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WELCOME UNIT POPCORN KERNELS!

Thank you for taking on this incredibly important role within your Unit! We hope you find the pages of this Unit Kernel Guide to Popcorn filled with the tools and information you need to help your Unit have the most successful Popcorn Season yet!

In 2019, the W. D. Boyce Council sold almost $1,100,000 during the Popcorn Season; with an average of 34% commissions going directly back to Scouting Units.

We achieved $7,680 average Popcorn sale per Unit in 2019 and averaged over $500 in sales per Scout!

The W. D. Boyce Council understands that a successful and strong 2020 Popcorn Season is incredibly important to you and your Unit. Additionally, we know that a successful Popcorn Season means parents not paying out-of-pocket for:

- Campouts/Trips
- Advancements
- Blue and Gold
- Court of Honor
- Books and Scouting Materials
- Summer Camp & Adventure Camp, and more!

Good luck on a successful 2020 Popcorn Season; and thank you for supporting the Scouting program through Unit Popcorn Sales. If there is anything we can do to help make your sale the biggest and best sale your Unit has ever had, please do not hesitate to contact us.

Happy Popping,
W. D. Boyce Popcorn Team

<table>
<thead>
<tr>
<th>Popcorn Action Team</th>
<th><a href="mailto:Popcorn@WDBoyce.org">Popcorn@WDBoyce.org</a></th>
</tr>
</thead>
<tbody>
<tr>
<td>Amber Gruenloh</td>
<td>Council Popcorn Kernel</td>
</tr>
<tr>
<td>Barb Murphy</td>
<td>Popcorn Program Admin</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>District Executives</th>
<th><a href="mailto:Popcorn@WDBoyce.org">Popcorn@WDBoyce.org</a></th>
</tr>
</thead>
<tbody>
<tr>
<td>Crossroads - Austin Orr</td>
<td><a href="mailto:Austin.Orr@Scouting.org">Austin.Orr@Scouting.org</a></td>
</tr>
<tr>
<td>• Counties: McLean, Livingston, Logan, Ford •</td>
<td>Bloomington Office: 309-828-6983</td>
</tr>
<tr>
<td>Heartland - Erin Smith</td>
<td><a href="mailto:Erin.Smith@Scouting.org">Erin.Smith@Scouting.org</a></td>
</tr>
<tr>
<td>• Counties: Marshall, Peoria, Fulton, Mason •</td>
<td>Peoria Office: 309-673-6136</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Lowaneu - Bryan Schroeder</th>
<th><a href="mailto:Collin.Martis@Scouting.org">Collin.Martis@Scouting.org</a></th>
</tr>
</thead>
<tbody>
<tr>
<td><a href="mailto:Bryan.Schroeder@Scouting.org">Bryan.Schroeder@Scouting.org</a></td>
<td>Wotamalo - Collin Martis</td>
</tr>
<tr>
<td>• Counties: Bureau, Putnam, LaSalle •</td>
<td><a href="mailto:Collin.Martis@Scouting.org">Collin.Martis@Scouting.org</a></td>
</tr>
<tr>
<td>• Counties: Woodford, Tazewell •</td>
<td></td>
</tr>
</tbody>
</table>
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 a plan to utilize ALL methods of Popcorn fundraising: Online, Show-n-Deliver, Take Order, and Show-n-Sell. Online blasts, Show-n-Deliver blitzes, Take Order canvassing, Show-n-Sell site booking that is both comprehensive and easy for Scouts and Scout parents to execute.

**Setting Unit Sales Goals:**
Determine an overall Popcorn fundraising 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 2020 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 2020 Popcorn Program Fundraiser.

**Holding a Unit Popcorn Kickoff:**
Schedule a Unit Popcorn Kickoff to get your Scouts and Scout Parents excited for the 2020 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 Product:**
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.

For more information, check out: www wdboyce org/popcorn
# 2020 Popcorn Commitment Form

Please fill out the form completely and return to Popcorn@WDBoyce.org to receive all information for the upcoming Popcorn Season Sale and access to the Popcorn Ordering System.

To have an impactful and profitable Popcorn Season Sale, make a commitment to do the following:

1. Name a Unit Popcorn Kernel.
2. Determine a Unit Popcorn Sales Goal, along with an individual Scout goal as part of your Program & Popcorn Planning.
3. Attend all available Popcorn Trainings.
4. Hold a Unit Popcorn Kickoff.

## Identify your District & Unit
- □ Crossroads  □ Heartland  □ Lowaneu  □ Wotamalo
- Pack#________ / Troop#________ / Crew#________
- □ Yes! We DO plan to participate in Popcorn Season.
- □ No. We do NOT plan to participate in Popcorn Season.

## Unit Popcorn Kernel
- Name: __________________________________________
- □ Returning Unit Kernel  □ New Unit Kernel
- Address: __________________________________________
- City: ____________________ State: _______ Zip: _______
- **Phone – Cell: ______________  Work: ______________
- **Email: __________________________________________
  (**Phone # AND Email are required **)

## Unit Treasurer
- Name: __________________________________________
- Address: __________________________________________
- City: ____________________ State: _______ Zip: _______
- **Phone – Cell: ______________  Work: ______________
- **Email: __________________________________________
  (**Phone # AND Email are required **)

## Unit Goals
- Unit Sales Goal: $ _____________________
- Individual Scout Sales Goal: $ __________
- Estimated # of Scouts selling: ___________

## Unit Popcorn Planning
- (Units sell more product by participating in all three ordering options!)
- Sales Type(s):
  - □ Show-n-Sell, Take Order & Online
  - □ Show-n-Sell
  - □ Take Order
  - □ Online (Highly Encouraged)
- Incentive Options:
  - (check ONLY one)
    - □ Prizes  OR  □ 2% cash

- Date of Popcorn Kickoff: ______________
- Time of Kickoff: _______________
- Location of Kickoff: __________________
- Date of Popcorn Order Turn-in: ______________
- Delivery Location:
  - (check ONLY one)
    - □ Bloomington
    - □ Canton
    - □ East Peoria
    - □ Lincoln
    - □ Ottawa
    - □ Peoria
    - □ Pontiac
    - □ Princeton

## Key Popcorn Dates
- July 9 & August 13 – Popcorn Kickoff Training District Roundtables
- August 24 – Show-n-Sell Orders Due
- September 11 – Popcorn Sale Begins
- September 10, 11, 12 – Show-n-Sell Distribution
- **October 23 – LAST DAY to Return Popcorn**
- October 26 – Take Order, Orders Due
- November 12, 13, 14 – Take Order Distribution
- December 4 – FINAL Payment Due to Council

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*QUESTIONS?? → Contact the W. D. Boyce Council Popcorn Team*

Popcorn@WDBoyce.org | www.wdboyce.org/popcorn

## 2020 POPCORN CALENDAR

<table>
<thead>
<tr>
<th>DATE</th>
<th>ACTIVITY</th>
</tr>
</thead>
<tbody>
<tr>
<td>July 9</td>
<td>Popcorn Kickoff Training District Roundtable</td>
</tr>
<tr>
<td>July 31</td>
<td>Commission Incentive DEADLINE - Program Planning</td>
</tr>
<tr>
<td>August 13</td>
<td>Popcorn Kickoff Training District Roundtable</td>
</tr>
<tr>
<td>August 24</td>
<td>Show-n-Sell Orders DUE</td>
</tr>
<tr>
<td>September 11</td>
<td>Popcorn Fundraiser Begins!</td>
</tr>
<tr>
<td>September 10, 11, 12</td>
<td>Show-n-Sell Distribution Weekend</td>
</tr>
<tr>
<td>October 23</td>
<td>Last Day to Return Popcorn</td>
</tr>
<tr>
<td>October 26</td>
<td>Take Order, Orders DUE</td>
</tr>
<tr>
<td>October 26</td>
<td>Prize/Patch Orders DUE / Top Seller Scouts DUE</td>
</tr>
<tr>
<td>November 12, 13, 14</td>
<td>Take Order Distribution Weekend</td>
</tr>
<tr>
<td>November 20</td>
<td>LAST DAY for Invoice corrections / adjustments</td>
</tr>
<tr>
<td>December 4</td>
<td>FINAL Payment Due to Council</td>
</tr>
</tbody>
</table>
Please Mark Your Distribution Location

You will be expected to physically count and sign for all Popcorn you pick up up at your distribution location.

**Lincoln ~ Heritage Packaging**
1576 1030th Avenue
Lincoln, IL 61656

**Pontiac ~ Kelly Sauder Rupiper/John Deer**
805 E. Howard Street
Pontiac, IL 61764

**Princeton ~ Ace Hardware Distribution Center**
2123 N. Euclid Avenue
Princeton, IL 61656

**East Peoria ~ Federal Warehouse**
EP 200 National Rd
East Peoria, IL 61611

**Peoria ~ Production Shop**
2029 W Townline Road
Peoria, IL 61615

**Ottawa ~ Clover Technologies**
4200 Columbus Avenue
Ottawa, IL 61350

**Canton ~ Tartar Feed**
1240 S. 4th Avenue
Canton, IL 61520

**Bloomington, IL**
Unconfirmed

**Lincoln ~ Heritage Packaging**
1576 1030th Avenue
Lincoln, IL 61656
## COMMISSIONS

### FOR TRADITIONAL SALES (Show-n-Sell, Show-n-Deliver, Take Order)

<table>
<thead>
<tr>
<th>30%</th>
<th>BASE COMMISSION</th>
</tr>
</thead>
</table>

#### PROGRAM PLANNING
- Submit a complete Program Plan packet by 7/31/2020 including:
  - Unit Succession Plan
  - Unit 2020-2021 Budget
  - Unit 2020-2021 Calendar
  - 2020 Unit Popcorn Commitment Form completed with Unit Popcorn Kickoff before October 1, 2020
  - 2020 Friends of Scouting Campaign completed* & 2021 Friends of Scouting Presentation Date

* Friends of Scouting Presentation made to Unit whether in-person or online

<table>
<thead>
<tr>
<th>3%</th>
<th>MEMBERSHIP GROWTH</th>
</tr>
</thead>
</table>

Increase registered youth members by 20% by September 30, 2020. By September 30, 2020: the Unit has an increase in total number of registered youth members as compared to the total youth members registered on your 2020 Recharter**. Any new youth applications must be submitted, defect-free, paid by 9/30/2020 in order to be counted towards the percent increase.

**Don't know your total youth members registered on your 2020 Recharter, call your District Commissioner or District Executive.
Example:
Recharter with 20 Registered youth members; you will need 24 Registered youth members by September 30, 2020.
0.1 - 0.4 will round down to the nearest whole number; 0.5 - 0.9 will round up to the nearest whole number.

<table>
<thead>
<tr>
<th>5%</th>
<th>Total Potential Commission (Prize Option Units)</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>38%</th>
<th>Cash Option</th>
</tr>
</thead>
</table>

(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.)

<table>
<thead>
<tr>
<th>2%</th>
<th>Total Potential Commission (Cash Option Units)</th>
</tr>
</thead>
</table>

### FOR ONLINE SALES (Online)

| 40% | ONLINE COMMISSION |
2. Click “My Account” in the top right corner of the page.
3. Enter the email and password that was used to commit the unit to sell.
4. Click the “Place Prize Order” button in the bottom right corner of the unit dashboard. This will take the necessary profile information and current sales (including online) and populate them in the prize ordering website allowing for a quick order.

---

**PRIZE OR CASH OPTION**

<table>
<thead>
<tr>
<th>Prize Option</th>
<th>Cash Option</th>
</tr>
</thead>
<tbody>
<tr>
<td>Units participate in prize form program</td>
<td>Units design their own unique prize/incentive program for their Unit</td>
</tr>
<tr>
<td>Units order earned prizes</td>
<td>Units secure own prizes/incentives as outlined in their program</td>
</tr>
<tr>
<td>Top Potential Commission level 38%</td>
<td></td>
</tr>
<tr>
<td>*if earning all Bonus Commissions</td>
<td>Top Potential Commission level 40%</td>
</tr>
<tr>
<td>*if earning all Bonus Commissions</td>
<td>Units still participate in Top Seller Prize Program (see page 13)</td>
</tr>
<tr>
<td>Units still participate in Top Seller Prize Program (see page 13)</td>
<td>Units still participate in Top Seller Prize Program (see page 13)</td>
</tr>
</tbody>
</table>

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**PLACING YOUR PRIZE ORDER**

*Remember, your Unit’s Prize Order is due by October 26, 2020.*

2. Click “My Account” in the top right corner of the page.
3. Enter the email and password that was used to commit the unit to sell.
4. Click the “Place Prize Order” button in the bottom right corner of the unit dashboard. This will take the necessary profile information and current sales (including online) and populate them in the prize ordering website allowing for a quick order.
<table>
<thead>
<tr>
<th>Level 18</th>
<th>Level 17</th>
<th>Level 16</th>
</tr>
</thead>
<tbody>
<tr>
<td>42 - Nintendo Switch</td>
<td>43 - PlayStation 5</td>
<td>44 - Xbox Series X</td>
</tr>
<tr>
<td>45 - Karaoke System</td>
<td>46 - Drone</td>
<td>47 - Sit On Top Kayak</td>
</tr>
<tr>
<td>48 - Tablet</td>
<td>49 - Electric Scooter</td>
<td>50 - 43&quot; Smart TV</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Level 15</th>
</tr>
</thead>
<tbody>
<tr>
<td>39 - Jet Boil Joule</td>
</tr>
<tr>
<td>40 - Dart Zone Pro MK 1.1</td>
</tr>
<tr>
<td>41 - HEXBUG Build Blitz 7 Different Robot Builds</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Level 14</th>
</tr>
</thead>
<tbody>
<tr>
<td>36 - Adventure Camp Package</td>
</tr>
<tr>
<td>37 - Anker Soundcore Liberty Air 2 True Wireless In-Ear Headphones</td>
</tr>
<tr>
<td>38 - LEGO Friends Heartlake City Amusement Pier</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Level 13</th>
</tr>
</thead>
<tbody>
<tr>
<td>33 - LEGO Harry Potter’s Hogwarts Clock Tower</td>
</tr>
<tr>
<td>34 - Carhartt Signature Backpack Cooler</td>
</tr>
<tr>
<td>35 - Xtreme Bots Guardian Bot</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Level 12</th>
</tr>
</thead>
<tbody>
<tr>
<td>30 - Coleman GO!™ 4 Person Tent</td>
</tr>
<tr>
<td>31 - HEXBUG VEX Construction Zone</td>
</tr>
<tr>
<td>32 - LEGO Star Wars Resistance Y-Wing Starfighter</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Level 11</th>
</tr>
</thead>
<tbody>
<tr>
<td>27 - Walkie-Talkie</td>
</tr>
<tr>
<td>28 - LEGO DC Super Heroes Lex Luthor Mech Takedown w/ Batman &amp; Wonder Woman</td>
</tr>
<tr>
<td>29 - Camp Stove w/ Regulator (Fuel not included)</td>
</tr>
</tbody>
</table>

**$650 Instant Prize**

Scouts who sell $650 will receive their choice of a Zing Air Zoom Zooka or a 5-in-1 Survival Tool.

**How to Select Your Prizes**

- Sell any item and receive the Popcorn Sale Patch.
- Sell $100 or more and receive a Popcorn Sale Patch AND any Level 2 Prize.
- Sell $150 or more and receive a Popcorn Sale Patch AND a prize from the level you achieve; or select a combination of prizes from lower levels, as long as the total prize value does not exceed the Level Achieved.
- Parent’s permission and a Whittling Chip or Tootin’ Chip is required to select a knife as your prize.

**Example:** Sales of $575 choose one prize from Level 7 ... OR ... TWO prizes from Level 5 ... OR ... ONE prize from Level 5, ONE prize from Level 4, and ONE prize from Level 2; etc.

Prizes are subject to substitution after consultation with Council and will be of equal or greater value.

**W. D. Boyce Council Code:** 138WDB

**www.wdboyce.org**

For Popcorn Related Questions:
Council Office (309) 673-6136
For Prize Related Questions:
GCC/Keller Marketing (888) 351-8000

**Reach the Summit**

Descriptions of Prizes Available at www.kellerprizeprogram.com
TOP SELLER PRIZE PROGRAM

$5,000  Receive your choice of one Winners Circle OR Super Seller Prize
*Scout only receives ONE prize from the Winners Circle Prizes OR the Super Seller Prize lists. NOT one from each list (see page 14).

$3,000  Receive your choice of one Winners Circle Prize
(see page 14)

$2,000  Receive Golden Kernel Club Membership
All $2000+ 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 perks will be available to and/or presented to the Scout throughout the Golden Kernel Club membership year.

$1,000  Receive invitation to the $1,000 Experience

$650  Bonus Club
Parents/Kernels/Leaders must pick-up their choice of prize at their local W. D. Boyce Service Center. Please be sure to bring the $650 Order Form(s) with you.
$650 instant prizes MUST be picked-up on or before October 26, 2020.

$350  NEW Scout Prize
(Only for Scouts registered between April 1 and September 30, 2020)
How to Enter a Scout Into the Winner’s Circle

1. Click “Winners Circle” on the Dashboard.
2. Select the Scout’s name you want to enter into the Winners Circle. Click “Submit”.
   - Scouts are added through the Scout Seller ID process (please see Kernel Tools, Page 24).
3. Type in the following information: Invoice period (season and year); Total dollars Scout sold; Prize choice; Worksheet verification (this can be a photo of the Take Order sheet, excel document, or anything that shows the total sales for this Scout); Zip code; Name of person picking up prize; and Email of person picking up prize.
4. Click “Submit”.

**Winner’s Circle Prizes**

- **Sell $3,000** Pick a prize from the Winner’s Circle
  - 43” Smart TV
  - Tablet
  - Karaoke System
  - Electric Scooter (Style and color subject to availability)
  - Remote Controlled Camera Drone
  - Sit On Top Kayak (Style and color subject to availability)

- **Sell $5,000** Choose prize from above or one of the following
  - Nintendo Switch
  - PlayStation 5
  - Xbox Series X

**One prize per Scout and subject to availability**
UNIT TOP TEN 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 Training Roundtable
INVOLVE & INFORM Scouts and Scout Parents about Popcorn Program
DEFINE a Unit Reward & Prize Program
ENGAGE all Unit Scouts in the Popcorn Program Fundraiser
ADVERTISE Popcorn Season within your Unit and community
RECOGNIZE Scouts with Popcorn achievements at each Unit meeting
UTILIZE all Popcorn fundraising methods: Online, Show-n-Deliver, Take Order, Show-n-Sell.
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!”

Be safe, courteous & successful!

MY 2020 POPCORN SEASON KICKOFF PLAN

Contact your Unit Serving Executive for Popcorn Season Kickoff ideas.

Find Contact Information on Page 3
UNIT KICKOFF
In-Person
Unit 1234’s Popcorn Season Kickoff
September 11, 2020
6:30 PM
Anywhere Elementary School

GOAL of Unit Popcorn Kickoff Event
Scout Families will depart EXCITED, informed and ready for the 2020 Popcorn Season

Unit Popcorn Kickoff Components:
-
FUN!!
-
Overview the Unit Calendar
Help Scouts & Scout Parents understand how and why Popcorn (Scouts EARN their own way with ONE fundraiser, per year).
-
Snapshot of the Unit Budget
Help Scout Parents understand the value of the activities the Unit has planned for the year.
-
Share the Unit Popcorn GOAL
Give out Popcorn Order Forms, Money Envelopes, Prize Forms, Take to Work Tents, Door Hangers, etc.
-
Scout Training
Empower older Scouts to teach younger Scouts the script, how to dress, how to set up a Show-n-Sell, etc.
Use games as confidence builders and reward each Scout as they learn.
Do not forget to TASTE the popcorn!
-
Print Unit Popcorn Information
Provide an easy-to-read-one-pager for Scout Families to ensure they mark important dates, remember training tips, and encourage Scout Popcorn goal achievement.
-
FUN, FUN, and more FUN!!

Use the Pecatonica River Kickoff Kit to help lead your Unit Popcorn Kickoff!
Contents Include:
- Scout Popcorn Order Forms & Prize Forms
- Take to Work Tents
- Door Hangers
- Individual Money Envelopes
- Unit Money Envelope
- Tasting Kit
- Tote Bag
- Super Saturday Prize (i.e. sample RC car)
- Unit Popcorn Information

Remember:
- Practice Social Distancing
- Wear a Mask
- Use Good Hand Washing Techniques
UNIT KICKOFF

Virtual

Unit 1234's Popcorn Season Kickoff
September 11, 2020
6:30 PM
Online (i.e. Skype, Zoom, etc.)

GOAL of Unit Popcorn Kickoff Event
Scout Families will depart EXCITED, informed and ready for the 2020 Popcorn Season

FUN!! (Even Virually!)

Overview the Unit Calendar
Help Scouts & Scout Parents understand how and why Popcorn (Scouts EARN their own way with ONE fundraiser, per year).

Snapshot of the Unit Budget
Help Scout Parents understand the value of the activities the Unit has planned for the year.

Share the Unit Popcorn GOAL
Give out Popcorn Order Forms, Money Envelopes, Prize Forms, Take to Work Tents, Door Hangers, etc.

Scout Training
Empower older Scouts to teach younger Scouts the script, how to dress, how to set up a Show-n-Sell, etc.
Use virtual games as confidence builders and reward each Scout as they learn (i.e. Popcorn Bingo, Script Videos, etc.)
Create Scout Family Popcorn Kits and deliver them to Scout homes or host a drive-thru pick-up.

Email Unit Popcorn Information
Provide an easy-to-read-one-pager for Scout Families to ensure they mark important dates, remember training tips, and encourage Scout goal achievement.

FUN, FUN, and more FUN!!

Use the Pecatonica River Kickoff Kit to help lead your Unit Popcorn Kickoff and Create Scout Family Popcorn Kits!
Contents Include:
• Scout Popcorn Order Forms & Prize Forms
• Take to Work Tents
• Door Hangers
• Individual Money Envelopes
• Unit Money Envelope
• Tasting Kit
• Tote Bag
• Super Saturday Prize (i.e. sample RC car)
• Unit Popcorn Information
**SALES METHODS**

**Show-n-Sell** (See page 20)
Set up a display table with Popcorn product, Unit signs / banners, Order forms and Popcorn product pricing at a local business, place of worship, or town festival. Have 2-3 Scouts with Scout Parents volunteer to work the table (i.e. asking people to support Scouting via a Popcorn purchase or Military donation).

1. **Select** a location(s) and date(s)/time(s). *Locations with high traffic / visibility work best.*
2. **Secure** the date(s)/time(s) with the location(s) and your Unit calendar.
3. **Place a Show-n-Sell Popcorn Order** by August 24, 2020.
4. **Create** a signup sheet (i.e. Signup Genius) for Scouts and Scout Parents to volunteer for shifts. *Two hours shifts with 2-3 Scouts typically works best.*
5. **Display** Unit banners or signs showing photos of Unit activities.
6. Scouts should **wear uniforms** and **interact with people** as they approach the table using the script. *Remember to say, “Thank you!”*

**Show-n-Deliver** (See page 21)
In uniform, Scouts visit their local neighborhood walking door-to-door with their wagon of Popcorn product and Order Form. They knock on the door and deliver their script asking for the neighbor to support Scouting via a Popcorn purchase or Military donation.

*This is very similar to **Take Order**; however, this method enables ordering and delivery in one visit, rather two visits.*

1. **Place a Show-n-Sell Popcorn Order** by August 24, 2020.
2. **Check-out Popcorn** to Scouts. A check-out system like that of a library with books, works best.
3. **Design** a Neighborhood Visit plan (i.e. what path will you walk) as a Unit, a small groups of Scouts, or as an individual Scout family.
4. **Have a Neighborhood Blitz Day.** Provide walking route maps and have Scout Parents participate with Popcorn inventory vehicles on the same routes.
5. **Track your sales**, using a Popcorn Order Form.

**Take Order**
In uniform, Scouts visit their local neighborhood walking door-to-door with just their Order Form. They knock on the door and deliver their script asking for the neighbor to support Scouting via a Popcorn purchase or Military donation.

*This is very similar to Show-n-Deliver; however, with this method two visits are needed – one for ordering and one for delivery.*

1. **Design** a Neighborhood Visit plan (i.e. what path will you walk) as a Unit, a small groups of Scouts, or as an individual Scout family.
2. **Have a Neighborhood Blitz Day**. Provide walking route maps to Scouts and Scout Parents.
3. **Place a Take Order Popcorn Order** by October 26, 2020.
4. **Deliver Popcorn** AFTER Take Order pickup (Take Order Distribution = November 12-14, 2020).

**Online Sales** (see page 19)
Scouts create an online Popcorn Profile Page via the Pecatonica River website – www.MyPRpopcorn.com. Scouts can send their page to family and friends to gain their support using email and/or social media. *See page 19 for more details on how to set up your account and get started.*
How to Online
Get a jump **START** on your sales.

1. **Obtain an online seller ID.**
   - Contact your Unit leader to get signed up for a seller ID.

2. **Make a list of people you know to ask for support.**
   - With your parent, go through the contact lists of your phone(s) and of your social media friends lists (i.e., Facebook).

3. **Draft your Scout’s Popcorn Script.**
   - Hi, I’m _____________ from ___________ (Pack/Troop #). We’re selling popcorn to raise money for __________. There are many items to choose from. How many would you like?

4. **Create an online video with MyPrPopcorn.**
   - Download the app (MyPRPopcorn) for your Android or Apple device. The app allows you to create a video to share with family and friends to ask for their support.

5. **Ask for support.**
   - Share the Scout’s video via social media or email. Any online sales made at [www.prpopcornstore.com](http://www.prpopcornstore.com) with the Scout’s seller ID will be credited back to the Scout.

6. **Ask for support in the neighborhood.**
   - Ask neighbors and/or community members to support you via door to door sales, pop up booths or community apps like Nextdoor.
   - Have a credit card reader available to help in collecting funds while staying socially distanced.
How to Show-n-Sell

Steps to Success

Step 1 – Setting up locations! Dates, Times….Sign ups & Advertising

- Remember – Don’t set a date BEFORE you get your Show-n-Sell Product – September 10-12.

Step 2 – Popcorn Products…. Ordered by August 24th … by the CASE!

- Learn “what to order” by contacting the Popcorn Team or reviewing previous years’ orders.

Step 3 – Still Advertising and Getting Sign ups!

Step 4 – Reminder Actions & Pre Show-n-Sell Event Actions.

- Send reminders to those who signed up via email, social media, unit website, phone calls and texts (time, location to meet, uniform attire, comfy shoes. etc.).
- Preparing the Show-n-Sell Event supplies- Popcorn product, Show-n-Sell Order Forms, inventory count, pens, credit card processors, water cooler, etc.

Step 5 – The Show-n-Sell Event Actions.

- Make sure each Scout signs in and signs out so that they receive proper credit.
- Do not open CASES until you need them – remember FULL, UNOPENED cases can be returned.
- Track each purchase / donation on the “Show-n-Sell Tracking Order Form.” Use this Form to reconcile the inventory counts and ultimately credit dollars earned, to Scouts.

Step 6 – Post Show-n-Sell Event Actions.

- Crediting Show-n-Sell sales DOLLARS (not Products) to Scouts (see examples below).
- Remember that you CANNOT allocate more dollars in Show-n-Sell than what you ordered.

<table>
<thead>
<tr>
<th>30,000 Feet</th>
<th>10,000 Feet</th>
<th>Ground Level</th>
</tr>
</thead>
<tbody>
<tr>
<td>Take Total for ALL Show-n-Sell events. Divide out among participating Scouts by the hour.</td>
<td>Take Total for that day or that event. Divide out among participating Scouts by the hour.</td>
<td>Credit Scout for individual Scouts sales. (Units where Popcorn Kits are used or to address behavior issues.)</td>
</tr>
</tbody>
</table>

Have questions? Contact Popcorn @ wdboyce.org / (309)-828-6983 / (309)-673-6136
HOW TO SHOW-N-DELIVER/ NEIGHBORHOOD BLITZ

STEPS TO SUCCESS

Step 1 – Select your Date(s) & Time(s). Construct your maps (i.e. walking areas). Start Sign-ups.

Step 2 – Popcorn Products…. Ordered by August 24th … by the CASE!

Step 3 – STILL Advertising and Getting Sign Ups!

Step 4 – Reminder Actions & Pre Show-n-Deliver Event Actions
- Send reminders to those who signed up via email, social media, unit website, phone calls and texts (time, location to meet, uniform attire, comfy shoes. etc.).
- Preparing the Show-n-Sell Event supplies- Popcorn product, Show-n-Sell Order Forms, inventory count, pens, credit card processors, water cooler, etc.

Step 5 – During the Show-n-Deliver Actions
- Handout Show-n-Deliver Order Forms & walking Maps (print Google maps) to each group of Scouts and Scout Parents and establish a ‘meet back’ time / location.
- Distribute Popcorn Product to the Scout Parent ‘drivers’.
  
  TIP: Collect Scout Order Forms and tally the totals so you have a good idea where the Unit is in relationship to the Unit Popcorn goal.
  
  TIP: Teach map and compass skills as you walk the mapped walking routes.

Step 6 – Post Show-n-Deliver Event Actions are the same as Post Show-n-Sell Event Actions (see page 18)

21 Have questions? Contact Popcorn @ wdboyce.org / (309)-828-6983 / (309)-673-6136
**KERNEL TOOLS**

**HOW TO CREATE AN ACCOUNT**

- Navigate to [http://prpopcorn.com](http://prpopcorn.com)
- Click “My Account”
- Click on “Create Unit Profile”
- Enter your Council Key (provided by your council)
- Choose your District from the dropdown menu (the Unit type will populate based on the number you choose)
- Enter a username for the account (this does not need to be an email address as in previous years, but it must be unique)
- Enter a password for the account
- Enter the remaining profile information including the email address where all confirmation emails for the account will be sent
- Click “Submit”
- You will need to log into your newly created account to complete the commitment process by answering your participation status in the sale and choice of commission options

**TIP**: Learn to use Scout Boss Popcorn System – Find a tutorial video here: [https://pecatonicariverpopcorn.com/tutorialVideoLinks.html](https://pecatonicariverpopcorn.com/tutorialVideoLinks.html)

**HOW TO ACCESS YOUR ACCOUNT**

- Go to [http://prpopcorn.com](http://prpopcorn.com)
- Click on “My Account”
- Enter in your username and password
- Once in the system, you will see your dashboard
KERNEL TOOLS
HOW TO UPDATE MY PROFILE

❯ Click on “Unit User” in the top right hand corner of the screen

❯ Your profile information will display
❯ To update or change your profile, click “Edit Profile”
❯ If you would like to change your password, click “Change Password”

HOW TO PLACE AN ORDER

❯ Click “New Order” on the Dashboard
❯ Choose what type of order you are entering (Take Order/Show-n-Sell), as well as pick up location
KERNEL TOOLS

- You will then be able to enter in your order
- Remember:
  - Show-n-Sell orders = enter in as cases (If you are unsure of how many containers are in a case per product, please see “Helpful Tips” on PRPopcorn home page.)
  - Take Orders = enter in as containers
- At the bottom of the order form, you have the ability to add any notes/comments to the order
- Click “Submit Order” to place your order

**if you do not hit Submit Order, your order will not be placed**

HOW TO EDIT / VIEW AN ORDER

- Click “Manage Orders” on the Dashboard
- Here you will see a list of orders you have placed
KERNEL TOOLS

• You can only edit an order if the order status says “Submitted by Unit”
  Once your order is approved by District, Council, or PRP, you will no longer be able to edit your order
• If you are able to edit your order, click on “Details” and then “Edit Order”
• Here you are able to change the quantities and any notes that were added
• Once finished, click “Submit Order”

  **if you do not hit Submit Order, your order will not be updated**

HOW TO TABULATE MY ORDER?

1. Click “Worksheet Tool” on the Dashboard
2. Select the blue “Download Worksheet Tool” link
3. Save the excel file anywhere on your device
4. Once file is open, enter in the Unit information, Scout names, and product quantities that each Scout sold
5. The totals at the bottom of the page are what you enter into the Popcorn order form to place your Popcorn order

  **TIP:** Use Kernel Tracker to help manage Unit inventory – Find a tutorial video here:
  https://pecatonicariverpopcorn.com/tutorialVideoLinks.html
How to Enter / View / Edit a Scout for Online Sales (Seller ID)?

- Click “Scout Seller IDs” on the Dashboard
- A list of Scouts with current Seller’s ID’s will populate
  - You do not have to enter a Scout every year for a new Seller ID
  - Scouts can use the same ID year after year while with this unit

To add a new Scout, enter in the required fields (white boxes at the top):

- First Name
- Last Name (only the first two letters of his/her last name)
- Parent/Guardian email address

- Click “Add”. A random Seller ID will be populated and an email will be
  sent to the parent/guardian letting them know their Scout’s Seller ID

- You may edit a Scout’s information by click on “Edit”
  - Only a Scout’s first/last name and email can be edited

  **The Seller ID cannot be changed**

- If a Scout is no longer selling popcorn, you may inactivate him/her which will hide all
  information tied to that Scout. If at any time you need to view that Scout’s information
  again, you simply click on “Inactive Scouts”

**TIP**: Watch tutorial video (Scout Seller ID) on how to enter a Scout for a Seller ID;
including how to RESEND the Seller ID email – Find a tutorial video here:
https://pecatonicariverpopcorn.com/tutorialVideoLinks.html
KERNEL TOOLS

WHAT IS INCLUDED IN THE TOP HEADER?

❖ Dashboard
  - Select this at any time to go back to the dashboard.

❖ Sales Season
  - Add/edit/view any orders placed during the fundraiser year.
  - Commit to each order type (Show-n-Sell or Take Order).
  - Print an invoice

❖ Scouts
  - Add/view all Scouts
  - Edit Scouts information
  - Enter in Winner’s Circle prize
  - Activate/inactive Scouts

❖ Reports
  - Pick Tickets
  - Online Invoices
  - Remaining Balance
  - Sales Summary
  - Commission Matrix – this Report shows the Commission percent assigned to the unit. Contact popcorn@wdboyce.org if there are questions.

❖ Files
  - PDFs of Order Form, Take to Work Tents, and Door Hangers
  - Product Images to use when setting up a ‘store’ within the credit card reader (i.e. Square).
  - Facebook Frames https://www.facebook.com/help/iphone-app/1476775522631878 (keyword ‘Pecatonica’)
  - Social Distance Selling Best Practices
PRODUCT MIX

Chocolate Lover’s 5 Way, $60
Our Chocolate Lovers tin features 5 sweet treats that you can’t resist!
- Caramel Treasures - Caramel covered with chocolate
- Mint Treasures - Chocolate with a minty center
- White Ruby - Popcorn, cranberries and white fudge
- Peanut Butter Cup - Milk chocolate and peanut butter mixed together
- Coconut Rain - Caramel corn, rich fudge, almonds and toasted coconut

Microwave Butter (16 PK), $20
Take advantage of this convenient way to enjoy freshly popped taste with a rich butter flavor.

Classic Caramel, $15
Glazed to perfection with real butter and brown sugar to create a flavor to remember, with a crunch you can’t forget.

Microwave Sea Salt Light (18 PK), $20
Tender white popcorn with a sprinkle of sea salt.

Cheese Lover’s 4-way, $40
Cheese, cheese and more cheese! A combination that will satisfy any cheese lover’s appetite.
- Cheddar Cheese - Wisconsin cheddar corn
- Jalapeño Cheese - Feisty jalapeño cheddar, a hot twist on an old favorite
- Buffalo Ranch - Spicy buffalo flavor along with tangy ranch
- White Cheddar - White cheddar and a subtle hint of black peppercorn

Microwave Kettle Corn (18 PK), $20
Experience the combination of the sweet, yet salty flavor of Kettle Corn anytime.

Microwave Butter (16 PK), $20
Take advantage of this convenient way to enjoy freshly popped taste with a rich butter flavor.

Cheddar Cheese, $20
Made with real Wisconsin Cheddar Cheese. Each freshly popped kernel is a savory blend of cheeses that will keep you coming back for more.

Microwave Sea Salt Light (18 PK), $20
Tender white popcorn with a sprinkle of sea salt.

Sea Salt Splash, $25
Caramel popcorn dunked in dark fudge and sprinkled with a splash of sea salt. If you have never tried this combination, you don’t know what you’re missing.

Microwave Kettle Corn (18 PK), $20
Experience the combination of the sweet, yet salty flavor of Kettle Corn anytime.

Peanut Butter Cup, $25
Two great flavors that taste great together. A melt in your mouth combination of milk chocolate and peanut butter.

Jalapeño Cheese, $20
The unmistakable zip of jalapeño pepper gives this feisty popcorn flavor its heat. Perfect for those who like their snacks with a little kick.

Cheese Lover’s 4-way, $40
Cheese, cheese and more cheese! A combination that will satisfy any cheese lover’s appetite.
- Cheddar Cheese - Wisconsin cheddar corn
- Jalapeño Cheese - Feisty jalapeño cheddar, a hot twist on an old favorite
- Buffalo Ranch - Spicy buffalo flavor along with tangy ranch
- White Cheddar - White cheddar and a subtle hint of black peppercorn

Classic Caramel, $15
Glazed to perfection with real butter and brown sugar to create a flavor to remember, with a crunch you can’t forget.

Mud Puddles, $15
A sweet combination of our rich and buttery caramel corn and crushed peanuts coated in rich creamy fudge.

Milk Chocolate Pretzels, $25
If you like sweet and salty flavors, then you’ll love these Chocolate Covered Pretzels!

Yellow Popping Corn, $10
America’s healthiest snack in a resealable Popcorn Stars and Stripes tub! Pops up tender for that fresh popcorn taste you’re craving.

Military Donation, $25
Send the gift of popcorn to our military men & women, their families and veterans’ organizations. The popcorn will be shipped directly and is not available for local delivery.

Food Bank Donation, $25
Send the gift of popcorn to Food Banks. The popcorn will be shipped directly and is not available for local delivery.
HELPFUL TIPS AND TRICKS FOR SCOUTS AND THEIR PARENTS!

Popcorn Season starts on: September 11, 2020

SUGGESTED 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.”

NEVER enter anyone’s house
ALWAYS walk in pairs, in uniform, accompanied by an adult
ASK for your parents to help you collect orders at their workplace
DON’T walk after dark or carry large amounts of cash

REMEMBER to wear your mask, use hand sanitizer, and practice social distancing

• KNOW the date range you will deliver their Popcorn order
• KNOW the Pack, Troop or Crew you are in

• ASK (call/email) your relatives to order online
• Say THANK YOU to every person you visit, even if they don’t purchase Popcorn
• KNOW why you are selling Popcorn (summer camp, Adventure Camp, High Adventure, etc...)
POPCORN ONLINE!

Pecatonica River Popcorn gives you the ability to sell to relatives and friends online! Reaching sales goals are that much more attainable as you are no longer confined geographically.

**FOLLOW THE STEPS BELOW…**

1. Contact your Unit Popcorn Kernel and let them know that you want to register to sell online.
   a. You will need to provide a home email address to receive your Seller’s ID and confirmations when orders have shipped with your Seller’s ID.

2. When your Unit Popcorn Kernel signs you up for a Seller’s ID, the following email will be sent to the email address you provided. This email can be forwarded on to family and friends to help support you and your Unit for the popcorn sale.

My PR Popcorn is a secure, online platform that helps Scouts and their parents sell more popcorn by easily promoting their sale to family and friends online using your own custom profiles. Scout profiles can be setup and managed using your Android device, iPhone or web browser.

With the My PR Popcorn app, simply select “Share Profile” at the top of the My Profile page to share it using any email or social media account set up on your phone. When customers visit a Scout’s profile, they can select the “Support Me Now” button on your profile page that will take them to the online Pecatonica River store.

**Want to Get Started?**
1. Download the My PR Popcorn app on the Apple App store or Google Play store.
2. Create your Scouts Profile being sure to use the Seller ID XXXXXX.
3. Share with family and friends.

**Want to Reach Those not on Social Media?**
1. Copy the content in the box below.
2. Paste the copied content into an email message (Including the shop now button).
3. Add a custom message and sign your name

Please support me and Scouting by ordering some of our finest flavor combinations. Pecatonica River Popcorn allows you to choose from popcorn, pretzels, candy, trail mix or coffee all with FREE shipping. You may also choose to send a taste of home to our U.S. Military men and women by purchasing a Popcorn Military Donation. These donations are available in denominations from $10-$100 and ship direct from Pecatonica River Popcorn to men and women in the U.S. Military.

60% of your purchase goes back to my Unit and Council to help instill the very values that have made Scouting a time-honored tradition for over 100 years.

Thank you for your support,

Bill Jim
Seller ID: XXXXXX

3. You will receive an email letting you know of your sales each time an order ships that is associated with your Seller ID so that you can track your progress.