



2015 Popcorn Sale Guidebook

**Bringing ALL of the
pieces together to
GROW your Sale**



Greater Los Angeles Area Council

2015 Popcorn Sale

Welcome to the Popcorn Sale!

This year CAMP MASTERS® Popcorn and the Greater Los Angeles Area Council are providing you with all the tools you need to have a great popcorn sale. CAMP MASTERS is committed to providing Scouts, their families and Scouting volunteers with an excellent fundraising program, the best tasting popcorn and the products consumers want. It's proven!

We hope you'll use this guidebook as a step-by-step manual to planning, executing and enjoying the rewards of a successful popcorn sale. After all, we know that the most important part of the popcorn sale is what it allows your unit to do!

As always, we look forward to hearing from you. You can always reach us by calling 1-800-624-2060 or emailing campmasters@ramseypopcorn.com. We hope you will explore our website to check out other good tools, downloads and best practices. Together, we can have a great year!

Sincerely,

Wilfred E. Sieg, Jr.

President

CAMP MASTERS Popcorn



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Fundraising for the future!

Unit Popcorn Kernel Checklist



- ✓ Attend and participate in the Popcorn Sales Training.
- ✓ Use the Fund Your Adventure worksheet to plan your year, make a budget and set goals (download from campmasters.org)
- ✓ Formulate a popcorn sales plan that includes the 3 methods of selling popcorn: Take Order Form, Show and Sell and Online.
- ✓ Create a timeline of when all order forms, popcorn money and Scout prize forms will be due. Be sure to consider the key dates on page 10.
- ✓ Hold a unit kick-off meeting for your Scout Families to inform and motivate them to help with your Unit's sale.
- ✓ Prepare hand-outs for your unit kick-off meeting for both parents and Scouts. Hand-outs include:
 - Family Guide with prize brochure and order form
 - Key Dates
 - Sales Goals for the Unit and for the Scouts
 - A parent job description or list of expectations
- ✓ Promote a Corporate Popcorn Sale with your parents. They can take an order form to work and help boost their son's sales.
- ✓ Complete the Unit Product Order Form and submit online. Keep photocopies of your Scouts' take order forms so they can be used the following year.
- ✓ Coordinate your Unit's popcorn pick-up and distribution.
- ✓ Distribute prizes upon receipt in a timely manner.
- ✓ Celebrate your Unit's success and use the money raised to provide an awesome Scouting Program Year for your Scouts to enjoy!

Planning and Goal Setting



SEPTEMBER		OCTOBER		NOVEMBER	
Planned Activity	Cost	Planned Activity	Cost	Planned Activity	Cost
This Month's Total:	\$0.00	This Month's Total:	\$0.00	This Month's Total:	\$0.00
DECEMBER		JANUARY		FEBRUARY	
Planned Activity	Cost	Planned Activity	Cost	Planned Activity	Cost
This Month's Total:	\$0.00	This Month's Total:	\$0.00	This Month's Total:	\$0.00
MARCH		APRIL		MAY	
Planned Activity	Cost	Planned Activity	Cost	Planned Activity	Cost
This Month's Total:	\$0.00	This Month's Total:	\$0.00	This Month's Total:	\$0.00
JUNE		JULY		AUGUST	
Planned Activity	Cost	Planned Activity	Cost	Planned Activity	Cost
This Month's Total:	\$0.00	This Month's Total:	\$0.00	This Month's Total:	\$0.00
Registration & Insurance	\$0	Enter the number of Scouts and your commission to calculate your goals:	Number of Selling Scouts in your Unit:	40	
Advancements	\$0		Your Unit's Commission	30%	
Uniforms	\$0		Unit Total Activity Cost and Expenses	\$0.00	
Scholarships	\$0				
Other Expenses	\$0				
Annual Total:	\$0				

Unit Sales Goal	\$0.00
Scout Sales Goal	\$0.00

Kickoff Planner



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

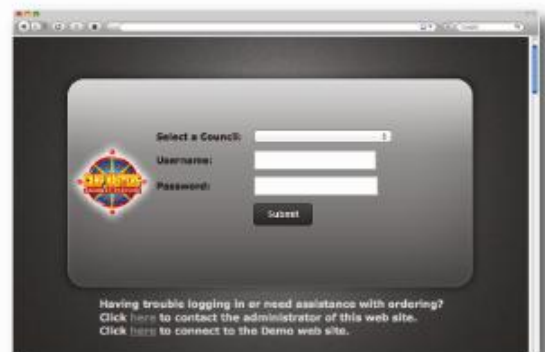
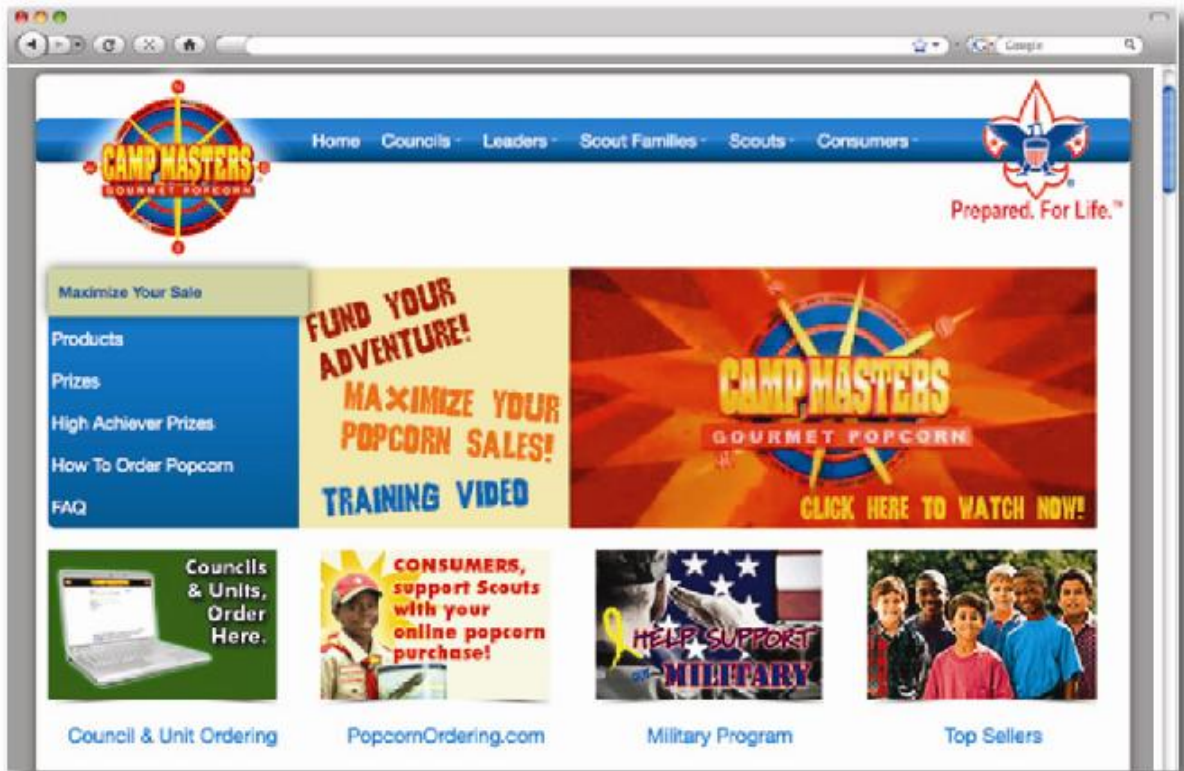


1. Plan ahead. Think of an agenda that will be fast-paced and FUN! A good kickoff should be under an hour.
2. Emphasize WHY it is important to sell popcorn. Communicate the exciting Scouting program and how families can cover all their annual expense with one sale. CAMP MASTERS makes it easy to sell delicious popcorn so Scouts can spend more time having fun and less time selling popcorn.
3. Show Scouts the tools available from CAMP MASTERS. This includes their order forms, prize sheets, training videos and much more! Visit campmasters.org to see all the tools available.
4. Spend some time explaining the different ways to sell, key dates for the program and show and sell locations.
5. Motivate Scouts to set goals for their sales and to pick an awesome prize! CAMP MASTERS offers great High Achiever Prizes for top sellers.
6. Finish the evening with a memorable event, like throwing pies in the leaders' faces or funny role-playing. A kick off will be exciting when Scouts are involved in the action!

Campmasters.org



Campmasters.org is the best place to visit for the latest popcorn sale tips, tricks & tools. You will find lots of great downloads and training videos to help support your sale.



Popcorn Ordering.com

Customers can support Scouts from faraway with PopcornOrdering.com. Your Scouts can sell online to help earn their own way and fund their Scouting adventures!

The BEST Products



CAMP MASTERS offers Scouts and consumers the best tasting products and the tins consumers want. Consumers can also order online at Popcorn Ordering.com

SAMPLE

ON AVERAGE 70% OF EACH DOLLAR GOES TO LOCAL SCOUTING!

<p>Support the Military and Scouting Tool!</p> <p>\$25 or \$40 Military Donation</p> <p>Choose from 2 and CAMP MASTERS will send 250 worth of popcorn to our military personnel.</p> <p>\$25</p> <p>Choose from 11 and CAMP MASTERS will send 500 worth of popcorn to our military personnel.</p> <p>\$40</p>	<p>A \$50</p> <p>15 Way Cholesterol Tossers Tin A Cholesterol Tossers Tin is a gourmet popcorn product that will be great for your Scouts, families, friends, neighbors, and friends. Cholesterol Tossers Tin is a gourmet popcorn product that will be great for your Scouts, families, friends, neighbors, and friends. Cholesterol Tossers Tin is a gourmet popcorn product that will be great for your Scouts, families, friends, neighbors, and friends.</p>	<p>B \$40</p> <p>15 Way Precision Tin A gourmet popcorn product that will be great for your Scouts, families, friends, neighbors, and friends. Precision Tin is a gourmet popcorn product that will be great for your Scouts, families, friends, neighbors, and friends.</p>	<p>P \$30</p> <p>15 Way Classic Tin A gourmet popcorn product that will be great for your Scouts, families, friends, neighbors, and friends. Classic Tin is a gourmet popcorn product that will be great for your Scouts, families, friends, neighbors, and friends.</p>	
<p>C \$25</p> <p>24 Pack Movie Theater Extra Butter Microwave Popcorn Popcorn packaged in convenient 2.5oz microwave popcorn bags. Perfect for your Scouts, families, friends, neighbors, and friends.</p>	<p>D \$25</p> <p>24 Pack Variety Microwave Popcorn Popcorn packaged in convenient 2.5oz microwave popcorn bags. Perfect for your Scouts, families, friends, neighbors, and friends.</p>	<p>E \$20</p> <p>15 Pack Supreme Caramel Corn A gourmet popcorn product that will be great for your Scouts, families, friends, neighbors, and friends. Supreme Caramel Corn is a gourmet popcorn product that will be great for your Scouts, families, friends, neighbors, and friends.</p>	<p>F \$20</p> <p>15 Pack Supreme Caramel Corn A gourmet popcorn product that will be great for your Scouts, families, friends, neighbors, and friends. Supreme Caramel Corn is a gourmet popcorn product that will be great for your Scouts, families, friends, neighbors, and friends.</p>	<p>S \$20</p> <p>20 Pack Snack Size 90% Fat Free Butter Microwave Popcorn Popcorn packaged in convenient 1.5oz microwave popcorn bags. Perfect for your Scouts, families, friends, neighbors, and friends.</p>
<p>KK \$20</p> <p>15 Pack Supreme Caramel Corn A gourmet popcorn product that will be great for your Scouts, families, friends, neighbors, and friends. Supreme Caramel Corn is a gourmet popcorn product that will be great for your Scouts, families, friends, neighbors, and friends.</p>	<p>G \$15</p> <p>15 Pack EXTRA BUTTER Microwave Popcorn Popcorn packaged in convenient 2.5oz microwave popcorn bags. Perfect for your Scouts, families, friends, neighbors, and friends.</p>	<p>J \$15</p> <p>24 Pack Sweet & Salty Kettle Corn Microwave Popcorn A gourmet popcorn product that will be great for your Scouts, families, friends, neighbors, and friends. Sweet & Salty Kettle Corn is a gourmet popcorn product that will be great for your Scouts, families, friends, neighbors, and friends.</p>	<p>L \$10</p> <p>15 Pack Supreme Caramel Corn A gourmet popcorn product that will be great for your Scouts, families, friends, neighbors, and friends. Supreme Caramel Corn is a gourmet popcorn product that will be great for your Scouts, families, friends, neighbors, and friends.</p>	

*Package and tin designs may change; subject to availability. 0 trans fats per serving. Prepared For Life. Thank you for supporting Scouting.



Prizes



Pick a prize and set a goal! Scouts can earn great prizes from the Prize Program in addition to supporting your Unit's Scouting Year.

SAMPLE

My prize goal to:

My popcorn goal to:

CHOOSE A PRIZE AND GO FOR IT!

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

CAMP MASTERS 2015
High Achiever Prizes
High Sellers Earn These Prizes Too!**

Fill a sheet!

Sell to 30 customers this year to fill all the lines on your order form. When you do, you'll earn the exclusive 2015 CAMP MASTERS Full-Filled Patch and be a part of the Full-Filled Sellers Team!

Sell \$1,500
Earn a \$50 gift card to Target or Walmart. Think of all the great gear you can buy!

Sell \$2,000
Camp Package with Cook Set and Axe Multi-Tool OR Lego Minecraft Set

Sell \$3,000
Remote Controlled Drone with Camera OR American Express Gift cheque for 5% of total sales. Example: \$3000 = \$150 gift cheques. Gift cheques rounded to nearest \$10.

*CM High Achiever prizes are not cumulative. Select only ONE prize level. See High Achiever prize form for more details at campmasters.org.

Central Georgia Council
Council ID: 96CGC
www.centralgeorgiacouncil.org

GUIDELINES to Select Prizes

(1) Prizes earned based on individual sales. No combining of sales with other Scouts. (2) Sell at least one item & receive the Popcorn Participation Patch. (3) Sell \$50 & select your choice of prize at the \$90 level. (4) Sell \$175 or more & select a prize from the level you achieve or select prizes from the lower levels as long as the total of the prize levels does not exceed the prize level achieved. Example: If you sell \$250 in popcorn, you may select ONE prize from the \$250 Level or THREE prizes from the \$175 Level. (5) Parent's permission required and a Whittling-Chip or Totem-Chip to order a knife. (6) All prizes will ship to your Unit Leader. (7) If a prize is no longer available a substitute of equal or greater value will be shipped. (8) Turn in your prize order with your popcorn order. Descriptions of Prizes Available at www.boyscouts-gcc.com

<p>Level 10 - Sell \$2,000</p>	<p>Level 11 - Sell \$2,750</p>	<p>Level 12 - Sell \$3,500</p>
<p>Level 7 - Sell \$775</p>	<p>Level 8 - Sell \$1,000</p>	<p>Level 9 - Sell \$1,500</p>
<p>Level 4 - Sell \$250</p>	<p>Level 5 - Sell \$375</p>	<p>Level 6 - Sell \$550</p>
<p>Level 1 Sell Any 1 Item</p>	<p>Level 2 - Sell \$90</p>	<p>Level 3 - Sell \$175</p>

Fundraising for the Future

Even MORE Prizes !!!



CAMP MASTERS 2015 High Achiever Prizes

High Sellers Earn These Prizes Too!**



Fill a shoot!

Sell to 30 customers this year to fill all the lines on your order form. When you do, you'll earn the exclusive 2015 CAMP MASTERS Ful-Filled Patch and be a part of the Ful-Filled Sellers Team!



Sell \$1,500

Earn a \$50 gift card to Target or Walmart. Think of all the great gear you can buy!



Sell \$2,000

Camp Package with Cook Set and Axe Multi-Tool
OR
Lego Minecraft Set



Sell \$3,000

Remote Controlled Drone with Camera
OR American



Express Gift cheque for 5% of total sales. **Example:** \$3000 = \$150 gift cheques. Gift cheques rounded to nearest \$10.



**CM High Achiever prizes are not cumulative. Select only ONE prize level. See High Achiever prize form for more details at campmasters.org.

Fundraising for the Future

Selling Methods



Encourage your Scouts to set goals and earn great rewards. IN ADDITION to their prize program incentives. CAMP MASTERS offers High Achiever Prizes to further

Scouts can sell well and safely by following these proven methods and tips.

Sell 3 Ways!

1. Sell with your Order Form! Scouts can use this script to help build their confidence and salesmanship!

“Sir/Ma’am, hello my name is _____, I am a Scout with Pack/Troop _____ here in _____. We are selling popcorn to raise money for our unit to attend camp. You can help us by trying some of our DELICIOUS popcorn. You will help us won’t you?”

2. Try Show and Sell! Arrange Show and Sell locations so your Scouts can be seen in front of high visibility storefronts or community gatherings. Be sure to plan in advance and communicate dates/locations!
3. Sell online! It’s easier than ever and you can help Scouts sign in at campmasters.org or PopcornOrdering.com.

POPCORN SAFETY TIPS

- Always sell with an adult or buddy
- Never enter a stranger’s house
- Keep checks and cash in a separate envelope with your name on it
- Always walk on the sidewalk whenever possible
- Never sell at night
- Wear your uniform
- Always be courteous!

POPCORN SALES TIPS

10 ways to make a popcorn sale.

- Ask your parents.
- Ask your relatives.
- Knock on your neighbor’s door.
- How about your parents’ friends?
- Sell at your place of worship.
- Ask your parents to take an order form to work.
- Have “Super Sale Day” with your fellow Scouts.
- Sell Door-to-Door around your community
- Popcorn makes great holiday gifts!
- Visit businesses around your town for a corporate sale.

MORE
Winning
Units in
2015!!

CAMP MASTERS KICK OFF CONTEST



Kick up your popcorn sale!

KICK UP THE EVENT

CAMP MASTERS Unit Popcorn Sale Kick Offs are easy to organize and fun for all! Show us how your Kick Off looks, with a well prepared room. You can include product samples, prize displays, games and staging.

KICK UP THE TRAINING

CAMP MASTERS offers great training tools, like the **Unit Kick Off Presentation** (download today at campmasters.org). Show us how your Kickoff prepares Scouts with the confidence and safe selling techniques to have a great sale.

KICK UP THE FUN

The numbers are in and it's apparent that Units holding a Kick Off have a better sale. **That's more funding for your Scouting program!!** Show us how your Kick Off is fun for your Scouts and their families! Be creative!

KICK UP THE PRIZES

Everyone wins when you have a Kick Off! Capture your Unit's **SPECIAL ROOM SETUP, TRAINING and FUN** by sharing a video or photo story and entering at campmasters.org or using our smart phone app. Search the Apple App Store or Android Market for "CAMP MASTERS Popcorn" to download.

Prizes will be awarded to the top 3 Units in each category: \$300 bonus commission to the 1st place Units, \$200 to the 2nd place Units and \$100 to the 3rd place Units. Plus, every selling Scout in the winning Units will win a Walmart® gift card!
(**\$25 per Selling Scouts for 1st Place Units, \$20, for 2nd Place Units, and \$15 for 3rd Place Units**)



For complete rules and regulations, visit campmasters.org.

CAMP MASTERS

KICK OFF CONTEST

OFFICIAL RULES AND REGULATIONS

3/1/2015

1. Participants should upload content that shows the following:
 - a) Scout Training
 - b) Room Setup
 - c) Element of Fun
2. Be creative within the contest categories! Photo and video situations are entirely up to Unit: funny, clever and silly content is welcome.
3. Format for photos includes JPEG, TIFF, PNG, GIF. Your smartphone will automatically upload as an appropriate file type.
4. Format for videos must be an MP4 and no more than 10 seconds in length. Your smartphone will automatically upload as an appropriate file type.
5. Deadline for submissions is November 1, 2015.
6. Read the Official Rules below in their entirety before entering.

OFFICIAL RULES CAMP MASTERS Popcorn "Show Us Your Best Kickoff Contest"

Description:

The contest is open to any registered Unit leader, parent or volunteer that sells CAMP MASTERS Popcorn in 2015. Winner(s) of the contest will be participants that submit the most creative and appropriate content before or during the 2015 popcorn sale.

To be eligible pictures must:

1. Show a BSA Unit engaged in a Popcorn Training Kickoff.
2. Upload digital content (photo or video under 10 seconds) and meet criteria showing at least one of the following:
 - a) Scout Training
 - b) Room Setup
 - c) Element of Fun
3. Be of proper and decent subject matter, appropriate for children.

Procedure for entering contest:

1. Entrants must either enter through the mobile application or go to campmasters.org and follow the link to the contest site, fill out the online form and upload content.
2. Parents of minor children pictured in the photo must give permission to the Contest to publish the photo if it is deemed a winner.

Judging criteria:

Winners will be selected on the basis of:

1. Creativity, originality or instructive value of the photos and/or videos.
2. Clarity and quality of content.
3. The "smile quotient" – does it make the judges smile.

Deadline:

Entries must be submitted no later than 5:00 p.m, November 1, 2015. Decisions of CAMP MASTERS and the contest judges are final. No employee or child of an employee of Ramsey Popcorn Company, its advertising agencies or suppliers is eligible in this contest.

Prizes:

1. Prizes will be awarded to the top 3 Units in each category (Scout Training, Room Setup, Fun).
 - a) The Winning Unit in each category will have \$300 added to their Popcorn Sale Commission
 - b) The Second Place Units will have \$200 added to their Popcorn Sale Commission
 - c) The Third Place Units will have \$100 added to their Popcorn Sale Commission
2. Top 3 Units in each Category
 - a) The Winning Unit in each category will have \$300 added to their Popcorn Sale Commission
 - b) The Second Place Units will have \$200 added to their Popcorn Sale Commission
 - c) The Third Place Units will have \$100 added to their Popcorn Sale Commission
3. Selling Scouts in the Winning Units will earn a Walmart Gift Card
 - a) Each Selling Scout in the (3) Winning Units will receive a \$25 Gift Card to Walmart*.
 - b) Each Selling Scout in the (3) Second Place Units will receive a \$20 Gift Card to Walmart*.
 - c) Each Selling Scout in the (3) Third Place Units will receive a \$15 Gift Card to Walmart

Use of submissions: Ramsey Popcorn Company reserves the right to publish all submitted media for promotional and marketing purposes for Ramsey Popcorn and/or CAMP MASTERS Popcorn.

Not available to residents where prohibited; any state or federal tax liability will be the responsibility of the winner.

Have a GREAT Sale!!!

