

2025 CAMP MASTERS Kernel Guide



GULF COAST COUNCIL

in partnership with



Ready! Set! Go!

We hope this guidebook provides a step-by-step approach to setting your Unit up for popcorn sale success.

2025 CAMP MASTERS is providing all Councils and Units with 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. Please join our Facebook group <https://www.facebook.com/groups/campmastersunitsparentsandscouts/> Also check out <https://www.campmasters.org/> **for more resources.**

However, if there is anything you need to help fuel your popcorn success, please don't hesitate to reach out by email to our great team for assistance: customerservice@campmasters.org.

We are fully invested in your popcorn success!

Warm Regards,

Jason Sieg
Vice President of Sales and Marketing
CAMP MASTERS Popcorn Brand

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LET'S MAKE THIS YOUR BEST SALE EVER!

Congratulations on choosing to have your Unit fund its program through the Popcorn Fundraiser. 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

The funds you raise can be used to cover registration fees, uniforms, trips, activities, day camps, summer camps, and high adventure experiences within the program. Fewer out-of-pocket expenses for families equals better-equipped kids and more participation.

Help all of your families save money by encouraging 100% participation! This year's popcorn fundraiser can be the best fundraiser EVER!



IMPORTANT CONTACTS

Contact Group

Kimberly Schoolcraft
Council Popcorn Kernel
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Popcorn@gulfcoastcouncil.org

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Choctaw District Kernel
(682) 622-6134
ch.popcorn@gulfcoastcouncil.org

Kimberly Schoolcraft
Lake Sands District Kernel
(561) 601-0502
ls.popcorn@gulfcoastcouncil.org

Nadine Altvater
Long Leaf Pine District Kernel
(706) 289-1021
llp.popcorn@gulfcoastcouncil.org

Kristen Miner
Pensacola Bay District Kernel
(850) 503-6823
pb.popcorn@gulfcoastcouncil.org

Jim Wright
Staff Advisor
(440) 975-6150
james.wright@scouting.org

WAREHOUSE #1 (Initial Order Pick Up)

Valparaiso Coca-Cola Bottling Company
647 Valparaiso Parkway
Valparaiso, FL 32580
Office – (850) 678-9370

Directions – Entrance is off of Valparaiso Parkway. Turn In, at gate hit button to let them know you are here to pick up popcorn with Scouting America. DO NOT BLOCK any loading docks. Park were directed by Scouters.



WAREHOUSE #2 (Order Replenishment)

Gulf Coast Council Service Center
9440 University Parkway
Pensacola, FL 32514
(850) 476-6336

2025 PRODUCT SELECTIONS

YOUR PURCHASE POWERS SCOUTING

ZZ **Support the Military and Scouting Too!**

\$30 Military Donation

WW **\$50 Military Donation**

Choose from ZZ and WW MAGNETS will send \$30 worth of popcorn to our military personnel.

Choose from WW and WW MAGNETS will send \$50 worth of popcorn to our military personnel.

JK **Chicago Style Snack Attack Tin**

A legendary Chicago born combo of Caramel Corn, White Cheddar, and Yellow Cheddar - packaged in individual bags so you can mix it your way or savor each flavor solo. Come-mixity. Customizable. Classic.

\$40

MM **18 Pack Movie Theater Extra Butter Microwave Popcorn**

Popcorn perfectly seasoned with EXTRA Butter flavor just like the movie theaters. America's #1 selling flavor! **\$30**

ZG **Salted JUMBO Cashews**

Jumbo, salted, and seriously snackable. Everyone's favorite nut - fresh, crunchy and full of flavor! — 12 oz **\$30**

E **Supreme Caramel Tin**

Loaded with Almonds, Pecans & Cashews & rich buttery caramel corn taken to the next level with a hint of premium wine. Indulgent. Crunchy. Completely Supreme. — 14 oz. 1.10 gal **\$25**

X **Classic Trail Mix**

Delicious wholesome goodness includes peanuts, cranberries, raisins, chocolate candies and cashews. Its Salt or Oil added! — 16 oz **\$25**

ZE **Chocolate Drizzle Caramel Bag**

Smooth, buttery caramel popcorn finished with a decadent chocolate drizzle. A perfect pairing of sweet and satisfying. — 12 oz **\$25**

G **12 Pack EXTRA BUTTER Roasted Summer Corn**

If you like buttery corn on the cob, you'll love this EXTRA BUTTER Roasted microwave popcorn! **\$20**

KT **Cinnamon Crunch Popcorn Bag**

All the cozy flavors of your favorite cinnamon cereal, now in a light, crunchy popcorn snack. Sweet, Crunchy, Cinnamon-y goodness! — 12 oz **\$20**

YY **12 Pack Sweet & Salty Kettle Corn Microwave Popcorn**

Sweet and Salty old-fashioned Kettle Corn that tastes like the popcorn at old time county fairs! **\$20**

ZH **Honey Roasted Peanuts**

Lightly sweet. Perfectly crispy. Peanuts wrapped in a golden, honey-based crunch. — 12 oz **\$20**

ZW **Chocolatey Covered Pretzels Bag**

Delicious milk Chocolatey pretzels that melt in your mouth! — 10 oz **\$20**

V **Purple Popping Corn Jar** ❤️

Light, Crunchy, Flavor-fully! This gourmet purple hard corn pops up white with a crisp nutty taste and is virtually butterless, so it won't get stuck in your teeth. Comes in a round glass jar - just pop and enjoy! — 10 oz **\$15**

ZD **White Cheddar Cheese Bag**

Cheesy goodness of white cheddar cheese on light, crunchy, crispy popcorn. — 5 oz **\$15**

U **5 Pack Butter Microwave Popcorn**

A convenient way to enjoy popcorn with a rich buttery flavor anytime of the day! **\$10**

DD **Caramel Popcorn Bag**

Heatingating taste of delicate and crispy gourmet caramel popcorn. — 9 oz **\$10**

* Package/Tin may change; subject to availability.
 ** Some popcorn varieties are lighter than others.
 Popcorn weight is measured in ounces. Volume of tins is measured in gallons.

ALL PRODUCTS TRANS FAT FREE and NON-GMO POPCORN

❤️ - Contains Antioxidants & Virtually Hullless!

Thank you for supporting Scouting



CAMP MASTERS
GOURMET POPCORN

PRODUCTS

Code	2024 Show and Sell Products	Items / Case	Cost Item	Cost Case
JK	Chicago Style Snack Attack Tin	1	\$40	\$40
E	Supreme Carmel Tin	8	\$25	\$200
X	Classic Trail Mix	8	\$25	\$200
G	12 Pack EXTRA BUTTER roasted Summer Corn	8	\$20	\$160
KT	Cinnamon Crunch Popcorn Bag	12	\$20	\$240
YY	12 Pack Sweet & Salty Kettle Corn Microwave Popcorn	8	\$20	\$160
ZH	Honey Roasted Peanuts	12	\$20	\$240
V	Purple Popping Corn Jar	6	\$15	\$90
ZD	White Cheddar Cheese Bag	9	\$15	\$135
U	5 Pack Butter Microwave Popcorn	8	\$10	\$80
DD	Caramel Popcorn Bag	12	\$10	\$120
Code	2024 Take Order Additional Products	Items / Case	Cost Item/Case	Cost Case
MM	18 Pack Movie Theater Extra Butter Microwave Popcorn	6	\$30	\$180
ZG	Salted JUMBO Cashews	12	\$30	\$360
ZE	Chocolate Drizzle Caramel Bag	12	\$25	\$300
ZW	Chocolatey Covered Pretzels Bag	12	\$20	\$240



Picking up my Popcorn

To pick up your popcorn, follow these vehicle recommendations:

- Midsize car holds about 20 cases
- Luxury sized car holds about 30 cases
- Minivan holds about 60 cases
- Small SUV/Crossover holds about 40 cases
- Large SUV holds about 50 cases
- Full size van holds about 70 cases

All of the capacity estimates are very dependent upon the products, which affect the shapes of the cartons.

In all of the examples, it is recommended that all seats behind the front driver and passenger seats be stowed into the car floor or removed.

Popcorn Squad

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 - A Must have (Ask for Help)**
- ★ 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 be 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 2 hours in planning and decorating day of, plus whatever time you'd estimate for creating them.



CREATING / MANAGING MOMENTUM



Fundraising is not a sales pitch but a long-term partnership between your Unit and the people in your community. Perhaps the hardest part of any fundraiser is creating and keeping the momentum up before and during the sale. Families are busy and Scouting may not be their only after-school activity. So we've compiled a list to help you keep excitement and spirits high throughout the popcorn sale.

- Ensure everyone knows the purpose of the fundraiser. Spread the word in every way possible!
 - Send letters home with your Scouts.
 - Talk to the parents individually. Share what the proceeds will be used for.

Dear Scouting Families

- A game board for Scouts to help them reach their sales goal.
- Promote popcorn as a great gift for teachers, coaches, employees, and business associates.
- An award/reward for the first, second, and third place Scouts to reach a specific objective you set during your popcorn sale.
- A "Make A Difference" flyer explains how a popcorn purchase benefits Scouts and their units. This helps make people feel good about making a difference.
- A goal guide with tips on keeping fundraisers motivated by setting weekly or monthly goals. You can also include bonuses or prizes for incentives.
- A printable progress chart to keep Scouts and families informed.



COUNCIL COMMISSION & PRIZES

Commission = 35% (Storefront/Take Order/Online)

First Prize Offer

- Sell \$600.00 in popcorn over the first two weekend
- Weekend # 1 (August 8-10)
- Weekend # 2 (August 15-17)
- 3 Scouts will be drawn for a \$50 gift card

Popcorn Bingo

- On designated weeks, scouts will fill out BINGO cards and submit via JotForm on the council website.
 - September 1-7 and submit on September 8
 - September 15-21 and submit on September 22
 - October 6-12 and submit on October 13
 - October 20-26 and submit on October 27
- Each **completed and verified** BINGO = 1 entry to win a \$50 gift card via council.
- Council will do a random drawing from the verified entries.
- 3 Scouts / each time period will win.

Popcorn Fill it Up

- Scouts who filled up a order form (30 Orders)
- Fill out the Fill It Up form and submit via JotForm on the council website.
- Council will do a random drawing from the verified entries.
 - Scouts do not win multiple prizes just multiple entires.
- 5 Scouts / Will receive a \$30 gift card via council.

Prize Vault

\$4,500.00 in product sales to enter
Date and Location to be determined after popcorn campaign

CAMP MASTERS PRIZES

IN ADDITION to Council incentives, CAMP MASTERS offers Prizes to recognize Scouts Popcorn Sale efforts.



SELL \$400+ ONLINE
GET A \$10 AMAZON GIFT
CARD

High Achiever Prizes (Selling \$3,000 or more)



SELL \$3000+ TOTAL
GET 4% BACK ON A
VISA or EGift card

OR



This year's High Achiever Camp Package contains the essentials for camping: a 2-person waterproof tent, 2L Hydration Pack, 5-in-1 Survival Tool with Shovel (including Shovel, Compass, Saw, Axe, Pick and Case), 80x80 Binoculars with Case, Telescope w/ 40x Magnification and Telescopic Fishing Pole with Reel and Case



KERNEL CHECKLIST

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

- ☐ Attend Popcorn Trainings
- ☐ Plan Annual Scout Program (w/ Unit Committee)
- ☐ Review Commission Structure & Prizes
- ☐ Determine Additional Unit Prizes
- ☐ Set Budget for Program (**Use Unit Fillable Budget**)
- ☐ Recruit Your #PopcornSquad
- ☐ Update Scout Roster (w/ Membership Chair)
- ☒ **Direct Scouts to Self-Register or Update Bio**
- ☐ Determine Per-Scout Fundraising Goal (**Use Scout Goal Worksheet**)
- ☐ Secure Storefronts (as / where possible)
- ☐ Create Unit Timeline for Popcorn Sale
- ☒ **Establish Guidelines for Popcorn Pickup / Returns & Money**
- ☐ Confirm Show-N-Sell Locations & Times
- ☐ 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!



POPCORN TRAINING

DATE	LOCATION	TIME	ATTENDEES
7/15/25	Popcorn Kick Off Virtual	6:00 PM	https://us02web.zoom.us/j/86475014533?pwd=TqtW0Q8koDSJlLsNa7LDMOEWhZ8ziF.1
7/16/25	Popcorn Kick Off Virtual	6:30 PM	https://us02web.zoom.us/j/82700040888?pwd=a0W2zmdqfTJlxdYL1kaoWyZDLfFiF.1
7/17/25	Popcorn Kick Off Virtual	7:00 PM	https://meet.google.com/pjb-bmei-yoe Or dial: (US) +1 402-736-0162 PIN: 242 345 906#
7/26/25	Show & Sell Training with Michael Beck	6:00 PM	https://us06web.zoom.us/webinar/register/WN_nnpK5VQgTOCNgBNVmr9Gig#/registration
7/31/25	How to Take Credit Card Sales	6:00 PM	https://us06web.zoom.us/webinar/register/WN_V69AXWS4Qgut12F9OkYZTA#/registration
10/5/25	Unit Take Order Training	6:00 PM	https://us06web.zoom.us/webinar/register/WN_Z2dEbGEORcSYwsYk6iotJA#/registration

HOW MUCH POPCORN TO SELL

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:

Program Ideas:

Summer Camp
Cub Scout Council Events
Monthly Unit Activities
Pinewood Derby
Patrol/Den Activities
Camping Equipment

Other Considerations:

BSA Registrations & Life Magazine
Meeting Supplies/Awards & Recognitions
Den/Patrol Expenses/Training Courses
Unit Equipment

Uniforms/Personal

Assistance for

Low-income Scout Families

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.

ACTIVITY	PROGRAM MONTH	COST
		\$
		\$
		\$
		\$
		\$
		\$
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		\$
		\$
		\$
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		\$
		\$
		\$
		\$

<div><div>NOW CALCULATE YOUR POPCORN SALES GOALS</div><div><div>Divide UNIT BUDGET by UNIT COMMISION (This is your Unit Sales Goal)</div><div>\$</div></div><div><div>Divide by NUMBER OF PARTICIPATING OF SCOUTS (This is your Scout Sales Goal)</div><div>\$</div></div></div>	Registration & Insurance	\$
	Advancements	\$
	Uniforms	\$
	Scholarships	\$
	Other	\$
	TOTAL UNIT BUDGET	\$

POPCORN PRIZES

Gulf Coast Council will be using GCC/Keller Marketing for our popcorn prizes



MY PRIZE GOAL IS:

MY POPCORN GOAL IS:

CHOOSE A PRIZE AND GO FOR IT!

\$5,000 LEVEL 14

- 53 - LEGO Harry Potter Hogwarts Castle
- 54 - Cross Canyon 2 Tent & Footprint
- 55 - Carrera Evolution Mario Kart
- 56 - Analog Electric Slot Car Racing
- 56 - \$225 Amazon Card

\$4,000 LEVEL 13

- 49 - Adventure Camp Package
- 50 - LEGO Jurassic World Spinosaurus & Quetzalcoatlus Air Mission
- 51 - Case Bonesaw Folding Hunter Knife w/ Leather Sheath
- 52 - \$175 Amazon Card

\$3,000 LEVEL 12

- 45 - Swiss Army Cyber Tool M
- 46 - Rubik's Cube Mega Gift Set
- 47 - Coleman Sundome 4 Person Tent
- 48 - \$130 Amazon Card

\$2,150 LEVEL 11

- 41 - LEGO Friends Castle Bed and Breakfast
- 42 - i-live Indoor/Outdoor Bluetooth Solar Speakers
- 43 - Foldable Drone
- 44 - \$100 Amazon Card

\$1,650 LEVEL 10

- 37 - Youth Pickle Ball Set
- 38 - ICEE Cotton Candy Machine
- 39 - The North Face Staiwart Backpack
- 40 - \$60 Amazon Card

\$1,250 LEVEL 9

- 33 - Transformers: Rise of the Beasts Optimus Prime
- 34 - Swiss Army Fieldmaster Knife
- 35 - Walkie Talkie Set w/ Rechargeable Batteries
- 36 - \$40 Amazon Card

The Gulf Coast Council Popcorn Sale is an important part of your Child's Scouting experience. It provides the necessary funding for all the great programs they get from the Unit and the Gulf Coast Council. To make this year's sale a success, we need your support.

- Help your Scout set a goal and encourage them to reach the sales level and prize they have chosen.
- Make sure that your Scout gets the opportunity to sell to friends, neighbors and relatives.
- Remind your Scout that the biggest reason people do not buy is because they are not asked.
- Help your Scout's sale by taking a Popcorn Order Form to work with you.

TURN IN YOUR PRIZE SELECTIONS AND POPCORN ORDER FORM TO YOUR POPCORN KERNEL BY NOVEMBER 9TH.



Scan the QR Code to the left for a detailed description of the prizes or visit www.kellerprizeprogram.com

\$850 LEVEL 8

- 28 - Rubik's Cube Mega Gift Set
- 29 - HEXBUG Remote Control Dragon
- 30 - Zing Assorted Bows
- 31 - 2-Person Waterproof Tent
- 32 - \$30 Amazon Card

\$625 LEVEL 7

- 23 - Hydration Pack - 2L
- 24 - Telescope - 40X Magnification
- 25 - LEGO City F1 Williams Racing & F1 Hias Race Cars
- 26 - Camp Chair w/ Case
- 27 - Grab Bag F

\$425 LEVEL 6

- 18 - Red Wood Handle Knife w/ Clip & Scouting America® Branding
- 19 - USB Rechargeable Headlamp
- 20 - Adventure Duffle Bag w/ Scouting America® Branding
- 21 - Dinosaur Egg Assorted Colors/Styles
- 22 - Grab Bag E

\$325 LEVEL 5

- 9 - Multi-Tool w/ Hammer & Case
- 10 - Sticky Stress Ball w/ Scouting America® Branding
- 11 - White Handle Lock Blade Knife & Case w/ Scouting America® Branding
- 12 - Sluban Model Bricks - Cobra GT40 Car
- 17 - Grab Bag D

\$250 LEVEL 4

- 9 - Dry Bag - 5 liter - Yellow w/ Scouting America® Branding
- 10 - Knife Fork Spoon Combo w/ Bottle Opener
- 11 - Brass Compass
- 12 - Squat Lock Blade Knife w/ Clip & Scouting America® Branding

\$190 LEVEL 3

- 5 - Plus Plus Creepy Critter
- 6 - Cinch Backpack w/ Scouting America® Branding
- 7 - Magic Sand Pin
- 8 - Watch/Pedometer

\$90 LEVEL 2

- 1 - Fire Starter and Steel
- 2 - Flashing Crystal Putty Slime Assorted Colors
- 3 - Compass Thermometer Whistle
- 4 - Highlighter Scout - 4 Color Highlighter w/ Retractable Computer Brush

LEVEL 1

- 0.1 - Popcorn Sale Patch
- 0.2 - Military Sale Patch
- 0.3 - Online Sale Pin
- 0.4 - Top Seller Pin

\$750 Bonus Club

Scouts who sell \$750 in product will receive their choice of

- 0.5 - Hanging Hammock
- 0.6 - LEGO Surfing Dogs & Scooter Adventures
- 0.7 - Telescopic Fishing Pole w/ Reel & Case
- 0.8 - Zing Air ZooterBall
- 0.9 - E-Blox Parts Plus Construction Kit

Scout Name:	Pack/Troop:	Total Sales:	
Prize #	Prize Description		Quantity

List all Patches, Pins, and Prizes earned above and turn in to your Unit Leader.



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.

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) 555-5555	fern.peyro@gmail.com
<input type="checkbox"/>	Scout	3PHX	Heather	Banks	(999) 999-9999	heatherb@fakeemail.com
<input type="checkbox"/>	Scout	J54H	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	jenjohn@example.com



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.

Demo Council | Demo District Anytown | Troop 313 > Users

INFO USERS

+ Add User Remove Send Sign-On Link Layouts Export to Excel Export to PDF

	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) < 1 > Page size: 25

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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”.

Demo Council | Demo District Anytown | Troop 313 > Users

INFO USERS

+ Add User Remove Send Sign-On Link Layouts Export to Excel Export to PDF

	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) < 1 > Page size: 25

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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.

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

To Do:

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

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@fakeemail.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@fakeemail.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)

REGISTER YOUR SCOUTS

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.

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.

2025 POPCORN SCHEDULE

JUNE 2025

IMPORTANT DATES

SUN	MON	TUE	WED	THU	FRI	SAT
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

JULY 2025

IMPORTANT DATES

7/17 - CM (Unit Leader - Experienced): What's New +2024 Program FAQ

7/26 CM (Unit Leader) - Show & Sell Training

7/31 CM (Unit Leaders) - How to take credit card

SUN	MON	TUE	WED	THU	FRI	SAT
		1 Popcorn Order Portal Opens	2	3	4	5
6	7	8	9	10	11	12
13	14	15 Kick Off - Zoom	16 Kick Off - Zoom	17 Kick Off - Zoom CM - Zoom	18	19
20 Popcorn Order Closes	21	22	23 Popcorn Order Placed	24	25	26 CM - Show and Sell Training
27	28	29	30	31 CM - How to take credit cards		

2025 POPCORN SCHEDULE

IMPORTANT DATES

AUGUST 2025

SUN	MON	TUE	WED	THU	FRI	SAT
					1	2
3	4	5	6 Popcorn Pick Up - Coca Cola Valp	7 Popcorn Pick Up - GCC	8 Popcorn Pick Up - GCC	9 Popcorn Weekend #1
10	11	12	13	14	15	16 Popcorn Weekend #2
17	18	19	20	21	22	23 Popcorn Weekend #3
24	25	26	27	28	29	30 Popcorn Weekend #4
31						

SEPTEMBER 2025

IMPORTANT DATES

**9/4 - CM (Unit
Leaders)** Understanding
technology from a Unit
Perspective

SUN	MON	TUE	WED	THU	FRI	SAT
	1 Labor Day	2 NO RISK due to GCC	3 NO RISK due to GCC	4 NO RISK due to GCC CM - Unit Leaders	5 NO RISK due to GCC	6 Popcorn Weekend #5
7	8	9	10	11	12	13 Popcorn Weekend #6
14	15	16	17	18	19 NO RISK payment due	20 Popcorn Weekend #7
21	22	23	24	25	26	27 Popcorn Weekend #8
28	29	30				

2025 POPCORN SCHEDULE

OCTOBER 2025

IMPORTANT DATES

SUN	MON	TUE	WED	THU	FRI	SAT
			1	2	3	4 Popcorn Weekend #9
5 CM - Unit Take Order Training	6	7	8	9	10	11 Popcorn Weekend #10
12	13	14	15	16	17	18 Popcorn Weekend #11
19	20	21	22	23	24	25 Popcorn Weekend #12
26	27	28	29	30	31	

NOVEMBER 2025

IMPORTANT DATES

11/9 – Fill it up forms
are due via JotForm

11/9 – Prize form are
due

11/10 – Fill it up order
is placed

SUN	MON	TUE	WED	THU	FRI	SAT
						1 Popcorn Weekend #13
2	3 Popcorn Ends	4	5	6	7	8
9 Prizes Due	10 Fill it UP order	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26 Popcorn Payment Due	27	28	29
30						

2025 POPCORN SCHEDULE

IMPORTANT DATES

DECEMBER 2025

SUN	MON	TUE	WED	THU	FRI	SAT
	1 Place prize order	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

IMPORTANT DATES

JANUARY 2026

SUN	MON	TUE	WED	THU	FRI	SAT
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29		

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 2min & 45 seconds in.



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.

Ways to Sell Popcorn

1. Take Order Sales

Scouts go door-to-door with the take order form.

2. Show and Sell

Show and Sell is when scouts have popcorn in hand to show and to sell to customers on the spot. This can be done in several ways.

1) "**Wagon Sales**" also called "**Show and Delivered**"- Where the scout goes door to door in their neighborhood with the product in hand.

2) "**Storefront Sales**" Like setting up a table with popcorn on-hand and selling in front of a store.

3. Online Popcorn Sales Via Camp Masters:

Selling online is the best way to sell to friends and family who live far away. Online sales count toward Scout rewards. Participants can send emails to friends and family asking them to purchase products online. The email includes a link allowing them to begin shopping right away. Customers can pay with a credit card, and the products are shipped directly to the customer, CONTACT FREE! The advantage of online sales is that Scouts don't have to collect money or deliver products.

Online Direct through the app:

Place orders for online products in the app. Pick the products, take payment (credit card only) and products ship directly to your customers. You can also share your page with customers via email, text and social media.

ORDERING INVENTORY

- If you sold 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 had more of one item that sold better
 - Attend a CAMP MASTERS Webinar hosted by Michael Beck.
- 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.
 - Join our Facebook group to get some ideas.
 - Make sure you schedule your storefronts early
 - Make sure you create excitement around this program. It is an amazing program for Scouts and Parents to see the success.
- Go to your CAMP MASTERS Unit dashboard for How to Order Demo
- Initial Order are due July 20, 2025
- Fill it Up Orders are due November 10, 2025

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!



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 popcorn 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

- Unit Sales Goal = $\frac{\text{Total Program Dollars}}{\text{Popcorn Commission Goal}}$
- Scout Sales Goal = $\frac{\text{Unit Sales Goal}}{\text{Number of Scouts}}$
- Scout Container Goal = $\frac{\text{Scout Sales Goal}}{\$16.62 \text{ (average container cost)}}$ example



SELLING STRATEGIES

Show-N-Sell

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

Storefront Sales are sales taken in front of local stores or high traffic areas. Your unit gets permission to have a booth in a high visibility area and your Scouts sell actual popcorn product there on the spot. This method has been highly effective for many units. A unit can plan a Show & Sell day and split Scouts/ families into shifts so that everyone takes a turn. Talk with local stores to setup a time to sell. See Page 28.

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 as they go. Product is brought along (in wagon or vehicle), making it a quick and easy process for the customer. So, it is like a mobile show & sell booth. Units should order for this as part of their show & sell order. A large percentage of homeowners say that no Scout has ever come to their door, missing this great opportunity. You bring along the product as you sell it door-to-door. When a sale agreement is reached, the Scout goes to the car or wagon, gets the product and delivers it on the spot while the customer pays. If the desired product is not on hand, Take an Order can be taken and product delivered later (Scouts would enter this under “Scout Delivery” on their dashboard).

What's Take an Order?

Take an Order is used when 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. Scout's can also send their Take an Order link out to nearby friends and family. This is only used for 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. There is plenty of untapped market for the sale. This method is also preferred for mom and dad's co-workers and close friends and relatives to whom it will be easy to deliver the product at the end of the sale.

SELLING STRATEGIES

Door Hangers

Door hangers are a great “Leave Behind” that a potential customer can complete to place their order. A customer can review products, complete their order on the door hanger, and hang back on their door for a Scout to pick up for a contactless transaction •Can be used to drive potential customers to visit an upcoming Show and Sell or with an online Seller ID label created added to the door hanger. **(Visit CAMP MASTERS website for a Free template)**



Signs

Set out signs directing potential customers to your house to pick up popcorn, like promoting a Garage Sale.

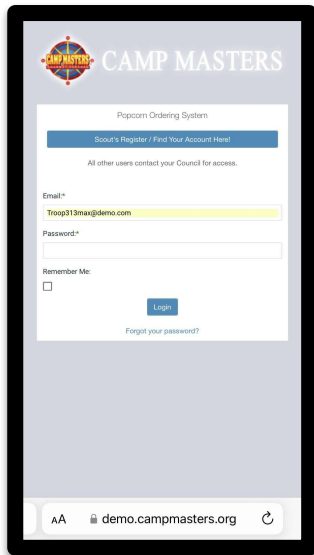
Sample Script

“Hello. My name is _____. I’m a scout with Pack / Troop # _____. We’re selling popcorn to help raise money for our Pack / Troop. You can help us by trying some of our delicious popcorn. You’ll help us, won’t you?”

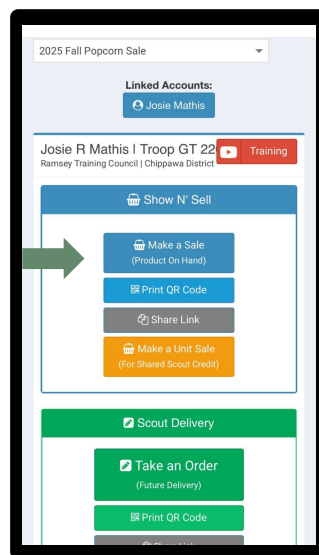
TAKE ORDERS by Cash and Credit Cards

SCOUTS, PARENTS & LEADERS

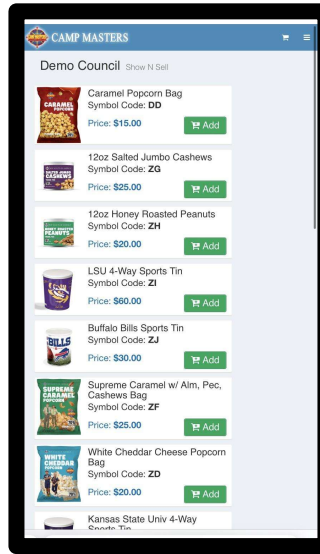
Follow these instructions to easily take orders and payment on your smartphone.



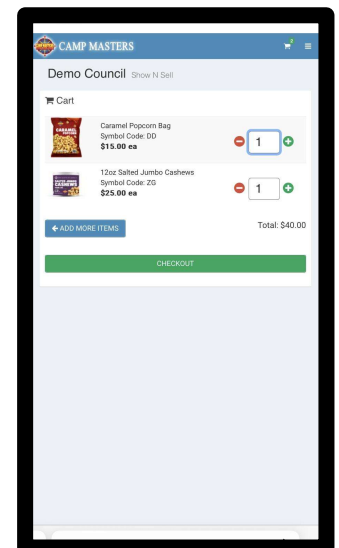
Login to CAMP MASTERS Dashboard



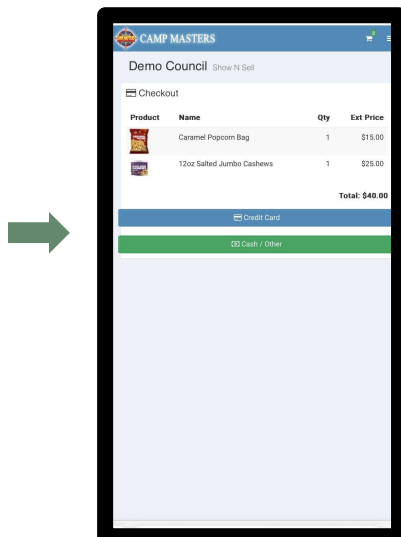
Click "Make a Sale" from the dashboard



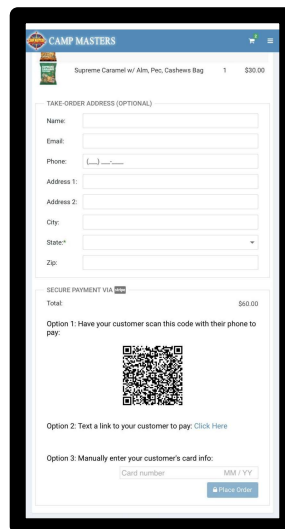
This will take you to the products page. Scroll down to find the requested product. Then click "Order" to add the item to the shopping cart



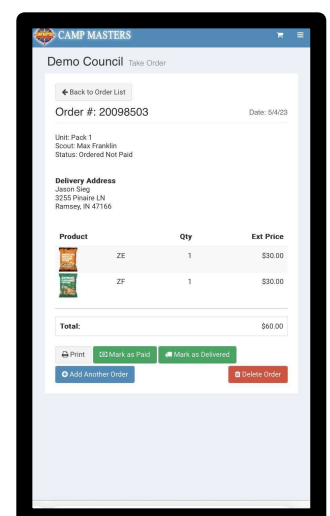
Scroll down to find the requested product. Then click "Order" to add the item to the shopping cart.



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



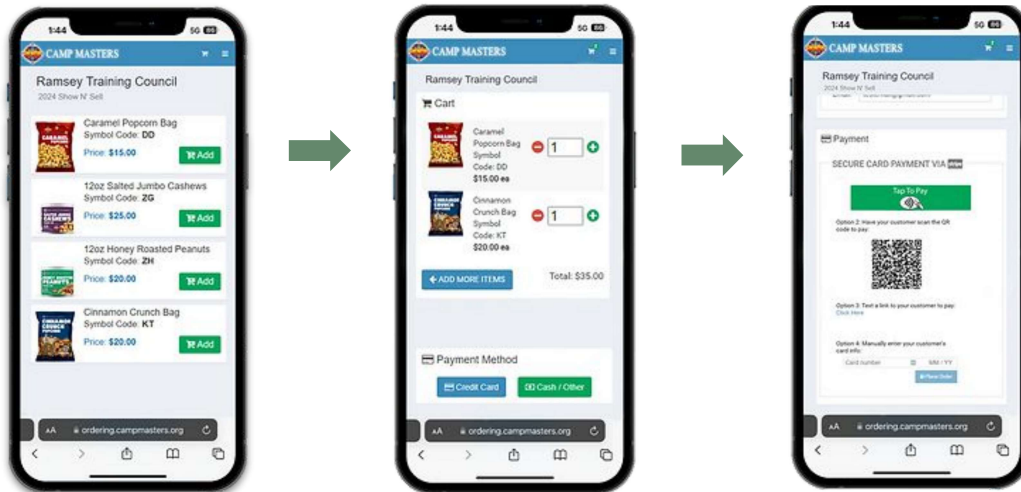
Mark as paid and delivered if applicable.



TAKE ORDERS by Tap to Pay

SCOUTS, PARENTS & LEADERS

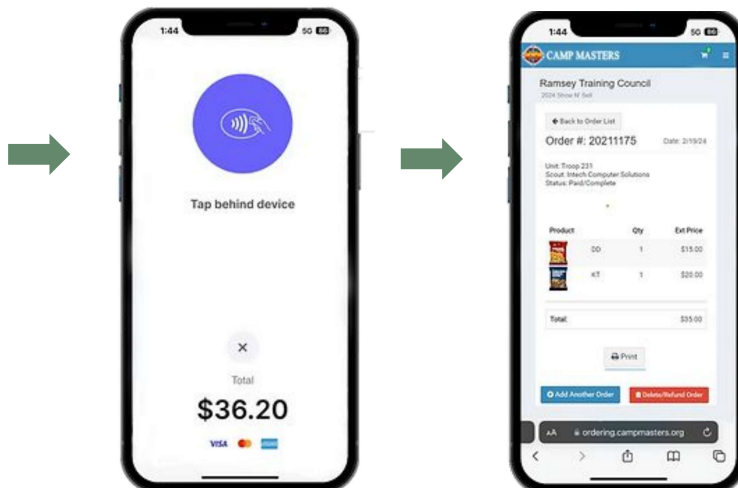
Follow these instructions to easily take orders with Tap to Pay on your smartphone.



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.

PAYMENTS

9/19 NO RISK! Payments are Due to the Service Center

11/26 Popcorn Payments are Due to the Service Center

Reminder:

11/9 Price Order due

11/10 Fill it Up Order Due in Camp Master via Unit Dashboard

WRAPPING UP YOUR SALE

Need to know information for Units to finalize their sales with the council. Potential topics to address on this page are:

- Collection & Payments
 - 9/19 NO RISK! Payment is due to Service Center
 - 11/26 Popcorn Payments is due to Service Center
- Unsold product
 - Can be used for your fill it up order
 - Fill it Up Order is 11/10
- Prize Submission Form
 - Due on 11/9
 - Prizes will not be submitted until all payments have been received.