

POPCORN KERNEL GUIDE



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

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

Phone: 563-556-4343

Fax: 563-556-4344

KEY DATES

- Sept 2-11
 - Complete commitment to sell and register all Scouts for online sales.
 - Download the worksheet tool and save it to your computer. See directions in the "Scout Boss Guide".
- Sept 12 - Sale Begins - host a kickoff event
- Sept 14 - **Before Noon** - turn in your unit's Opening Pokeprize Weekend prize order for any Scout selling \$1,500 or more.
- Oct 19 - **Before 4pm** - place your unit's popcorn & prize orders as well as additional prize or cash forms, and worksheet tool excel spreadsheet. **Call Pam** to confirm receipt and set up your pickup time.
- Oct 30 - Popcorn distribution in Postville.
- Oct 31 - Popcorn distribution in Dubuque and Manchester.
- Nov 23 - **Before 4pm** - submit ONE CHECK for your unit's total to the Council Service Center.



KERNEL'S ROLE

Power Up Your Scout's Adventure



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.
- Remind Scouts that they should be in their Field Uniform (Class A) when selling popcorn.

KERNEL'S ROLE CONTINUED

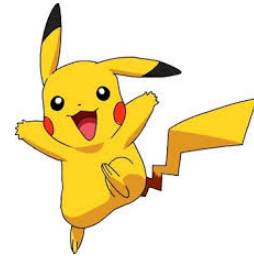
MARKETING & PROMOTION: Be sure to let everyone you know that you are selling popcorn. Utilize social media apps, images, videos, and Facebook to market the sale with your Scout's video. Encourage your friends and family to share your posts. Send the URL for your Scout's profile by direct message or email. Publish content two to three 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.

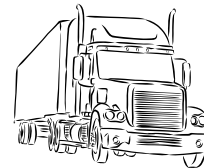


DISTRIBUTION



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. At assigned time, pick up and distribute product to your Scouts.

- Oct 30 @ Postville
- Oct 31 @ Dubuque or Manchester



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 4pm on November 23, 2026.



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

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 a variety of candies 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 Keller Prize Program, Winner's Circle, and Catch Them if You Can 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

