

2026 POPCORN LEADER GUIDE



CAMP MASTERS
GOURMET POPCORN



Central Georgia Council

The Central Georgia Council is one of the largest councils in Georgia geographically, serving 24 counties of middle Georgia. Over 3,700 youth and adult participants are served each year in programs from kindergarten through high school.

Council Office Hours

Monday-Friday: 8:30 am-5:00 pm

Saturday: Closed

Phone: 478.743.9386

Scout Shop

Monday-Friday: 10:00 am - 5:00 pm

Phone: 478.743.9386

Office and Scout Shop Address

4335 Confederate Way
Macon, Georgia 31217-4719





Our Mission Statement

The mission of Scouting America is to prepare young people to make ethical and moral choices over their lifetimes by instilling in them the values of the Scout Oath and Scout Law.

The Scout Oath

On my honor, I will do my best to do my duty to God and my country and to obey the Scout Law; to help other people at all times; to keep myself physically strong, mentally awake, and morally straight.

The Scout Law

A Scout is trustworthy, loyal, helpful, friendly, courteous, kind, obedient, cheerful, thrifty, brave, clean, and reverent.



Prepared. For Life.®

2026 Key Popcorn Dates

Time	Details
Saturday, August 1	Popcorn Kickoff 10:00 AM at Phil Sheridan Service Center, 4335 Confederate Way, Macon
Sunday, August 9	Show and Sell product orders are due to be entered in CampMasters by Units no later than 5:00 PM
Thursday, August 27	Delivery/ Show and Sell Product Pickup Day 1 at 723 Joe Tamplin Industrial Blvd, Macon (2:00 PM - 3:00 PM)
Friday, August 28	Show-N-Sell Product Pickup Day 2 at 723 Joe Tamplin Industrial Blvd, Macon (9:30 AM - 2:00 PM)
Friday, October 9	Take Order product orders are due to be entered in Camp Masters by Units no later than 5:00 PM
Thursday, October 29	Delivery/ Take Order Product Pickup Day 1 at 723 Joe Tamplin Industrial Blvd, Macon (9:30 AM - 2:00 PM)
Friday, October 30	Take Order Product Pickup Day 2 at 723 Joe Tamplin Industrial Blvd, Macon (9:30 AM - 2:00 PM)
Wednesday, November 19	All Popcorn Sales Money is Due to Council by no later than 5:00 PM
Monday, November 30	Popcorn prize orders due to be entered online by Units

Where to Find Help

Resources and support may be available through:

✓ Council Website

✓ Council Facebook & Social Media Pages

✓ Council Email Communications

✓ CAMP MASTERS Website

✓ CAMP MASTERS Knowledge Base

✓ Council Popcorn team

Council Top Sellers Incentives Guidelines

All Top Sellers will receive one prize from their total sales level or below; the prizes are not cumulative.

- To receive any prize, including those from the prize sheet, all funds from each Scout's Unit must be credited at the Council office
- Individual Scout sales must be documented in the Camp Masters system for each Scout in that Unit
- Units may not combine their sales with any other Unit
- Units **MUST** credit each Scout accurately for their total sales and all funds submitted before any of their Scouts receive prizes

Council Top Seller Prizes

The Central Georgia Council will recognize the Top Sellers with the following exciting prize incentives.

Sales Level	Top Seller Prize
\$650	\$25 Fandango Gift Card
\$1,300	\$40 VISA Gift Card
\$3,700	Macon Mayhem Family 4 Pack
\$5,000	Rigby's Family 4 Pack

- **The Council's Top Seller who achieves the following:**
- Top Seller of the Council: Exceed \$7,500 in Sales
- 1st Scout to turn money into the Council & to be credited in the Camp Masters system.

Grand Prize: Switch Lite Game system

Council Contact & Support

Council Leadership

Council Kernel

Sheila Sweat
sweatsheila@gmail.com
478-804-1644

Council Staff Advisor

Jessica Rogers
Jessica.rogers2@scouting.org
478-743-9386 x102

District Kernels

Oconee District Kernels

Craig Pearson
cbpearson15@gmail.com
478-234-9976

Oconee District Kernels

Susie Pearson
susiej.pearson@gmail.com
478-456-6676

Ocmulgee

TBD

Pine Forest District Kernels

Alvin Brown
alvinbrown214@gmail.com
478-274-1044

Robert L. Scott

Lea Hamm
eleahamm@gmail.com
478-396-6987

Scout Reach

TBD

What is a Unit Popcorn Kernel?

A “Unit Popcorn Kernel: is the adult volunteer responsible for organizing and running the local Unit’s annual popcorn fundraiser. This person coordinates “Show-N-Sell” storefront sales, orders the popcorn, manages the inventory, sets sales goals for scouts, and distributes prizes.

Specific Responsibilities

- Attends the Council Popcorn Kickoff and encourages other Unit leaders, Scouts, and their parents to also attend.
- Is a registered volunteer with an e-mail address and has internet access
- Works with the Unit committee, parents, and youth to develop a plan and budget for the year.
- Becomes proficient with the Camp Masters product ordering and inventory system.
- Decides the sale period for the Unit and makes sure everyone is informed. (Orders and money need to be turned in to you before being turned in to the Council)
- Plans and executes a Unit Popcorn Kickoff.
- Collects orders from Scouts/leaders/parents on the dates you have established for the Unit.
- Submits Show-N-Sell orders on Camp Masters by the deadline to ensure on-time product delivery for storefront sales.
- Submit Take Orders on the Camp Masters site.
- Schedule product pick-up through Council Website.
- Pick up popcorn delivery at scheduled time/day.
- Make sure transportation is large enough for the order. ****There will be no holds. ****

Camp Masters Promotions & Contests

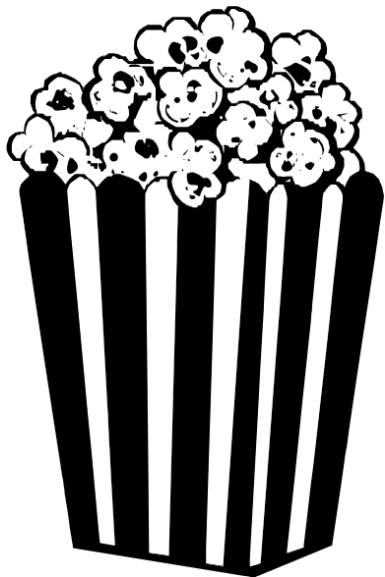
Promotions will pop up on your Camp Masters dashboard. Make sure you log in to see the opportunities to win!



Direct-To-Consumer Prize

**Sell More,
Earn More!**

Sell \$400 Direct
to Consumer
Shipments and
receive a \$10
Amazon Gift Card



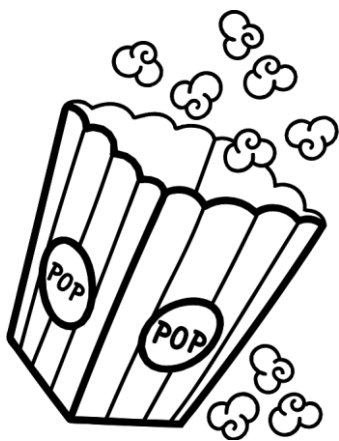
Direct-to-Consumer Prize & Key Responsibilities

- Schedule Show-N-Sell online. Update changes/ cancellations as needed.
- Accurately enter each Scout's individual popcorn sales in Camp Masters. Storefront sales should be equally divided between all Scouts who participated during that sale prior to being entered into Camp Masters.
- Ensure that inventory is accurately accounted for in the Camp Masters system. It is recommended that inventory entries are made weekly.
- Encourage the Scouts throughout the sale. (Unit level incentives are permitted and encouraged)
- Remind youth of the due dates for money. Make sure all checks are made payable **TO THE Unit**.
- Remind youth to submit their prize request based on their individual total sales that is listed in Camp Masters. They may order only one prize and patch, as well as any patches/pins for online, top seller, and military sales, if eligible.
- Turns in all money due to the council with a **UNIT CHECK** on or before the deadline.
- Submit popcorn prize orders to the Keller website on or before due date.

Engage in Support

Share the Purpose and Build Relationships

- Why is the Unit selling popcorn?
- How do funds support the program?
- What opportunities does the sale make possible?



Every Purchase Makes a Difference

Every purchase helps create opportunities for Scouts to learn leadership, develop confidence, experience the outdoors, and build character.

High Achiever Program

What a High Achiever receives:

Along with a 2-person tent, Camp Masters has you covered with a hanging hammock and a set of walkie-talkies that can be recharged from any USB port. Also included are:

- Aluminum Flashlight
- 5pc Stainless Steel Mess Kit (with large pot, lid/frying pan, small pan, and 2 mugs)
- The Swiss Army FieldMaster's Knife (15 features, from blades to a bottle opener, scissors to screwdrivers and wire strippers to a saw).

Or

VISA GIFT CARD OPTION

Example: \$3,000 = \$120 VISA gift card
VISA Gift cards will be rounded to the nearest \$10.

High Achiever Program

The Camp Masters' High Achiever Program recognizes Scouts who achieve a minimum of \$3,000 in sales.

Why Promote It?

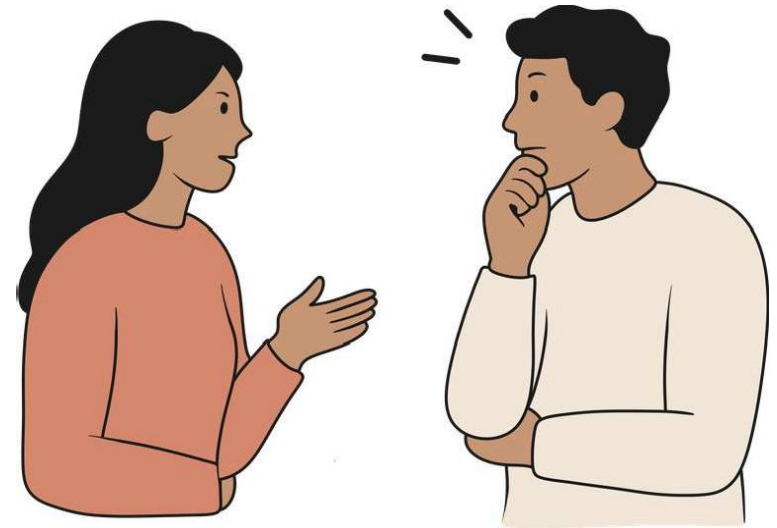
- Motivates goal setting.
- Recognizes achievement.
- It's above and beyond other incentives.



Build Relationships

Tell Your Scouting Story!

- Why is the Unit selling popcorn?
- How will earned commission help support the Scout's Adventure?
- What opportunities does the sale make possible?



Encourage Scouts to:

- Always thank supporters
- Follow up with repeat customers
- Share success stories
- Celebrate milestones



Promote Early & Often

Build excitement and use resources.

Use kickoff meetings to:

- Set goals.
- Share prize opportunities.
- Explain the sales plan.
- Build enthusiasm.

Remember:

The most successful Units begin promoting their sale before popcorn arrives.



Camp Masters Knowledge Base

Popular Topics

- Registration
- Direct-to-Customer Sales
- Tap to Pay
- Storefront Scheduler
- Inventory Management
- Product Information
- Setting up a Scout

The Knowledge Base provides access to training materials, articles, and frequently asked questions. Located on the Left of your Camp Masters dashboard. Example provided below:



Camp Masters Technology

Available Tools

- Direct-to-Customer Sales
- Tap to Pay
- Storefront Scheduler
- Inventory Management
- Product Information
- Scout Profiles
- Unit Dashboard
- Reporting Tools

Learn More

Additional training and support resources are available through the Camp Masters Knowledge Base.

Best Seller Tips

Successful popcorn sales don't happen by accident. The most successful Units and Scouts begin with a goal, develop a plan, and stay focused throughout the sale.

- Set clear goals
- Learn and practice the Camp Masters
- Know your products.
- Tell your Scouting story.
- Use every available selling method
- Stay positive.
- Be prepared



Remember:

People support Scouting first. Popcorn is the thank you gift

Communicate Frequently

Share:

- Unit Updates
- Contest information
- Upcoming storefront sale dates
- Important deadlines

Take advantage of the resources available through your Council, the Camp Masters' website, and the Knowledge Base.

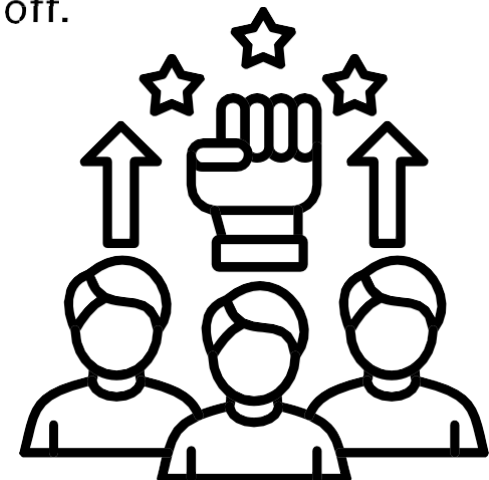
Keep The Momentum Going

Celebrate success and communicate

Recognize:

- First Sale
- First DTC Sale
- Top Participation
- Best Stories

One of the biggest challenges during any popcorn sale is maintaining enthusiasm after kick off.



How to Enhance Product Sales

Encourage	Encourage Scouts To send to at least 20 friends and family.
Share	Share their link.
Follow up	Follow up with supporters.
Participate	Participate throughout the sale.

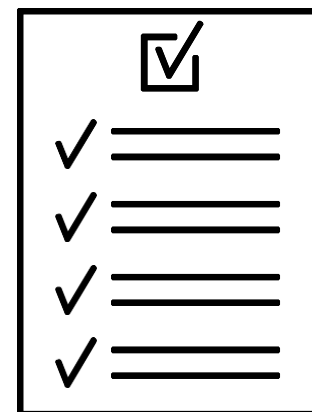
Register in the Camp Masters System

Register Your Scouts

Before Scouts can register, your Unit must first register with the Council.

Once your Unit has been registered:

- Log in to the Camp Masters System
- Register your Scouts
- Complete Scout Profiles
- Start Selling



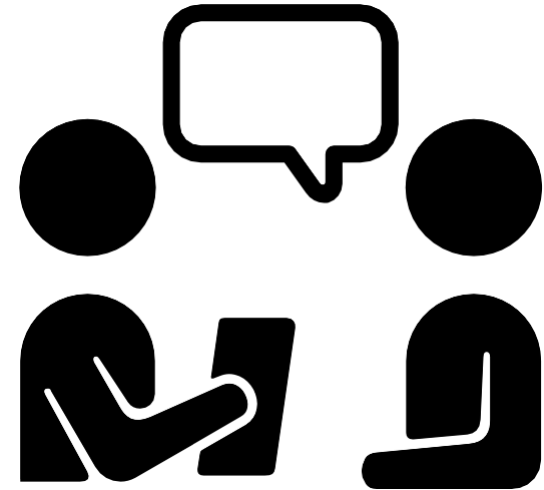
Complete Scout Profiles

Encourage Every Scout to:

- Upload a photo
- Complete Scout Profiles
- Share a Goal
- Tell Their Story



The Camp Masters Sales Script



Hi sir/ma'am my name is _____

I'm a Scout with pack _____

We're selling popcorn to help raise money for our pack.

You can help us by trying some of our delicious popcorn.

You'll help us, won't you?

Have the Scouts {and leaders} practice until they don't have to think about what they are going to say.

Storefront Best Practices

- Secure Locations Early
- Schedule Multiple Shifts
- Promote Locations
- Keep Scouts Engaged
- Ensure Adult Supervision

Before the Shift

- Confirm Location
- Confirm Inventory
- Test Payment Devices
- Review The Sales Script

During the Shift

- Smile
- Make Eye Contact
- Use the Sales Script
- Thank Everyone

After the Shift

- Update Inventory
- Enter All Donation Dollars
- Celebrate Success

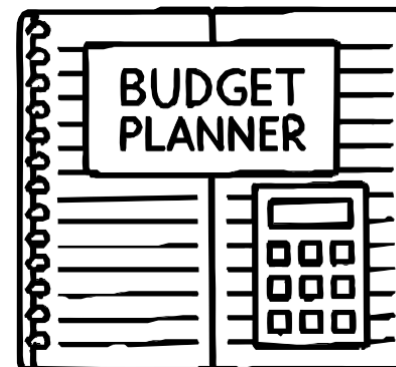
Budgeting Tools

Seta Budget

Two Different Examples



****Make Sure to Save Your Own Copy Before Editing****



Ordering Inventory

Show N Sell is a great way to raise money for your Unit and is a very popular method as well. Here are a few helpful hints when ordering your Show-N-Sell inventory.

If you sold popcorn last year, look at your history of what was ordered.

- Compare the number of Scouts you have this year versus last year.
- Adjust your order based on your goal per Scout.
- Adjust products if you have more of one item that sold better.

If you did not sell last year, work with your Council to get started. They should have a good idea of what you can accomplish.

- Make sure you schedule your storefronts early
- Make sure you create excitement around this program for Scouts and their families

Storefront Scheduling

Units must manage their storefront dates and volunteers.

Storefront sale dates for all Walmart and Tractor Supply stores must be scheduled through the Camp Masters website scheduling platform.

To schedule Ace Hardware or Bass Pro Shop at one of the following locations via Tentaroo:

Log in to: www.centralgeorgiacouncil.org/popcorn

Select the desired location

Choose the desired time (Only one Unit can be scheduled for the date and time selected.)

**First Street Ace
Hardware 672 1st
Street, Macon**

**Riverside Ace Hardware
3600 Riverside Drive,
Macon**

**Rutland Ace
Hardware 6173
Houston Rd., Macon**

**Wesleyan Ace Hardware
5020 Forsyth Rd., Macon**

**Circle Ace Hardware
215 S Commercial
Circle, Warner Robins**

**Bass Pro Shops
500 Bass Pro Blvd.,
Macon**

***If you need instructions on how to reserve a storefront, click the "Booking Instructions" button.**

Event & Storefront

Storefront sales continue to be one of the most effective ways for Scouts to reach supporters and generate sales.



• Grocery Stores



• Retail Centers



• Home Improvement Stores



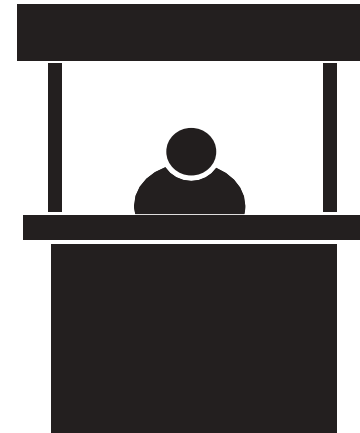
• Community Events



• Sporting Events



• Shopping Centers



If you need training on how to place an order, they are located on the left side of your Unit's Camp Masters dashboard.

Keep your goals in mind; if you have an exceptional event coming that will require more money, you might want to schedule extra opportunities.

The goal is to have enough inventory, but not too much. If you do have too much, do your best to sell your extra inventory by adding Show-N-Sell days or moving inventory to cover your Take Orders

Keep the lines of communication open. If it looks like you will have extra popcorn that you may not be able to sell, remember your District or Council Popcorn Kernel can assist by sharing your needs or wants with other Units.

If you have questions or problems, don't hesitate to contact your District or Council Popcorn Kernel for assistance.

Inventory Management

The best management of inventory is documenting every sale made by individual Scouts shortly after each sale. Otherwise, it's too easy to forget or get behind.

Each Scout deserves their percentage of the sale, and fairly recording credits is required if your Unit wants Scouts to be eligible for prizes.

Remember, a Scout is **TRUSTWORTHY**; we are an example to our Scouts. Also, when you accurately credit each sale, the Unit's inventory is documented, so that the Council Staff Advisor and District/ Council Kernels have insight as to how much product might be available for a transfer or to direct a potential purchaser where to find a specific product.

Unit-TO-Unit TRANSFERS

If your Unit transfers products to another Unit, follow the process below. The Online system provides a mechanism to transfer products between Units; however, we recommend the process below:

TRANSFERRING Unit

Contact Council Popcorn Kernel to tell them what extra products you have available for transfer to another Unit.

The Council Popcorn Kernel will maintain a list of what Units are offering for sale, trade, or transfer. Provide contact information.

The Council Popcorn Kernel will share the information with Units looking to acquire more products.

*****IMPORTANT: Do not attempt to return damaged or dirty popcorn on the transfer day. It will be refused by the receiving Unit, and your Unit will be responsible for the cost of keeping the popcorn. Damaged or dirty products cannot be redistributed.**

Take Orders

What's Take an Order?

Take an Order is used when a product is not on hand, and you must order it for future delivery. This method involves Scouts going door-to-door to take orders for popcorn.

Scouts can also send their Take Order link out to nearby friends and family. This is only used in cases where the scout will deliver the product in person. Research shows that about 3 in every 5 doors knocked on will result in a sale. Moreover, only about 20% of houses are contacted about buying popcorn. This method is also preferred for mom and dad's co-workers, close friends, and relatives to whom it will be easy to deliver the product at the end of the sale.

Direct to Consumer Sales

Direct-to-Consumer sales help Scouts connect with supporters anywhere in the United States.

Benefits	Encourage Scouts To:
• Reach supporters nationwide • Expand beyond storefronts to participate • Increase fundraising opportunities	• Complete their profile • Upload a photo • Share their link throughout the sale • Allow out-of-state family members Share their story

The simplified \$8.99* shipping structure makes ordering easier for supporters and creates a better purchasing experience.

***Price subject to change**

Product Sales Management

Show-N-Sell

Show-N-Sell is used when your Unit has preordered the product, and you have the product on hand.

Storefront Sales are sales taken in front of local stores or high-traffic areas. Your Unit gets permission or registers on the Council website for a prearranged storefront, and your Scouts sell actual popcorn products there on the spot.

This method has been highly effective for many Units. A Unit can plan a Show-N-Sell day and split Scouts/families into shifts so that everyone gets a turn.

Door-to-Door: aka "Wagon Sales"

One of the most effective sales methods! In this case, a Unit signs out popcorn to a Scout who takes it throughout their neighborhood, selling it as they go. The product is brought along (in a wagon or vehicle), making it a quick and easy process for the customer. So, it is like a mobile Show-N-Sell booth.

Units should order products for this as part of their Show-N-Sell order. A large percentage of homeowners say that no Scout has ever come to their door, missing this great opp. When a sale agreement is reached, the Scout delivers the product on the spot while the customer pays. If the desired product is not on hand, Take Orders can be placed and the product delivered later. (Scouts would enter this under "Scout Delivery" on their dashboard).

****If your Scouts sell products using this method, be sure that 2-deep supervision is provided to ensure safety.****

Inventory Management

Receiving Unit

Contact the Council Popcorn Kernel to see what product is available for sale or trade. Provide the Council Popcorn Kernel with contact information. Provide the Council Popcorn Kernel with a list of your needs. After communicating with the transferring Unit, negotiate and execute your transfer.

ADDITIONAL PRODUCT

After the Show-N-Sell order has been delivered, there **MAY** be additional product available. If you need additional products, contact the Council Popcorn Kernel. Inventory is not guaranteed and will be sold at the time of pickup at Unit invoice amounts. Units will be charged what they would have paid had they ordered the product in the initial order

After the sale is complete, if your Unit still has popcorn inventory, your District or Council Popcorn Kernel is willing to assist in locating Units that may still need product.



**** Transfer and payment of popcorn will be the responsibility of the Units involved in the transaction. ****

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Vehicle Capacity Guide

Vehicle Type

Estimated Case Capacity

Car/Sedan	10-20 cases
Small SUV	30-35 cases
Large SUV	40-50 cases
Minivan	50-60 cases
Mid-Size Pickup Truck	45-55 cases
Full-Size Pickup Truck	60-75 cases
Cargo Van / Large Trailer	100+ cases



Where: Saddle Creek Warehouse
723 Joe Tamplin Industrial Blvd
Macon, GA 31217

How to schedule a pickup date/time:

- Log in to www.centralgeorgiacouncil.org/popcorn
- Select the pick-up location button on the popcorn page
- Choose a date and time

*Note: Only one Unit will be scheduled for the date/time selected.

Pick-up Dates and Time:

August 27: Show-N-Sell Pickup Day 1 (2:00 PM – 3:00 PM)

August 28: Show-N-Sell Pickup Day 2 (9:30 AM - 1:30 PM)

October 29: Take Order Pickup Day 1 (2:00 PM – 3:00 PM)

October 30: Take Order Pickup Day 2 (9:30 AM – 1:30 PM)

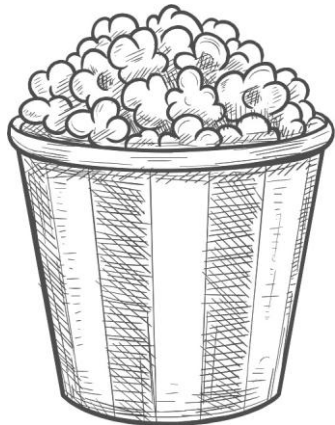
At the time of product pickup:

- Review product order to ensure nothing is missing.
- Check for damaged product. This is the **ONLY** time to refuse damaged product.
- Once the product leaves the warehouse, it becomes the property of the Unit.

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Unit Commissions

Base Commission:	30%
Attend Council Kickoff:	1% Additional
Enter all Scout sales in the Camp Masters digital system:	
Sales \$5,000 - \$9,999:	1%
Sales \$10,000 - \$14,999:	2%
Sales \$15,000 - \$19,999:	3%
Sales \$20,000 - \$24,999:	5%
Sales \$25,000 - \$29,999:	7%
Sales \$30,000- \$39,999:	10%
Sales \$40,000+:	12%



Picking Up My Popcorn

Picking up my Popcorn

Picking up popcorn is an important step in having a successful sale. Taking a few minutes to prepare before distribution day can help make the process smooth and efficient for both your Unit and Council.

Before Pickup

Confirm your pickup date, time, and location. Review your order and know what products to expect. Bring enough vehicles and volunteers to safely transport your order. Be prepared to load and unload product quickly.

At Pickup

Verify your order before leaving the distribution site. Count products and confirm quantities match your order. Report any discrepancies immediately to Council staff or volunteers. Secure product to prevent damage during transportation.

After Pickup

Store popcorn in a clean, dry location. Organize inventory for easy distribution to Scouts. Maintain accurate inventory records throughout the sale. Distribute product to Scouts as soon as possible so they can begin selling.

Distribution Day Tip

Take a few extra minutes to verify your order before leaving the pickup location. It is much easier to resolve questions while Council staff, volunteers, and inventory are still available.