2020 Lincoln Heritage Council
Popcorn Leader’s Guide
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Hello Scouts and Scouters,

2020 is an unprecedented year in the lives of our Scouting families. As we look ahead, the most important goal is always keeping everyone safe and healthy.

This year’s popcorn sale will look and feel different for many of us. 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. You’ll also gain access to other information 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 at customerservice@campmasters.org.

We are fully invested in your popcorn success!

Warm Regards,

Wilfred Sieg, Jr.
President
Campmasters
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2020 Popcorn Sale Dates - Our Timeline

July 23  2020 Council Popcorn Kickoff (Via Zoom)

July 30  Council webinar for how to set up online and virtual sales

Aug 3    How to sell $10,000 in a weekend seminar (Via Zoom)

Aug 3    Virtual Show-N-Deliver and take order begins

Aug 10   Unit Show-N-Sell and Virtual Show-N-Deliver orders due

Aug 26   Popcorn Delivery at Council Delivery Sites

Aug 26-29 Show-N-Sell Distribution - Unit Distribution Days

Oct 19   Virtual Show-N-Deliver ends

Oct 26   Unit Take Orders Due

Nov 11   Take Order Delivery at Council Delivery Sites

Nov 11-14 Take Order Distribution - Unit Distribution Days

Nov 14   Prize orders a due

Nov 11-14 All payments and accounts settled in full by Take Order Distribution

**Note: All Virtual Show-N-Deliver sales will be credited to the unit’s final invoice**
Unit Orders
Units are probably wondering how much product to order this year. Units will be limited to ordering no more than 70% of their 2019 total sales. This will allow for units to manage their inventory on the front end of their sale. Units will be able to order more product during Show-N-Sell should they need to.

Units will need to pay for 50% of their Show-N-Sell before being permitted to order additional product. Units will be able to share product if needed by completing a unit to unit transfer form. These forms then need to be submitted to the Council for unit orders to be updated.

2020 Lincoln Heritage Council Return Policy
With the concern for safety of our Scouts and Scouters, the Lincoln Heritage Council will not permit any product returns this year. By limiting the amount of product ordered and providing the highest commission ever, we feel that units won’t have the need for returns this year. Units can use any product ordered for Show-N-Sell, to fill take order sales, or can continue to sell product through our all new Virtual Show-N-Deliver method!
2020 Commission Structure

BASE COMMISSION: 36%
• Attend the Council Popcorn Briefing and have a Unit Kickoff
• Pay for all popcorn prior to or at take order distribution

BONUS COMMISSION: 38%
• Meet all requirements for the base commission. Earn an additional 2% by participating in and having 35% of your unit’s total sales through online or Virtual Show-N-Deliver.

HIGH ACHIEVER COMMISSION: 40%
• Meet all requirements for both the base commission and bonus commission and have any increase above your 2019 sales.

2020 PAYMENT & COMMISSION NOTES

• For full base commission, all popcorn must be paid for prior to or at the take order distribution on November 14th, 2020.

• To receive additional Show-N-Sell or Virtual Show-N-Deliver Popcorn, your unit must pay for 50% of what your unit currently has checked out. Sales conducted through Virtual Show-N-Deliver will credit towards this payment.

• Units that do not pay in full by November 14, 2020 are subject to a 3% reduction in commission.

• Commission earned through Virtual Show-N-Deliver will be credited to your unit’s final invoice.

• Units that submit a prize order by the deadline will have a base commission on 34%.

• When paying the unit invoice, units can only pay by a single check from the pack account. The council cannot accept multiple checks, cash, or credit card payments.
2020 Product Line Up

Show-N-Sell Products
6 Pack Microwave Butter Popcorn $10
12 Pack Microwave Kettle Popcorn $15
14 Pack Microwave Summer Roasted Popcorn $15
    Caramel Popcorn Tin $15
    Purple Popping Corn Jar $15
    Classic Trail Mix $20
**NEW ITEM** White Cheddar Cheese Tin $20
22 Pack Microwave Movie Theater Butter Popcorn $25
Supreme Caramel w/Almonds, Pecans, & Cashews Tin $25
    3-Way Cheesy Tin $35

Take Order Products
(All Show-N-Sell products are available for take order)
Chocolatey Drizzled Caramel Tin $25
    $30 Military Donation $30
    Premium Tin $45
    $50 Military Donation $50
    Chocolatey Treasures Tin $55
2020 Virtual Show-N-Deliver

2020 has been a year like none other and this year’s popcorn sale is no exception! New this year, Scouts will have the ability to sell popcorn in a contactless and safe way. Your unit has been assigned a custom virtual page that your Scouts can then use to create their own page and sell popcorn to the community virtually! Units can use this method to increase the number of supporters that purchase popcorn by going door to door, promoting their sale, and delivering purchased product to doorsteps in their community!

How does it work?
- Scouts will create a custom virtual page that is linked to your unit.
- Scouts will then use a door tag to promote their sale.
- Using the code on the tag, a supporter can then order and pay for product from the comfort and safety of their home. No cash or card changes hands!
- The unit will then deliver product to the porch of the supporter!

To join your unit’s team, text LHCPOPCORN to 71777 on your mobile device, search for your unit, and start selling virtually today!

How to Fund your Unit’s Adventure while Physically Distancing
(Tips on how to make this year a success!)

The Benefits of Virtual Show-N-Deliver:
- Safe way for Scouts to raise funds; No handling of cash or credit cards.
- Scouts can increase their individual sales and earn a higher commission and better prizes!
- Promotion of all products to increase the dollar amount of the average sale.
- Managed by the Scouts and their families through the virtual platform.
- Keeps a record of all customers from year to year.
- Share your page through social media and email with the click of a button.
How to be successful with Virtual Show – N – Deliver!

**Step 1:** Determine your unit’s goal and then each Scout’s individual goal.
- Define the budgeted cost of your unit’s annual program.
- Include dues, advancement, events, campouts, summer camps, etc.
- Determine your unit and individual Scout goals based on your unit commission.

**Step 2:** Get Organized!
- Recruit other parents to assist with popcorn.
- Ensure each Scout has is set up on the unit’s team page for the Virtual Show -N- Deliver. You can enter these for them!
- Have each family develop a list of 30+ contacts that they can share their page with.
- Ensure each Scout has a neighborhood assigned that they can work with their families/buddies in their unit.
- Ensure your unit has enough door hangers to promote door to door.

**Step 3:** Host a Virtual Kickoff!
(Sample Agenda) (Make it fun!)
- How the money raised benefits the Scout’s family.
- Unit and Scout’s sales goals.
- Walkthrough how to use the virtual site and the Scout’s selling page.
- Explain how the door to door method will work.
- Explain why creating a list of 30+ contacts to share it with is important.
- Key dates for your sale.

**Step 4:** Weekly Check-Ins
- Follow up with Scouts weekly to ensure progress towards their goals.
- Create fun weekly incentives to keep Scouts motivated.
- Share individual and unit successes.
- Check with parents on how the door to door sales are going.
How to sell $1,000 through Virtual Show – N – Deliver

Step 1: Create a custom selling page for your Scout and link it to your unit
- Get a custom code for your Scout (Example: LHCPOPCORN###).
- Customize it! Add photos of your Scout in uniform and a message about why you are fundraising this year. Be sure to list your favorite item that you recommend!

Step 2: Make a list of 30+ people you know to ask for support!
- With your Scout, go through your contact list (phone, Facebook, work, etc.) and make a list.

Step 3: Draft your Scout’s sales pitch.
(Example)
- Hi, *Customers Name*, I am raising money to help pay for my Scouting Adventure! Please text LHCPOPCORN### to 71777 to see my fundraising page and make a purchase that will help me earn my own way in Scouting! I will then deliver it to your doorstep. Can I count on your support?

Step 4: ASK FOR SUPPORT!
- Share your Scout’s fundraising page by selecting one of the options in the top right corner of your screen (social media and email icons).
- For best results, Scouts should make phone calls or video calls (facetime and zoom) with you (the parent/guardian) on the call to their 30+ list.
- Scouts can encourage customers to support over the phone by asking them to text their code to 71777 and place an order that the Scout can then deliver to them.
- Remember, just like in face-to-face selling, customers say yes more often with a personal ask (call, text, email, DM) than an indirect ask (general Facebook post).

Step 5: Hit the neighborhood
- Fill out your door post-its specific to your unit and custom page.
- Visit 30 homes in your neighborhood while wearing your uniform.
- Place your post-its on the doors of homes and be friendly and cheerful!
- Follow up with those who place orders and thank them!
- Write thank you notes that you can deliver with the product after an order has been placed!
The Prize Incentive Program

Units are encouraged to utilize the prize program to incentivize their sales! Units that utilized the prize program saw an average increase of 5% in sales in 2019! Prizes are a great way to excite your Scouts about selling and can offer a great way to reward the efforts made by everyone who sells popcorn. **Prize orders are due no later than November 14th.**

Top District Seller
- Top Seller in each District will receive a custom engraved Louisville Slugger Bat and will be recognized at their upcoming District Recognition Dinner.

2020 Fill It Up Incentive
- First 200 Scouts to submit a full take order sheet will receive a Family Movie Night Package! ($25 online movie gift card, popcorn buckets, candy and more!)

2020 Online and Virtual Sales Incentive
- Scouts will earn a chance to win one of two Nintendo Switch consoles for every $500 in Virtual and Online sales! (Example: Total online sales = $1,600 = 3 chances to win!)

High Achiever Prizes
- Scouts who sell $3,000 or more can receive a camping package or a Visa Debit Card worth 5% of the Scout’s total sales. See the High Achiever prize form for more details.
Popcorn Safety

Safety of our Scouts, leaders, and parents is the number one priority during this year’s sale. Units must follow all guidelines as provided by the CDC, state, and local businesses that allow sales. Units must also adhere to the Lincoln Heritage Council Guidelines. These can be found at https://lhcbsa.org/covid-update-july-22/.

General Popcorn Guidelines:

- Units must designate a specific location where product will be secured safely.
- When families pick up product to use for Virtual Show -N- Deliver, they must wear personal protective equipment (PPE).
- Have families make appointments to pick up product for family inventory to avoid contamination.
- All transactions should be completed by a parent/guardian of the Scout.
- Temperature checks should be taken by an adult prior to booth sales beginning. Keep a log of these temperatures.
- If the answer to any of these questions on the wellness chart below are yes, the Scout/family should contact their unit leader and relinquish their shift.

<table>
<thead>
<tr>
<th>Scout Date</th>
<th>Temp</th>
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- Fever of 100.4 or greater?
- Cough? (Excluding known medical condition)
- Shortness of breath?
- Sore throat?
- Diarrhea? (Excluding known medical condition)
- Have you traveled outside your state in the last 14 days? (Excluding commuting from home to work)
- Have you had close contact with someone with a diagnosis of COVID-19 in the last 14 days?
Door to Door:

- Highly encouraged to sell in a non-contact option i.e. point of sale online and deliver to door.
- One adult/parent is assigned to making the transactions with cards and/or cash and must hand sanitize between each transaction.
- Virtual Show -N- Deliver allows for the customer to purchase product from their smart device without needing to use cards or cash to purchase popcorn.

Booth Sales

- Follow all guidelines set by store management.
- Product will be distributed by the unit. Product in family inventory cannot be used for booth sales.
- One adult checks in with store management prior to the shift.
- Booths must be set up outdoors. Use pop up tents for coverage at least 6 feet from the store entrance.
- Maintain 6 feet distance between Scouts and individuals purchasing popcorn.
- Highly encourage to sell in a non-contact way. For example, the customer runs their own credit card for transaction with reader and selects product through the unit’s virtual selling link from their phone and collects product from a box.
- One adult/parent is assigned to making the transactions with cards and/or cash and must hand sanitize between each transaction.
- No more than 2 families (Scouts, parents, and leaders) at any one location per time slot.

Additional Sales & Safety Tips

- Always wear your uniform and never enter a stranger’s house.
- Remember to always have pens and your take-order form with you.
- Keep checks/cash in an envelope with your name on it.
- Always walk on the sidewalk and driveway. Do not go through the yard or walk in the street.
- A Scout is Friendly! Always be polite to customers.