**POPCORN SEASON: TOP 10 LIST**

- **PLAN** your Unit’s Popcorn Season & **SET** Unit Popcorn Goals
- **HOLD** a Unit Popcorn Season Kickoff (role play the Popcorn Script)
- **ATTEND** Popcorn Kickoff Roundtable
- **INVOLVE & INFORM** Scouts and Scout Parents about Popcorn Season
- **DEFINE** a Unit Reward & Prize Program
- **ENGAGE** all Unit Scouts in the Popcorn Season Sale
- **ADVERTISE** Popcorn Season within your Unit and community
- **RECOGNIZE** Scouts with Popcorn achievements at each Unit meeting
- **UTILIZE** all Popcorn sales methods: Show-n-Sell, Take Order, Online, Show-n-Deliver
- **CONTACT** your Popcorn Team for guidance and questions

**Suggested Scout Script**

“Hi, my name is (first name ONLY). I’m a Scout with Pack/Troop/Crew_____. I’m selling POPCORN to help fund_______. Would you like to support my Scouting activities? Thank you!”

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**POPCORN TOP SELLER PRIZES**

All Scouts are eligible for the W. D. Boyce Council’s Top Seller Incentive Program, regardless of Incentive Option selected (Prize Option or Cash Option) by their Unit.

- **$4,000** – Choice of Prize.
- **$3,000** – Choice of Prize.
- **$2,000** – Golden Kernel Club – All $2,000+ Sellers will be welcomed into the Golden Kernel Club. Members will be ‘inducted’ into the Club at the annual Council Recognition Dinner and Club Membership lasts for 1 year. A variety of opportunities will be available to and/or presented to the Scout throughout the membership year.

- **$1,000** – An Experience above all others. Details will be released at a later date.
- **$650** – Instant Prize.
- **$350** – Instant Prize (New Youth Only).

**Popcorn Patch** – All Scouts are eligible to earn their 2019 Popcorn Season Patch.

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**UNIT POPCORN KERNEL QUICK GUIDE**

**Welcome to W. D. Boyce Council’s 2019 Popcorn Sale!**

**UNIT POPCORN KERNEL**

The Popcorn Kernel is responsible for the overall organization and implementation of the Unit’s Popcorn Season. This person ensures promotion, timely reporting of Unit sales and order(s), Popcorn pick-up, Popcorn payment, and prizes.

- **Responsibilities Include:**
  - **Developing A Plan:** Establish Show-n-Sell sites, such as business locations or local events, in cooperation with Unit parents and leaders. Define a canvassing area for Show-n-Deliver or Take Orders that is both comprehensive and easy for Scouts and Scout parents to execute (i.e. neighborhood blitz).
  - **Setting Unit Popcorn Sales Goals:** Determine an overall Popcorn sales goal for the Unit and Popcorn goal per Scout with help from your Unit Leaders through your unit program planning session.
  - **Promoting Popcorn:** Market the 2019 Popcorn Season Sale to the Unit’s Scouts and Scout parents via informational flyers, weekly emails, and meeting notices throughout the Popcorn Season.
  - **Attending Popcorn Trainings:** Learn valuable information and skills for the 2019 Popcorn Sale.
  - **Holding a Unit Popcorn Kickoff:** Schedule a Unit Popcorn Kickoff to get your Scouts and Scout parents excited for the 2019 Popcorn Season! For additional supplies and support, please contact your Popcorn Team.
  - **Keeping Records:** Use the Popcorn System to organize accurate records of each Scout’s Popcorn sales, each Scout’s prizes earned, and payments due and made by the Scouts in your Unit.
  - **Organizing Popcorn:** Keep track of placing orders, Popcorn inventory, picking up Popcorn, distributing Popcorn to Scouts, and returning excess Popcorn, if necessary, by the return date.
  - **Ordering Prizes/ Patches:** Work with Scouts to choose a prize level goal, order prizes, and distribute upon delivery.

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**Crossroads North** - Mike Kraynak  
Mike.Kraynak@Scouting.org  
- Counties: Northern McLean, Livingston, Ford  

**Heartland North** - Glenna Nelson  
Glenna.Nelson@Scouting.org  
- Counties: Marshall, Northern Peoria  

**Crossroads South** - Allison Weber  
Allison.Webber@Scouting.org  
- Counties: Southern McLean, DeWitt, Logan  

**Heartland & Wotamalo South** - Kyle Kocher  
Kyle.Kocher@Scouting.org  
- Counties: Fulton, Mason, Southern Peoria  

**Lowaneu** - Abby Kirby  
Abby.Kirby@Scouting.org  
- Counties: Bureau, Putnam, LaSalle  

**Wotamalo** - Collin Martis  
Collin.Martis@Scouting.org  
- Counties: Woodford, Tazewell  

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For more information, check out: www.wdboycen.org/popcorn
**POPCORN MISSION PLAN**

<table>
<thead>
<tr>
<th>DATE</th>
<th>ACTIVITY</th>
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<tbody>
<tr>
<td>April 11</td>
<td>Popcorn Planning Roundtables</td>
</tr>
<tr>
<td>June 28</td>
<td>Commission Incentive DEADLINE - Program Planning</td>
</tr>
<tr>
<td>July 11</td>
<td>Popcorn Training District Roundtable</td>
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<tr>
<td>August 8 &amp; 14</td>
<td>Popcorn Training District Roundtables</td>
</tr>
<tr>
<td>August 26</td>
<td>Show-n-Sell Orders DUE</td>
</tr>
<tr>
<td>September 13</td>
<td>POPCORN SALE BEGINS</td>
</tr>
<tr>
<td>September 13 &amp; 14</td>
<td>Show-n-Sell Distribution</td>
</tr>
<tr>
<td>September 27</td>
<td>Commission Incentive DEADLINE - Membership Growth</td>
</tr>
<tr>
<td>October 25</td>
<td>LAST DAY to Return Popcorn</td>
</tr>
<tr>
<td>October 28</td>
<td>Take Order, Orders DUE</td>
</tr>
<tr>
<td>October 28</td>
<td>Prize/Patch Orders DUE / Top Seller Scouts DUE</td>
</tr>
<tr>
<td>November 8 &amp; 9</td>
<td>Take Order Distribution</td>
</tr>
<tr>
<td>November 15</td>
<td>LAST DAY for Invoice corrections / adjustments</td>
</tr>
<tr>
<td>December 6</td>
<td>FINAL Payment Due to Council</td>
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**POPCORN PRODUCT MIX**

- $60 Chocolate Lover’s
- $40 Classic Trio
- $40 Cheese Lover’s
- $25 Peanut Butter Cup
- $25 Sea Salt Splash
- $25 Milk Chocolate Pretzels (Bears tin)
- $20 Cheddar Cheese
- $20 Jalapeno Cheese
- $20 Mic. Butter (15 PK)
- $20 Mic. Sea Salt Light (18PK)
- $20 Mic. Kettle Corn (18PK)
- $15 Classic Caramel
- $15 Mud Puddles
- $10 Popping Corn
- $25 Military Donation

**UNIT POPCORN COMMISSIONS**

<table>
<thead>
<tr>
<th>3%</th>
<th>BASE COMMISSION</th>
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<tbody>
<tr>
<td>30%</td>
<td>PROGRAM PLANNING</td>
</tr>
<tr>
<td></td>
<td>Submit a complete Program Plan packet by 6/28/2019 including:</td>
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<tr>
<td></td>
<td>Unit Succession Plan</td>
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<td></td>
<td>Unit 2019-2020 Calendar</td>
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<tr>
<td></td>
<td>Unit Budget</td>
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<tr>
<td></td>
<td>Completed 2019 Unit Popcorn Commitment Form with Unit Popcorn Kickoff before October 1, 2019</td>
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<td></td>
<td>2020 Friends of Scouting Presentation Date</td>
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<thead>
<tr>
<th>3%</th>
<th>MEMBERSHIP GROWTH</th>
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<tbody>
<tr>
<td></td>
<td>FOR PACKS – Recruit 15 new youth* with submitted, defect-free, paid applications by September 27, 2019. ‘NEW’ youth must be recruited during April 1 – September 27, 2019.</td>
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<tr>
<td></td>
<td>FOR TROOPS – Partner with a Pack for a Recruitment Event and submit the Recruitment Partnership Report by September 27, 2019 AND recruit 2 new youth with submitted, defect-free, paid applications by September 27, 2019. ‘NEW’ youth must be recruited during April 1 – September 27, 2019.</td>
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<tr>
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<td>*Higher market share areas will be reviewed on a one-on-one basis. Contact your USE if you have questions.</td>
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<tr>
<th>2%</th>
<th>SALES INCREASE</th>
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<tbody>
<tr>
<td></td>
<td>Increase Unit Popcorn Sales by 25% based on your 2018 Total Unit Popcorn Sale.</td>
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<tr>
<th>38%</th>
<th>Total Potential Commission (Prize Option Units)</th>
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<tbody>
<tr>
<td>2%</td>
<td>Cash Option</td>
</tr>
<tr>
<td></td>
<td>(For Units that select Cash over participation in the Prize Program. Units who choose Cash Option are still eligible for the Council’s Top Seller incentive.)</td>
</tr>
<tr>
<td>40%</td>
<td>Total Potential Commission (Cash Option Units)</td>
</tr>
</tbody>
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Contact the Popcorn Action Team with General Popcorn Questions/Feedback:

- Popcorn@WDBoyce.org
- Bloomington Office: 309-828-6983
- Peoria Office: 309-673-6136
- Amber Gruenloh
- Kyle Kocher
- Barb Murphy
- Katie Jurgens
- Amanda Potter

Council Popcorn Team Lead
Council Popcorn Team
Council Popcorn Team
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For more information, check out: www.wdboyce.org/popcorn