The annual popcorn sale remains an excellent opportunity for Scouts and units to fund their entire Scouting programs. With the rising cost of membership fees, a successful popcorn sale is critical to the stability of our units. The pandemic provided some significant challenges and changes to our traditional approach to selling last year which allowed us to analyze how we sell and implement new strategies. By utilizing a combination of these sales strategies below and the tried-and-true methods of pre-pandemic sales, Scouts and units have a great opportunity to create success in the popcorn sale this fall.

**Door to Door Sales** – Units will receive a supply of custom designed door hangers that Scouts can utilize to aid their door-to-door sale efforts. Each door hanger allows for a customer to select what products they want to buy, and for the Scout to communicate when they will be back to collect the door hanger, as well as their contact info to arrange for contactless delivery, if desired.

**Wagon Sales** – Increase sales and save time with the wagon sale method! Equip your Scout families with a supply of popcorn from your show and sell inventory that they can take to each house with them. Potential customers are more likely to buy when the product is visible and they can accept immediate delivery. Plus, families no longer have to return weeks later to each house to deliver the orders! This is a proven method that will significantly improve your sale!

**Show & Sells** – This method is a lot like an “old school” lemonade stand. 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. Units will receive a supply of popcorn yard signs to promote Show & Sells.

**Online Sales** – Individual Scouts will continue to have the ability to sell online to customers, both locally and abroad through Pecatonica’s online store. This method increased by 50% last year with more room to grow! The product lineup for online sales has been expanded, product is delivered directly to the customers door, and shipping is free. You will receive a unique seller ID shortly before the sale starts along with a couple templates for email and social media posts.
Popcorn Timeline

Utilize the dates and timeline below to aid in planning for your unit’s popcorn sale.

**JULY 2021**
- 7/22 – Popcorn University on leadscouting.org

**AUGUST 2021**
- 8/2 – Online Store Opens
- 8/5 – Popcorn/Join Scout Night Kickoff East, 7:00pm at Stark State College in North Canton
  Here you will pick up your tasting kits, order forms, yard signs, and more!
- 8/12 – Popcorn/Join Scout Night Kickoff West, 7:00pm at Gorman Rupp in Mansfield
  Here you will pick up your tasting kits, order forms, yard signs, and more!
- Late August / Early September – Hold Unit Kickoff

**OTHER AUGUST TIPS:**
- Receive Popcorn Sales materials
- Finalize your unit program plan, budget, & goals
- Confirm sites for Show & Sell and Drive Thru Sales
- Read the weekly “What’s Poppin’” Buckeye Council Newsletter for tools, tips, and news of the sale
- Determine Show & Sell order and enter into Pecatonica website

**SEPTEMBER 2021**
- 9/6 by 11:59pm – Show & Sell popcorn orders due by 11:59pm
- 9/17 and/or 18 – Show & Sell Pick Up (date and location depends on district)
- 9/18 – All Out Blitz begins
- Hold unit kickoff if haven’t already

**OCTOBER 2021**
- 10/4 – All Out Blitz ends, forms due 10/4 by 5pm
- 10/28 – Unopened cases return in Mansfield (Gorman Rupp, 100 Rupp Rd., Mansfield)

**OTHER OCTOBER TIPS:**
- Make sure each family is equipped with sales materials and is familiar with deadlines
- Provide weekly promotion to Scouts and their families to create ongoing excitement
- Conduct Show & Sell and/or Drive Thru sales events
- Ensure each family has enough popcorn to be successful with Show & Deliver and/or Pop-Up shops
- Collect copies of all order forms and prize details from each Scout with enough time to enter orders

**NOVEMBER 2021**
- 11/1 – Unopened cases return in Canton (People’s Services, 1250 Main St., Navarre)
- 11/1 – Final popcorn orders due by 11:59pm
- 11/1 – Final prize orders due by 11:59pm
- 11/12 and/or 13 – Popcorn Order Pick Up (date and location depends on district)

**OTHER NOVEMBER TIPS:**
- Confirm additional volunteers to help pick up product at distribution site and to sort for each Scout

**DECEMBER 2021**
- 12/9 – Popcorn Money Due

**OTHER DECEMBER TIPS:**
- Distribute prizes to Scouts in a timely fashion
Council Level Popcorn Team

<table>
<thead>
<tr>
<th>District</th>
<th>Name</th>
<th>Phone</th>
<th>Email</th>
</tr>
</thead>
<tbody>
<tr>
<td>Harding</td>
<td>Amber Brubaker</td>
<td>(614) 483-5131</td>
<td><a href="mailto:wabrubaker@gmail.com">wabrubaker@gmail.com</a></td>
</tr>
<tr>
<td>Hetuck</td>
<td>Sarah Biltz</td>
<td>(330) 473-9872</td>
<td><a href="mailto:sarah.biltz@scouting.org">sarah.biltz@scouting.org</a></td>
</tr>
<tr>
<td>Johnny Appleseed Trail</td>
<td>Jeff Secriskey</td>
<td>(419) 545-3164</td>
<td><a href="mailto:jas6399@gmail.com">jas6399@gmail.com</a></td>
</tr>
<tr>
<td>Killbuck</td>
<td>Tony Arends</td>
<td>(330) 601-3920</td>
<td><a href="mailto:ajarends8@gmail.com">ajarends8@gmail.com</a></td>
</tr>
<tr>
<td>Netawotwes</td>
<td>Barb Rupe</td>
<td>(330) 339-5951</td>
<td><a href="mailto:Barb.sews@yahoo.com">Barb.sews@yahoo.com</a></td>
</tr>
<tr>
<td>Sandy Beaver</td>
<td>Claudia Barr</td>
<td>(330) 323-8236</td>
<td><a href="mailto:bartleymom@roadrunner.com">bartleymom@roadrunner.com</a></td>
</tr>
<tr>
<td>Council Kernel</td>
<td>Mike Beels</td>
<td>(330) 323-6347</td>
<td><a href="mailto:mkjbeels@yahoo.com">mkjbeels@yahoo.com</a></td>
</tr>
</tbody>
</table>

The Unit Kernel’s Role

Keep Everyone Motivated – The unit kernel is the chief-cheerleader and morale officer. Keep things fun to keep the Scouts interested.

Learn About the Sale – Be familiar with the popcorn program, including the products available, key calendar dates, and special incentives.

Set a Goal – With your unit’s leadership and based on your unit’s annual program plan, set a sales goal. This is one of the most often skipped steps of the sales planning process! Based on your overall goal, and with the help of your district’s popcorn team, figure out how to achieve it.

Hold a Unit Kickoff – Plan and conduct Unit Popcorn Kickoff to communicate the program and goals to your Scouts and their families. Get everyone excited, motivated, and focused on getting every Scout involved. How the sales materials are presented is a huge factor in how successful the sale is. So, organizing a good kick off is one of the most important parts of the kernel’s job. Don’t be one of those units that just puts forms on a table in the back of the room for Scouts to pick up on their way out.

Organize Unit Efforts – If the unit is going to have a drive thru sale or blitz day, be prepared to get parents’ help with staffing the event. Know your dates and locations up front so that Scouts and parents can sign up at the kickoff. Also, communicate key dates to all Scouts and families. When setting deadlines, make sure you have enough time to put it all together.

Place Orders and Distribute Popcorn – Collect and make your unit’s order, pick up product, distribute products, and collect money. Payment is due, by check (no credit cards), on or before December 9.
Popcorn Distribution Dates

**August Material Pickup**

**Canton Pickup**
- 8/5, 7:00pm
- Stark State College
- 6200 Frank Ave NW
- Canton, OH 44720

**Mansfield Pickup**
- 8/12, 7-9pm
- Gorman Rupp
- 600 S Airport Rd
- Mansfield, OH 44903

These are by location, not by district so you can choose to pick up your popcorn and recruitment materials at either location!

Here you will also pick up recruitment supplies!

**Show & Sell (Initial Order) Pick Up**

**Harding Area**
- 9/17, 4-6pm (sorting), 6-9pm (pickup)
- Sika Warehouse
- 3333 Harding Highway
- Entrance D, Marion

**Hetuck**
- 9/17 from 4-6pm
- People's Services in Canton
- 2207 Kimball Rd SE, Canton, OH 44707

**Killbuck**
- 9/17, 2-6pm (sorting)
- 9/18, 8-12pm (pickup)
- Jarrett Companies Warehouse
- 1781 N Main St, Orrville, OH 44667

**Netawotwes**
- 11/13 from 8-10am
- Marsh Industries
- 2301 E. High Ave, New Philadelphia

**Johnny Appleseed Trail**
- 9/17, 6-9pm (sorting & pickup) and 9/18, 8-12pm
- Gorman Rupp Warehouse
- 100 Rupp Rd, Mansfield

**Sandy Beaver**
- 9/17 from 4-6pm by appt.
- Butech Bliss
- 887 S Broadway Ave
- Salem Ohio 44460

**Take Order (Final Order) Pick Up**

**Harding Area**
- 11/12, 4-6pm (sorting), 6-9pm (pickup)
- Sika Warehouse
- 3333 Harding Highway
- Entrance D, Marion

**Hetuck**
- 11/12 from 4-6pm
- People's Services in Canton
- 2207 Kimball Rd SE, Canton, OH 44707

**Killbuck**
- 11/12, 6-9pm (sorting)
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- 11/12 from 4-6pm by appt.
- Butech Bliss
- 887 S Broadway Ave
- Salem Ohio 44460
Unit Commission 31%

Unit Commission 30%

Unit Commission 30%

Unit Commission 9%

Product Line Up

**YELLOW POPPING CORN**
America’s healthiest snack food in a re-sealable Popcorn Stars & Stripes tub! Pops up tender for that fresh popcorn taste you’re craving.
Net Wt. 2 lbs. ▲ $10 0

**CLASSIC CARAMEL CORN**
Glazed to perfection with real butter and brown sugar to create a flavor to remember, with a crunch you can’t forget.
Net Wt. 8 oz. ▲ $10 0

**BUTTER MICROWAVE (16 PACK)**
Take advantage of this convenient way to enjoy a freshly popped taste with a rich butter flavor. 0 grams of trans fats.
Net Wt. 40 oz. ▲ $20 0

**KETTLE CORN MICROWAVE (16 PACK)**
Experience the combination of the sweet, yet salty flavor of Kettle Corn anytime. 0 grams of trans fats.
Net Wt. 40 oz. ▲ $20 0

**CHEDDAR CHEESE**
Made with real cheddar cheese. Each freshly popped kernel is a savory blend of cheeses that will keep you coming back for more.
Net Wt. 7 oz. ▲ $20 0

**JALAPEÑO CHEESE**
The unmistakable zip of jalapeño pepper gives this feisty popcorn flavor its heat. Perfect for those who like their snacks with a little kick.
Net Wt. 7 oz. ▲ $20 0

**SEA SALT SPLASH**
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.
Net Wt. 16 oz. ▲ $20 0

**PEANUT BUTTER CUP**
Two great flavors that taste great together. A melt in your mouth combination of milk chocolate & peanut butter.
Net Wt. 16 oz. ▲ $20 0

**MUD PUDDLES**
A sweet combination of our buttery caramel corn & crushed peanuts coated in rich creamy fudge.
Net Wt. 16 oz. ▲ $20 0

**TRAIL MIX**
This flavorful treat has cashews, peanuts, almonds, chocolate candies, raisins, dried cranberries and sunflower seeds.
Net Wt. 15 oz. ▲ $20 0

**CARAMEL WITH SEA SALT**
Caramel corn made with real butter, brown sugar and the perfect amount of sea salt. The crunchy, sweet and salty combination will leave you wanting more.
Net Wt. 16 oz. ▲ $25 0

**MILK CHOCOLATEY PRETZELS**
If you like sweet and salty flavors, then you'll love these chocolate covered pretzels!
Net Wt. 16 oz. ▲ $25 0

**WHITE CHOCOLATY PRETZELS**
Crunchy and delicious, these pretzels are generously covered making these a perfect salty and sweet snack option.
Net Wt. 16 oz. ▲ $25 0

**DOUBLE BUTTER MICROWAVE (30 PACK)**
Bring the taste of the theater home with this buttery popcorn snack. Each package is bursting with twice the buttery flavor.
Net Wt. 7.5 oz. ▲ $30 0

**HOMETOWN HEROES TRIO**
Everyone’s favorite blend of sweet & savory, a snack you won’t be able to put down. Mix them together for a Chicago style treat, or enjoy them individually.
Caramel Corn, Cheddar Cheese, Natural Net Wt. 19 oz. ▲ $30 0

**CHEESE LOVER’S**
Cheese, cheese and more cheese! A combination that will satisfy any cheese lover’s appetite.
Cheddar Cheese, Jalapeño Cheese, Buffalo Ranch, White Cheddar
Net Wt. 20 oz. ▲ $40 0

**CHOCOLATE LOVER’S**
Our Chocolate Lover’s tin features 5 sweet treats that you can’t resist!
Milk Chocolatey Pretzels, White Chocolaty Pretzels, White Rocky, Peanut Butter Cup, Coconut Rain
Net Wt. 60 oz. ▲ $50 0

**MILITARY DONATION**
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.
$25
Paddle the Popcorn River

Paddle the Popcorn River is a new web-based, interactive activity that was developed by Pecatonica River Popcorn. The purpose is to offer a fun way to educate your sellers using general popcorn knowledge. Completion of the activity will get the Scout a unique certificate. This is a great activity to use at your unit kickoffs or for families at home!

Click Here to Play the Interactive Activity!
Sales Goals

Before you get started, create a unit goal and a per Scout goal! This will help guide how much popcorn to sell!

$ total activities for the year / 31% = $ unit goal
example: $10,000 / 31% = $32,258

$ unit goal / # Scouts = $ per Scout goal
example: $32,258 / 50 Scouts = $645

Selling Strategies for 2021

DOOR TO DOOR SALES

Scouts who sell to other homes in their neighborhood tend to have the highest positive response from customers. This is the BEST way to sell popcorn!

STEPS TO SUCCESS

Show and Deliver aka Wagon Sales – Scouts who sell door to door with product in hand have a higher rate of sales than using the order form to collect orders. Show and Deliver is just like Take Order sales, but you don’t have to make the return trip back to houses! You bring along the product as you sell it door-to-door. When a sale agreement is reached, the Scout goes out 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, the Scout uses the Take Order method and returns with the ordered product at a later time. To participate in Show and Deliver, you need to order Show & Sell popcorn. Orders due 9/6.

What’s Take Order? This method involves Scouts going door-to-door to take orders for popcorn. 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. Do not fill Take Orders from Show and Sell and Show and Deliver inventory until after the sale.

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 a Scouts’ Pop-Up Shop to purchase product in person

Signs – Set out signs directing potential customers to your Pop-Up Shop, similar to promoting a Garage Sale. Get yard signs from your popcorn kernel or at any Buckeye Council Service Center
Selling Strategies for 2021

DOOR TO DOOR SALES (continued)

SAMPLE SCRIPT

“Hello, my name is _________ and I’m with Pack/Troop _____.
I am trying to earn my way to _________ and support our camp programs.
I have many DELICIOUS flavors of popcorn and _________ is my favorite
because __________! Can I count on your support to help fund my adventures?”

SHOW & SELL

This method is a lot like an “old school” lemonade stand. 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. Units will receive a supply of popcorn yard
signs to promote Show & Sells.

STEPs TO SUCCESS

Identify Locations – Look for high traffic locations with good visibility for potential customers to find you. Great spots might include stores, parking lots, movie theaters, shopping centers, ball fields, after church on Sunday, or your chartered organization!

Initiate conversation with location – Contact the desired location where you would like to have a Show & Sell sale and see if you can set up a location in a high traffic area in front of the store. If they won’t allow a sale in front of the store, see if you can do a Drive Thru Sale in the back of the parking lot!

Marketing & Promotion – Each unit will receive a 24” x 48” Vinyl Banner and popcorn specific yard signs for you to advertise your booth, plus multiple popcorn yard signs! Scouts should be in uniform and have product on hand.
Selling Strategies for 2021

DRIVE THRU SALES

The drive thru sale plan can be done virtually anywhere. By asking retail locations, your chartered organization, or other venues to provide space in the parking lot where customers can drive up, place and receive an order, then drive away, provides convenience and a low-pressure option to customers. Yard signs and vinyl banners will be provided to promote drive through sale locations.

Other Tips & Tricks –
• Have customer remain in vehicle
• Utilize the door hanger for the customer to write down their order or create a simple order form
• Minimize contact by using a bin or tray to place popcorn and money in to handle the transaction between customer and Scouts. Consider something that can be easily cleaned between transactions.
• Keep stock of popcorn under table to limit contact and shade from sunlight & only pull-out product requested by customer or consider using coolers without ice for storing chocolate varieties
• Encourage cashless transactions if possible
• Assign jobs for the entire day (i.e. 1 person is handling money, 1 is handling popcorn)
• Use posters to advertise price and sales goals that also encourage social distancing

SAMPLE DRIVE THRU SALE SETUP

START HERE
• Customer drives up to Station 1
• Adult volunteer stands 6 feet away from car and takes order
• Volunteer lets Scout know what popcorn to have ready at Station 2
• Customer utilizes basket at end of table to deposit payment method
• Volunteer asks customer to roll up window while grabbing basket with payment
• Volunteer processes payment and returns change/credit card back to basket at end of table of Station 3

STATION 1

STATION 2

STATION 3

END HERE
• Customer drives up to Station 3
• Customer’s change/credit card is returned at this station
• After basket is empty and customer drives away, basket is to be sanitized

• Customer drives up to Station 2
• Scout will get order ready and place on table
• Customer is asked to open back seat or trunk of car
• Volunteer take order from table and deposits into back of vehicle and sends customer to station 3
Selling Strategies for 2021

POP UP SHOPS: A neighborhood Show & Sell

Encourage Scouts to set up a local Show & Sell type stand in their driveway or another location in their neighborhood. This is similar to a lemonade stand, where interested customers can come and purchase if interested!

STEPS TO SUCCESS

Marketing & Promotion – Be sure to let everyone in the neighborhood know you are selling popcorn when & where.

Social Media – Utilize social media apps like Next Door or Facebook to market the sale.

Door Hangers – As Scouts go door to door selling, leave behind the door hangers at homes who aren’t home. Be sure to clearly mark that the customer can purchase popcorn at your Pop-Up Shop with the date, time, and location of your Pop Up.

Signs – Set out signs directing potential customers to your Pop-Up Shop, similar to promoting a Garage Sale. Get yard signs from your popcorn kernel or at any Buckeye Council Service Center

ONLINE SELLING

Online store opens 8/2!

Individual Scouts will continue to have the ability to sell online to customers, both locally and abroad through Pecatonica’s online store. This method increased by 50% last year with more room to grow! The product lineup for online sales has been expanded, product is delivered directly to the customers door, and shipping is free. You will receive a unique seller ID shortly before the sale starts along with a couple templates for email and social media posts The product lineup for online sales has been expanded, product is delivered directly to the customers door, and shipping is free.

• All products ship FREE and are directly shipped from Pecatonica River Popcorn.
• Each Scout will get credit for what they sell as long as each Scout has a Seller ID
• The Unit Kernel and Parent/Guardian will get an email when an order has been shipped so that sales can be tracked for each Scout.
• Every Friday, online order totals will be loaded into Scout Boss so Unit Kernels can keep track of sales.
• All orders will be processed within 7 – 10 business days of orders being placed.
• 35% Commission on Online Orders

The advantage of online sales is that the Scout doesn’t have to collect money or deliver the product!

STEPS TO SUCCESS

Social Media & Email Marketing and Promotion –
• Use images, videos, and live streaming features
• Encourage your friends and family to share your posts
• Send the URL for your Scout’s profile by direct message or email
• Leverage your profile picture and cover photos
• Publish content 2-3 times per week, before 8 am, between 12-3 pm, & between 6-9 pm

Customers will go to www.prpopcornstore.com to purchase their popcorn, enter the Seller ID, purchase and the Scout will receive credit!
Selling Strategies for 2021

ONLINE SELLING (continued)

PRODUCT LINE UP

The Pecatonica Online Store has been expanded! While the online store has different products than in-person, it has been expanded this year! Not only does the online store have popcorn, it also has chocolate candies and coffee!

- TRUSTWORTHY TRIO: Cheese, Caramel, Natural $30.00
- LOYAL ASSORTMENT: Butter, Kettle, Sea Salt (Light Microwave) $30.00
- HELPFUL MIX: Caramel, Cheese, Sea Salt $35.00
- FRIENDLY BUNDLE: Caramel, Cheese, Peanut Butter Cup $35.00
- COURTEOUS CLUSTER: Sea Salt Splash, White Ruby, Cheese Caramel $40.00
- KIND COMBO: Sea Salt Splash, Caramel, Cheese, Peanut Butter Cup $40.00
- OBEDIENT BLEND: Trail Mix, Cheese, Caramel $40.00
- CHEERFUL VARIETY: Milk Chocolate Pretzels, Peanut Clusters, Cherry Cordials $45.00
- THRIFTY BREW: Coffee, English Toffee, Caramel $45.00
- CLEAN CLASSIC: White Ruby $50.00
- BRAVE MEDLEY: Peanut Clusters, English Toffee, Cashew Clusters, Cherry Cordials $50.00
- REVERENT COLLECTION: Caramel, Cheese, Trail Mix, Sea Salt Splash, Coffee, Peanut Clusters $50.00
- MILITARY DONATION: $10.00

ONLINE PROMOTION

Before promoting your online sale, families will need to set up an online profile.

How to Set Up an Online Profile: 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 set up and managed www.pecatonicatoriverpopcorn.com/myprpopcorn

- Register for a profile, update, and share! 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.
- They will need to enter the unique ID number displayed on each Scout’s profile page when placing their order to give that Scout credit for the sale.

SAMPLE POST

"Please support my Scouting adventure by ordering popcorn directly to your house! My sales goal is $________! If I reach my sale’s goal I will be able to __________! Scouting has taught me ______________. Please support my next adventure!"

Make sure to include a picture in your email or social post!

Tip: Customers MUST enter your Seller ID to receive credit for the sale.

Download a fillable flyer for each Scout in your unit!

Print this or email mail merge to distribute to each family
Selling Strategies for 2021

ONLINE SELLING (continued)

SETTING UP A SELLER ID

To enter, view, or edit a Scout for Online Sales (Seller ID):
1. After you are logged on to pecatonicaRiverPopcorn.com, click on “Scout Seller IDs”
2. A list of Scouts with current online Seller 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.
3. To add a new Scout, enter in the required fields (white boxes at top): First Name, Last Name (only the first two letters of last name are needed), Parent/Guardian email address
4. 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
5. You may edit a Scout’s information by clicking “Edit.” Only a Scout’s first/last name and email can be edited
6. If a Scout is no longer selling popcorn, you may inactivate him/her which will hide all information tied to the Scout. If at any time you need to view that Scout’s information again you simply click on “Inactive Scouts”
7. Make sure to send your Scouts their Seller ID to promote their online sales!

Before your unit kickoff, distribute Seller IDs for each Scout in your unit!

OTHER ONLINE SELLING TIPS & TRICKS

Create a sense of urgency. After all, popcorn season only comes around once a year! Countdowns to the last dates to order are a great motivator for driving sales. Use language that will encourage potential customers to buy from you right now.

Make an impression. Use clear, eye-catching photos in your marketing materials. This may include pictures of the different popcorn you’re selling, Scouts in uniform, or something tied to the sales goal.

Highlight products. Share the top-selling products in your lineup! Do you have a new flavor available for purchase?

Unit Seller ID. Consider creating a generic Seller ID for your unit. Utilize Facebook ads, neighborhood posters, etc. to promote sales in markets individual Scouts might not be able to reach.

Door Hangers. Add your Seller ID information on each door hanger so customers can purchase and have the product delivered directly to their door!

CORPORATE SELLING

Encourage parents to utilize the “Take To Work Order Forms” to help boost their Scout’s sales or email the link to all coworkers. The Scouts who have had the biggest success with corporate sales are when popcorn is purchased as employee gifts.
's Popcorn Sale

Important Popcorn Dates
Sale begins on: ____________________________  My Online Seller ID: ___________________
Popcorn Pickup (Show & Sell): Date ____________________  Location _____________________________
Popcorn Pickup (Take Order): Date ____________________  Location _____________________________
Sale Ends on: ____________________________  Money turn in date: _____________________________
Please make all checks payable to: ____________________________________________________________

Sales Goals and Fun Adventures
Remember to “Do Your Best!” Practice selling with your Scout.
Our unit’s popcorn sales goal is $ ___________________
Each Scout’s sales goal is $ __________________. By reaching this goal, the following will be paid for…
• _______________________________________________________________________________________
• _______________________________________________________________________________________
• _______________________________________________________________________________________

Here are a few of our upcoming Scouting adventures and some of the main reasons WHY our unit is fundraising:
• Date: __________  Activity: __________________________________________________________________
• Date: __________  Activity: __________________________________________________________________
• Date: __________  Activity: __________________________________________________________________

Unit Incentives
In addition to the prize program provided by the Buckeye Council, our unit is offering the following Scout incentives:
• Sell ________________ and earn __________________________________________________________________
• Sell ________________ and earn __________________________________________________________________
• Sell ________________ and earn __________________________________________________________________

Additional Info
My unit’s popcorn kernel is: ____________________________________________
Email: _____________________________  Phone: ____________________
Prizes and Incentives

Scouts selling popcorn can choose a prize from the highest level they attain. Every Scout who sells at least one item earns the popcorn patch. See the section on Pecatonica’s Online System to order other prizes.

ALL OUT BLITZ! - Earn More Than Ever Before!

All Scouts are encouraged to participate in the “All Out Blitz!” This year’s All Out Blitz has been revamped to give Scouts more prizes than ever before!

Sell $400 by 10/4 = $20 Amazon E-Gift Card
Sell $700 by 10/4 = $40 Amazon E-Gift Card

To Qualify: Every youth who submits a qualifying copy of their order form will receive a $20 Amazon E-Gift Card for $400 sold or a $40 Amazon E-Gift Card for $700 sold. To enter, visit buckeyecouncil.org/alloutblitz. You will need to enter the Scouts’ name, parent email address, and attach a copy of the sales form.

JOIN THE WINNER’S CIRCLE

WINNER’S CIRCLE

⭐ SELL $2,500
PICK A PRIZE FROM THE WINNER’S CIRCLE FOR EVERY $2,500 SOLD

How To Enter a Scout Into the Winner’s Circle

1. Navigate to pecatonicariverpopcorn.com
2. Access your Account & Click on “Winner’s Circle”
3. Select the Scout’s name you want to enter into the Winner’s Circle. Scouts are added through the Scout Seller ID process.
4. Type in: 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)
5. Zip Code, name of person picking up prize, and email of person picking up prize
6. Click “Submit”
Prizes and Incentives

SECRET SHOPPERS

Situation: A shadow organization calling themselves the “Secret Shoppers” have scattered themselves throughout our territory. In their possession are key pieces of high tech, handheld equipment in the war on boredom as well as keycards that unlock the cardholders’ deepest desires.

Mission: Locate Secret Shoppers and communicate with headquarters where they were found.

Reward: All handheld devices and keycards you discover in pursuit of the Secret Shoppers is yours to keep. Only their locations must be reported so that headquarters can track their whereabouts.

Leads: As we uncover clues and information from our clandestine network, you will receive weekly updates to help you locate the Secret Shoppers. They are believed to have taken refuge in local neighborhoods posing as regular individuals. You can force them to reveal themselves at their home or as they visit local stores.

Known Weakness: While the Secret Shopper organization is very skilled, they do have a known weakness that you can exploit. They are unable to resist a Scout in uniform who asks them to purchase popcorn. The first Scout to directly ask them to make a purchase will force them to reveal themselves and give up their assets.

13 houses down, how many more to go? Switch Lite could be at the next house!

Note to Self: Go to Saturday’s Show & Sell = Possible Secret Shopper = Gift Card

# Secret Shoppers Found = 11111
# Secret Shoppers Left = 11111

423 Main Street
454 Smith Ave
200 Buckeye Lane

13 houses down, how many more to go? Switch Lite could be at the next house!

Note to Self: Go to Saturday’s Show & Sell = Possible Secret Shopper = Gift Card

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423 Main Street
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Prizes and Incentives

GET IN THE GAME CONTEST

$25
OSU Caramel with Sea Salt

$25
Indians White Chocolaty Pretzels

$25
Browns Milk Chocolaty Pretzels

It’s simple… sell the most of one of these flavors, win 2 tickets to a game for the team on the tin. It’s time to gear up and get in the game!

Popcorn for a Purpose

MILITARY DONATION
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.

HOMETOWN HEROES
Send the gift of popcorn to your local Hometown Hero Services! This tin of popcorn will be shipped directly to your local hometown heroes and will not be delivered to you.
Hold a Unit Kickoff

Gathering

Opening: (5 minutes)
- Pledge of Allegiance & Welcome Parents

Why Popcorn? (5 minutes)
- Make the case for popcorn, why is our unit selling popcorn this year.
  - To reduce the number of fundraisers we do each year.
  - Money for new equipment.
  - So parents don’t have to write a check for everything their Scout does.
  - So your child can learn to earn their own way.
  - To go to camp, field trips, and other activities.
- Make sure every Family has a copy of the Unit Calendar & Unit Budget

So what’s the Plan (5 minutes)
- Review popcorn timeline.
  - Use Popcorn Timeline for dates to communicate.
  - Popcorn Orders & Prize Request back to Unit Kernel.
  - Unit Popcorn Distributions (set after Popcorn is picked up from Warehouse).
  - Money due to Unit Kernel (set enough time to make payment to Council on time).

So What’s our Goal? (5 minutes)
- Our unit goal is $___________ in total sales
- Our per Scout goal is $____________

Prizes (review prize brochure) (10 minutes)
- Review prize plan
- Ask each Scout to pick what prize they want to earn
- Review Top District/Council Sales Prizes
- Review Pecatonica River Prize Plan

How to Sell Popcorn (review Take Order Form) (15 minutes)
- Ask family, friends, neighbors
- Ask parents to bring form to work and sell to co-workers or email to co-workers
- Sell door to door in our neighborhood
- Be Safe!
  - Sell with a buddy or an adult
  - Don’t sell after dark
  - Don’t go into a stranger’s house
  - Obey street and traffic signs
- Be Courteous
  - Walk on the sidewalk
  - Wear your uniform
  - Say thank you whether they buy or not
  - Bring extra pens

Questions & Answers (5 minutes)

Thank everyone for coming and wish them good luck

Consider holding your kickoff meeting the week of August 23rd to get a jump start on the sale!
Placing Your Popcorn Order

When placing your popcorn order, there are two important popcorn dates to remember:

**Show & Sell / Initial Order Due: September 6**

**Take Order / Final Order Due: November 1**

Below are steps a Unit Popcorn Kernel should take to ensure quick and stress-free product ordering:

**Show & Sell / Initial Order**

1. Estimate the amount of Show & Sell popcorn you would like to order. For protection of the unit, the initial Show and Sell order will be limited to 80% of the unit’s total 2021 full retail sale. If you sold last year, login to your account at pecatonicariverpopcorn.com or view your order from last year as a baseline. Compare this with your final order.

2. Familiarize yourself with the return policy

3. Order the Popcorn online through the Pecatonica website (more info on next pages)

**Take Order / Final Order**

1. Communicate a DEADLINE to your Scout families for getting all Scout orders to you. Inform them that their product will be delivered LATE if they do not get orders in to you by the deadline set.
   - Base your deadline on the Product Return Date (found in the timeline). Work backwards from that date to determine when you need your Scouts’ orders by so that you can calculate how much product to return for free.

2. Gather all of your Scouts’ orders and compile a list of popcorn you need to order. Compile that list in number of CONTAINERS (Individual boxes/tins) you need to order. This will be useful later in the process.
   - If you sold Show and Deliver, fill these orders with any product you have left before you return product or order more.

3. Order the Popcorn you need on the Pecatonica website

**Ordering Additional Product**

You will be able to order additional product throughout the sale if you need it (based on availability). Simply go to www.buckeyecouncil.org/morepopcorn to place a mid-sale order. Please allow at least 7 business days prior to pickup.
Return Policies & Account Settlement

Returns

There are two different dates and locations your unit can return any full cases of popcorn with no penalty.

**Mansfield: October 28, 4-6pm**  
Gorman Rupp, 100 Rupp Rd., Mansfield, OH

**Canton: November 1, 11-6pm**  
People’s Services in Canton  
2207 Kimball Rd SE, Canton, OH 44707

Your unit can return full cases of popcorn that were over ordered prior to your final order. Remember to use leftover product from your Initial Order to fill orders from your Order Form sales before making returns or submitting your Final Order. Do NOT put stickers, tape, or anything detailing pricing on the product, or it may not be accepted for return. Damaged product will not be accepted. If you received damaged product, please notify us upon receipt.

**Only returns of full cases, of like product, will be accepted.** Please remember that the Buckeye Council is unable to return any popcorn to Pecatonica and therefore any excess that remains unsold has a direct, negative effect on Scouting programs for units and youth. **After the dates above, no additional returns may be made.**

Account Settlement

Units are expected to carefully manage their inventory and finances so they are able to pay for their product in a timely manner and should expect their Scouts and parents to do likewise.

You may settle your account with: CASH or CHECK.

Deliver popcorn payments (made payable to Buckeye Council, BSA) to your nearest Buckeye Council Service Center, or mail to:

**Buckeye Council**  
2301 13th Street NW  
Canton, OH 44708

The unit’s prizes will be approved only when the unit has settled their account.
The popcorn sale can directly help Scouts earn advancements! Check out the connected advancements below to enhance your Scouting experience.

### Cub Scout Connected Adventure Requirements

#### Tigers
- **Curiosity, Intrigue and Magical Mysteries**
  - Create a secret code to use during your Popcorn Sale (Req. 3)

#### Wolves
- **Howling at the Moon**
  - Show you can communicate in at least two different ways (Req. 1) and create a Popcorn Skit (Req. 2)
- **Paws on the Path**
  - Tell what the Buddy System is and why you need to use it during your Popcorn Sale (Req. 2)

#### Bears
- **Roaring Laughter**
  - Create your own short story about popcorn fundraising (Req. 3)

#### Webelos & Arrow of the Light
- **Art Explosion**
  - Create a Popcorn Sale poster on a computer (Req. 3) or a T-shirt or hat (Req. 3g) for display at your Show ’n’ Sell
- **Build It**
  - Create and build a carpentry project to advertise your Popcorn Sale. List all the tools you used to build it. Check which ones you’ve used for the first time (Req. 3)
- **Movie Making**
  - Create a story about your Popcorn Sale and do ALL requirements for Movie Making (Req. 1-3)

### Scouts BSA Connected Merit Badge Requirements

<table>
<thead>
<tr>
<th>Merit Badge</th>
<th>Requirement</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Art</strong></td>
<td>For requirements 5a – Produce a Popcorn Sale poster for display</td>
</tr>
<tr>
<td><strong>Communication</strong></td>
<td>For requirement 2b – Make a Popcorn Sales presentation to your counselor</td>
</tr>
<tr>
<td><strong>Digital Technology</strong></td>
<td>For requirement 6d – Create a report on what you and your troop can do with the funds earned from selling Popcorn</td>
</tr>
<tr>
<td><strong>Graphic Arts</strong></td>
<td>For requirements 3 and 4 – Design a poster for use during the Popcorn Sale, and follow the various steps described for ONE of the printing methods to produce copies of the poster</td>
</tr>
<tr>
<td><strong>Journalism</strong></td>
<td>For requirement 3d – Create a 200 word article about your Troop’s Popcorn Sale</td>
</tr>
<tr>
<td><strong>Movie Making</strong></td>
<td>For requirement 2 – Create a storyboard and video designed to show how to sell popcorn</td>
</tr>
<tr>
<td><strong>Personal Management</strong></td>
<td>For requirements 9 – Define your Popcorn Sales Goal. Create a plan, and make a calendar for how you will achieve your goal with all your other activities</td>
</tr>
<tr>
<td><strong>Photography</strong></td>
<td>For requirement 5a, b, f – Take photographs of popcorn, Scouts selling popcorn, and other activities related to the sale. Then, arrange the prints with captions to tell a story of the sale (Req. 7)</td>
</tr>
<tr>
<td><strong>Plant Science</strong></td>
<td>With Counselor permission, use Trails End educational materials to show how popcorn hybrids are grown and processed (Requirements 8, Option 1, E1a – E1c)</td>
</tr>
<tr>
<td><strong>Public Speaking</strong></td>
<td>For requirement 2 – Prepare and give a speech to your troop describing the benefits of the Popcorn Sale to the troop</td>
</tr>
<tr>
<td><strong>Salesmanship</strong></td>
<td>All requirements for this merit badge may be completed through the Popcorn Sale</td>
</tr>
<tr>
<td><strong>Truck Transportation</strong></td>
<td>For requirement 2 – Describe what kind of truck would be needed to ship popcorn from the factory to your Council, tell how the popcorn would be packed, estimate the time for the trip and explain what would be the best way to unload the shipment</td>
</tr>
</tbody>
</table>
Pecatonica’s Online System

The Pecatonica Online System is where unit kernels will place the unit’s popcorn order, create Seller IDs, see unit’s past orders, and more!

How to Create Your Online Account

1. Go to pecatonicariverpopcorn.com
2. Click on “My Account”
3. Click on “Create Unit Profile”
4. Enter your Council Key: 436BUCK
5. Choose your District from the dropdown menu
6. Choose your unit from the dropdown menu
7. Enter a username (this does not need to be an email address, but must be unique)
8. Enter a Password for the account
9. Enter the remaining profile information including the email address where all confirmation emails for the account will be sent
10. Click “Submit”
11. You will need to log into your newly created account to complete the commitment process by answering your participation status in the sale.
Pecatonica’s Online System

The Pecatonica Online System is where unit kernel’s will place the unit’s popcorn order, create Seller IDs, see unit’s past orders, and more!

How to Access My Account

1. Go to pecatonicariverpopcorn.com
2. Click on “My Account”
3. Enter in your username and password
4. Once in the system, you will see your dashboard

How to Update My Profile

1. Click on “Unit User” in top right-hand corner of screen
2. Your profile information will display
3. To update or change your profile, click “Edit Profile”
4. If you would like to change your password, click “Change Password”

How to Place an Order

1. Click “New Order” on the Dashboard
2. Choose what type of order you are entering (Pre-Sale/Show n Sell) as well as pick up location
3. You will then be able to enter your order
   - Show & Sell Orders = enter in as cases (if you are unsure how many containers are in a case, see “Helpful Tips” on PRPopcorn home page)
   - Take Orders = enter in as containers
4. At the bottom of the order form, you have the ability to add any notes/comments to the order
5. Click “Submit Order” to place your order
   • If you do not hit Submit Order, your order will not be placed*

How Do I Tabulate My Order

1. Click “Worksheet Tool”
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
**Pecatonica’s Online System**

**Dashboard**
Select this at any time to go back to the dashboard

**Sales Season**
Add/edit/view any orders placed during the fundraising year
Commit to each order type (Show & Sell or Take Order)
Print an invoice

**Reports**
Pick Tickets
Online Invoices (online sales per Scout)
Remaining balance
Sales Summary

**Scouts**
Add/view all Scouts’ information
Edit Scouts information
Enter in Winner’s Circle Prize
Activate/Inactivate Scouts

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**Setting Up a Seller ID for Online Sales**

To enter, view, or edit a Scout for Online Sales (Seller ID):
1. After you are logged on to pecatonicariverpopcorn.com, click on “Scout Seller IDs”
2. A list of Scouts with current online Seller 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.
3. To add a new Scout, enter the required fields (white boxes at top): First Name, Last Name (only the first two letters of last name are needed), Parent/Guardian email address
4. 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
5. You may edit a Scout’s information by clicking “Edit.” Only a Scout’s first/last name and email can be edited
6. If a Scout is no longer selling popcorn, you may inactivate him/her which will hide all information tied to the Scout. If at any time you need to view that Scout’s information again you simply click on “Inactive Scouts”

Watch a video on how to set up a Seller ID
Placing Prize Orders

How to Order Prizes

1. Go to https://kellerprizeprogram.com/
2. Click on Login – Top Right-Hand Corner of your Screen
3. In the central area of the screen, click register here and enter the information requested.
   • FIRST; you must “create a profile” and login before any order may be entered.
   • Enter: Council ID: 436BUCK then click enter. Fully complete all requested information when setting up your profile.

Placing the Prize Order

1. Click ‘Quick Order’ in the menu on the left of your screen (it is the third choice on the left)
   • Complete the “TOTAL PRODUCT SALES and NUMBER OF SCOUTS SELLING.” As these are required fields.
   • Next: enter prize quantities and complete all the required fields to ensure proper shipment.
2. Click “NEXT” when you have completed the prize selections.
3. Verify your shipping address (We are unable to ship to a P.O. Box)
4. Upon successful completion; you will receive an e-mail verification. Please keep your order number for future reference.

If you need assistance with this process, please contact BSA Customer Service via e-mail BSACustomerService@gcc-usa.com, or call BSA Customer Service @ 888-351-8000.

Important Details:
• For all prize guidelines, consult the prize flier in the order booklet. Note the deadline for Prize Orders is Monday, November 1st.
Accepting credit card payments this year is going to be more important than ever before.

**Square**

Small credit card reader, big possibilities! Take-in-person card payments anywhere with Square.

Accept credit cards anywhere! Square readers works with the free Square Point of Sale app to allow everyone to take payments on their smartphone or tablet. Increase your popcorn sales with the latest technology.

- Fast setup
- Next day funding
- Free card reader & app
- Load your inventory and track sales
- Live customer service support
- No commitments
Accepting Credit Card Payments

1. Click ‘Quick Order’ in the menu on the left of your screen (it is the third choice on the left)
   • Complete the "TOTAL PRODUCT SALES" and "NUMBER OF SCOUTS SELLING." As these are required fields.
   • Next: enter prize quantities and complete all of the required fields to ensure proper shipment.

2. Click "NEXT" when you have completed the prize selections.

3. Verify your shipping address (We are unable to ship to a P.O. Box)

4. Upon successful completion; you will receive an e-mail verification. Please keep your order number for future reference.

If you need assistance with this process, please contact BSA Customer Service via e-mail BSACustomerService@gcc-usa.com, or call BSA Customer Service @ 888-351-8000.

Important Details:
• For all prize guidelines, consult the prize flier in the order booklet. Note the deadline for Prize Orders is Monday November 2nd.
• Don’t forget to order the 6-inch 1 Cooking Multi-Tool, Light Saber, or 4" Rosewood Knife for each Scout who sold $750 or more.

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Fast setup, no commitments
Sign up for Square and they’ll drop your free Square Reader in the mail – no commitments or long-term contracts.

Clear pricing, fast transfers
Pay 2.6% + $.01 per swipe for Visa, Mastercard, Discover, and American Express. Get your money as fast as the next business day.

Works with iOS and Android
With two versions of Square Reader for magstripe – one for a headset jack, the other a Lightning connector – you’re covered.

Serious security
Credit card information is encrypted at the moment of swipe. Square doesn’t store card data on your device after a payment has been processed.

No signal, no problem
Swipe payments without a connection in Offline Mode and pay the usual 2.6% + $0.10 per swipe when your device regains connection.

Run your popcorn sale anywhere
Square Point of Sale is a free, easy-to-use app that gives you everything you need to manage your popcorn sale.
Other Helpful Hints

Below are other helpful hints for the 2021 popcorn sale!

**E-Newsletter Communications** – We encourage all unit kernels and those interested in getting important popcorn information to sign up for the 2021 What’s Poppin’ Newsletter. You can sign-up at [www.buckeyecouncil.org/popcorn](http://www.buckeyecouncil.org/popcorn). We’ll send you important sales updates, reminders, and action items.

**Ordering Additional Product** – You will be able to order additional product throughout the sale if you need it (based on availability). Simply go to [www.buckeyecouncil.org/morepopcorn](http://www.buckeyecouncil.org/morepopcorn) to order product. Please allow at least 7 business days prior to pickup.

**Volunteer Popcorn Picking Team** – We welcome, and depend upon, a team of great volunteers to assist in the sorting of the popcorn at each distribution location. If you can assist with the sorting, please contact us at christopher.hyde@scouting.org or reach out to your district team. *BONUS:* As a thank you for volunteering, those who help to sort will get to take your popcorn home with you once everything is sorted.

**Popcorn Pickup** – Bring enough vehicles to carry your entire order in a single trip. See the below guidelines to help you plan what type of vehicle you need.
- Car: 20 Cases
- SUV, Mini-Van, Pick-up: 30-40 Cases
- Full Size Van: 50-60 Cases

**Join the Buckeye Council Popcorn Facebook Group** – Join the exclusive Buckeye Council Popcorn Facebook Group! This group is designed to build excitement and community around the popcorn sale. Share best practices, ask questions, and more! [Join the Group](http://Join the Group)