



# POPCORN KERNEL GUIDE

**THANK YOU** for serving as your Unit's Popcorn Kernel! This guide is designed to hold all the information you'll need to lead a successful sale. The Northeast Iowa Council Office Manager, Pam Klein, is the Staff Advisor for our Annual Popcorn Sale. All questions or communications regarding popcorn should go through Pam, who can be reached at:

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**BE IN A LEAGUE  
OF YOUR OWN**

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# MASTER CHECKLIST



- Before Saturday, September 16, 2023 complete the **commitment to sell** and **register your Scouts for online sales**. The directions are on the green "Scout Boss Guide (Unit)" Please note- the Parent's Guide has directions to teach the parent how to utilize online selling, **but they will need to get their Scout ID number from you first**.
- Download the **worksheet tool** and save to your computer. This can be done any time before you are ready to place your order. Directions can be found on the green "Scout Boss Guide (Unit)." Throughout the sale, tabulate all order forms from individual Scouts, and put the totals on your worksheet tool, remembering to save the worksheet tool to your computer as you go.
- **Before Noon** on September 18, 2023 turn in **Minor Leaguer - Opening Weekend Top Seller's** name with submitted copies of forms to Pam.
- **Before 5:00** pm on October 16, 2023 **place the following orders** for your unit:
  - Unit's Popcorn Order- directions are on the green "Scout Boss Guide (Unit)."
  - Unit's Prize Order
    - demonstration at [www.kellerprizeprogram.com](http://www.kellerprizeprogram.com)
    - order through [prpopcorn.com](http://prpopcorn.com), prize order link is at bottom of site after placing your popcorn order
  - Submit Additional Prize Orders to Pam (yellow sheets)
    - Cash Certificate sheet
    - Top Sellers sheet: Major Leaguer & A League of Your Own
    - Winner Circle Prize sheet
  - Submit your worksheet tool to Pam
- After submitting your popcorn order, prize order, additional prize orders, and worksheet tool, **call Pam to confirm she received it and sign up for a popcorn pick up time**.
- On October 27 or 28, **pick up your popcorn** at your assigned time.
- **Collect the money from your Scouts and deposit into unit bank account**. Remember to let your Scouts know to only make the checks out to your unit, not any individual person, Northeast Iowa Council, or BSA.
- **The Unit Popcorn Kernel will receive an invoice from Pam**. If this needs to go to your treasurer, please forward to that person. Please make sure that the payment is in the form of one check made out to the Northeast Iowa Council. This invoice can also be accessed on the [prpopcorn](http://prpopcorn.com) site.





# IMPORTANT DATES TO PUT ON YOUR CALENDAR



**September 12:** Attend in-person Popcorn Kickoff - 6:00 p.m. at the Peosta Community Centre, Peosta, IA.

**or**

**September 14:** Attend in-person Popcorn Kickoff - 6:00 p.m. at Johnson's Restaurant, Elkader, IA.

**Before September 16:**

Visit [PRPopcorn.com](http://PRPopcorn.com) and register the unit's account with the commitment to sell as well as set-up your Scout's online sales IDs. (*only 1 Unit Popcorn Kernel per unit can set up the account*)

**SEPTEMBER 16: POPCORN SALE BEGINS!!!**

**September 18:**

**Before noon** turn in Minor Leaguer - Opening Weekend top seller's name with submitted copies of forms to Pam

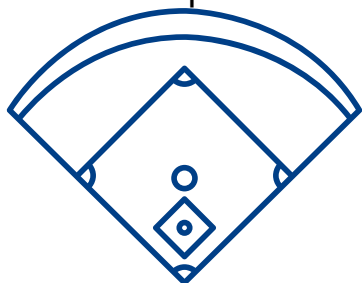
**October 16 before 5:00 pm:**

Popcorn, Prize Order, Additional Prize Orders and Worksheet Tool (excel spreadsheet) DUE to Pam

**October 27:** Postville Popcorn Distribution

**October 28:** Dubuque and Manchester Popcorn Distribution

**November 20:** Payment DUE to the Council





# SELLING PRICE AND UNIT PROFIT



<b>POPCORN</b>	<b>SELLING PRICE</b>	<b>UNIT PROFIT</b>
YELLOW	\$15	\$3.75
CINNAMON ROLL	\$15	\$3.75
BUTTER - MICROWAVE	\$20	\$5.00
KETTLE CORN - MICROWAVE	\$20	\$5.00
CHEDDAR CHEESE	\$20	\$5.00
JALAPENO CHEESE	\$20	\$5.00
TRAIL MIX	\$20	\$5.00
SEA SALT SPLASH	\$25	\$6.25
PEANUT BUTTER CUP	\$25	\$6.25
MUD PUDDLES	\$25	\$6.25
CARAMEL WITH SEA SALT (IOWA)	\$25	\$6.25
CARAMEL WITH SEA SALT (IOWA STATE)	\$25	\$6.25
MILK CHOCOLATE PRETZELS	\$25	\$6.25
DOUBLE BUTTER - MICROWAVE	\$30	\$7.50
CLASSIC TRIO THREE-WAY	\$30	\$7.50
CHEESE LOVER'S FOUR-WAY	\$40	\$10.00
CHOCOLATE LOVER'S FIVE-WAY	\$50	\$12.50
MILITARY DONATION	\$10	\$2.50
MILITARY DONATION	\$20	\$5.00



# **TRAIN YOUR SCOUTS**

Training Scouts on the popcorn sale is the single most important thing you can do as a Unit Popcorn Kernel to make your unit's sale a SUCCESS!

## **Make sure each Scout is prepared for the task at hand by following these important guidelines:**

- Host an in-person Unit Popcorn Kick-off meeting to deliver each Scout's Sales Materials and Popcorn Parent's Guide. (An example is in your packet.)
- Use role-playing to practice a sales script. There is a great video on the council's website that you can utilize. A good script includes: Introduction, What they are selling, Why they are selling it, What their favorite product is, and "*The Ask*". Thank the Customer and let them know when you will return to deliver the item and collect payment.
- Scouts should utilize the buddy system and sell in pairs accompanied by an adult.
- Review safe selling practices with Scouts. Resources can be found at [www.scoutsiowa.org/popcorn](http://www.scoutsiowa.org/popcorn).
- During popcorn delivery Scouts will be collecting payments, a responsible adult should help them manage cash/checks. Reminder-checks are made out to the unit only, NEVER to any individual, Northeast Iowa Council, or BSA.

## **Scouts should keep the Scout Law in mind during the popcorn sale.**

Scouts are:

- Trustworthy...Be honest when telling a customer how great the popcorn is.
- Loyal...Never give up.
- Helpful...Always have an extra pen or pencil to fill out order forms.
- Courteous...Scouts should always be polite; wear a smile and introduce themselves.
- Kind...Say "Thank you," even if the customer does not place an order.
- Cheerful...Call the customer by their name and ask how they are doing.
- Clean...Scouts should wear their uniform.





# PRIZE PROGRAM



As part of the sales materials, your Scouts received prize program sheets. Prizes are a major motivator for Scouts. Scouts should set a sales goal and identify which prizes they would like to earn.

- Two or more Scouts, regardless of their relationship, may not combine their sales to earn prizes.
- Prize orders are DUE on or before October 16, 2023. It is the responsibility of the Unit Popcorn Kernel to set your unit's order deadline.
- Cash certificates will be totaled and one check will be mailed directly to the Unit Popcorn Kernel. It is the responsibility of the Unit Popcorn Kernel to distribute the cash to the Scouts of their unit.
- All prizes are subject to substitution by Keller Marketing after consultation with your local Council. All substitutions will be for an equal or greater value prize.



## ADDITIONAL PRIZES



In addition to the Prize Program, there are other prizes a Scout may earn:

### MINOR LEAGUER - OPENING WEEKEND

The Council's top selling **Cub Scout** and **Scouts BSA** youth will receive any LEGO kit of their choice up to \$150 or a cash prize of \$100.

Unit popcorn Kernels will submit the unit's top seller (in-person/phone orders on order forms) for the weekend of September 16-17 to Pam **before noon** on Monday, September 18th. It is the responsibility of the Unit Popcorn Kernel to submit your unit's information.

\*\*Exact items in prize package may not be as pictured.

\*\*Subject to availability.

\*\*Minor Leaguer prizes are provided by Northeast Iowa Council.





# PRIZES CONTINUED...



## MAJOR LEAGUER

Scouts that sell \$2,200 qualify for a personalized jersey of their favorite MLB/NFL/NBA/NHL/MLS team, or a cash prize of \$100. Unit Popcorn Kernels will submit this information on the "Major Leaguer" section of the prize sheet at the conclusion of the sale. If Scouts qualify, they should submit their selection to the Unit Popcorn Kernel with their order forms.

\*\*Scouts may NOT choose a name/number combination as a player on a current or former major league roster.

\*\*Scouts qualify for **only one jersey** regardless of amount sold over \$2,200.

\*\*Exact items in prize package may not be as pictured.

\*\*Subject to availability.

\*\*Major Leaguer prizes are provided by Northeast Iowa Council.



## WINNER CIRCLE

Scouts that sell \$2,500 or more qualify to receive an additional prize from the Winner Circle. Unit Popcorn Kernels will submit this information on the "Winner Circle sheet" at the conclusion of the sale.

\*\*Winner Circle prizes are provided by Pecatonica River Popcorn.

\*\*1 prize may be chosen for every \$2,500 sold.



**\$200 Best Buy Gift Card**



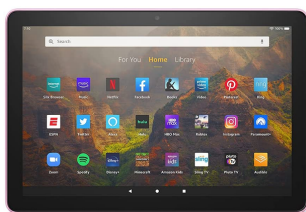
**\$200 Amazon Gift Card**



**32" Smartcast TV**



**Airpods**



**Amazon Fire 10" Tablet**



**Quadcopter Drone**



**Bluetooth Speaker**



**Electric Scooter**





# TOP PRIZE



## A LEAGUE OF YOUR OWN

Scouts that sell \$6,000 qualify for a PS5 or a cash prize of \$400. Unit Popcorn Kernels will submit this information on the "A League of Your Own" section of the prize sheet at the conclusion of the sale. If Scouts qualify, they should submit their selection to the Unit Popcorn Kernel with their order forms.

\*\*A League of Your Own prizes are provided by Northeast Iowa Council.

\*\*Subject to availability.







# ONLINE SALES



Pecatonica River Popcorn offers an online store that allows Scouts to sell popcorn to family and friends across the country.



## ONLINE SELLING BENEFITS

- **FREE shipping!**
- **Different product selections!** New popcorn combinations along with candies and coffee - online only.
- **Expand your territory!** Product is shipped directly to the customer so relatives across the country can still support you.
- **Sales count towards most prize levels.**



## UNIT POPCORN KERNEL STEPS FOR SUCCESS

- 1) **Setup** your Scout's online ID
- 2) **Communicate the ID number with your Scouts**  
Scouts will need this from you so they can set up their online profile
- 3) **Encourage your Scouts to create a profile video** that explains why they are selling popcorn and links back to their personal site.
- 4) **Encourage your Scouts to promote** their sale!  
-Emails to friends and family out of state  
-Post frequently on their parent's social media



## RESOURCES

- Encourage your Scouts to visit [www.scoutsiowa.org/popcorn](http://www.scoutsiowa.org/popcorn) to view sample videos from their fellow Scouts.





# DISTRIBUTION



Popcorn Distribution takes place on October 27 & 28 depending on your location. After you submit your popcorn order, worksheet tool, and prize information you'll work with Pam to sign up for a popcorn pick-up time.



## OCTOBER 27

**Postville:** Hall Roberts & Sons, 301 Mott Street, Postville

## OCTOBER 28

**Dubuque:** TBA

-or-

**Manchester:** Don & Walt Plumbing, 1201 E. Main St., Manchester



## **BEST PRACTICES**

- Arrange for vans or trucks (it is strongly suggested not to use an open truck). Most truck boxes will hold between 25-50 cases. For orders larger than 75 cases, enclosed trailers are best.
- Make sure vehicles are clean and empty (car seats take up valuable space) to fit as much popcorn as possible.
- Do not bring extra people; they take up valuable room in your vehicle. Have them wait for distribution back at your unit location.
- Unit Popcorn Kernels should **VERIFY QUANTITIES before** signing for the order and leaving the pick-up location.



# SORTING AND DISTRIBUTING POPCORN

Follow these best practices as you sort your Unit's order for distribution to Scouts:

- Recruit additional help for sorting.
- Use empty popcorn boxes and other cardboard boxes to separate each Scout's order.
- Fill one Scout's order at a time.
- Label order with the Scout's name and include their order form.
- If room allows, group patrol and den orders separately.
- Sort all orders first before you allow for any distribution. Check your remainders with your total order to see that correct amounts have been sorted.
- Set a time when Scouts can pick up their orders. Make sure that you go over their orders with them and require them to sign that they received their order.



## MONEY COLLECTION

Follow these best practices as you collect money for the popcorn sale:

- Scouts should NOT collect any money from the sales until the popcorn is delivered to the customer. The only exception is for Military Donation sales since there is not a product to deliver.
- Scouts should NOT leave popcorn with a customer until it is paid for.
- Scouts SHOULD have customers make the check out to the UNIT (not to the Scout, parent, Northeast Iowa Council, or BSA).
- Scouts SHOULD turn in their money to the Unit Popcorn Kernel once they have delivered all of their product and collected payment from all of their customers. This should take place well before the popcorn payment is due to the council.
- Unit Popcorn Kernels should collect the money from your Scouts and deposit into your unit bank account frequently.
- Unit Popcorn Kernels will receive an invoice from Pam (if this needs to go to your Unit Treasurer please forward to that person). Unit invoices can also be found on PRPopcorn.com site.
- On November 20, 2023 all popcorn money minus unit commissions is due in the Council Service Center in the form of a **single check or money order** made out to the Northeast Iowa Council - **NO CASH PLEASE!**



# **INSIDE YOUR KICK-OFF KIT**

- This Unit Popcorn Kernel Leader's Guide
- Scout/Parent packets and sales materials
- Parent Guide samples
- Extra order forms and materials your Scouts may need
- Goal Setting Poster
- Scout Boss Guide (Unit)- green packet
- Keller Prize Tally Form (purple sheet)
- Prize Sheets that need to be returned (yellow sheets):
  - 2023 Cash Certificate
  - Top Seller Prize Sheet (2023 Major Leaguer & A League of Your Own)
  - Winner Circle Prize
- Sample Excel Worksheet Tool of unit order
- Thank you for ordering sheets
- Thank you for Military Donations sheets

## **EXTRAS FOR NEW SCOUTS OR SCOUTS THAT NEED MORE MATERIALS**

- Order Forms / Prize Level Sheet
- Take to Work Order Forms
- Door Hangers
- Northeast Iowa Council Prize Program
- Individual Money Envelopes

## **RESOURCES ONLINE AT [SCOUTSIOWA.ORG/POPCORN](https://scoutsiowa.org/popcorn)**

- Videos
- Selling tips
- Safe selling best practices
- Sticker templates
- Thank you for ordering sheet
- Thank you for Military Donations sheet
- and much more!

