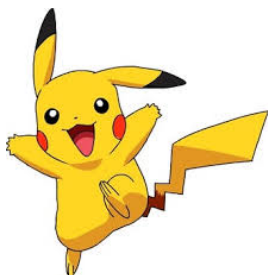


POPCORN PARENT GUIDE

Power Up Your Scout's Adventure

Hello, Scout Parents!

Thank you for your commitment to sell popcorn; you are the key to your Scouts' success!



**POPCORN SALE
BEGINS
September 12, 2026**

KEY DATES

Sept 12 - Sale Begins

Sept 14 - Opening Pokeprize Weekend prize order due to Council**

Oct 19 - Popcorn & prize order due to Council**

Oct 30-31 - Popcorn Distribution

Nov 23 - Payment due to Council**

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



PRIZE PROGRAM



HAVE YOUR SCOUT SET A GOAL, THEY WILL BE MOTIVATED AND SELL MORE!

REGULAR PRIZE LEVELS

- Pick the highest level for their sales, **or** combine two lower levels that add up

SPECIAL PRIZES

- Opening Pokeprize Weekend - Sell over \$1,500 & receive a **\$50 Amazon gift card**.
- EVERY \$2,750 sold gets a prize from the Winner's Circle!
- "Catch Them if You Can" prize level - Sell \$4,000 qualify for a camp hiking pack **or** cash prize of \$150.



Submit all prize orders to your Unit Popcorn Kernel. All prizes are subject to substitution.

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 resources available at www.scoutsiowa.org/popcorn



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 a variety of candies - online only.
- Expand your territory! Product is shipped directly to the customer so relatives across the country can still support your Scouting adventure.
- 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 or a variety of candies, 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 local Council to help instill the very values that have made Scouting a time-honored tradition for more than 115 years.

Thank you for your support,

Name

Seller ID:



Include a photo of your Scout in their uniform.

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



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.**

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!



FREQUENTLY ASKED QUESTIONS

WHY ARE WE 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. It is also an opportunity to reduce the cost of Scouting to your family by covering fees for camp, equipment, awards, registration, high adventures, etc.

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. 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.

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.



GOTTA SELL IT ALL!

- If you are geared up to sell, make sure your Unit Popcorn Kernel knows you are ready too!
- 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).

