

**THE SUPER  
MARIO  
BROS.  
MOVIE**

**2024 POPCORN  
KICKOFF**

~STARTS AT 6:00PM~

# INTRODUCTIONS



Hello

The background of the slide is a close-up photograph of several red and yellow popcorn buckets overflowing with white popcorn. The buckets have the word 'POPCORN' printed on them in a stylized font. The overall image is slightly blurred and has a dark overlay to make the text stand out.

# PACK 1 POPCORN KICKOFF!






PRIZES!



# UNIT POPCORN KICKOFF

## *Keys to Success!*

### 5 BEST PRACTICES

-  Communicate the benefits of selling popcorn to pay for their year. Include important dates.
-  Explain the different ways to sell (face-to-face) and online. Share safety tips and practice the sales pitch.
-  Promote the Popcorn! Have the Scouts try all the flavors and pick their favorites. They will be able to share their experience with the customer.
-  Showcase/Share the unit incentive program including the Winner's Circle prizes. Highlight previous sales winners or prizes.
-  Make it fun! Consider banners, posters, balloons and music to help create a fun & exciting environment. This is your opportunity to really excite the Scouts!





## ⚾ 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.

# SELLING BEST PRACTICES



**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.

A vibrant, action-packed scene from a Mario Kart game. Mario is in the center, driving a red kart with a white 'M' on the side. He is surrounded by other characters in various colorful karts, including Luigi, Peach, and Bowser. The track is a rainbow-colored path that curves through a dark, starry sky with floating islands. The scene is filled with motion blur and bright light trails, creating a sense of high-speed racing. The text 'PURPOSE OF THE SALE' is overlaid in the center in a white, sans-serif font.

PURPOSE OF THE SALE



# FACTS AND FIGURES



	2022	2023
Total Gross Sales	\$493,495	\$429,860
Total Number of Units Selling	44	39
Unit Sales Average	\$11,215	\$11,022
Unit Average Profits	\$2,844	\$2,755
Youth Sales Average	\$737 or 32 containers	\$672 or 30 containers



## TOP SELLING UNITS!

- Dubuque Pack 5 - \$36,850
- Dubuque Pack 13 - \$33,725
- Dellaykee Pack 64 - \$29,885
- Dubuque Troop 7 - \$24,065
- Dubuque Pack 7 - \$21,980
- Dubuque Pack 53 - \$19,715
- Dellaykee Pack 38 - \$17,620
- Dubuque Pack 60- \$17,450
- Dubuque Pack 14 - \$13,955
- Dubuque Troop 51 - \$13,820

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# WHAT'S IN YOUR KICK-OFF KIT?

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## RESOURCES

[www.Scoutsiowa.org/popcorn](http://www.Scoutsiowa.org/popcorn)

- **GUIDEBOOKS**
- **VIDEOS**
- **SELLING TIPS**
- **TEMPLATES**
- **SOCIAL MEDIA ASSETS**



PRIZES

# PECATONICA RIVER POPCORN HISTORY

In 1983, Rural Route 1 Popcorn was approached by the U.S. Grant District Boy Scouts of America to produce pails of popcorn to be used as a fundraiser.

Pecatonica River Popcorn was established as an exclusive brand solely for Scouting use.

Our goal at Pecatonica River has been and always will be to make the best popcorn possible, consistently, efficiently and with high attention to detail. This goal is what keeps us in business year after year.



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

PECATONICA RIVER POPCORN





**WHAT'S NEW?**

## NEW PRODUCT

MAPLE PECAN -  
\$25

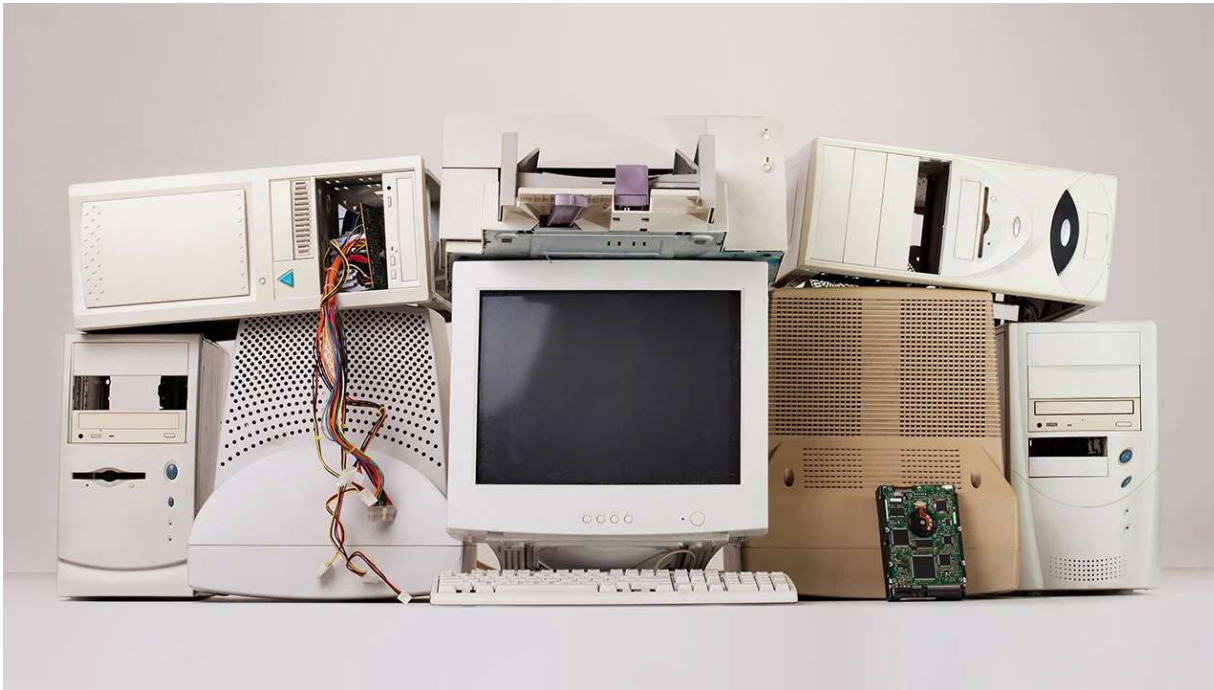
CARAMEL CORN MADE WITH  
A HINT OF REAL MAPLE  
SYRUP AND PECANS.

LOCAL MAPLE SYRUP FROM  
WISCONSIN!





# ONLINE SALES



- GREAT opportunity to grow our sales
- FREE SHIPPING!
- DIFFERENT product selections than traditional sale
- Online sales count towards all prize levels except the First Weekend Super Saturday prize.

**\*\*IMPORTANT\*\***

Kernel to set up youth in system and let families know what their Scout's Seller ID number is.

**NOTE:** Seller ID's from previous year's are still valid. Simply click the edit->update buttons to resend seller ID to families.

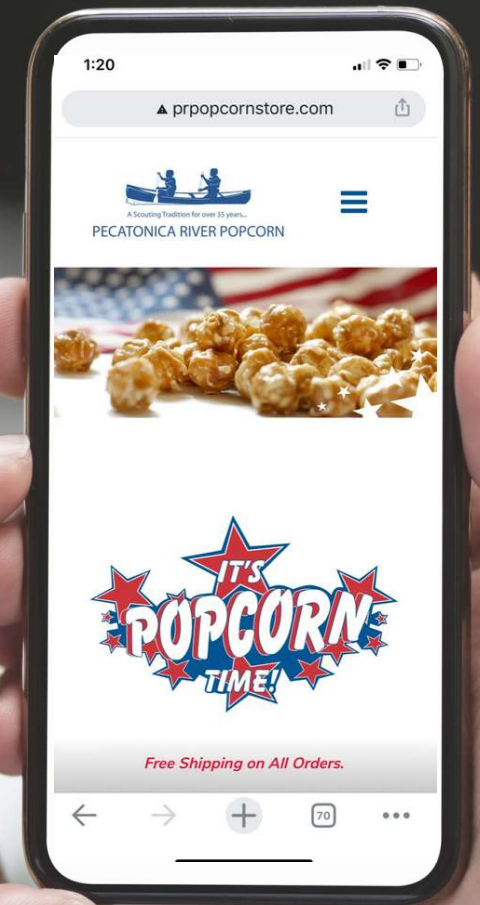
# ONLINE STOREFRONT

Customers can search by Scout name, Council or unit if they arrive at the store without the seller id

Store will display the Scout Name at the top of the page, so the consumer knows who they are supporting.

Updated images show what bundles look like so there is no confusion on packaging.

Online sales will be live in Scout Boss, Kernel Tracker, and MyPRPopcorn (PRP no longer has to process to get them to show up)



# Seller Id's

## Enter Scout for Seller ID

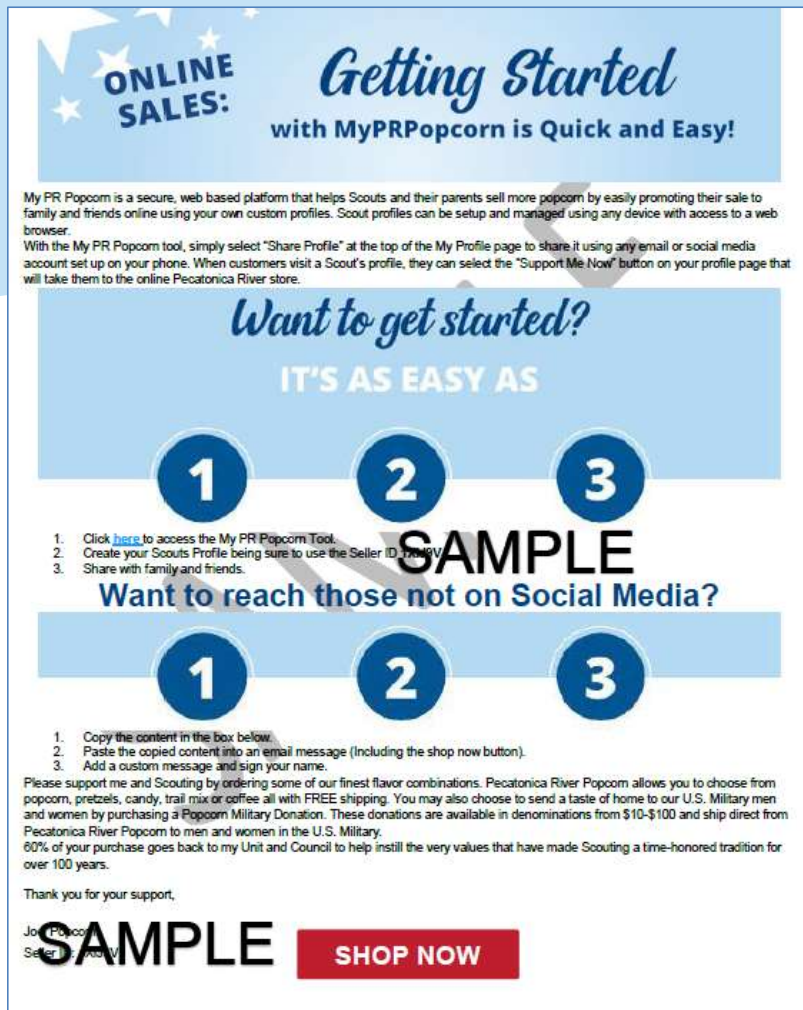
- Click "Scout Seller IDs" on the Dashboard.
- A list of Scouts with current online Seller ID's will populate.
- You do not have to enter a Scout every year for a new Seller ID. Scouts can use the same ID year after year while with this unit.
- To add a new Scout, enter in the required fields (white boxes next to the Add button):
  - First Name
  - Last Name (we only need the first two letters of his/her last name)
  - Parent/Guardian email address
  - 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.

The screenshot shows a web interface titled "Scouts". At the top, there are three tabs: "Active Scouts", "Inactive Scouts", and "All Scouts". Below the tabs is a search bar and a "Bulk Delete" link. The main content is a table with the following columns: "Inactive", "First Name", "Last Name", "Email", "Seller ID", "Date Added", and a set of action buttons. The table contains four rows of data. The first row is for an inactive scout with empty input fields for the first name, last name, and email, and an "Add" button. The other three rows are for active scouts with populated fields and "Print", "Edit", and "Delete" buttons.

<input type="checkbox"/>	Inactive	First Name	Last Name	Email	Seller ID	Date Added		
<input type="checkbox"/>		<input type="text"/>	<input type="text"/>	<input type="text"/>				<input type="button" value="Add"/>
<input type="checkbox"/>	No	John	Doe	john.doe@email.com	0EAX6C	10/13/2017	<input type="button" value="Print"/>	<input type="button" value="Edit"/> <input type="button" value="Delete"/>
<input type="checkbox"/>	Yes	Joe	Smith	joesmith@email.com	6QJW1C	10/30/2017	<input type="button" value="Print"/>	<input type="button" value="Edit"/> <input type="button" value="Delete"/>
<input type="checkbox"/>	No	test	test	alisa.proskuta@caspio1.com	S02111	11/28/2017	<input type="button" value="Print"/>	<input type="button" value="Edit"/> <input type="button" value="Delete"/>
<input type="checkbox"/>	No	Benny	White	bwhite@test.com	X81U2W	3/22/2018	<input type="button" value="Print"/>	<input type="button" value="Edit"/> <input type="button" value="Delete"/>

Records 1-4 of 4

# Seller Id Email (link to MY PRPopcorn tool)



**ONLINE SALES:** *Getting Started*  
with MyPRPopcorn is Quick and Easy!

My PR Popcorn is a secure, web based 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 setup and managed using any device with access to a web browser.

With the My PR Popcorn tool, simply select "Share Profile" at the top of the My Profile page to share it using any email or social media account set up on your phone. 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.

*Want to get started?*  
IT'S AS EASY AS

- 1
- 2
- 3

1. Click [here](#) to access the My PR Popcorn Tool.  
2. Create your Scouts Profile being sure to use the Seller ID: **SAMPLE**  
3. Share with family and friends.

*Want to reach those not on Social Media?*

- 1
- 2
- 3

1. Copy the content in the box below.
2. Paste the copied content into an email message (including the shop now button).
3. Add a custom message and sign your name.

Please support me and Scouting by ordering some of our finest flavor combinations. Pecatonica River Popcorn allows you to choose from popcorn, pretzels, candy, trail mix 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 denominations from \$10-\$100 and ship direct from Pecatonica River Popcorn to men and women in the U.S. Military. 60% 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 over 100 years.

Thank you for your support,

Joe Popcorn  
Seller ID: **SAMPLE**

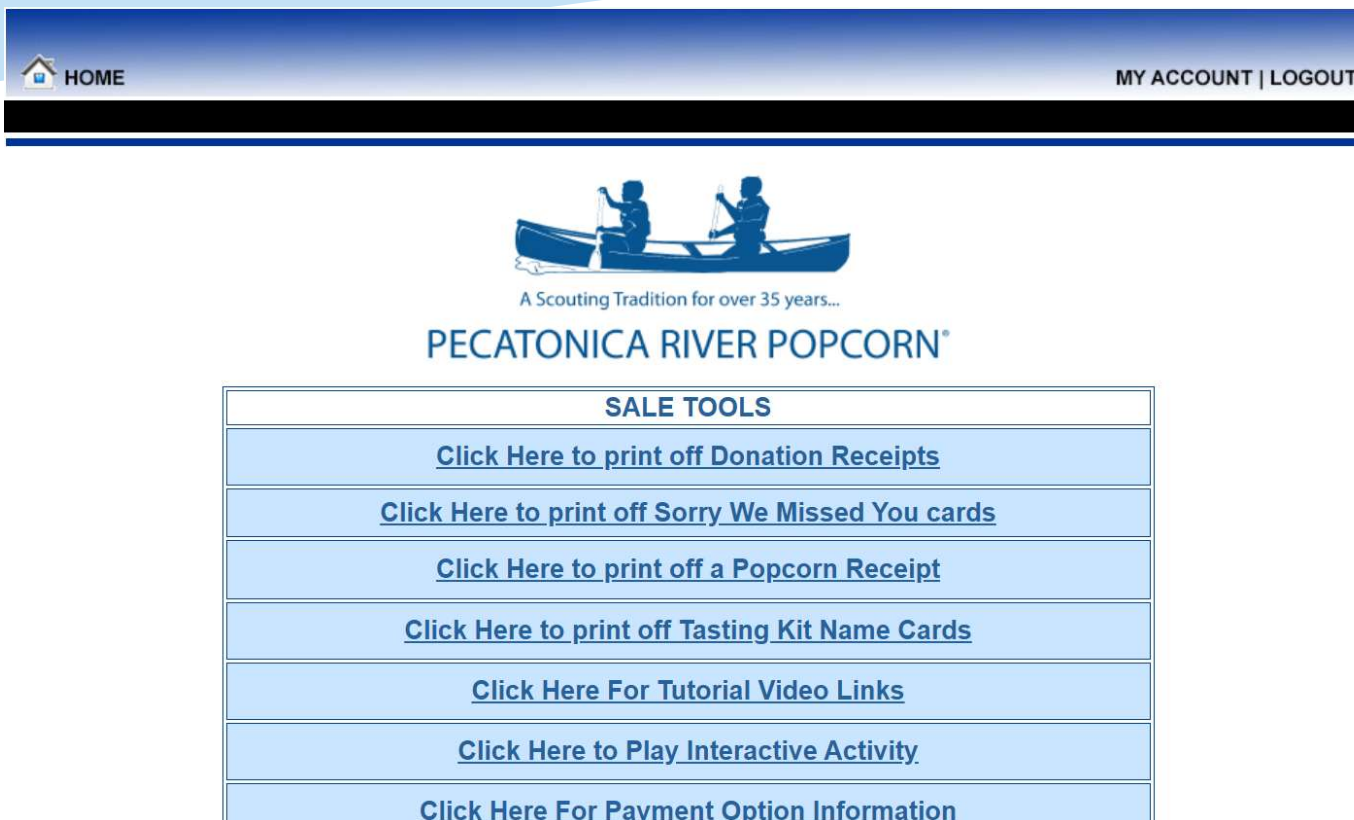
**SHOP NOW**

Sample Email that a Scout receives when signed up for online sales has been updated to include a Shop Now button.

When clicked by the consumer it will take them to the online store and auto fill the seller id of the Scout.

# TECHNICAL SUPPORT & SERVICES

SUPPORT & SALES TUTORIALS [www.pecatonicariverpopcorn.com/](http://www.pecatonicariverpopcorn.com/)



The screenshot shows the website's header with a navigation bar. On the left, there is a 'HOME' link with a house icon. On the right, there are 'MY ACCOUNT' and 'LOGOUT' links. Below the navigation bar is a logo featuring two people in a canoe, with the text 'A Scouting Tradition for over 35 years...' underneath. The main heading is 'PECATONICA RIVER POPCORN®'. Below this is a table with a 'SALE TOOLS' header and seven rows of links.

SALE TOOLS
<a href="#">Click Here to print off Donation Receipts</a>
<a href="#">Click Here to print off Sorry We Missed You cards</a>
<a href="#">Click Here to print off a Popcorn Receipt</a>
<a href="#">Click Here to print off Tasting Kit Name Cards</a>
<a href="#">Click Here For Tutorial Video Links</a>
<a href="#">Click Here to Play Interactive Activity</a>
<a href="#">Click Here For Payment Option Information</a>



A Scouting Tradition for over 35 years...

# PECATONICA RIVER POPCORN®

## Tutorial Video Links



### Kernel Tracker Tutorial

- Unit Inventory Tool
- Web Based
- Use On Any Device With Browser

[Go to Video](#)



### My PR Popcorn

- Online Selling Tool for Scout
- Share Via Social Platforms
- Sign Up for Show-N-Sell Shifts

[Go to Video](#)



### Seller ID

- Used to Sell Online
- Unit Kernel Signs up Seller
- Seller Id Never Expires

[Go to Video](#)



### Tasting Kit

- Educate Sellers On Popcorn Flavors
- Vote On Unit's Favorite(s)
- Use Tasting Tents To Show Allergens

[Go to Video](#)



### Envelopes

- Unit & Individual Seller Envelopes
- Tips For Keeping Payment Organized
- 1 Envelope Per Unit/Seller

[Go to Video](#)



### Tote Bag

- Unit Kernel Tool
- Keep All Popcorn Items Together
- Popcorn Branded

[Go to Video](#)



### Scout Boss

- Place Unit Orders
- Sign Up Scouts for Online Sales
- View Historical Sales For Unit

[Go to Video](#)



### Sales Banner

- Vinyl Banner with Grommets
- Reusable and Durable
- Draw Attention to Booth Sales

[Go to Video](#)



### Square Sign Up

- Accept Credit/Debit Cards
- Free Card Reader
- Boost Unit Sales

[Go to Video](#)



### Door Hanger

- Utilized for Social Distancing
- One Customer Per Hanger
- Space For Specific Seller Information

[Go to Video](#)



### Sales Flyer

- 2 Sales Flyers Per Seller
- Lists Flavors and Pricing
- Take Door to Door

[Go to Video](#)



### Take to Work Tents

- Silent Seller
- Placed on Break Room Table
- 30 Lines Per Flyer

[Go to Video](#)



**Sample Social Media Video**

A collection of approximately 12 gift boxes of various sizes, colors, and patterns. The boxes are wrapped in paper with designs such as polka dots, stripes, stars, and hearts. They are tied with ribbons in colors like yellow, blue, white, and red. The boxes are arranged in a cluster, with some in the foreground and others in the background, creating a sense of depth. The background is a plain, light gray.

# PRIZE PROGRAM



new

# LUIGI'S OPENING WEEKEND

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**EVERY** youth selling  
\$1,500 or more –  
\$50 Amazon gift  
card!

**OMG**



The Amazon logo, featuring the word "amazon" in a white, lowercase, sans-serif font. Below the text is a curved orange arrow that starts under the 'a' and ends under the 'z', pointing to the right.



# SUPER MARIO'S TOP PRIZE

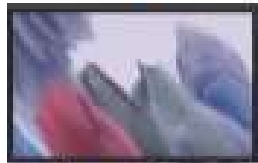
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Sell \$4,500 and earn a Nintendo Switch Lite or cash prize of \$150

## WINNER'S CIRCLE (EVERY \$2,500)



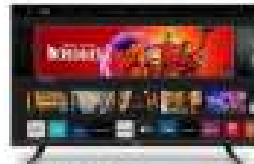
\$200 Amazon  
Gift Card



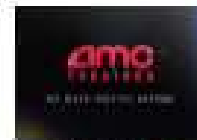
Amazon Fire  
10" Tablet



\$200 Best Buy  
Gift Card



42" Smartcast  
TV



\$200 AMC  
Gift Card



Quadcopter  
Drone



Electric  
Scooter



Airpods

The image features a gray background filled with various colorful confetti and streamers. The confetti includes small triangles, squares, and circles in shades of blue, teal, yellow, purple, and pink. The streamers are long, wavy ribbons in blue, red, yellow, and purple. The word "PRIZES!" is centered in the middle of the image in a white, bold, sans-serif font.

PRIZES!

# PLACE ORDERS ON OR BEFORE 5 PM ON OCT 21

The screenshot shows the dashboard for PECATONICA RIVER POPCORN. At the top, there is a navigation bar with links for Dashboard, Tables, Reports, and Files. The main dashboard area includes a navigation menu with buttons for New Order, Manage Orders, Order Status, Member's Club, Worksheet Tool, and Order Tracker. A red oval highlights the 'New Order' button, with a red arrow pointing to the text 'Place Order & Worksheet Tool'. Below this is an 'Order Summary' section for the 'Current Season - Fall 2021'. It contains a table with the following data:

Order Type	Total Containers	Total Retail Dollars	Total Unit Cost	Unit Commission
Online	2	100.00	\$0.00	\$10.00
Show & Sell	100	\$1,870.00	\$1,370.00	\$500.00
<b>Total</b>	<b>102</b>	<b>\$2,030.00</b>	<b>\$1,370.00</b>	<b>\$660.00</b>

Below the table is a 'Prior Season Comparison' section with a 'No records found' message. At the bottom, there are two sections: 'Important Dates' and 'Council Info'. The 'Important Dates' section contains a table with the following data:

Event Date	End Date	Event Name	Event Details
8/4/2021	8/4/2021	Popcorn Kickoff	
8/19/2021	8/19/2021	Popcorn X-Golf	
8/27/2021	8/27/2021	S&S Orders Due	
8/28/2021	8/28/2021	Popcorn S&S Pickup	
8/28/2021	8/28/2021	Sale Begins	
10/16/2021	10/16/2021	Sale Ends	
10/16/2021	10/16/2021	Product Return	
10/20/2021	10/20/2021	Take Order Pick Up	

The 'Council Info' section displays the following information:

**Name:** Peabody Area Council  
**Address:** 604 Blumhard Rd  
City: State: Zip: 52108  
Phone No.: 262-244-4001

A red oval highlights a button at the bottom right of the dashboard, with a red arrow pointing to the text 'Order Prices'.

TAKE ORDERS  
VIA JOTFORM  
OR ANOTHER  
FORMS SITE

## Pack 7 Popcorn Submission

If you have questions, please email Nicole at [nicolejacquelyn@gmail.com](mailto:nicolejacquelyn@gmail.com).

Scout's Name \*

First Name

Last Name

Den \*

Parent Name \*

Parent to contact with order questions

Phone Number \*

Please enter a valid phone number.

Email \*

example@example.com

PARENT  
ENTERS DATA  
*INSTEAD OF*  
YOU!

## Order Totals

Please enter your totals only. If you do not have any orders of a type, please enter 0.

Yellow Popping Corn ▲ \*

Cinnamon Roll (Tent) \*

Butter Microwave + \*

Kettle Corn Microwave ✓ \*

Cheddar Cheese ● \*

FORM CALCULATES  
TOTALS

SPREADSHEET  
MAKES IT EASY TO  
TRANSFER TO  
WORKSHEET TOOL

## Grand Totals

These are automatically calculated based on the inputs on the previous page. Please double check that they match your order form.

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Total Items - AUTOMATIC CALCULATION - PLEASE DOUBLE CHECK

Total \$\$\$ - AUTOMATIC CALCULATION - PLEASE DOUBLE CHECK

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Back

Next



# WAREHOUSE

- Times assigned by order submitted on Oct 21
- November 1– Evening
  - Hall Roberts' Son Inc, Postville
- November 2 – Morning
  - Don & Walt Plumbing, Manchester
  - Hodge, Dubuque



## **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



## KEY TAKE-A-WAYS

### MASTER CHECKLIST

-Commitment to Sell

-Register Your Scouts for Online Sales

-Train Your Scouts!

### IMPORTANT DATES

- **September - Unit kickoff!**
- **September 21- Sale Starts**
- **September 23 before Noon**
  - First weekend Super Saturday Sellers Submitted
- **October 21 before 5:00pm**
  - Order, Prize Order, Worksheet Tool Submitted
- **Nov 1 or 2 Popcorn pickup**

PRIZES!

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QUESTIONS?

THANK YOU!!!

[www.Scoutsiowa.org/popcorn](http://www.Scoutsiowa.org/popcorn)