

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 Northeast Iowa and Jo Daviess County.

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

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

KEY DATES

Sept 20 - Sale Begins

Oct 20 - Orders due to Council**

Oct 31-Nov 1 - Popcorn Distribution

Nov 24 - Payment due to Council**

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

POPCORN SALE BEGINS SEPTEMBER 20, 2025

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NEW FLAVOR
"MOUNTAIN
MUNCH"



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 Service Center and 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. Parents should accompany younger Scouts for door to door sales.



ONLINE SALES

Pecatonica River Popcorn offers an online store that allows Scouts to widen their sales territory. 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 most 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 pecatonicariverpopcorn.com/myprpopcorn**
- **Create your profile video - dress in Scout uniform and explain why you are selling popcorn.** Scouts who have a video sell more!
- **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, email, and text to those not on social media.
- **Combine online sales with door-to-door selling.** Create your own QR code through the Generate QR Code button on MyPRPopcorn, save 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 may not combine their sales to earn prizes.
- Prize orders are DUE to the Council Service Center on or before October 20, 2025. Check with your Unit Popcorn Kernel for your unit's order deadline which will be BEFORE October 20.
- 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.



POPCORN PORTAL WEEKEND

ALL of the Council's **Cub Scout** and **Scouts BSA** youth selling \$1,500 or more on popcorn portal weekend will receive a \$50 Amazon Gift Card. Unit popcorn Kernels will submit the unit's \$1,500+ sellers for the weekend of September 20-21 to Pam **before noon** on Monday, September 22nd. It is the responsibility of the Unit Popcorn Kernel to submit your unit's information.

***Prize provided by Northeast Iowa Council.*



**\$50 Amazon
Gift Card**

WINNER'S CIRCLE

Scouts that sell \$2,750 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** \$2,750 sold.*



**\$200 Amazon
Gift Card**



**\$200 Best Buy
Gift Card**



**\$200 AMC
Gift Card**



Telescope



**Drawing
Tablet**



**40" Smartcast
TV**



Game Table



Laptop

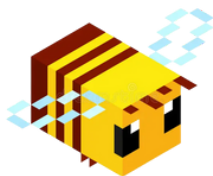
DIAMOND CHAMPION LEVEL

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

***Prizes are provided by Northeast Iowa Council.*

***Kayak will have to be picked up from local vendor and subject to availability and color.*





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, hair stylists, 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, or Northeast Iowa Council).
- 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
- Post card sticker template; use address labels to quickly stick your contact information on the postcards.

THE DIAMOND MINE IS WAITING: DIG INTO SALES AND UNCOVER EPIC LOOT!

- If your unit is geared up to sell, make sure your Unit Popcorn Kernel knows you are ready to power-up popcorn-selling pickaxe!
- Check with your Unit Popcorn Kernel for your seller ID; once received, your Scout can start crafting their online sales (the Unit Popcorn Kernel will need your email address).

