

# BUCKSKIN COUNCIL



## Popcorn Resource Guide

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Created July 2025

# GOAL SETTING: THE KEY TO A SUCCESSFUL SALE

How do you get buy-in and commitment from your unit's

Families, when it comes to annual programming and fundraising needs? Ideas to Get You Started—the unit might plan and fund some of the following, in whole or part:

- Summer Camp / High Adventure Trips
- BSA Annual Registration and Scout Life Magazine
- Patrol / Den Activities / Unit Activities / Council Activities
- Meeting Supplies / Awards and Recognition
- Youth and Adult Training Courses
- New Unit Equipment
- Uniforms/Personal Camping Equipment
- Assistance for Low-income Scout Families
- A Trip the Unit Always Wanted to Take

Scouting teaches Scouts to earn their way. The product sale helps them learn to plan and meet their goals.

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

**How to Create Per Scout Goals (Popcorn goals can be entered in the CAMP MASTERS system)**

- Unit Sales Goal =  $\frac{\text{Total Program Dollars}}{\text{Product Commission Goal}}$
- Scout Sales Goal =  $\frac{\text{Unit Sales Goal}}{\text{Number of Scouts}}$
- Scout Container Goal =  $\frac{\text{Scout Sales Goal}}{\$16.62 \text{ (average popcorn container cost) or } \$10 \text{ (average meat stick container cost)}}$

Goal Setting



# TRAININGS

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CAMP MASTERS is offering several webinars for unit leaders to learn about, or refamiliarize themselves with, the popcorn sale and online ordering system.

## **Thursday, July 17, 2025**

7:00 PM (Experienced Unit Leaders): What's New + 2025 Program FAQs

## **Saturday, July 26, 2025**

7:00 PM (Unit Leaders): Show & Sell Training with Michael Beck :  
How to sell \$10,000 in a Weekend

## **Thursday, July 31, 2025**

7:00 PM (Unit Leaders): How to Take Credit Card Sales

## **Thursday, September 4, 2025**

7:00 PM (Unit Leaders): Understanding CAMP MASTERS Technology  
from a Unit Perspective

## **Sunday, October 5, 2025**

7:00 PM (Unit Leaders): Unit Take Order Training

Additionally, CAMP MASTERS has an extensive catalog of training videos on their YouTube page, found here: <http://www.youtube.com/@campmasterspopcorn>.



# SET UP SCOUTS IN CAMPMASTERS

**UNIT LEADERS:** Scouts must be set up in the CAMP MASTERS system to receive sales!

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

Josie Mathis | Troop GT 220  
Ramsey Training Council | Chippawa District

To Do:

Links:

- Unit Management
  - Manage Unit Information
  - Setup/Invite Scouts
  - Setup/Import Scouts
  - Unit Inventory
  - View Unit Invoice
- Sales & Orders
- Storefronts
- Training & Rewards

2024 Show N' Sell  
Start: 2/4/24 - Due: 10/31/24  
Unit order due by 8/5.

2024 Show N' Sell - Video Demonstration  
Start: 3/31/24 - Due: 9/27/24

2024 Take Order Video Demonstration Copy  
Start: 5/1/24 - Due: 6/1/24

Take Order  
Start: 6/1/24 - Due: 10/16/24

2024 Take Order  
Start: 7/1/24 - Due: 10/24/24

Unit Goal \$4,000.00

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

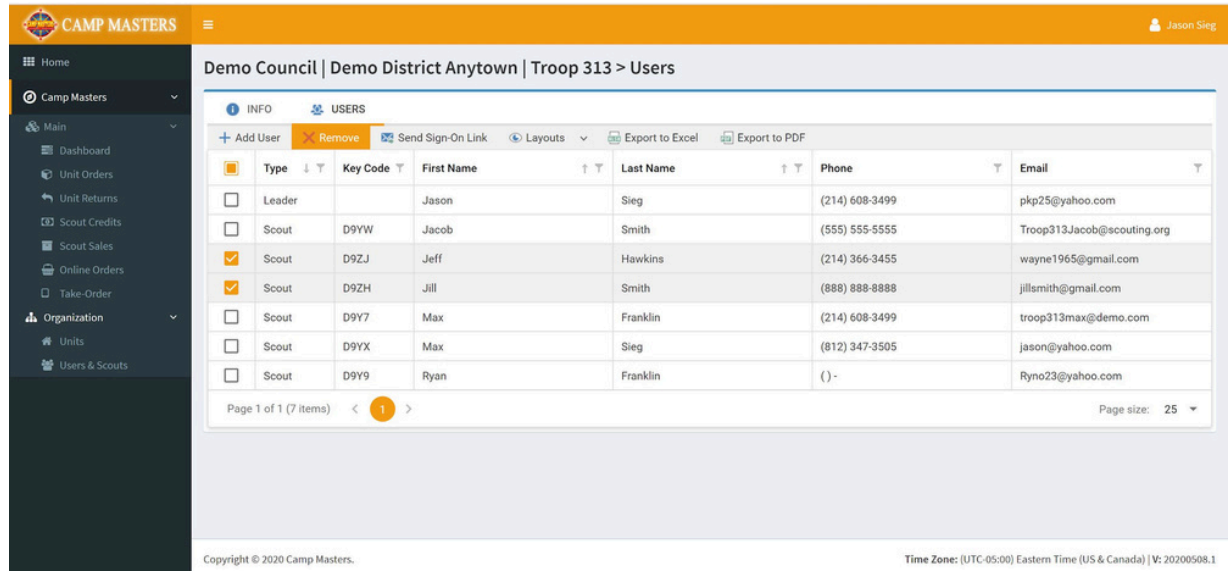
Ramsey Training Council | Chippawa District | Troop GT 220 > Users

INFO    USERS						
+ Add User   X Remove   Send Sign-On Link   Layouts   Export to Excel   Export to PDF						
<input type="checkbox"/>	Type	Key Code	First Name	Last Name	Phone	Email
<input type="checkbox"/>	Leader		Casey	Castle	() -	caseycastle@hotmail.com
<input type="checkbox"/>	Leader		Jason	Leader	() -	jasons@ramseypopcorn.com
<input type="checkbox"/>	Leader		Josie	Mathis	() -	josie@ramseypopcorn.com
<input type="checkbox"/>	Leader		Nate	Schott	(123) 456-7890	schottnathan+Nathan_Schott@gmail.com
<input type="checkbox"/>	Leader		Stephanie Cottrell	Stephanie Cottrell	(502) 338-1014	stephanie@blueelephantcreative.com
<input type="checkbox"/>	Scout	3NXX	Alexandra	Jones	(123) 456-7890	allyjones@email.com
<input type="checkbox"/>	Scout	KBQP	Brad	Cole	(502) 338-1014	stephanie@blueelephantcreative.com
<input type="checkbox"/>	Scout	KB6V	Cherry	Cottrell	(919) 737-5653	stephanie@blueelephantcreative.com
<input type="checkbox"/>	Scout	3NYB	Christina	Moncada	(888) 888-8887	chrismoncada@fakeemail.com
<input type="checkbox"/>	Scout	3844	Darby	Paddie	(987) 654-3210	dpaddie@change.com
<input type="checkbox"/>	Scout	3NX9	Esther	Kim	101-101-1010	essiekim@yahoo.com
<input type="checkbox"/>	Scout	3NXV	Fernanda	Peyro	(555) -55-5555	fern.peyro@gmail.com
<input type="checkbox"/>	Scout	3PHX	Heather	Banks	(999) 999-9999	heatherb@fakeemail.com
<input type="checkbox"/>	Scout	JS4H	Isaiah	Schott	(123) 456-7890	schottnathan@gmail.com
<input type="checkbox"/>	Scout	KDXF	James	Castle	() -	caseycastle@hotmail.com
<input type="checkbox"/>	Scout	3NXY	Jenna	Johnson	(987) 654-3210	jeniohn@example.com



# SET UP CONTINUED

**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.

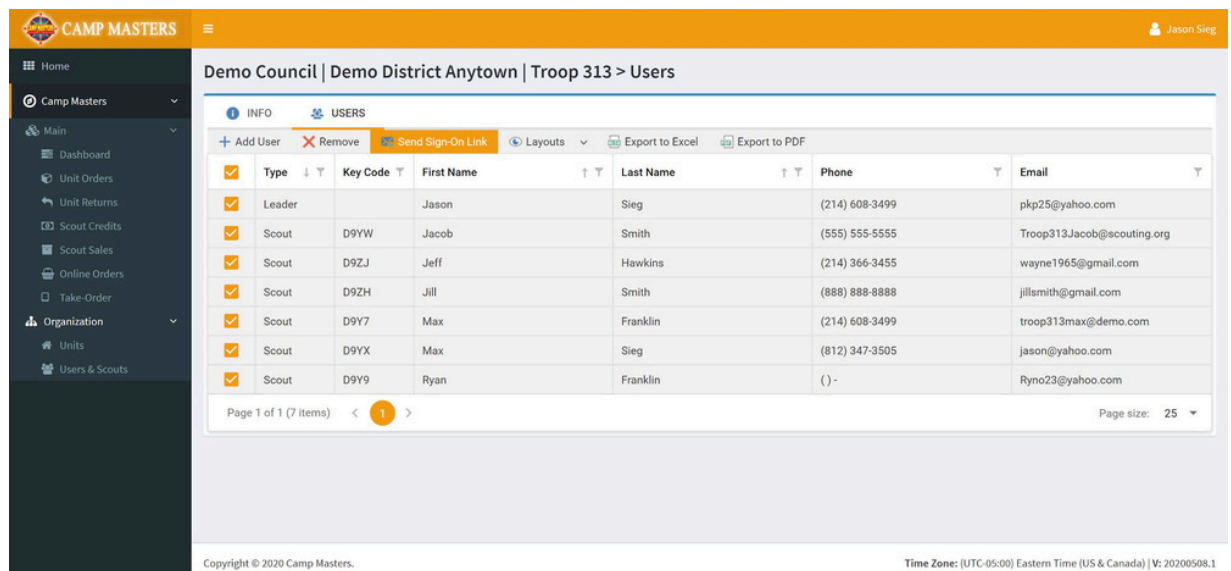


The screenshot shows the Camp Masters interface with the 'Users' tab selected. The top menu includes 'Add User', 'Remove' (highlighted), 'Send Sign-On Link', 'Layouts', 'Export to Excel', and 'Export to PDF'. The table below lists users with checkboxes for selection.

	Type	Key Code	First Name	Last Name	Phone	Email
<input type="checkbox"/>	Leader		Jason	Sieg	(214) 608-3499	pkp25@yahoo.com
<input type="checkbox"/>	Scout	D9YW	Jacob	Smith	(555) 555-5555	Troop313Jacob@scouting.org
<input checked="" type="checkbox"/>	Scout	D9ZJ	Jeff	Hawkins	(214) 366-3455	wayne1965@gmail.com
<input checked="" type="checkbox"/>	Scout	D9ZH	Jill	Smith	(888) 888-8888	jillsmith@gmail.com
<input type="checkbox"/>	Scout	D9Y7	Max	Franklin	(214) 608-3499	troop313max@demo.com
<input type="checkbox"/>	Scout	D9YX	Max	Sieg	(812) 347-3505	jason@yahoo.com
<input type="checkbox"/>	Scout	D9Y9	Ryan	Franklin	()	Ryno23@yahoo.com

Page 1 of 1 (7 items) | Page size: 25

**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”.



The screenshot shows the Camp Masters interface with the 'Send Sign-On Link' button highlighted in the top menu. All checkboxes in the table are now checked.

	Type	Key Code	First Name	Last Name	Phone	Email
<input checked="" type="checkbox"/>	Leader		Jason	Sieg	(214) 608-3499	pkp25@yahoo.com
<input checked="" type="checkbox"/>	Scout	D9YW	Jacob	Smith	(555) 555-5555	Troop313Jacob@scouting.org
<input checked="" type="checkbox"/>	Scout	D9ZJ	Jeff	Hawkins	(214) 366-3455	wayne1965@gmail.com
<input checked="" type="checkbox"/>	Scout	D9ZH	Jill	Smith	(888) 888-8888	jillsmith@gmail.com
<input checked="" type="checkbox"/>	Scout	D9Y7	Max	Franklin	(214) 608-3499	troop313max@demo.com
<input checked="" type="checkbox"/>	Scout	D9YX	Max	Sieg	(812) 347-3505	jason@yahoo.com
<input checked="" type="checkbox"/>	Scout	D9Y9	Ryan	Franklin	()	Ryno23@yahoo.com

Page 1 of 1 (7 items) | Page size: 25

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.



# SET UP CONTINUED

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

Josie Mathis | Troop GT 220  
Ramsey Training Council | Chippawa District

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Start: 6/1/24 - Due: 10/16/24

2024 Take Order  
Start: 7/1/24 - Due: 10/24/24

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

Users / Scouts

Council: Ramsey Training Council District: Please select a district User Type: Hide inactive: ☐

Layouts Export to Excel Export to PDF Import Scouts

First Name	Last Name	Email	Organizations
Josie	Mathis	josie@ramseypopcorn.com	Ramsey Training Council (Council User) Ramsey Training Council   Shawnee District (District User) Ramsey Training Council   Chippawa District   Troop GT 220 (Unit Leader)
Max	Sieg	jasons@ramseypopcorn.com	Ramsey Training Council   Chippawa District   Troop 231 (Scout)
Scout	Gary	gary@popcorn.com	Ramsey Training Council   Banner District   Group 999 (Scout)
Philippa	Noisy	philippa@change.com	Ramsey Training Council   Chippawa District   Troop GT 220 (Scout)
Claude	Copeland	Claude@fakemail.com	Ramsey Training Council   Chippawa District   Troop 231 (Scout)
Test	User	email@email.com	Ramsey Training Council   Ramsey District (District User)
Video	Training	videotraining@campmasters.org	Ramsey Training Council   Ramsey District   Pack 200 (Scout)
Taylor	Rubio	Taylor@fakemail.com	Ramsey Training Council   Chippawa District   Troop 231 (Scout)
Larry	Brown	larry.brown@scouting.org	Ramsey Training Council   Chippawa District   Pack 17 (Unit Leader)
Nathan	Council User	nathancounciluser@email.com	Ramsey Training Council (Council User)
Fernanda	Peyro	fern.peyro@gmail.com	Ramsey Training Council   Chippawa District   Troop GT 220 (Scout)
Heather	Banks	heatherb@fakeemail.com	Ramsey Training Council   Chippawa District   Troop GT 220 (Scout)



# SET UP CONTINUED

**Step Five:** 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.

Import Scouts

Choose a file to import:  Browse...

First Row Has Headers: ☐

IMPORT MAPPING

Match each import field to the import file's columns or type in a custom value to be used.

Council:

District:

UnitType:

UnitNumber:

Email:

FirstName:

LastName:

Phone:

Number of Rows:

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

First Row Has Headers: ☒

IMPORT MAPPING

Match each import field to the import file's columns or type in a custom value to be used.

Council:  Council

District:  District

UnitType:  UnitType

UnitNumber:  UnitNumber

Email:  Email

FirstName:  FirstName

LastName:  LastName

Phone:  Phone

Number of Rows: 3

IMPORT

You'll see a green success box once imported.

✔ Import Succeeded - Download and review the import file for details. [Click here to download the import results file.](#)

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



**CAMPMASTERS**  
GOURMET POPCORN

# STOREFRONT RECRUITING

You can never start too early in securing storefronts.

- Grocery stores and home improvement  
Make sure you approach the store/company manager. 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.
- Think of other high-traffic, essential businesses in your area to contact. As other businesses begin reopening, reach out to them as well.
- CAMP MASTERS has storefront scheduling; see your dashboard for storefront training videos. For Unit information, start the Storefront Availability video 2 minutes and 45 seconds in.

<https://www.youtube.com/watch?v=x65-QqpJftYt>

## SAMPLE / SCRIPT

Hello my name is (Name), our (Unit) is located right here in (Name of location). Our Scouts want to raise their own money to (Go to Summer Camp). You can help by letting us use your store front so our Scouts can earn their salesmanship merit badge and earn their own way to camp. We appreciate your willingness to support us as members of the same community.

Make sure you get on their schedule. Bring a letter that they can sign if necessary that says the same thing, Has a place to put their store Name and Store Number, Signature Spot as well as a written name spot.

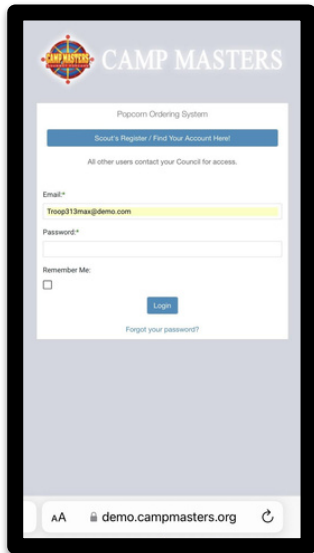
Make sure you follow up a few weeks before as well as a few days before.



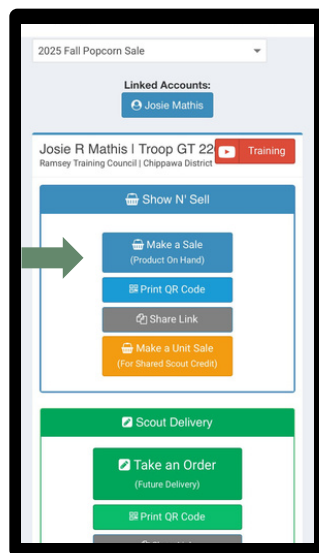
# PAYMENTS: Cash and Credit Card

## SCOUTS, PARENTS & LEADERS

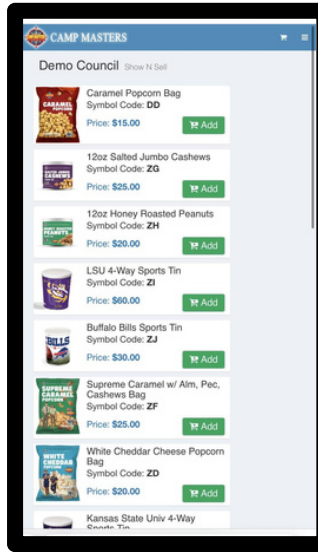
Follow these instructions to easily take orders and payment on your smartphone.



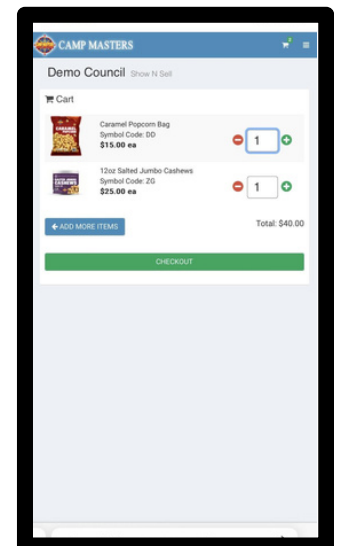
Login to CAMP MASTERS Dashboard



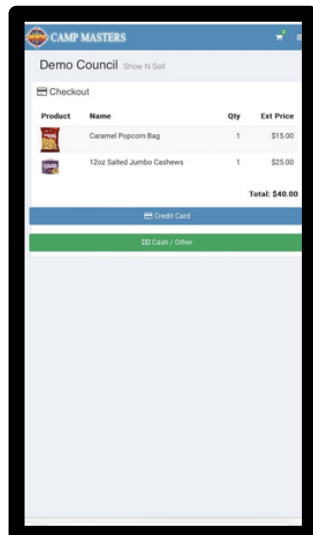
Click "Make a Sale" from the dashboard



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



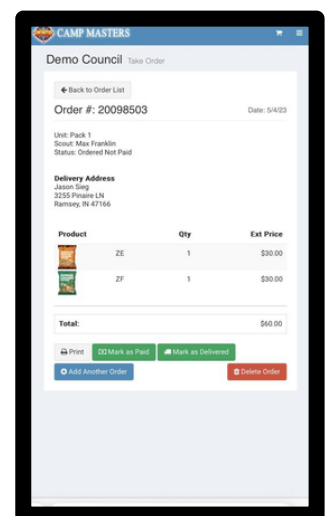
Scroll down to find the requested product. Then click "Order" to add the item to the shopping cart.



A confirmation window will appear. You can either take cash or Credit card for payment



To take payment, you can:  
1. Have the customer scan QR code for them to enter payment.  
2. Text them so they can enter payment.  
3. Enter Information manually.  
4. Tap to Pay



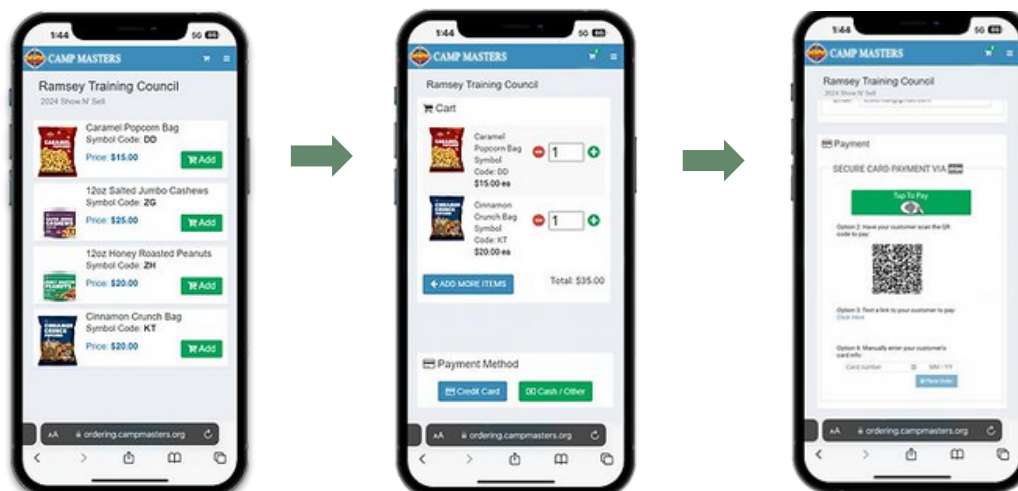
Mark as paid and delivered if applicable.



# PAYMENTS: Tap to Pay

## SCOUTS, PARENTS & LEADERS

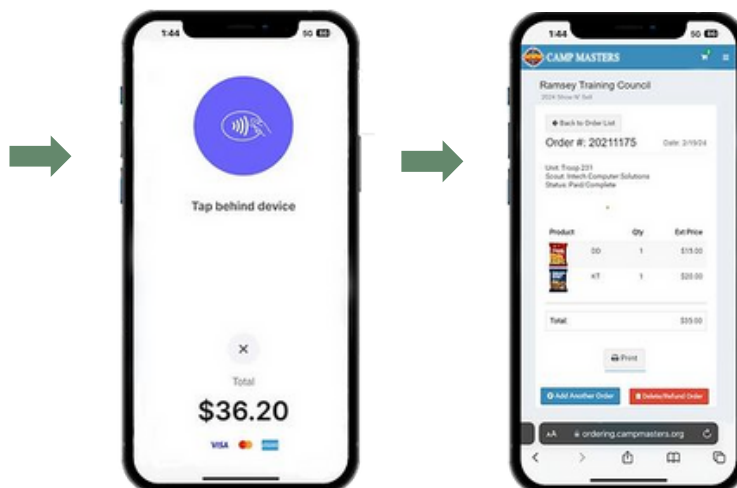
Follow these instructions to easily take orders with Tap to Pay on your smartphone.



Choose the items from the catalog that the customer would like to purchase and select "Add" to add it to the cart.

You can change the quantity of each item using the minus and plus buttons.

Select Tap to Pay from the checkout payment options.



Tap the payment card to the back of your device.

Upon successful payment, you will see the order confirmation screen.

# 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 and select "Scout Login".
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!



# SCOUT INCENTIVE TOOL

Reach out to Shanté or Ellen for the fillable PDF version to fit your unit's needs!

## PACK \_\_\_\_\_ POPCORN TRACKER

NAME: \_\_\_\_\_ DEN: \_\_\_\_\_

Hey there, Cub Scout! You are challenged to sell \$500 of popcorn to help fund your scouting activities for the coming year! This can be accomplished through show and sell site sales, take orders, door to door, and online sales to friends and family. For every \$5 of popcorn you sell, color in a piece of popcorn below. When your sheet is filled, bring it to popcorn pick up to pull a prize from the popcorn treasure box. Let's get selling...

