



THREE HARBORS COUNCIL  
BOY SCOUTS OF AMERICA®



A Scouting Tradition for over 35 years.....

PECATONICA RIVER POPCORN

# 2023 POPCORN SALES LEADER'S GUIDE

## 2023 Popcorn Sale Calendar

<b>Saturday, June 10</b>	Kickoff and Training
<b>Tuesday, June 13</b>	Online Kickoff and Training
<b>August Roundtables</b>	Make up Kickoff and Training
<b>Tuesday, August 1</b>	Online Sale Begins
<b>Thursday, August 17</b>	Show & Sell Orders due online by 11:59 p.m.
<b>Friday, September 8</b>	Show & Sell Pick-up at AIM in Oak Creek
<b>Friday, September 8</b>	<b>Sale begins!!!</b>
<b>Friday, September 15 – Sunday, September 17</b>	Blitz Weekend
<b>Tuesday, September 19</b>	Blitz Weekend submissions due by 11:59 p.m.
<b>Thursday, October 19</b>	<b>Sale ends!!!</b>
<b>Thursday, October 19</b>	Take Orders due online by 11:59 p.m.
<b>Thursday, October 19 and Friday, October 20</b>	Returns at AIM in Oak Creek
<b>Saturday, October 21</b>	Prize Order survey site opens
<b>Friday, November 10</b>	Take Order Pick-up at AIM in Oak Creek
<b>Friday, November 10</b>	Prize Orders Due by 11:59 p.m.
<b>Tuesday, November 14</b>	Invoices emailed to Unit Popcorn Kernel
<b>Monday, November 27</b>	Online Sales end
<b>Friday, December 1</b>	Final Payment due
<b>Friday, December 29</b>	Earned Commissions deposited

To set-up a Unit Profile with Pecatonica River Popcorn you will need to go to the [www.prpopcorn.com](http://www.prpopcorn.com) and enter the Council ID: 636THC

To help you (and Three Harbors Council) keep track of your sale, know this information:

**Council:** Three Harbors Council

**District:** Aurora, Red Arrow, Scoutreach or Southern Shores

**Unit Type:** Pack, Troop, Crew, Ship, Post

**Unit Number**

Knowing these four things will help everyone keep information accurate throughout the sale. Using these details in your correspondence will help keep things accurate!

## **Funding Your Program – Why Popcorn?**

In 2022, Scouts in Three Harbors Council sold close to \$700,000 in popcorn with nearly \$451,000 going directly to the units that sold popcorn and Three Harbors Council to support Council Programs and help maintain Council properties. Scouts themselves used these funds to pay for their program. Units used these funds to pay expenses such as charter renewal, awards and recognition, unit activities and campouts.

Popcorn sales teach Scouts skills like responsibility, communications and thriftiness. This program helps Scouts and units pay their way through the Scouting program, even providing the opportunity for Scouts and their families with a way to fund their Scouting experience.

## **Five Steps for a Successful Fundraising Campaign**

1. Establish an annual unit program plan and budget based on input from your Scouts, parents, and leaders.
2. Once a plan is established, figure the cost for each month, and add 10% to the annual cost of the program for contingency.
3. Set a Unit popcorn sales goal per Scout based on your budget.
4. Conduct a FUN Unit Kick-off to communicate the goals to families and Scouts.
5. Utilize all sales methods available to make sure your unit and Scouts hit their goals:
  - a. Show & Sell
  - b. Show & Deliver
  - c. Take Order
  - d. Online Sales
  - e. Parent Sales at Work

## **Selling & Safety Tips**

- ✓ ALWAYS wear your uniform.
- ✓ ALWAYS smile and introduce yourself.
- ✓ ALWAYS tell your customers why you are selling popcorn.
- ✓ KNOW the different kinds of popcorn you are selling.
- ✓ ALWAYS say "Thank You" whether you make the sale or not.
- ✓ ALWAYS make a copy of your order form.
- ✓ ALWAYS have a clean order form with a pen.
- ✓ ALWAYS walk on the sidewalk and driveway.
- ✓ ALWAYS sell with an adult.
- ✓ NEVER enter anyone's home.
- ✓ NEVER sell after dark unless you are with an adult.
- ✓ DON'T carry large amounts of cash with you.

## Sales Methods

### Show & Sell and Show & Deliver

- Show & Sell: Directly sell product to patrons coming to you in high-foot traffic areas such as:
  - Stores fronts\* (i.e. Pick N Save, Festival Foods, Home Depot, Walmart etc.)
  - Neighborhood pop-up stores (promote through Facebook, Nextdoor, etc.)
  - Drive thru sales (promote through Facebook, Nextdoor, etc.)

**\* It is the responsibility of the unit to obtain permission from Pick n' Save. Festival Foods must be scheduled through the Council using the survey link located on our website.**

Show & Deliver: Directly sell product to patrons by going to them and collecting payment at time of purchase.

- Place orders at [www.prpopcorn.com](http://www.prpopcorn.com) by August 17, 2023 (note: no additional orders will be placed; late orders will not be filled and Council will not have any inventory anytime throughout the sale).
- **ORDER BY CASES ONLY, NOT CONTAINERS.**
- Pick-up product on September 8 at Warehouse #5 and sell throughout sale.

**NO additional popcorn will be available for purchase during the Show and Sell portion of the sale!**

### Take Order

- Use the sales sheet to take a customer's order and deliver their product to them later.
- Ask your parents to bring Parent Take to Work tents to their office to make additional sales.
- We will again have "take order" door hangers. Place on customer's door if not home or for those who need a little more time to decide what to buy.
- Place order at [www.prpopcorn.com](http://www.prpopcorn.com) by October 19, 2023 (note: no additional orders will be placed; late orders will not be filled).
- Fill any Take Order from excess Show & Sell product you have on hand.
- Make copies of each Scout's Take Order forms to make it easier for you to organize ordering and unit distribution.
- **ORDER BY CONTAINERS, NOT CASES.**
- Pick-up product on November 10 from AIM Warehouse #5 and distribute.

### Online Sales

- Kernel sets up a user ID and their Scouts e-mail it to family and friends.
- Keep your user ID for online sales throughout your Scouting career.
- Online Sales Commission is deposited directly to the unit account after the sale.
- Online orders placed at [www.prpopcornstore.com](http://www.prpopcornstore.com).

## Return Policy

- Excess Show & Sell product that can be used to fulfill any of your unit's Take Order sales should be applied to your Take Order needs and not be returned.
- Units may return unused Show and Sell product (cases and/or containers) not needed for Take Order on October 19 and 20 at AIM Warehouse #5.
- After initial distribution, Three Harbors Council will not accept any damaged or opened containers for return.
- Units should submit returns on the Pecatonica system before returning product.
- **Absolutely no returns will be accepted after October 20, no exceptions!**

## Unit Commission, Incentives & Payment

Units may choose from one of two commission structures:

- 28% of total sales with prizes for Scouts
- 30% of total sales without prizes for Scouts

Earned percentages:

Units can earn 5% additional commission for both sales (total of 33% or 35% commission for by completing the following:

- Attend one of the Fall Product Sales Kickoff & Training
- Submit their full popcorn payment on time

Commission will be deposited directly into unit account by Friday, December 29.

## Popcorn Blitz Weekend

The Popcorn Blitz Weekend will run from September 15-17, 2023.

- Top 5 sellers council-wide receive a \$100 Amazon.com gift card.
- Proof of sales submission for Blitz Weekend due by 11:59 pm on Tuesday, September 19
  - Scan and email to [popcorn@ThreeHarborsScouting.org](mailto:popcorn@ThreeHarborsScouting.org)
  - Take a picture and email to [popcorn@ThreeHarborsScouting.org](mailto:popcorn@ThreeHarborsScouting.org)
- Only popcorn sold between September 15-17 will be qualified to enter.
- Show and sell, take order and online sales all count.

Invoices will be emailed out on Tuesday, November 14. Please do NOT print an invoice prior to then to allow all orders and returns to be entered. If you believe there is a discrepancy in your invoice, contact [popcorn@threeharborsscouting.org](mailto:popcorn@threeharborsscouting.org) as soon as possible so we can look into your invoice quickly. All payments are due by December 1 in the form of a single check from the unit, payable to Three Harbors Council.

## Popcorn Prize Program & Individual Sales Incentives

Prizes help motivate and incentivize Scouts to sell popcorn. Take advantage of this tool to help increase your unit's sales. Keller Marketing will again serve as our prize program for Scouts this year.

- Scout prize incentives are for all units participating in the sale at 28% commission structure.
- Every Scout is given a prize brochure as part of their order form - use this as motivation!
- Every Scout that sells popcorn is eligible to receive a patch. **Patches must be ordered on the prize survey even if your unit opts not to participate in the prize program.**
- Three Harbors Council will NOT have any popcorn sales patches on hand.
- All prize incentives start at \$90.
- Scouts may choose one prize from their sales level or combine prizes from lower levels to match their sales level. For example, A Scout who sells \$1,250 of popcorn may choose one prize from the \$1,250 level or choose one prize from the \$850 level and one prize from the \$325 level.
- Prize orders open October 20 and are **DUE** Nov 10, 2023 at 11:59 PM.
- Prizes and patches can be ordered online through your unit's portal on the Pecatonica system. Simply select the prize button from your unit dashboard to be directed to the National BSA Scout Shop Prize Program site.
- **Absolutely no patch or prize orders will be accepted after Nov 10. There will be no exceptions to this deadline.**
- Unit prize orders will be approved for delivery upon receipt of final full payment.
- Prizes will be shipped directly to the Unit Kernel.
- Keller Marketing stands by their prizes. Selected prizes that cannot be filled due to shortages or other circumstances will be replaced with prizes of equal or greater value.
- Any issues with defective/broken/missing prizes should be directed to Keller Marketing.
  - GCC/Keller Marketing (888) 351-8000.

### \* Pecatonica Winner's Circle Prizes

Scouts that sell at least \$3,000 in retail popcorn sales may also select prizes from Pecatonica River Popcorn's Winner's Circle prize list. Scouts can select one prize for every \$3,000 worth of popcorn sold.

All Winner's Circle Prizes are placed through your unit portal on the Pecatonica River Popcorn website. Gift Cards will be electronically delivered. If you experience any issues with your winner's circle prizes, you should reach out to Pecatonica River Popcorn.

## Product Line-up

Our product mix will include a mix of various popcorn flavors, and a few other non-popcorn items. In Order to keep our prices affordable, several of our items will now be in a plastic bucket rather than metal tins.



### YELLOW POPPING CORN

America's healthiest snack food in a re-sealable Adventures tub! Pops up tender for that fresh popcorn taste you're craving.

Net Wt. 2 lbs ▲ \$10 ☺☺



### 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. ■ \$22 ☺



### MILK CHOCOLATY PRETZELS

If you like sweet and salty flavors, then you'll love these chocolatey covered pretzels!

Net Wt. 15 oz. ☼ \$25



### 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 ☺



### TRAIL MIX

This flavorful treat has roasted peanuts, raisins, butter toasted peanuts, chocolate candies, sunflower seeds, and almonds.

Net Wt. 14 oz. ☺ \$22



### CLASSIC TRIO

Everyone's favorite blend of sweet and 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. ☺ \$35 ☺



### MORNING BREW

Beautifully clean medium roast with deep running notes of red wine and chocolate.

Net Wt. 7 oz. ● \$15 ☺



### KETTLE CORN

Experience a tasteful treat, sure to satisfy your sweet and salty craving.

Net Wt. 10 oz. ★ \$22 ☺



### CHEESE LOVERS

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. ☺ \$45 ☺



### BUTTER MICROWAVE (15 PACK)

Take advantage of this convenient way to enjoy a freshly popped taste with a rich butter flavor. 0 grams of trans fat.

Net Wt. 37.5 oz. ☺ \$20 ☺☺☺



### PEANUT BUTTER CUP

Two classic flavors that taste great together. A melt in your mouth combination of milk chocolate and peanut butter.

Net Wt. 15 oz. ♥ \$25 ☺



### CHOCOLATE LOVERS

Our Chocolate Lovers tin features 5 sweet treats that you can't resist!

*Milk Chocolatey Pretzels, White Chocolatey Pretzels, White Ruby, Peanut Butter Cup, Sea Salt Splash*

Net Wt. 55 oz. ☺ \$60



### KETTLE CORN MICROWAVE (15 PACK)

Experience the combination of the sweet, yet salty flavor of Kettle Corn anytime. 0 grams of trans fat.

Net Wt. 37.5 oz. ☺ \$20 ☺☺☺



### 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. 15 oz. ◆ \$25 ☺



### MILITARY DONATION

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

☼ \$30/\$50



### 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. ● \$22 ☺

## Unit Popcorn Kick-off

The Kickoff sets the tone for your popcorn sale. Motivated Scouts and, more importantly, motivated Parents are the key to a successful sale. Have fun! Give away prizes! Play Games to start the kickoff!

UNIT KICKOFF SUPPLIES: Your unit will receive a taste kit, a banner and a tote bag at training.

### SAMPLE Agenda:

**Welcome and Introductions – Do a Popcorn Cheer or Skit. Have Leaders dress up!**

### Divide Group into Parents and Scouts

#### Parents

Why We Chose the Popcorn Program  
Parent Packet or Guide (in the Sales Guides)  
Lessons Your Scout Will Learn & Advancements  
Pack Calendar and Budget  
Sales Date, Order Forms and Money Collection

#### Scouts

Tasting Kit  
Sale Forms  
Safety & Selling Tips  
Prize Program  
Role Playing & Games

### Review Unit's Planned Program

- Highlight last year's activities and what's planned for the new year
- Ask SCOUTS what they want to do!
- Unit Meetings and Awards

### Pay for It All with Popcorn

- Importance of a Family/Scout Goal – Scouts with goals sell more!!
- Pack Goal: What can the Scouts do if they reach the goal? List all the activities in your pack budgets!
- Unit Budget: Have a "Made Goal" budget, and a "Not Quite to Goal" budget to show the differences in the activities that the Scouts get to do.

### What the Family Gets Out of Popcorn

- Free Activities!
- Free Camping!
- Free Registration!
- Goal should be tied to → Nothing Out of Parents' Pocket

### Recombine Group

- Recognize Last Year's Top Selling Scouts
- Generate Enthusiasm
- Extra Incentives
- Give Away Some Prizes!

### Other ideas for your Unit Popcorn Kick-off

- Popcorn tasting!
- Count the # of kernels in a jar
- Ice Cream Social
- Kick Off at Campout
- Offer a weekly prize
- Themed Kickoff
- Popcorn Game Stations
- Prize Drawings

### Contact Information



Aurora District

District Popcorn Kernel	TBD		
District Executive	Jon Gagner	414.443.2858	<a href="mailto:jonathan.gagner@scouting.org">jonathan.gagner@scouting.org</a>
District Director	Cory Weber	414.443.2850	<a href="mailto:cory.weber@scouting.org">cory.weber@scouting.org</a>

Red Arrow District

District Popcorn Kernel	Jenny Dahlen	262.331.4413	
District Executive	Austin Gulbrandson	414.443.2860	<a href="mailto:austin.gulbrandson@Scouting.org">austin.gulbrandson@Scouting.org</a>

Southern Shores District

District Popcorn Kernel	Mary Jackson	414.329.9057	
District Director	Nathan Rackers	414.443.2845	<a href="mailto:nathan.rackers@Scouting.org">nathan.rackers@Scouting.org</a>

Council Staff

Popcorn Staff Advisor	Mary Kveton	262.995.0018	<a href="mailto:mary.kveton@scouting.org">mary.kveton@scouting.org</a>
Popcorn Staff Support	Autumn Haebig	414.443.2872	<a href="mailto:autumn.haebig@scouting.org">autumn.haebig@scouting.org</a>

Orders & Billing

Popcorn Email [popcorn@ThreeHarborsScouting.org](mailto:popcorn@ThreeHarborsScouting.org)

Three Harbors Council: [www.ThreeHarborsScouting.org/Popcorn](http://www.ThreeHarborsScouting.org/Popcorn)

Pecatonica River Popcorn: [www.prpopcorn.com](http://www.prpopcorn.com)

Keller Marketing: 888-351-8000

Final Payment Mailing Address:

Three Harbors Council  
330 S 84<sup>th</sup> St  
Milwaukee, WI 53214

Final payments can be mailed to the Milwaukee Scout Service Center or paid in person at either Service Center in Kenosha or Milwaukee.

You will need the following information to set-up a Unit Profile with Pecatonica River Popcorn:

- Website: [www.prpopcorn.com](http://www.prpopcorn.com)
- Council ID: 636THC

To help you (and Three Harbors Council) keep track of your sale, know this information:

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