

POPCORN TIME



Get your photo in the frame before taking a seat for our dinner & training!



Team



Carl Bobis, Scout Executive + Popcorn Gym Leader

Carl has done everything from being a unit popcorn kernel to coordinating popcorn orders.

ABILITY: HYPE MAN

EVOLUTIONS: STAGE 35

WEAKNESS: CHOCOLATE

STRENGTH: SELLS A LOT OF
POPCORN WITH HIS KIDS



Pam Klein, Office Manager + Scout Popcorn Trainer

Pam has led popcorn for the NEIC for the last (we don't need to say) years and continues to coordinate it all!

ABILITY: KNOWING ALL THE
INFORMATION

EVOLUTIONS: THE HIGHEST, STAGE
64

WEAKNESS: SMELLING POPCORN

STRENGTH: BEING COMMUNICATIVE
AND COORDINATED



Michaela Freiburger, Senior District Executive + Popcorn Professor

Michaela helps coordinate the warehouses, sorting, marketing and unit connections to the sale.

ABILITY: MULTI-TASKING

EVOLUTIONS: FROM KAYLA, STAGE 2

WEAKNESS: NOT EATING ALL THE
POPCORN

STRENGTH: STAYING HYDRATED



Agenda



- **Safety Moment**
- **Why we are gathered here today?**
- **Popcorn Kernel Packets**
 - **Best Practices**
 - **Prize Program**
 - **What's new?**
 - **Online Sales**
- **Logistics**
 - **Dates**
 - **Distribution**
- **Easy Unit Kick-Off Ideas**





Safety Moment

- **Door-to-Door and Neighborhood Safety**
- **Buddy system:** Always walk with a supervising adult.
- **No entry:** Never enter a customer's house or apartment, even if warmly invited inside.
- **Stay hydrated.**
- **Pathways:** Stay on sidewalks and driveways; do not cut across yards. A Scout is always respectful.



Safety Moment

WRAP-UP

- Do not catch wild pokemon while selling popcorn
- If there is an incident which occurs during a popcorn sale, contact the Scout Executive or Senior District Executive (Please collect as much information as you can before calling, and please don't wait to call or email)
- Please share a safety moment at your popcorn kick off!





Facts & Figures

	2024	2025
Total Gross Sales	\$429,515	\$395,730
Total Number of Units Selling	38	37
Unit Sales Average	\$11,303	\$10,695
Unit Average Profits	\$2,826	\$2,674
Youth Sales Average	\$742 or 32 containers	\$713 or 29 containers

THIS MAKES UP 19% OF THE NEIC ANNUAL BUDGET.





Leaderboard



Top Sellers

Dubuque Pack 7 \$32,020

Dubuque Pack 53 \$31,890

Dellaykee Pack 64 \$31,620

Dubuque Pack 5 \$30,805

Dubuque Pack 13 \$22,215

Dellaykee Pack 38 \$20,225



Most Improved

Dellaykee Pack 62 \$10,790, New Unit

Dubuque Troop 175 \$4,925, New Unit

Dubuque Troop 13 \$4,345, +48%

Dellaykee Pack 40 \$4,290, +62%

Dellaykee Troop 137 \$3,925, +52%

Dubuque Pack 53 \$3,665, +12%

Dellaykee Pack 64 \$3,415, +11%



Packet Content

KERNEL PACKETS

- Kernel Guides
- Scout Boss Guide (Green)
- Prize Tally Form (Yellow)
- Sample Excel View (White)
- Best Practices (Purple)
- Prize Weekend Winner sheet (Salmon)
- Winner's Circle Tracking Sheet (Salmon)
- Cash Certificate Tracking Sheet (Salmon)
- Military Donation Thank You Sheets
- Sales Receipts
- Order Forms
- Table Tent
- Parent Guide
- Money Collection Envelope





Packet Content

YOUTH SALES PACKETS

- **Parent Guide**
- **Table Tent Forms (x2)**
- **Order Forms**
 - **One has the NEIC Prize Program/ winner's circle information**
 - **One is the order form alone**



POPCORN KERNEL GUIDE



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.

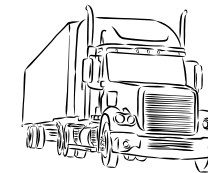


DISTRIBUTION



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.



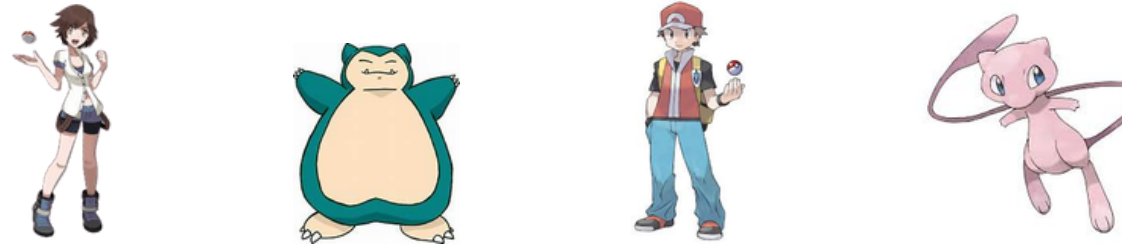
WILL IT ALL FIT?

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



Resources

www.scoutsiowa.org/popcorn



Guidebooks

Videos

Selling Tips

Templates

Social Media Assets



Pecatonica Popcorn



- 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.



NEW!





Online Platform

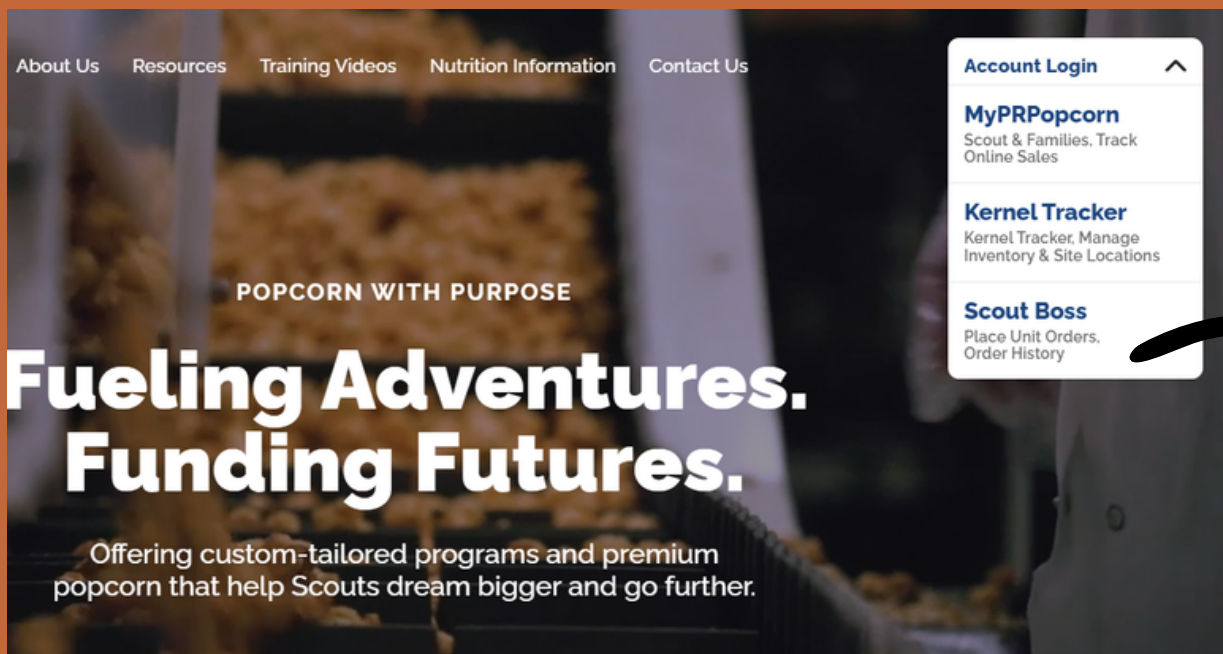


- GREAT opportunity to grow our sales
- FREE SHIPPING! * to lower 48 Contiguous US
- DIFFERENT product selections than traditional sale
- Online sales count towards all prize levels except the First Weekend Super Saturday prize.

****IMPORTANT****

Kernel to set up youth in system which will email families their Scout's Seller ID number

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



The image shows the login and sign-up page of the MyPRPopcorn website. It is divided into two main sections: "Sign-In" on the left and "Sign-Up" on the right. The "Sign-In" section includes a link "Forgot Username?", a "Username" label, a text input field, a "Password" label, another text input field, a "Login" button, and two links at the bottom: "Forgot your password?" and "Watch Seller ID Tutorial Video". The "Sign-Up" section features a blue button with a person icon and the text "Create Unit Profile". Below this is the heading "Why Sign-Up?" followed by a bulleted list of benefits: "Place unit orders", "View order history", "Sign up Scouts for online sales", "Enter Scouts into Winners Circle", and "Download your worksheet tool". A large, hand-drawn black circle is drawn around the "Sign-Up" section, and a large, hand-drawn black arrow points from the "Scout Boss" option in the menu of the previous image down to the top of this circle.

Sign-In

[Forgot Username?](#)

Username

Password

Login

[Forgot your password?](#)

[Watch Seller ID Tutorial Video](#)

Sign-Up

 Create Unit Profile

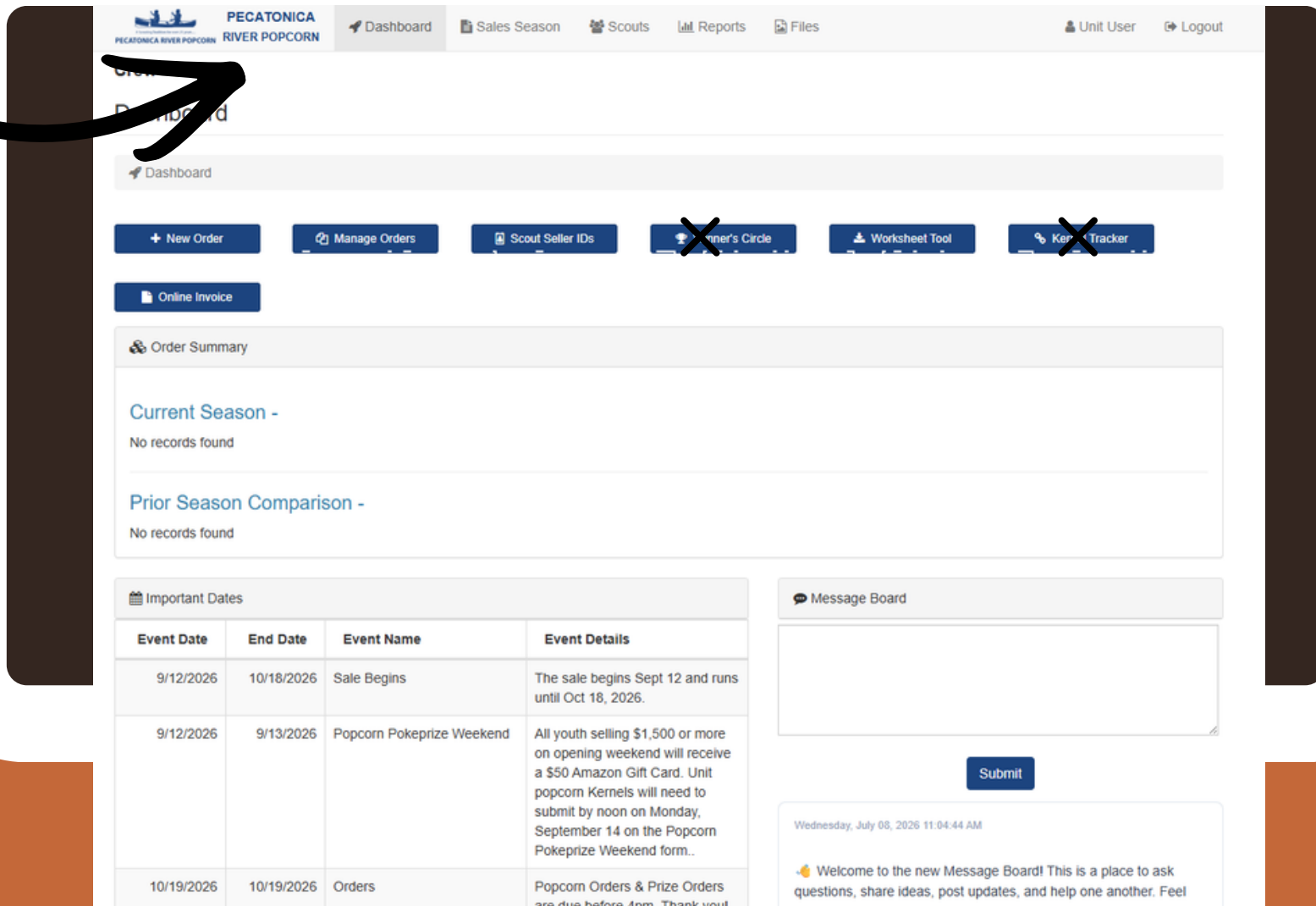
Why Sign-Up?

- Place unit orders
- View order history
- Sign up Scouts for online sales
- Enter Scouts into Winners Circle
- Download your worksheet tool



Online Platform

KERNEL VIEW (ONE PERSON COMPLETES PER UNIT)



PECATONICA RIVER POPCORN

Dashboard Sales Season Scouts Reports Files Unit User Logout

Dashboard

+ New Order Manage Orders Scout Seller IDs ~~Scouter's Circle~~ Worksheet Tool ~~Kernel Tracker~~

Online Invoice

Order Summary

Current Season -
No records found

Prior Season Comparison -
No records found

Important Dates

Event Date	End Date	Event Name	Event Details
9/12/2026	10/18/2026	Sale Begins	The sale begins Sept 12 and runs until Oct 18, 2026.
9/12/2026	9/13/2026	Popcorn Pokeprize Weekend	All youth selling \$1,500 or more on opening weekend will receive a \$50 Amazon Gift Card. Unit popcorn Kernels will need to submit by noon on Monday, September 14 on the Popcorn Pokeprize Weekend form..
10/19/2026	10/19/2026	Orders	Popcorn Orders & Prize Orders are due before 4pm. Thank you!

Message Board

Submit

Wednesday, July 08, 2026 11:04:44 AM

Welcome to the new Message Board! This is a place to ask questions, share ideas, post updates, and help one another. Feel



Online Platform



KERNEL VIEW (ONE PERSON COMPLETES PER UNIT)

This platform is where Kernels create Scout's online Seller ID.

Each Scout will need a Seller ID with parent's email.

You can add sellers into the platform by typing their first name, last name, email address, then clicking "add" which will automatically send the seller ID number to the provided email address (have them check spam).

You will see all youth who have been associated with that unit.

By clicking "edit" on the seller names, you can resend parents their information by clicking "update".

Parents will follow instructions in the email generated from Pecatonica.



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. [Register Now](#) to access the My PR Popcorn Tool.
2. Create your Scouts Profile being sure to use the Seller ID X3TM0A.
3. Share with family and friends.

Want to reach those not on Social Media?



Online Platform

PARENT VIEW: PECATONICA RIVER POPCORN





- My Profile
- Upload/Edit Profile Picture
- Upload/Edit Profile Video
- Online Sales Report
- Tracking Tool
- Location
- Profile Settings

Profile

[f Share](#) [X Post](#) [Email](#) [WhatsApp](#)

[Generate QR Code](#)



Level 26
Popcorn Scout

Your popcorn purchase powers my scouting journey!

Scouting America

Council

Northeast Iowa Council

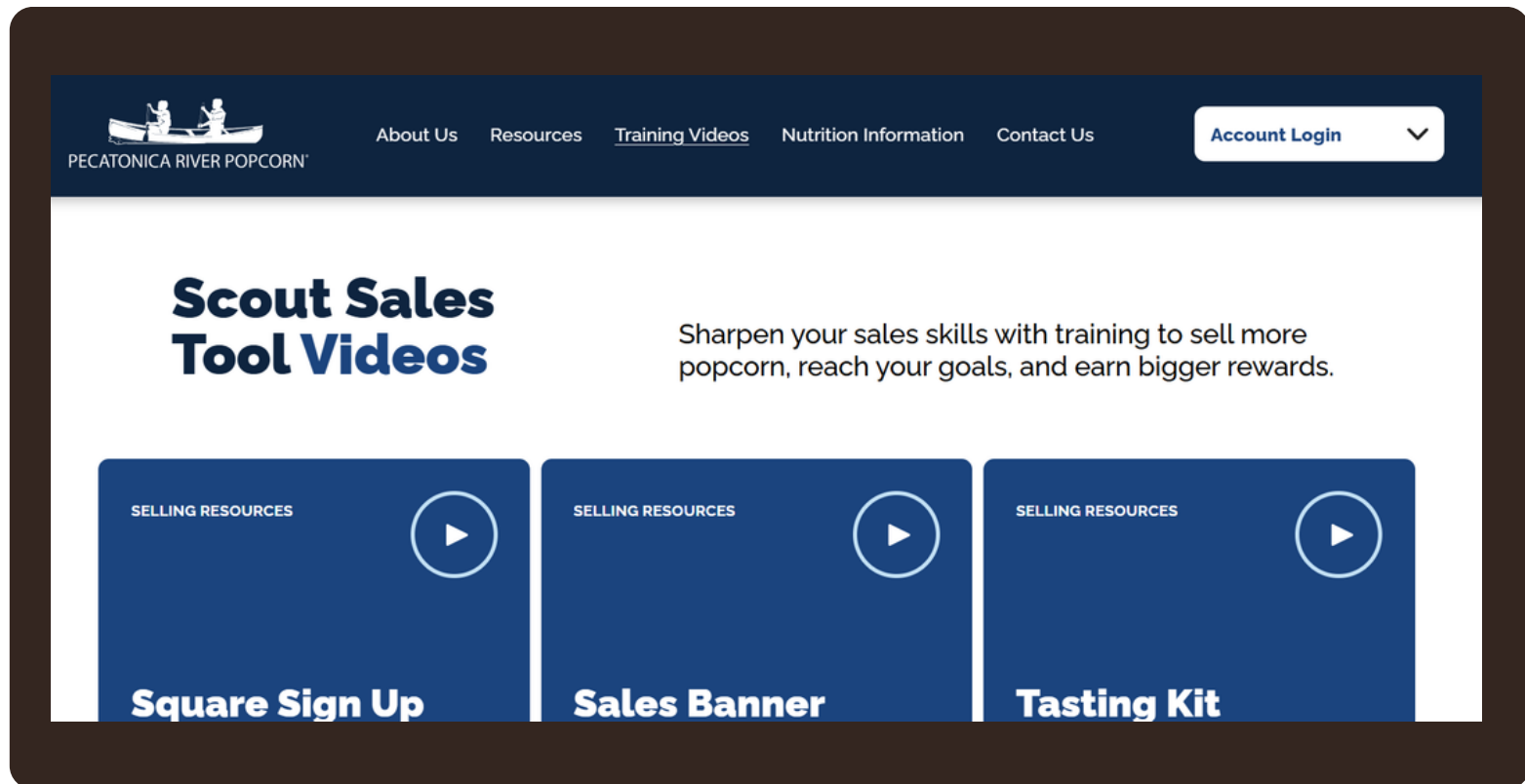
District

Dubuque



Online Platform

RESOURCES: VIDEO PAGE



SOME OF THE RESOURCES DON'T APPLY AS WE DON'T TRACK INVENTORY SALES, WE ARE A PRE-ORDER COUNCIL.



Buy Premium Popcorn Online Pecatonica River Popcorn

Indulge in the ultimate popcorn experience at Pecatonica River Popcorn! Discover a wide selection of premium popcorn flavors, handcrafted with love and the finest ingredients.

Pecatonica River Popcorn





PRPOPCORNSTORE.COM/





PECATONICA RIVER POPCORN®

CONTACT

You have not selected a scout yet - search by name, council, or unit. Enter "SUPPORT" if the Seller ID is unknown. Your donation will be shared among the participating Councils we serve. *

SCOUT NAME	COUNCIL	DISTRICT	UNIT TYPE & NUMBER	SELLER ID
Payton Elliott	Northeast Iowa Council	Dubuque	Troop 0194	2RZWLN

ORDER SUMMARY

 Courteous Cluster \$40.00 ×

1

Subtotal	\$40.00
Shipping	\$0.00
Processing Fee	\$3.00
TOTAL	\$43.00

[Continue Shopping](#)



Excel Tracking

➔ **Link to download is in your Scout Boss Dashboard!**

➔ **Save where you will remember
(Add kids as they get packets-
helps follow back up with who is
selling)**



Selling Tips

1. **BE IN UNIFORM**

a. Always wear your clean uniform.

2. **KNOW YOUR PRODUCTS**

a. Know the names & Types of popcorn you are selling.

3. **BE PREPARED**

a. Practice your sales script & Pitch. Have confidence & Smile!

4. **ALWAYS THANK YOUR CUSTOMERS**

a. Remember to always thank your customer, even if they do not purchase.

5. **FOLLOW SCOUT SAFETY TIPS**

a. Follow the buddy system, road-rules, money management and curfew.



Scavenger Hunt

Gotta catch 'em all!



POWER UP FOR FALL POPCORN SALES AT SUMMER CAMP!

Scavenger Hunt: Color in the poke-ball as you find the characters around camp!

Selfie Frame: While in your uniform, don't forget to take your picture in the selfie frame to promote your popcorn sales!



Pikachu



Charmander



Bulbasaur



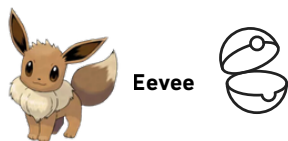
Snorlax



Jigglypuff



Charizard



Eevee



Gyarados



Jolteon



Squirtle



Mew



Mewtwo



Psyduck



Ninetales



Slowpoke



Rattata



Flareon



Ditto



Cubone



Clefairy



Weedle



Gengar



Magikarp

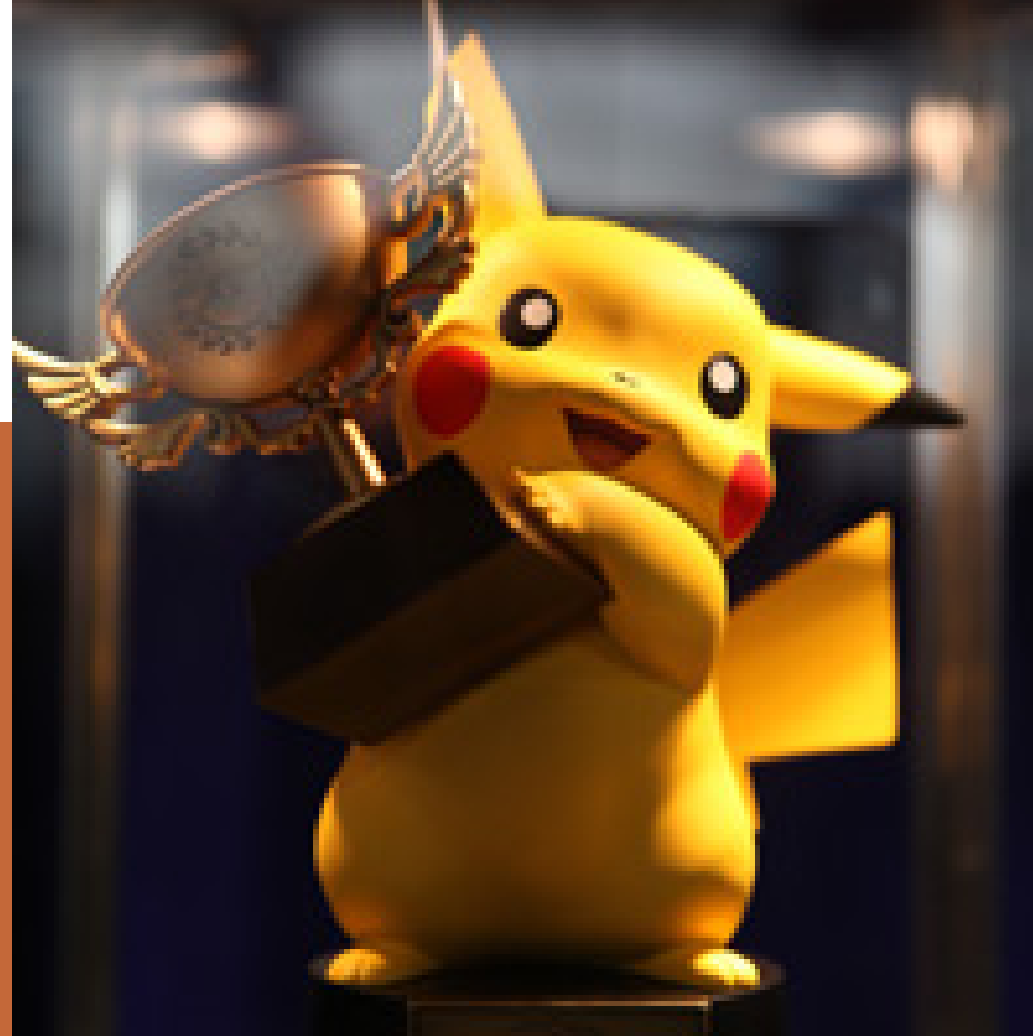


Wartortle



EMAIL MICHAELA FOR
A PDF OF THIS + THE
CHARACTERS TO
PRINT!

Prizes





Popcorn Prizes



POPCORN POKÉPRIZE WEEKEND

ALL of the Council's **Cub Scout** and **Scouts BSA** youth selling \$1,500 or more on popcorn pokeprize weekend will receive a \$50 Amazon Gift Card. Unit popcorn Kernels will submit the unit's \$1,500+ sellers for the weekend of September 12-13 to Pam **before noon** on Monday, September 14th. It is the responsibility of the Unit Popcorn Kernel to submit your unit's information.



**\$50 Amazon
Gift Card**

***Prize provided by Northeast Iowa Council.*

Popcorn Prizes



WINNER'S CIRCLE: FROM PECATONICA

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**



Laptop



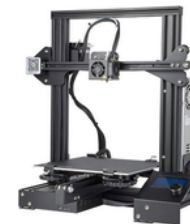
Drum Set



43" Smart TV



Game Table



3D Printer



Popcorn Prizes



CATCH THEM IF YOU CAN

Scouts that sell \$4,000 qualify for an adjustable Osprey Hiking Pack 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.*

***Exact hiking pack not shown. Subject to availability.*



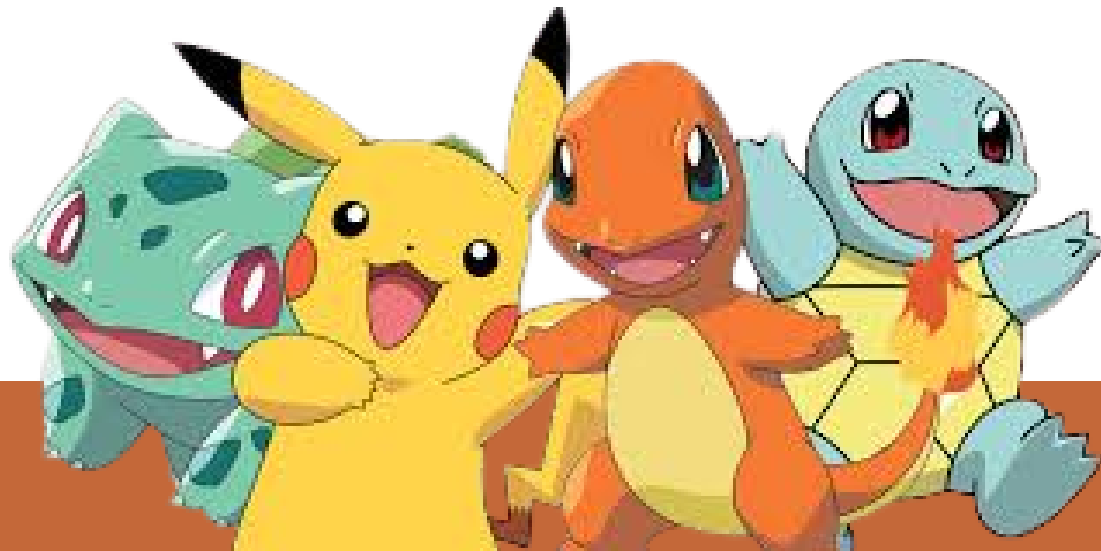
Popcorn Prizes



TROOP INCENTIVES

We are excited to announce a new troop incentive to help motivate your unit to sell popcorn. Use the extra funds (\$250) to alleviate activity fees, purchase troop equipment, or supply food at an upcoming Court of Honor. Your unit chooses how they use the funds!

**Each troop is provided a goal from the Northeast Iowa Council.*





Logistics



After completing worksheet tool

- Place your popcorn order through Pecatonica site as well as your prize order.

Once both are completed

- Email your excel spreadsheet to Pam at pam.klein@scouting.org
- After emailing wait for verification from Pam with your assigned pickup time.



Logistics

CONTINUED



- Please have all your drivers show up at your schedule time for pickup.
- Keller prizes will be shipped directly to the Popcorn Kernel.

Winner's Circle Prizes and the Northeast Iowa Council Prizes will need to be picked up at the Council Service Center (Dellaykee prizes can be taken to roundtable). Pam will let you know when all are ready for pickup.



Timeline



KEY DATES: Communication is KEY

Sept 12 - Sale Begins- Host Kick-Off Event

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

Turn in unit prize order for any Scout selling \$1,500 before NOON.

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

Oct 30-31 - Popcorn Distribution

October 30th- Postville Distribution

October 31st- Manchester and Dubuque Distribution

Nov 23 - Payment due to Council**

In the form of one check before 4 p.m.



Warehouses



- October 30–
 - Hall Roberts' Son Inc, Postville
- October 31-
 - Don & Walt Plumbing, Manchester
 - Truck Country TRAINING CENTER, Dubuque
(Hwy 151 & 61 junction)



Will it all fit?



Vehicles need to be free and clear of other items, including car seats.

Cars



25 cases or less

SUVs



40 cases or less

Suburban



75 cases or less

Trucks



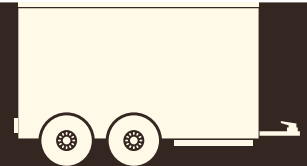
25-50 cases

Vans



60 cases or less

Trailers



Suggested for **LARGE** orders!



Key Take Aways

Checklist:

✓
✓
✓
Committment to
Sell

Register for
Online Sales

Share training
with Scouts