</td>
</tr>
<tr>
<td>White Cheddar Cheese Tin (8)</td>
<td>$20</td>
<td>5</td>
<td>40</td>
<td>@’ $180</td>
<td>$800</td>
</tr>
<tr>
<td>* Sea Salt Bag (9)</td>
<td>$15</td>
<td>2</td>
<td>18</td>
<td>@’ $135</td>
<td>$270</td>
</tr>
<tr>
<td>(MW) Extra Butter Roasted Summer Corn 14pk (8)</td>
<td>$15</td>
<td>7</td>
<td>56</td>
<td>@’ $120</td>
<td>$840</td>
</tr>
<tr>
<td>(MW) Sweet and Salty Kettle Corn Corn 12pk (8)</td>
<td>$15</td>
<td>7</td>
<td>56</td>
<td>@’ $120</td>
<td>$840</td>
</tr>
<tr>
<td>* Gourmet Purple Popping Corn Jar (6)</td>
<td>$15</td>
<td>2</td>
<td>12</td>
<td>@’ $90</td>
<td>$180</td>
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<tr>
<td>Caramel Corn Bag (12)</td>
<td>$10</td>
<td>10</td>
<td>120</td>
<td>@’ $120</td>
<td>$1200</td>
</tr>
</tbody>
</table>

**Total** $5,005

70% payment to be brought at pickup = $3,503.50

Your unit profit will be at least = $1501.50

* These items are NON-RETURNABLE

### Example Order $15000 in Retail

<table>
<thead>
<tr>
<th>$15,000 Retail Value</th>
<th>$ per</th>
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<th>$ per</th>
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<tr>
<td>* Trail Mix Bag (8)</td>
<td>$20</td>
<td>5</td>
<td>40</td>
<td>@’ $160</td>
<td>$1000</td>
</tr>
<tr>
<td>White Cheddar Cheese Tin (8)</td>
<td>$20</td>
<td>15</td>
<td>120</td>
<td>@’ $180</td>
<td>$2400</td>
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<tr>
<td>* Sea Salt Bag (9)</td>
<td>$15</td>
<td>5</td>
<td>45</td>
<td>@’ $135</td>
<td>$675</td>
</tr>
<tr>
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<td>160</td>
<td>@’ $120</td>
<td>$2400</td>
</tr>
<tr>
<td>(MW) Sweet and Salty Kettle Corn Corn 12pk (8)</td>
<td>$15</td>
<td>20</td>
<td>160</td>
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<td>$2400</td>
</tr>
<tr>
<td>* Gourmet Purple Popping Corn Jar (6)</td>
<td>$15</td>
<td>5</td>
<td>30</td>
<td>@’ $90</td>
<td>$450</td>
</tr>
<tr>
<td>Caramel Corn Bag (12)</td>
<td>$10</td>
<td>32</td>
<td>384</td>
<td>@’ $120</td>
<td>$3840</td>
</tr>
</tbody>
</table>

**Total** $15,015

70% payment to be brought at pickup = $10,510.05

Your unit profit will be at least = $4504.95

* These items are NON-RETURNABLE

[www.ciecpopcorn.org](http://www.ciecpopcorn.org)
Involvement is key in the successful planning of your annual program. We recommend allowing all Scouts and their families express their ideas during a Pack or Troop brainstorming session. The older the scout, the more benefit they get from participating in this planning. It also keeps everyone more engaged in the popcorn sale because they know the rewards of their efforts.

<table>
<thead>
<tr>
<th>ACTIVITY</th>
<th>PROGRAM MONTH</th>
<th>COST</th>
</tr>
</thead>
<tbody>
<tr>
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</tbody>
</table>

**NOW CALCULATE YOUR POPCORN SALES GOALS**

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

<table>
<thead>
<tr>
<th>Registration</th>
<th>$</th>
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<tbody>
<tr>
<td>Advancements</td>
<td>$</td>
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<tr>
<td>Uniforms</td>
<td>$</td>
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<tr>
<td>Scholarships</td>
<td>$</td>
</tr>
<tr>
<td>Other</td>
<td>$</td>
</tr>
</tbody>
</table>

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

| TOTAL UNIT BUDGET | $ |
COMMISSIONS

Show & Sell | Take Order Commissions

<table>
<thead>
<tr>
<th>Tier</th>
<th>Sales Range</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>TIER 1</td>
<td>$0 - $9,999</td>
<td>26%</td>
</tr>
<tr>
<td>TIER 2</td>
<td>$10,000 - $19,999</td>
<td>28%</td>
</tr>
<tr>
<td>TIER 3</td>
<td>$20,000 - $29,999</td>
<td>30%</td>
</tr>
<tr>
<td>TIER 4</td>
<td>$30,000</td>
<td>33%</td>
</tr>
</tbody>
</table>

- Training +2%
- Opt-Out of Prize Program +3%
- Maximum Possible Commission 38%

Online Sales Commission

<table>
<thead>
<tr>
<th>Tier</th>
<th>Sales Range</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>TIER 1</td>
<td>$0 - $9,999</td>
<td>23%</td>
</tr>
<tr>
<td>TIER 2</td>
<td>$10,000 - $19,999</td>
<td>25%</td>
</tr>
<tr>
<td>TIER 3</td>
<td>$20,000 - $29,999</td>
<td>27%</td>
</tr>
<tr>
<td>TIER 4</td>
<td>$30,000</td>
<td>30%</td>
</tr>
</tbody>
</table>

- Training +2%
- Opt-Out of Prize Program +3%
- Maximum Possible Commission 35%
PRIZES

TOP 6 Sellers in the Council will ride the Zamboni at the Ontario Reign Scout Night!

All Scouts that sell over $3,000 receive:
• 2 FREE tickets to the Ontario Reign Scout Night game (upgrades to lower level tickets will have an additional charge).
• Commemorative 2020 Scout Night Patch.
• Ontario Reign Scout Night Hokey Puck.

TOP 75 selling Scouts will earn their chance to Spin the Wheel!

Fun-filled night of food, prizes, & recognizing the top achievers of the 2020 California Inland Empire Council popcorn sale.

1. Registered Scouts who are in the top 75 in sales and sell at least $3,000 in total sales qualify for 1 spin per $1,500 sold.
2. Limit one (1) entry per Scout. ABSOLUTELY NO COMBINING OF ORDERS WILL BE ALLOWED.
3. Scout must be present to spin.

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

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

SELL $3000+ TOTAL
GET 5% BACK ON A VISA DEBIT CARD

Scholarship Replacement Program: 6% VISA Debit Card of Total Sales for as long as the Scout participates in the Popcorn Sale. (Only for previous Trails Ends Scholarship Scouts. This option replaces the Camp Masters High Achiever Prize Option.)

IN ADDITION to these incentives, the California Inland Empire Council offers additional incentives to recognize Scouts Popcorn Sale efforts.

$3,000 Level – 2% added to the VISA Debit Card Program.
OR
$2,000 Level – 15% bonus applied to Jamboree or any National High Adventure Base.

www.ciecpopcorn.org
REGISTER YOUR SCOUTS

UNIT LEADERS: Scouts must be registered in the CAMP MASTERS system to receive sales!

Step One: Log in to the CAMP MASTERS system and click “Setup / Invite Scouts.”

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

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

Step Three: For the remaining Scouts, make sure their contact information is correct. Then select them by clicking the box to the left of their names. And then select “Send Sign-On Link”.

This will email each of the Scouts their unique CAMP MASTERS link so they can access the system without having to login. This makes taking orders and payments much easier.

www.ciecpopcorn.org
REGISTER YOUR SCOUTS

Step Four: For new Scouts, select the “Setup / Import Scouts” option from the dashboard.

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

Step Six: Select your file and complete the field matches to the spreadsheet columns below. If your sheet has headers, be sure to select the “First Row Has Headers” box.

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

You’ll see a green success box once imported.

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

www.ciecpopcorn.org
You can never start too early in securing storefronts. Of course, it’s going to be a bit different this year. And that means adapting your approach. Here are some of the best tips to help you do just that:

- Grocery stores and home improvement stores are both essential businesses, but they are receiving policies and procedures for Coronavirus from corporate. Make sure you approach the store/company Manager with this in mind. 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.
- Right now, resources are tapped thin in these stores. Consider sending an email or leaving a message for the Manager to call you back. The reality is, you’re not going to be their first priority right now. Only try going in person if a few attempts have been made and you still haven’t received a response.
- Think of other high-traffic, essential businesses in your area to contact. As other businesses begin reopening, reach out to them as well.
- Use the COVID-19 recommendations in this guide to help the Manager/Owner understand that above all else, safety comes first. This will help ease their mind while it is still uncertain what the fall recommendations will be.
- Contact your District Kernel, via email, to inform them of the dates and times that your unit has booked for each store immediately after you have booked them.

SAMPLE EMAIL / SCRIPT

Hello [NAME],

This is [YOUR NAME] from Scout Troop [Troop #]. Our Scouts are holding our annual popcorn fundraiser this year. The funds raised supports their ability to participate in our local Scouting program.

Due to the coronavirus, it’s going to look a lot different this year. However, with everyone’s safety guidelines in mind, I wanted to reach out regarding hosting a Show-N-Sell at [STORE NAME] in [MONTH].

Much can change between now and then, so I’m not looking for a definite answer today. What I’d like to do is confirm you’d consider it and then reach back out for a yes or no as the date draws closer.

Can I reach back out in [A MONTH, A FEW WEEKS]?
Scouts shall follow the Scout Oath, Scout Law, and Guide to Safe Scouting at all times. Remember, we are representing the BSA and must always act accordingly.

Scouts should always wear their Class A uniforms. Parents or Leaders should wear Scout uniforms or Unit T-Shirts if they have them.

Storefront tables should have a banner that clearly identifies Scouts and the Popcorn Fundraiser.

Shopping Carts are for the use of store customers and are not to be used to transport Scout Popcorn.

Scouts shall setup their table near the exit door to the store, or the location specified by the store. We may only setup tables at multiple doors if the Store has given us clear permission to do so.

Easy-ups or umbrellas are not permitted without the permission of the store management.

The store has granted us permission to run a Popcorn Fundraiser, which means other items like water, jerky, etc. are not permitted to be sold.

Scouts shall greet the customers as they exit the store. Scouts are not allowed to approach customers in the store, in the parking lot, etc.

Scouts must be friendly and courteous, even when a customer ignores them and/or does not want to buy popcorn.

Scouts will not be overly aggressive, and call out to, badger, or follow customers to their vehicles.

There will not be more than four people at the store at any given time, and at least one must be an adult.

Samples of products shall NOT be given to customers.

Scouts will not break open the product and sell the products in quantities less than the way they are packaged. Nutritional information must be on all packages.

Leave No Trace – remove all empty boxes, trash, and other debris from the location after your sale.

Be respectful and thankful to Store employees at all times. Remember that this is their Store, and we are only there because of their generosity.
1. ONE person (the Unit Kernel) from each Unit will be allowed to select dates/stores from their DISTRICT ONLY. (If you have stores that are within your “units neighborhood”, but in a different district, please contact your District Kernel to work out storefront assignments)

2. An email link will be sent for access to Signup.com on Sunday, July 19.

3. Links will be opened for selection at 8:00 am each morning.

4. Kernel’s will only be allowed to select the amount of dates on the schedule below:
   - Monday, July 20 – 3 dates
   - Tuesday, July 21 – 4 dates
   - Wednesday, July 22 – 5 dates
   - Thursday, July 23 – open

4. On Thursday July 23 the links for all the districts will be posted on the CIEC website, so units may choose to select open dates in other districts.

5. Questions/Problems text Beverly Gruendner at 951-265-7653 or email at Beverly.gruendner@scouting.org
The California Inland Empire Council and Camp Masters are dedicated to the safety of our Leaders, Scouts, Families, and Customers. As we prepare for the popcorn sale, it’s important that everyone operate in accordance with all restrictions outlined by our state and local county health departments. Be sure to check with your District Popcorn Kernel if you are unsure what’s required in your area.

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

Show-n-Sells are an exciting time for your Scouts. All the energy and enthusiasm of representing their Pack or Troop within the community. The following guidelines to keep everyone safe this fall. These will be updated when necessary at www.ciecpopcorn.org.

**RECOMMENDED SHOW-N-SELL GUIDELINES**

- Before any selling event, anyone exposed to Coronavirus or showing symptoms should find an alternate person to take their place at the sale or contact the Unit Popcorn Kernel.
- Take everyone’s temperature before and/or at arrival to the store.
- Everyone must wear masks and should wear gloves to minimize the spread of germs. [Watch this video to see how quickly they can spread.](#)
- Only Scouts and adults that live in the same household can sell at any single selling location per shift.
- Always wash your hands minimum of 20 seconds. (Refer back to the germ video).
- Use hand sanitizer regularly, especially after customer transactions.
- Clean surfaces frequently with a disinfectant wipe or hand sanitizer.
- Assign one individual to handle all money transactions and one to handle all popcorn.
- Use signs to help inform customers you’re fundraising and provide directions for safe interactions between Scouts and customers.
- Do not shake hands with customers and maintain social distancing with them.
- Do not have open food or drinks in the area.
- If you have to sneeze or cough do it away from the booth and other people. Remember to sneeze or cough into your elbow.
- When possible, avoid engaging with anyone exhibiting symptoms.

[www.ciecpopcorn.org](http://www.ciecpopcorn.org)
YOUR POPCORN KICKOFF

A great popcorn sale starts with a great popcorn kickoff! Follow these simple steps to start your popcorn sale with a BANG and motivate your Scouts, parents and other volunteers.

1. **Set the Agenda.** Think of things that are fun and fast-paced. This helps build energy and excitement for the popcorn sale. Scouts will leave ready to earn their way selling delicious popcorn!
2. **Ask for Help.** Enlist others to help you pull off a fun and exciting popcorn kickoff! No need to try and take it all on yourself.
3. **Know Your WHY.** Share the exciting Scouting Program that this fundraiser will support. Talk about the activities and what the Scouts will experience. And reiterate that it can all be paid for by POPCORN!
4. **Review the Forms.** Show Scouts the forms they’ll be using in detail so they understand how to use them to promote the products and capture orders.
5. **Build their Profile.** Have each Scout register or update their profile at CAMPMASTERS.org.
6. **Ready to Sell!** Add CAMP MASTERS to their phones.
7. **Sharing is Caring.** Explain how they can share their CAMP MASTERS profile link with friends, family and through social media.
8. **Cover What’s Critical.** Spend some time explaining the different ways to sell, key dates for the program and show and sell locations.
9. **Focus on the Goal.** Motivate Scouts to take on the Unit Scout goal and to pick an awesome prize as part of their goal!
10. **Create a Memory.** End the night with a fun and memorable event. Scouts love to be part of the action. And they always love a good pie to the face of their Unit Leader!
SCOUTS, PARENTS & LEADERS
Follow these instructions to easily create a CAMP MASTERS app icon on your smartphone.

Open Safari
Chrome on Android

Go to
ordering.campmasters.com/Account/Login

Enter your login and click “Remember Me” then Login
Once on your dashboard, click the menu button (circled icon above) (3 dots in upper right on Android)

Select “Add to Home Screen”

Then click “Add”

Ready to sell? Click the icon!
ACCEPTING CREDIT CARDS

CAMP MASTERS has partnered with PayAnywhere to provide accounts and free readers to all Units. Just go to: payanywhere.com/campmasters
CREATE YOUR ACCOUNT

Applying for PayAnywhere.

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

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

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

How will you use PayAnywhere?

As a Business
As an Individual

Information about you, the principal of the company

First name: __________________________
Last name: __________________________
Email: ______________________________
Phone number: ________________________
Birthday: __/__/____

Information about your company

We are: ____________________________
Industry: __________________________
Business type: ______________________
DBA name: _________________________
Federal tax ID: _____________________

Total monthly CC sales: ________________________
Average ticket amount: _____________________
We have been in business for: __________________

I have read and agree to the Terms and Conditions.

CREATE ACCOUNT

This site and your information are protected by SSL encryption.
TAKE ORDERS ON THE GO

SCOUTS, PARENTS & LEADERS
Follow these instructions to easily take orders and payment on your smartphone.

Click “Place a Take Order” from the dashboard

This will take you to the products page.

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

A confirmation window will appear. You can either go to cart or continue adding items.

In the cart, you can change the quantity of the product if needed.

Complete the customer information.

www.ciecpopcorn.org
SCOUTS, PARENTS & LEADERS
Follow these instructions to easily take orders and payment on your smartphone.

Return to your home screen and open the PayAnywhere app.

Enter the total charge.

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

Offer the customer a SMS text or email receipt.

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

Mark as paid and then tap the "Place Order" button.
OVER 70% OF EACH DOLLAR GOES TO LOCAL SCOUTING

*Premium Tin
A rich sampling of THREE best-sellers: Cheesey, Cheese & Salty Kettle, & Butter Tiffany Caramel popcorn — 31 oz. Q*
**48 ct.

*3-Way Cheesy Cheese Tin
Graduate Scouting with a simply sensational selection of White and Yellow Cheddar Cheese along with a zesty Cheesy Salad popcorn (3 BIG Bags!) Q*
— 34 oz. Q*
** = 30 ct.

*Supreme Caramel Crunch with Almonds, Pecans, and Cashews
Buttery sweet caramel corn with nuts — 19 oz. Q*
** = 24 ct.

22 Pack Movie Theater Extra Butter Microwave Popcorn
Popcorn perfectly seasoned with EXTRA butter flavor just like the movie theaters. America's #1 selling flavor! Q*

*Chocolate Drizzled Caramel Popcorn
Buttery gourmet caramel popcorn w/ chocolate drizzle — 14 oz. Q*
** = 12 ct.

Classic Trail Mix
Delicious wholesome goodness includes peanuts, cranberries, raisins, chocolate candies and cashews — 16 oz. Q*

*White Cheddar Cheese Tin
Cheesy goodness of White Cheddar on light, crunchy, crispy popcorn. — 16 oz. Q*

14 Pack EXTRA BUTTER Roasted Summer Corn
If you like buttery corn on the cob, you'll love this EXTRA BUTTER flavor popcorn! Q*

Purple Popping Corn Jar
This delicate popcorn contains antioxidants, has virtually no sulfites and TASTES GREAT! No Artificial Anything. Q*

12 Pack Sweet & Salty Kettle Corn Microwave Popcorn
A sweet and salty old-fashioned kettle corn taste, like the popcorn at old-time country fairs! Q*

Sea Salt BIG Bag
Light & Crispy Sea Salt Popcorn. No Artificial Anything 100% 35 calories per cup — 3.7 oz. Q*

*Caramel Popcorn Bag
Multisavoring taste of delectable and crispy gourmet caramel popcorn. — 10 oz. Q*

** Package/Tin may change; subject to availability.
** Some popcorn varieties are lighter than others.
Popcorn weight is measured in ounces. Volume of fats is measured in gallons.

ALL PRODUCTS TRANS FAT FREE and NON-GMO POPCORN
- Contains Antioxidants & Virtually Hulless!
- Feather Light / Low Calorie

Thank you for supporting Scouting