



POPCORN PARENT GUIDE

Hello Scout Parents!

Whether you are brand new to Scouting and the annual popcorn sale, or have participated before, this guide will help to answer some questions. Every year the popcorn sale is a vital component for the Northeast Iowa Council to serve youth and parents throughout Eastern Iowa and Jo Daviess County.

This packet contains tips and resources to help make your popcorn sale successful!

The Northeast Iowa Council, including our Dubuque & Delaware Districts, in partnership with your community thanks you for your continued support!! You are appreciated!

**POPCORN SALE BEGINS
SEPTEMBER 16, 2023**

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**BE IN A LEAGUE
OF YOUR OWN**

Sept 16 - Sale Begins

Oct 16 - Orders due to Council**

Oct 27 & 28 - Popcorn Distribution

Nov 20 - Payment due to Council**

Check with your Unit Popcorn Kernel for your unit's order and payment deadlines.





FREQUENTLY ASKED QUESTIONS



Why is my unit selling popcorn?

The Northeast Iowa Council Popcorn Sale is an important part of your Scouting experience. It provides necessary funding for the great programs you receive from your unit and the Northeast Iowa Council. It is also an opportunity to reduce the cost of Scouting to your family by covering fees for camp, Scouting equipment, awards, registration fees, high adventures, Pinewood Derby cars, Blue & Gold banquets, etc.

Why should my Scout sell popcorn?

Participating in the popcorn sale teaches valuable life lessons; responsibility, follow-through, customer service, and setting goals and working to achieve them. As a parent, you have the opportunity to teach life lessons while accompanying your Scout on their entrepreneurial journey. The popcorn sale provides unique experiences in marketing, distribution, customer service and personal skills. Your Scout can also earn great prizes for their sales participation!

What about our unit's other fundraisers?

The proceeds from the annual popcorn sale are shared between your unit and the Northeast Iowa Council. Your participation provides important funds for programs benefiting your Scout, whereas your Unit's fundraiser does not cover any council camp subsidies, program support, training for Scouters or maintaining a Council Trading Post.

Does my Scout earn any money on the sale?

Each unit develops their own plan on how those funds are allotted. Ask your Unit's Popcorn Kernel how your unit divides the money and how it can be used.

Are sales areas assigned to individual units?

Once the sale starts, it's first-come-first-serve, so get out there early and often. Remember, even though a neighborhood has already been canvassed, there are still opportunities from people who were not home, or reorders. Online sales can reach beyond our council's borders or your local neighborhood, so be creative with your ask list.

Can parents help with the sale of items?

Yes! But don't lose sight of the goals of teaching your Scout entrepreneurial skills. Parents can be influential at their places of business and social groups. Work with your Scout to develop a plan on maximizing their sales while teaching valuable skills.





ONLINE SALES



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



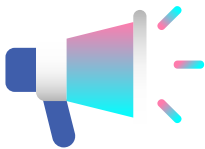
Online selling benefits:

- **FREE shipping!** That's right! Free shipping for every online order!
- **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.
- **You don't have to deliver product!**
- **Sales count towards prize levels.**



Setup your Scout's online selling site:

- **1st Step - Obtain your online seller ID** - [contact your Unit Popcorn Kernel to get this.](#)
- **Login to [myrpopcorn](#)**
- **Create your profile video** - dress in Scout uniform and explain why you are selling popcorn.
- **Share your site with friends & family!**



Promote your sale:

- **Use the sample text** (or make it your own) with your seller ID and link to your selling site.
- **Post frequently** on your parents social media and email to those not on social media.
- **Combine online sales with door-to-door selling.** Create your own QR code at www.qr-code-generator.com/ and "tape" it to your digital clipboard to provide quick access to your online sales site.

Sample online text

Please support me and Scouting by ordering some of our finest flavor combinations. You can choose from popcorn, candy, nuts, 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 increments of \$10 and ship direct to men and women in the U.S. Military.

Part 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 more than 100 years.

Thank you for your support,

Name

Seller ID:





PRIZE PROGRAM



As part of the sales materials, your Scouts received the 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 to the Council Service Center on or before October 16, 2023. Check with your Unit Popcorn Kernel for your unit's order deadline which will be BEFORE October 16.
- Cash certificates will be totaled and one check will be mailed directly to the Unit Popcorn Kernel. The Unit Popcorn Kernel will 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.

Submit your order forms to your Unit Popcorn Kernel at the end of the day on September 17 and they will submit the unit's top seller for the weekend to Pam. 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. Submit your choice to your Unit Popcorn Kernel with your 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. Submit your choice(s) to your Unit Popcorn Kernel with your order forms.

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

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



\$200 Best Buy Gift Card



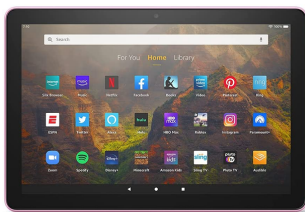
\$200 Amazon Gift Card



32" Smartcast TV



Airpods



Amazon Fire 10" Tablet



Quadcopter Drone



Bluetooth Speaker



Electric Scooter



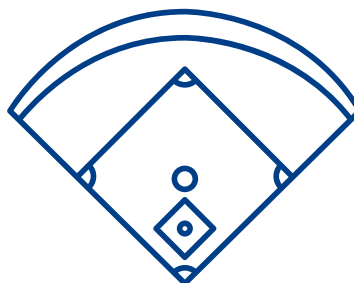
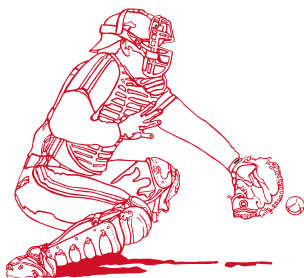
TOP PRIZE

A LEAGUE OF YOUR OWN

Scouts that sell \$6,000 qualify for a PS5 or a cash prize of \$400. If your Scout qualifies, 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





TIPS FOR SUCCESS



Encourage your Scout to establish an independent, yet achievable goal (Example: Selling 10% more than last year should be achievable). Be encouraging to continue selling until they reach their goal. Have your Scout share their goal with the unit leader.

How to make your first 40 sales

Help your Scout make a list of the "Perfect 10" Customers:

- 10 sales to family and friends
- 10 sales to Mom's friends, work, clubs, etc.
- 10 sales to Dad's friends, work, clubs, etc.
- 10 sales to closest neighbors



With an average \$20 sale - your Scout sold \$800 in less than a week!

More Tips for Success:

- Help your Scout use the online order system for those family members who live far away.
- Remind those buying that popcorn can be used as gifts for teachers, co-workers, neighbors, babysitters, beauticians, relatives, etc.
- Parents can take a table tent or order forms to work.
- Don't forget local banks, businesses, service clubs, etc.
- When contacting your customers from last year, ask them if they have any friends or family that have not been asked to purchase popcorn and would like to purchase this year.
- Remind your Scout to tell the customer their goal, what prize they're trying to reach, what fun things the unit has planned, and their favorite popcorn flavor. (Example to pay for camp, high adventure, etc.)
- Your Scout should always wear their Field Uniform(Class A) when selling popcorn.
- **All customer checks should be made out to your unit** (never to the Scout, parent, Northeast Iowa Council or BSA).
- Please remember the Scout Law. A Scout is...Trustworthy, Loyal, Helpful, Friendly, Courteous, Kind, Obedient, Cheerful, Thrifty, Brave, Clean and Reverent.

Be Cheerful! Always say "Please" and "Thank you" and SMILE!



POPCORN RESOURCES

To assist in your popcorn sale, we have put together resources you can use. Check out www.scoutsiowa.org/popcorn to find all these items!

Videos:

- Door-to-door sales example
- Phone call sales example
- General sales script example

Selling Tips:

- Holiday Gift Giving Guide
- Tips for "*Selling From Your Couch*"

Templates:

- Thank you leave-behind; after you get an order leave this behind so the customer has your contact information and knows delivery dates
- Military donation receipt
- Door hanger sticker template; use address labels to quickly stick your contact information on the door hangers.

BATTER UP:

- If your unit is signed up to sell, make sure your Unit Popcorn Kernel knows you are ready to step up to the plate!
- Check with your Unit Popcorn Kernel for your seller ID; your Scout can get started with online sales (the Unit Popcorn Kernel will need your email address).

