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. But your Council and CAMP MASTERS are dedicated to supporting you every step of the way. We are continually evaluating the current environment and recommendations with the best interests of everyone in mind. As the popcorn sale nears, we ask that you reach out to your Council regarding best practices and local safety guidelines.

As our Country takes the beginning steps towards recovery, 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 all Councils and Units 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 months 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 800.624.2060 or email our great team for assistance: customerservice@campmasters.org.

We are fully invested in your popcorn success!

Warm Regards,

Wilfred Sieg, Jr.
President
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<th>Page</th>
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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 doesn’t 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

<table>
<thead>
<tr>
<th>District</th>
<th>Popcorn Kernel</th>
<th>Assistant Scout Executive</th>
<th>Contact Details</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Adena District</strong></td>
<td>Melanie Young</td>
<td>Carl Sullivan</td>
<td>606-928-4903 <a href="mailto:melsy63@zoominternet.net">melsy63@zoominternet.net</a></td>
</tr>
<tr>
<td><strong>Kootaga District</strong></td>
<td>John Shepard</td>
<td>Michael Cidor</td>
<td>304-588-2849 <a href="mailto:fastantiques@gmail.com">fastantiques@gmail.com</a></td>
</tr>
<tr>
<td><strong>Chief Cornstalk Dist.</strong></td>
<td>Bill Bryant</td>
<td>Trey Aliff</td>
<td>304-308-0405 <a href="mailto:Johnny.Aliff@scouting.org">Johnny.Aliff@scouting.org</a></td>
</tr>
<tr>
<td><strong>Mt. Dominion Dist.</strong></td>
<td>Larry Wunderly</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Seneca District</strong></td>
<td>Barry Spurlock</td>
<td>David Leckie</td>
<td>304-542-5071 <a href="mailto:David.Leckie@scouting.org">David.Leckie@scouting.org</a></td>
</tr>
</tbody>
</table>

**WAREHOUSE #1**
Tyler Mountain Water Company  
159 Harris Street  
Poca, WV 25159  
Rock Branch Industrial Park

**WAREHOUSE #2**
Princeton Church of God  
250 Oakvale Rd  
Princeton, WV 24740

Due to COVID 19 – we are still looking working on other locations. Please see updates on our website as we get locations locked in, or check with your Executive for more details.
To pick up your popcorn, follow these vehicle recommendations:

- Midsize car holds about 20 cases
- Luxury sized car holds about 40 cases
- Minivan holds about 60 cases
- Large SUV holds about 70 cases
- Small Pickup bed holds about XX cases
- Large Pickup bed holds about XX cases
- Rental Truck holds over 70 cases
LEADING YOUR UNIT

The Popcorn Kernel oversees operations of the Unit’s popcorn sale. This is an important leadership role within the Unit. The PK 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 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.
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-N-Sell Locations & Times
☐ Prepare / Update COVID-19 Guidelines
☐ Place Unit Popcorn Order
☐ Host Unit Kickoff Meeting
☐ Prepare and Distribute Handouts
☐ Share Tips & Ideas for Selling Popcorn
☐ Provide Selling Incentives & Games for Scouts
☐ Coordinate Pick-Up / Drop-Offs at District Warehouse
☐ Encourage Scout & Parent Participation
☐ Share Selling & Marketing Strategies
☐ Help Scouts Share Their Online Selling Link
☐ Place Final Popcorn Order
☐ Order and Distribute Prizes
☐ Remit Product Payments to Council
☐ Contact District Kernel as Needed for Assistance
☐ Celebrate!

My #PopcornSquad

District Kernel
Phone
Email

Assistant Kernel
Phone
Email

Kickoff Kernel
Phone
Email

Show-N-Sell Kernel
Phone
Email

Pickup Kernel
Phone
Email

Prize Kernel
Phone
Email

Communications Kernel
Phone
Email
The mission behind the unit program planning philosophy is to help Scouting units fulfill young people’s need for adventure and deliver on this promise. Units that operate under an annual program plan, that young people help construct, are proven to be more successful and make a more profound impact on the lives of their members. We promise young people 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:

<table>
<thead>
<tr>
<th>Program Ideas:</th>
<th>Other Considerations:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Summer Camp</td>
<td>BSA Registrations &amp; Life Magazine</td>
</tr>
<tr>
<td>Cub Scout Council Events</td>
<td>Meeting Supplies/Awards &amp; Recognitions</td>
</tr>
<tr>
<td>Monthly Unit Activities</td>
<td>Den/Patrol Expenses/Training Courses</td>
</tr>
<tr>
<td>Pinewood Derby</td>
<td>Unit Equipment</td>
</tr>
<tr>
<td>Patrol/Den Activities</td>
<td>Uniforms/Personal Camping Equipment</td>
</tr>
<tr>
<td></td>
<td>Assistance for Low-income Scout Families</td>
</tr>
</tbody>
</table>

Once there are several ideas under consideration, filter them to allow the most realistic ones to surface. Be cautious not to discount Scouts ideas. Do provide them with enough information to decide which are most 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 a 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!
ANNUAL PROGRAM PLANNER

Involvement is key in the successful planning of your annual program. We recommend allowing Scouts and their families express their ideas during a 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>
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<tbody>
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</table>

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

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

Registration & Insurance $ 
Advancements $ 
Uniforms $ 
Scholarships $ 
Other $ 
TOTAL UNIT BUDGET $ 

NOW CALCULATE YOUR POPCORN SALES GOALS
Get Your 2% BONUS!
Units that complete all of the following will receive an additional 2% commission on their gross sales when they complete the following:
1) Attend Virtual Training
2) Submit an Annual Calendar and Budget to Council Office (Don’t forget to share with your parents) by September 30th
3) Turn in 100% of Money at Popcorn Pickup on November
4) Bring an updated roster of your scouts when you pick up popcorn

Prizes & Incentives
Camp Master’s Prize Program...Recognition you can’t beat
Full color prize brochure—RC cars, LEGO, camp tools, and more!
Prizes are shipped directly to the leader’s home!
Prizes will be ordered by the unit on the Internet at www.campmasters.org.
All prizes can be viewed at www.campmasters.org
Fill up all 30 lines on the order form with popcorn orders to get a special patch!

Your prize order must be submitted with your popcorn order on October 26th by NOON!

Absolutely no prize orders can be processed after December 2. We apologize for the inconvenience, but the tracking & eligibility system only operates within a certain window.

JOIN THE $600 CLUB
Each Cub Scout who sells $600 or more of Popcorn will be invited to a special PARTY in their District! These will take place in January at a different time and place, depending on your district:

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

OR THIS CAMPER PKG
Tent, Grilling set, Hammock, Cooler Chair Backpack, Camp Stove, Bluetooth Speaker & Lantern
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.
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.
**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.
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. After a few attempts, and still no response, only then try going in person.

- 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.

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?]?
POP CORN POLICIES

2020 Show & Sell Popcorn Policies

All orders must be received by July 31, 2020 and unit agree to pick up popcorn as arranged with their unit and the District Popcorn Kernel or Executive for that District.

Units may return or exchange product with the Council during the span of the Show & Sell, returning and receiving full cases of product. Units may return full cases of unsold product at any time prior to October 26, 2020 for credit.

2020 Take Order Sale

Begins September 1, 2020 with orders due to the Council either online or at the Charleston Service Center by October 26th at noon. Units need to pay for the take order product by or at the distribution for each district to qualify for the requirement for the bonus commission. Otherwise payments must be received by November 27th and units will not receive the bonus commission.

Online Sales Commission

The commission for online sales is 30% with no bonus as online sales are starting at a lower commission from the popcorn company. Units will not have to delivery product or handle payments for online sales, but units will receive their commission and be able to track the sales using the sales system.
SHOW-N-SELL SCHEDULING

You can manage your Show-N-Sell dates and volunteers within this table. Or look below for instructions to use an online management tool.

<table>
<thead>
<tr>
<th>DATE</th>
<th>LOCATION</th>
<th>SHIFTS</th>
<th>NEEDED ADULTS AND SCOUTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ex. Sep 15</td>
<td>Harris Teeter</td>
<td>8 - 10 AM</td>
<td>Adult 1:</td>
</tr>
<tr>
<td></td>
<td>St. Johns Avenue</td>
<td></td>
<td>Adult 2:</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Scout 1:</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Scout 2:</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Scout 3:</td>
</tr>
</tbody>
</table>

ONLINE SIGN UP INSTRUCTIONS

Video Training here:

2. Then follow these step-by-step instructions: https://www.signupgenius.com/faq/create-sign-up.cfm
CAMP MASTERS is dedicated to the safety of our Leaders, scouts, Families & customers. As we prepare for the popcorn sale, it’s important that everyone operate in accordance with any restrictions outlined by your state and local health department or other state and local authorities. Be sure to check with your Council if you are unsure what’s required in your area.

When it comes to the products, we have implemented numerous safety protocols at our production, warehouse and fulfilment 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 within the community. CAMP MASTERS is offering the following guidelines to keep everyone safe this fall. These will be updated when necessary.

RECOMMENDED SHOW-N-SELL GUIDELINES

- Reiterate before the event anyone exposed to Coronavirus should find an alternate person to take their place at the sale or contact the Popcorn Kernel.
- Take everyone’s temperature before and/or at arrival to the store.
- Everyone should wear masks and gloves to minimize the spread of germs. Watch this video to see how quickly they can spread.
- No more than 3 kids and 2 adults should be at any single selling location.
- 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 distance to them as well as any other booth participants.
- Do not have open food or drinks in the area. Do not share drinks, cups or utensils. There is high potential for spread of the virus to these items.
- 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.
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! *(See pg 4 for additional info to share.)*

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!
CAMP MASTERS APP

SCOUTS, PARENTS & LEADERS
Follow these instructions to easily create a CAMP MASTERS app icon on your smartphone.

1. Open Safari
2. Go to ordering.campmasters.com/Account/Login
3. Enter your login and click "Remember Me" then Login
4. Once on your dashboard, click the menu button (circled icon above)
5. Select “Add to Home Screen”
6. Then click “Add”
7. 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

- FREE app and FREE card readers
- Multiple device and multiple user ready
- No hidden fees....No monthly minimum fees, no setup fees, and no cancellation fees
- 2.69% per swipe transaction fee; 3.49% + $0.19 for keyed transactions
- Transaction fees removed from deposits automatically
- Funds within 24 hours of processed transactions
- Free Merchant Portal for detailed account activity and business intelligence reporting
- Create versatile item library with multiple products and prices or input charges directly.
- Safe and secure with immediate data encryption and PCI compliant and certified
- Live Customer Support via Phone and Chat
- www.campmasters.org/pay-anywhere
CREATE YOUR ACCOUNT

Applying for PayAnywhere.

Head to payanywhere.com/campmisters 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: [Input]
Last name: [Input]
Email: [Input]
Phone number: [Input]
Birthday: [Input]
Last 4 digits of SSN: [Input]

Address: [Input]
Suite / Apt #: [Input]
Zip code: [Input]

Please create a password:
Password: [Input]
Confirm password: [Input]

Information about your company

We are: [Input]
Industry: [Input]
Business type: [Input]

DBA name: [Input]
Federal tax ID: [Input]

Total monthly CC sales: [Input]
Average ticket amount: [Input]
We have been in business for: [Input]

Select “Non-Profit” + “Charities & Nonprofits” + “Fundraisers.”

Select “$25,000.”

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.

1. Click “Place a Take Order” from the dashboard.
2. This will take you to the products page.
3. Scroll down to find the requested product. Then click “Order” to add the item to the shopping cart.
4. A confirmation window will appear. You can either go to cart or continue adding items.
5. In the cart, you can change the quantity of the product if needed.
6. Complete the customer information.
TAKE ORDERS ON THE GO

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.
WRAPPING UP YOUR SALE

Several days before the orders are due to the Council:
• Collect the order forms from all the Scouts in your unit.
• Make copies of the forms
• Make sure the Scouts have selected their prizes
• Total up your orders and prepare to submit on the Campmasters website.
• Submit your order for popcorn on the Campmasters website: www.ordering.Campmasters.org
• Follow the link on the site to order your unit prizes

If you have questions about completing your order, contact Becky at the Scout Service Center at 304-340-3663 or rebecca.Hustead@scouting.org.