



POPCORN KERNEL GUIDE



**YOUR UNIT RECEIVES
25% OF ALL
SALES**

Woohoo! The Northeast Iowa Council appreciates you serving as your Unit's Popcorn Kernel! Pam Klein, is the Staff Advisor for our Annual Popcorn Sale. Any questions or communications regarding popcorn should go through Pam, who can be reached at:

Email: Pam.Klein@Scouting.org

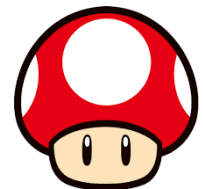
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TABLE OF CONTENTS

- Page 2: Kernel's Role
- Page 3: Kernel's Role Continued
- Page 4: Online Sales
- Page 5: Master Checklist & Resources
- Page 6: Prize Program





KERNEL'S ROLE



MOTIVATE: The unit kernel is the chief-cheerleader and morale officer. Keep things fun to keep the Scouts interested.

LEARN: Be familiar with the popcorn program, including the products available, key calendar dates, what the funds raised support, and prize program.

GOALS: 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 unit, figure out how to achieve your goal. Also, help each Scout create their goal.

THE POPCORN KERNEL'S MOST IMPORTANT "SELL": Plan and conduct an in-person **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 kickoff is one of the most important parts of the kernel's job. Examples to use in your kickoff:

- Use role-playing to practice a sales script, while making it fun! There is a great video on the council's website that you can utilize. A good script includes an 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.
- Create a sense of urgency. After all, popcorn season only comes around once a year! Countdowns to the last dates to order or goals are a great motivator in driving sales. Use language that will encourage potential customers to buy from you right now.
- Make the case for popcorn, why is our unit selling popcorn this year? Examples: To reduce the number of fundraisers we do each year, funds for new unit equipment, your child can learn to earn their own way, etc .
- Talk with your committee before the kickoff and make a plan for different unit incentives and prizes.
- Keep in touch with your Scouts throughout the sale. Make yourself available for questions at the unit meetings. Be sure everyone has your contact information.



KERNEL'S ROLE CONTINUED



- 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 drop off, text, or email the order back to the Scout. Be sure to clearly mark that the customer can purchase the popcorn and how you would like the door hanger returned.
- Remind Scouts that they should be in their Field Uniform (Class A) when selling popcorn.

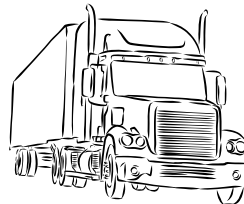
MARKETING & PROMOTION: Be sure to let everyone know that you are selling popcorn. Utilize social media apps, images, videos, and Facebook to market the sale with your Scout’s video. Encourage your friends and family to share your posts. Send the URL for your Scout’s profile by direct message or email. Publish content 2-3 times per week. Visit the NEIC popcorn section of the website for content already created.

ORGANIZE: Communicate key dates to all Scouts and families. When setting deadlines, make sure you have enough time to put it all together.

PLACE ORDERS: Collect and make your unit’s order for popcorn, prizes, etc.

DISTRIBUTE: Have drivers and trailers lined up with a clear plan on your Scouts’ and family’s pickup. At pickup, make sure vehicles are clean and empty and don’t bring extra people. Car seats and kids take up valuable space in a vehicle. Pick up and distribute product to your Scouts.

- Nov 1 @ Postville
- Nov 2 @ Dubuque or Manchester



WILL IT ALL FIT?
 Cars - 25 cases or less
 Trucks - 25-50 cases
 SUV - 40 cases or less
 Vans - 60 cases or less
 Suburban - 75 cases or less

PAYMENT: Collect money, a responsible adult should help a Scout manage cash/checks. Checks are to be made out the the UNIT only. One check from the unit should be made out to the Council and delivered by 5pm on November 25, 2024.



ONLINE SALES

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

- FREE Shipping!
- Varying product selections! New popcorn combinations along with candies and coffee are only available online.
- Scouts expand their territory exponentially. Products are shipped directly to their customers so there's no need to coordinate delivery.
- Sales count toward most prize levels.



KERNEL IS THE KEY

Scouts need the Unit Popcorn Kernel to do the following so they are able to sell online.

- Setup each Scout's online ID.
- Communicate the ID number with your Scouts so they can set up their online profile.
- Encourage your Scouts to create a profile video explaining why they are selling popcorn and including links back to their personal site. **Scouts with videos sell more!**
- Motivate your Scouts to promote their sale with emails to friends and family out of state. They can also post frequently on their parent's social media.
- Show Scouts how to create a unique URL from their seller ID.

HOW TO CREATE THE UNIQUE URL FROM YOUR SELLER ID





MASTER CHECKLIST



- ✓ Before September 21, 2024 Unit Popcorn Kernel completes the commitment to sell and registers all Scouts in the unit for online sales.
- ✓ Sales begin September 21, 2024 - prepare your Scouts by hosting a Popcorn Kickoff.
- ✓ Download the worksheet tool and save it to your computer. See directions in the "Scout Boss Guide"
- ✓ Before Noon on September 23, 2024, turn in your Opening Weekend \$1,500 sellers to Pam on Luigi's Opening Weekend form.
- ✓ Before 5pm on October 21, 2024 place your unit's Popcorn Order, Prize Order, submit additional Prize orders, forms, and worksheet tool. Call Pam to confirm receipt and sign up for your assigned popcorn pickup time.
- ✓ On November 1 (Postville) or November 2 (Dubuque or Manchester), pick up your popcorn at your assigned time.
- ✓ Collect money from your Scouts and deposit to your unit bank account. Submit ONE CHECK for the unit's total to NEIC by 5pm November 25, 2024.



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.

NEW

LUIGI'S OPENING WEEKEND

ALL of the Council's **Cub Scout** and **Scouts BSA** youth selling \$1,500 or more on opening weekend will receive a \$50 Amazon Gift Card. Unit popcorn Kernels will submit the unit's \$1,500+ sellers for the weekend of September 21-22 to Pam **before noon** on Monday, September 23rd on the Luigi's Opening Weekend form. It is the responsibility of the Unit Popcorn Kernel to submit your unit's information by the deadline.

***Prize provided by Northeast Iowa Council.*



WINNER'S 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.*

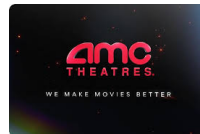
***1 prize may be chosen for every \$2,500 sold.*



\$200 Amazon Gift Card



\$200 Best Buy Gift Card



\$200 AMC Gift Card



Electric Scooter



Amazon Fire 10" Tablet



42" Smartcast TV



Quadcopter Drone



Airpods

SUPER MARIO'S TOP PRIZE

Scouts that sell \$4,500 qualify for a Nintendo Switch Lite or a cash prize of \$150. If Scouts qualify, they should submit their selection to the Unit Popcorn Kernel with their order forms.

***Top prize is provided by Northeast Iowa Council.*

***Subject to availability.*

