“We aren’t selling popcorn - we are providing the funds to help our youth make Scouting memories for a lifetime. And our customers aren’t buying popcorn - they are supporting Scouting.”

My District Kernel is:

____________________________________

Phone ________________________________

Email ________________________________

Council Phone (toll free) 877-293-5011

https://www.nlcbasa.org/popcorn
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</tbody>
</table>

Other materials available at [https://www.nlcbsa.org/poplccorn](https://www.nlcbsa.org/poplccorn)
2020 HIGHLIGHTS

- New vendor and product lineup (see why the change on page 4)
  - Seven items at $20 or less
  - Four options for microwave popcorn
  - One non-popcorn product (Trail Mix)

- Prize program from GCC-Keller Marketing
  - Amazon gift cards are an option for many levels

- Potential for units to earn up to 33% commission

  Base Commission 27%
  Key Leader’s Briefing participation +2%
  Submit calendar and budget with first popcorn order +2%
  Achieve 5% growth in Gross Sales +2%
  = 33% Total Potential (with all incentives)

- Chocolate products
  - Available only for the Final Order on October 29

PRODUCTS & BASE COMMISSION

<table>
<thead>
<tr>
<th>Product</th>
<th>Retail Price</th>
<th>Base Commission</th>
</tr>
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<tr>
<td>Chocolatey Treasures Tin</td>
<td>$60.00</td>
<td>$16.20</td>
</tr>
<tr>
<td>Cheesy Cheese 3-Way Tin</td>
<td>$35.00</td>
<td>$9.45</td>
</tr>
<tr>
<td>Chocolate Drizzle Bag</td>
<td>$30.00</td>
<td>$8.10</td>
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<tr>
<td>Movie Theater Butter 22-pack Microwave</td>
<td>$25.00</td>
<td>$6.75</td>
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<tr>
<td>Classic Trail Mix Bag</td>
<td>$20.00</td>
<td>$5.40</td>
</tr>
<tr>
<td>Supreme Caramel Corn Bag</td>
<td>$20.00</td>
<td>$5.40</td>
</tr>
<tr>
<td>Roasted Summer Corn 14-pack Microwave</td>
<td>$15.00</td>
<td>$4.05</td>
</tr>
<tr>
<td>Kettle Corn 12-pack Microwave</td>
<td>$15.00</td>
<td>$4.05</td>
</tr>
<tr>
<td>Sea Salt BIG Bag</td>
<td>$15.00</td>
<td>$4.05</td>
</tr>
<tr>
<td>White Cheddar Cheese Bag</td>
<td>$15.00</td>
<td>$4.05</td>
</tr>
<tr>
<td>Popping Corn Jar</td>
<td>$10.00</td>
<td>$2.70</td>
</tr>
<tr>
<td>Caramel Corn Bag</td>
<td>$10.00</td>
<td>$2.70</td>
</tr>
</tbody>
</table>

$50 Military Donation $50.00 $13.50
$30 Military Donation $30.00 $8.10
WHY THE COUNCIL CHANGED VENDORS

In February 2020, the Northern Lights Council conducted focus group meetings with 20 units. We appreciate the insight shared by those volunteers that participated. The consensus was to continue with Trail’s End. Planning for the 2020 sale was moving forward until June 8, when the council received notice that Trail’s End was experiencing supply issues due to COVID-19 and a 40% increase in demand for popcorn products.

The company informed us that they would be unable to ship microwave and chocolate products to councils this year. Instead, those products would only be available for customers to order online. We also learned that the cost for shipping online orders was increasing to $7.99 for one item and $.99 for each additional item. Since those products made up about 30% of the 2019 sale, we felt that an alternative was needed. For that reason, we decided to switch to a different nationally approved vendor, **Camp Masters Popcorn**. Camp Masters is based in Indiana, offers premium products and works with other BSA councils across the country. They are not experiencing production issues and appear to be able to provide us with the products that our consumers will be looking for this fall.

Fundamentally, the popcorn sale doesn’t change. We will raise money to help Scouts, families, units and the council to support the Scouting program. However, there will be a few changes in the product line, ordering process, and prize program. We are excited to report that several of the changes address recommendations made in the Popcorn Sale survey that was conducted in January including the introduction of more items under $20 (There will be 5) and a non-popcorn item (Trail Mix).

The Camp Masters product line includes classic favorites like chocolate, cheese, microwave and Kettle corn, and new additions like Trail mix and some lower prices!

Other details about the Camp Masters popcorn program:

- Scouts that had previously qualified for the Scholarship program can continue to earn 6% of their sales through a replacement program.
- Scouts can continue to accept credit card payments using an online payment system with funds going into a unit’s checking account (there will be transaction fees for credit card payments).
- Online popcorn system for unit leaders and Scouts to use in managing the sale.
- Customers can also order popcorn online (August 1 – December 31) and have it shipped directly to them with no shipping charges.
- A customer service hotline that unit leaders and Scouts can call for assistance: (800) 624-2060.
WHY POPCORN?

We are selling Scouting - not popcorn. Most people think of it as giving a donation to Scouting and receiving popcorn as a thank you. The larger the donation, the more popcorn received.

The reason our popcorn is more expensive compared to what is sold in stores is - profit margin. The 70% profit margin is going to Scouting and is split between the Unit, the Scout and the Council. We have chosen popcorn because it is popular and has a higher profit margin.

Units ( Packs, Troops, Crews & Posts)

Every unit has expenses and the money needs to come from somewhere to pay the bills. With the unit’s portion of the popcorn sale commissions, most program related expenses can be paid for. Items like craft supplies, recognition items, camping equipment, food for the Blue and Gold banquet or Court of Honor can all be covered by proceeds from the popcorn sale.

Having a good program plan and budget can anticipate these expenses and minimize the amount of Pack or Troop fees charged to families.

Individual Scouts

Scouts can sell popcorn and help themselves pay their way to day camp, resident camp or summer camp. Scouts can also use their commissions to pay for extra activities that the unit offers such as field trips, campouts or other similar events. Learning the value of money and work, becoming comfortable speaking with people and setting and reaching goals are lifelong skills that they will also learn.

Northern Lights Council

Raising the funds to pay for Scouting hasn’t gotten any easier. There are still many businesses and individuals that want to support Scouting by giving to the Friends of Scouting campaign or through their local United Way. But those sources of funding have been shrinking, not growing.

The council is increasingly dependent upon the annual popcorn sale to supplement support given to units and individual Scouts. Each year, the cost increases to provide office locations, camp properties and staff.
KEY DATES

August 4  Key Leaders Briefing (registration required)
  • Popcorn Kernel and Committee Chair must attend to receive +2% commis-

August 13  Key Leaders Briefing (registration required)
August 15  Popcorn Sale starts (Take Orders only)
August 18  Key Leaders Briefing (registration required)
August 19  Initial popcorn order due from units
August 19  Calendar and Budget due to council to receive +2% commission

September 10-11  Initial popcorn distribution to units (9 locations)
October tbd  Second popcorn distribution to units (chocolate products)
October 29  Initial payment (for product sold and delivered) & Final popcorn order due
November 19-20  Final popcorn distribution to units (9 locations)
December 11  Final payment and council incentive forms due

After December 11  3% late fee accessed for late payment

ORDERING INSTRUCTIONS

INITIAL ORDER:  Due no later than Friday, August 19 at 1:00 PM (central)

  Option 1 - Unit Kernels can place the order online in the Camp Masters Popcorn System

  Option 2 - Unit Kernels can place the order by calling the Fargo Scout Office at (877) 293-5011

You are limited to order 65% of the total sales from 2019 - but you are able to come back and pick up more product. You must order full cases and there are no returns. Be sure to keep Chocolate products out of the heat.

FINAL ORDER:  Due no later than Thursday, October 29 at 7:00 PM (central)

  Option 1 - Unit Kernels can place the order online in the Camp Masters Popcorn System

  Option 2 - Unit Kernels can place the order by calling the Fargo Scout Office at (877) 293-5011

(877) 293-5011 is a toll-free number
PLANNING & BUDGETING

Before a unit decides to set a sales goal for any type of fundraising campaign (or even decide if they need to do a fundraiser) a few questions need to be answered.

**How much does Scouting Cost?**

When a parent attends a sign up meeting, one of the first questions they ask is “How much does Scouting cost?”. That might not be an easy question to answer unless the pack or troop has planned a program and created a budget. Parents will need to be told what their Scout will be doing in Scouting and which things are mandatory or optional.

**Planning the Pack or Troop Program**

The role of the pack or troop committee and leaders is to develop a program plan for the year. How often will meetings be held? What activities will the Scouts be doing during each of the meetings? Will there be service projects? Will the Scouts be going on campouts? Will the unit be attending camp in the summer?

Successful units involve everyone (leaders, parents and Scouts) in developing their program plan and calendar of events and meetings. When everyone is involved in the planning it can become their “Ideal Year of Scouting”. Most units find that it is easier to recruit parents to volunteer to help run the program if they were involved in the planning process. That’s because they have more “buy-in” or sense of ownership by being involved at the planning stages.

**Building the Pack or Troop Budget**

Once the program has been planned, then the costs to provide that program can be determined. The more detail put in the budget, the more accurate it will be. Create the budget based upon a “per Scout cost”. If your unit grows in size (or declines), you spend based on the number of Scouts expected to participate - not a fixed dollar amount. The council has templates to help build budgets.

**Setting a Fundraising Goal**

After a “cost per Scout” has been determined. A fundraising goal can be set. When the goal is attained, nobody has to pay anything out of their own pocket. If a Scout doesn’t attain their goal, the family pays the difference. Parents will be much more motivated knowing that!
DOOR to DOOR SALES  THE HIGHEST SALES PER HOUR

- Start by going to customers that have supported Scouting in the past. Scouts should let them know that if they need more, they can contact the Scout before the sale is done.
- Scouts should know the popcorn they are selling. A good salesman always knows the products.
- Practice the “Scout Sales Script” to maximize sales.
- People are home more in the evenings, less during the daytime.
- Scouts should NEVER enter a person’s home!
- There are two ways to sell Door to Door:
  1. Wagon Sales - bring product along and give to the customer immediately after the sale. Record the sale and mark the product “delivered” in the sale tracker.
  2. Take Order Sales - if the product the customer wants isn’t in the wagon, take their order and deliver the product as soon as possible. Record the sale and mark the product “not delivered” in the sale tracker. When the product is actually delivered, then mark it as “delivered”.
- Have checks made payable to your pack or troop. Credit cards can be accepted if your pack/troop set up a PayAnywhere account (there will be transaction fees).
- Offer the Military Donation if they do not want to buy any product for themselves.
- Leave a business card or door hanger at every house when not able to talk to someone. When they come home, they can contact you to buy popcorn. If you have set up an online selling account, make sure to put your Camp Masters Scout Code and website address on it so they can purchase online.
- Have an order form whenever going out to never miss a sale.
- Scouts can ask their parents to bring an order form to work to sell to their co-workers.

STORE-FRONT SALES  COORDINATED BY YOUR UNIT POPCORN KERNEL

- Unit Popcorn Kernels contact stores and set up sale times.
- Make sure to keep all chocolate products out of the heat.
- If a customer wants a product not on hand, do a Take Order but make sure you get their address!

ONLINE SALES  SELL TO CUSTOMERS THAT DON’T LIVE CLOSE

- To sell online and view online sales, each Scout will need have their own account.
- Scouts will have a Camp Masters Scout Code that is specific to their account (found at the top of their profile page) to share with family & friends so the sales get credited correctly.
- Sales generated online qualify toward Scout prize level achieved and scholarship credit.
- The commission for online sales is lower (to cover FREE SHIPPING).
- Credit for online sales will be credited to the unit’s popcorn invoice.
CAMP MASTERS POPCORN SYSTEM

Unit Kernels and Scouts will have access to a popcorn sale management system maintained by Camp Masters.

The URL for the popcorn system is https://ordering.campmasters.org/Account

For Scouts to receive credit for online sales, they will need to have an account set-up in order to get their unique Scout Code. Unit Kernels may set up the Scout accounts, or can ask the Scouts to set up their own account.

We highly encourage Scouts to use the popcorn system to record their sales, which will allow the Unit Kernel to see real-time information.

Demo Site Available

To see what the popcorn system will look like, Camp Masters has created a demo site. You can log in using the credentials below. Don't worry, anything you enter or change will not effect any real information!

Demo Site URL - https://demo.campmasters.org/Account/

For Unit Kernels, use these log-in credentials for the demo site:

   Email Address - pkp25@yahoo.com
   Password - Demounit19!

For Scouts, use these log-in credentials for the demo site:

   Email Address - troop313max@demo.com
   Password - Demoscout19!
The image above is the Scout DEMO page.

**Customer Support (800) 624-2060**

If unit kernels, Scouts or customers ordering online have any issues with the popcorn system or online ordering system, they can contact Camp Masters at the toll free number listed above.

**PayAnywhere**

Unit Kernels can set up a PayAnywhere account and have credit card transactions deposited directly into the unit's checking account. Units will incur a 2.69% transaction fee (using a card reader) or 3.49% fee for manual card entry. Instructions can be downloaded from the council popcorn page.
PRIZE PROGRAM

The council has selected the GGC - Keller Marketing Prize program for 2020. Below is a sample of what the prize sheet will look like.

Prize Program Highlights

- A patch will be available for every Scout that sells one item
- The first prize level is for $125 in total sales
- For prize levels 7-14, on option for Scouts to select is an Amazon gift
- Prizes will be shipped directly to the Unit Kernel as soon as they have been approved by the council
- Camp Masters also offers High Achiever prizes for Scouts that sell $3,000 or more
  - Option 1 is a Camping package (tent, hammock, backpack, camp stove, lantern and more)
  - Option 2 is a Visa Debit Card for 5% of total sales
- Scholarship Replacement Program - Scouts that have previously qualified for the Trail’s End Scholarship program can earn 6% of their sales. Camp Masters will send payment for the 6% at the end of the 2020 sale. Scouts that continue with this option will not be eligible for the Camp Master High Achiever prizes.
Tips for Scouts Selling During the Pandemic

We want all Scouts to be safe when participating in the popcorn sale. Below are suggestions.

- Wear a mask when talking to customers
- Create a cardboard sign with larger images of the products that are available with prices in large type. The customer will be able to see what is available without having to touch your take order form.
- If you use your phone for taking an order, don't ask the customer to type in the information
- If your parent is not comfortable with having you knock on doors and talk with customers, use door hangers instead (a template is available on the council popcorn page)
- Use the "Friends and Family" worksheet to make sure you don't forget anyone to ask to support your Scouting experience (the worksheet is available on the council popcorn page)

UNITS CAN EARN EXTRA COMMISSIONS

The base commission for all units is 27%.

By completing extra tasks, the unit commission can increase an extra 2 - 6%, for a potential commission of 33% for any products sold (excluding online sales shipped directly to customers).

- **2% extra commission** can be earned if the Unit Kernel and Committee Chair or Unit Leader (CM or SM) attend the Key Leader's Briefing in August (that is a minimum of 2 adult leaders from the unit). Dates and locations for the Key Leader Briefings will be posted on the council popcorn page.

- **2% extra commission** can be earned if the unit submits a program calendar and budget to the district executive. The district executive will submit a copy to the popcorn advisor.

- **2% extra commission** can be earned if the unit increases their sale by 5% compared to the 2019 sale. Units that did not participate in the 2019 sale will automatically earn this extra com-
COUNCIL SCOUT REWARDS

TOP SELLERS
- The Top Seller in the council will receive a $300 gift card
- The next nine top sellers will receive a $100 certificate good towards any 2021 Northern Lights Council Summer Camp Fee

BONUS PRIZES
- $500 Club - Scouts who sell $500+ will receive a 20% discount to attend a Northern Lights Council camp in 2021
- K Club - Scouts who sell $1,000+ will receive their choice of a Northern Lights Council branded Draw-string Backpack or Beanie.

For the Bonus Prizes, you will need to send in paperwork to the Fargo Center for Scouting to receive the rewards.

Northern Lights Council
4200 19th Ave S
Fargo, ND 58103
## DISTRICT KERNEL CONTACTS

<table>
<thead>
<tr>
<th>District</th>
<th>District Kernel</th>
<th>Phone</th>
<th>E-mail</th>
</tr>
</thead>
<tbody>
<tr>
<td>3</td>
<td>Oxcart Trails</td>
<td>Ben Smith</td>
<td>(218) 791-7353</td>
</tr>
<tr>
<td>4</td>
<td>Lakes</td>
<td>Carrie Braaten</td>
<td>(320) 304-9759</td>
</tr>
<tr>
<td>5</td>
<td>Northern Sky</td>
<td>Sandy Meyer</td>
<td>(218) 230-4737</td>
</tr>
<tr>
<td>8</td>
<td>Lake Agassiz</td>
<td>Jasmine Hurley</td>
<td>(218) 791-3218</td>
</tr>
<tr>
<td>10</td>
<td>Roughrider</td>
<td>Jen Eilts</td>
<td>(708) 710-9635</td>
</tr>
<tr>
<td>11</td>
<td>Tomahawk</td>
<td>Shelly Zumbaum</td>
<td>(701) 721-1333</td>
</tr>
<tr>
<td>13</td>
<td>Frontier Trails</td>
<td>Justine Meidinger</td>
<td>(701) 220-2270</td>
</tr>
<tr>
<td>14</td>
<td>Great Plains</td>
<td>Brant Cartwright</td>
<td>(701) 580-8969</td>
</tr>
<tr>
<td></td>
<td>Council Kernel</td>
<td>Steve Smith</td>
<td>(701) 364-4114</td>
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## DISTRICT EXECUTIVE CONTACTS

<table>
<thead>
<tr>
<th>District</th>
<th>District Executive</th>
<th>Mobile Phone</th>
<th>E-mail</th>
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<tr>
<td>3</td>
<td>Oxcart Trails</td>
<td>Missy Halda</td>
<td>(218) 252-8706</td>
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<tr>
<td>4</td>
<td>Lakes</td>
<td>Brenda Thomson</td>
<td>(320) 760-5605</td>
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<tr>
<td>5c</td>
<td>Northern Sky</td>
<td>Megan Wiesneski</td>
<td>(701) 446-7795</td>
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<tr>
<td>5w</td>
<td>Northern Sky</td>
<td>Shaun Grover</td>
<td>(701) 367-7965</td>
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<tr>
<td>5e</td>
<td>Northern Sky</td>
<td>Ryan Hansen</td>
<td>(218) 770-7505</td>
</tr>
<tr>
<td>8</td>
<td>Lake Agassiz</td>
<td>Thomas Huether</td>
<td>(406) 780-0690</td>
</tr>
<tr>
<td>8</td>
<td>Lake Agassiz</td>
<td>Lane Schirado</td>
<td>(701) 552-0379</td>
</tr>
<tr>
<td>10</td>
<td>Roughrider</td>
<td>Barbara Shockey</td>
<td>(360) 791-3942</td>
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<tr>
<td>11</td>
<td>Tomahawk</td>
<td>Carleton Borden</td>
<td>(701) 566-0231</td>
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<tr>
<td>13</td>
<td>Frontier Trails</td>
<td>Paul Maloney</td>
<td>(701) 220-7959</td>
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<tr>
<td>14</td>
<td>Great Plains</td>
<td>Rob Gilkerson</td>
<td>(701) 557-3920</td>
</tr>
</tbody>
</table>

## SCOUT CENTERS

**Wanzek Center for Scouting**
4200 19th Ave. S.
Fargo, ND 58103
(701) 293-5011
Toll Free (877) 293-5011

**Capital Credit Union Scout Center**
3320 Hamilton St., #1
Bismarck, ND 58503
(701) 223-7204
COUNCIL CONTACTS

Darin Steindl, Popcorn Advisor - darin.steindl@scouting.org or (218) 979-4653
- Contact Darin for technical assistance or general sale questions

Emilie Frenzel, Popcorn Assistant - popcorn@nlcbsa.org or (701) 293-5011
- Contact Emilie for assistance with orders, paperwork and prizes

UNIT KERNEL CHECKLIST

- Register your pack or troop for the 2020 Popcorn Sale at www.nlcbsa.org/popcorn
- Attend the Key Leader’s Briefing - bring your committee chair with you & earn +2% commission
  - Become familiar with Leaders Portal, smart phone app, forms and due dates.
    - Forms will be located on the council website at www.nlcbsa.org/popcorn
  - With other unit leaders, review the pack/troop budget and determine what your sales goal needs to be to cover all expenses.
- Order popcorn for the sale no later than Friday, August 19 by 1:00 PM and Thursday, October 29 by 7:00 pm (either online or by calling the Fargo Center for Scouting)
- Recruit a Popcorn Team to assist you with the sale (pickup and distribution of product, scheduling store front sales, etc.)
- Determine your “Unit Turn-in Dates” for orders & money based on when orders need to be submitted to the council
- Setup your unit account in the Camp Master system
  - Obtain a list of registered Scouts from your unit leader so you have the names and contact information for Scouts who will be selling
- Schedule and conduct your Unit Kickoff event
  - The council will be providing a Kickoff video this year for you to use
  - Hand out materials: Square readers, money envelopes, forms, sample popcorn
  - Educate Scouts and parents about the Popcorn Sale
    - How the sale benefits the Scout and the Unit (share the budget)
    - Product line available, including military donations. (see page 3)
    - Review selling tips
    - Teach them how to use the smart phone app
    - Encourage online sales to family and friends at a distance (see page 6)
    - Explain the incentive and prize program
  - Make it FUN & EXCITING!
- Contact the District Kernel to schedule pickup times to receive the popcorn that you order
- Keep the excitement level high during the sale through Blitz Days, Mystery Houses, Special Unit Contests and communication
- Ensure that the pack/troop Treasurer sends payments by the deadlines on Oct 29 and Dec 11
IMPORTANT WEB LINKS

Camp Masters

- General Info - https://www.campmasters.org/
- Popcorn System - https://ordering.campmasters.org/Account/Login
- Online Sales - https://ordering.campmasters.org/popcornordering

Northern Lights Council

- Popcorn Sale page - http://www.nlcbasa.org/popcorn
  - Distribution locations will be posted here as they are confirmed
  - Forms available:
    - Initial Order worksheet
    - Prize Order worksheet
    - Unit Master Record
    - Unit Order and Settlement form
    - Product Receipt - for unit usage
    - Door Hanger template
    - Friends and Family worksheet
    - Camp Masters High Achiever Prize form

- Program Planning page - http://www.nlcbasa.org/pp
