

Scouters,

Many thanks for being a part of the 2023 popcorn sale. This year's popcorn sale is vital to the financial security of our units and our Council! Your support of the this campaign is necessary in providing a great program to our youth. We know this year will be the year that Scouting rebounds and shows our importance to our community.

If I can be of any help during this year's campaign, please don't hesitate to email or call me at [ed.white@scouting.org](mailto:ed.white@scouting.org) or 217.531.0214

To your success!  
Jared



BOY SCOUTS  
OF AMERICA®

PRAIRIELANDS COUNCIL

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# 2023 Popcorn Sales Guide

**A Start-to-Finish Guide for  
Managing your Unit's Popcorn Sale**



## POPCORN

**Show & Sell Orders Due:**

Friday, August 18, 2023

**Take Order Sale Begins:**

Friday, August 18, 2023

**Take Order Orders Due:**

Friday, October 20, 2023

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## Notes

# Notes

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## Unit Kernel To Do List & Calendar

<b>TIMELINE</b>	<b>TASKS</b>
<b>July</b>	<input type="checkbox"/> Choose a Unit Popcorn Kernel <input type="checkbox"/> Submit Unit Commitment Card
<b>August</b>	<input type="checkbox"/> Attend Popcorn Training <input type="checkbox"/> Hold a Unit Popcorn Kickoff <input type="checkbox"/> Log in and get familiar with the ordering system at <a href="https://pecatonicariverpopcorn.com">https://pecatonicariverpopcorn.com</a> <input type="checkbox"/> Have Scouts create online accounts by logging into your unit dashboard at <a href="https://pecatonicariverpopcorn.com/">https://pecatonicariverpopcorn.com/</a> <input type="checkbox"/> Contact local stores/churches/restaurants to find a location for your Show & Sell sale to be held sometime between September 1 and October 20
<b>Before Aug. 18</b>	<input type="checkbox"/> Place your unit Show & Sell order online at <a href="https://pecatonicariverpopcorn.com">https://pecatonicariverpopcorn.com</a>
<b>Throughout Sale</b>	<input type="checkbox"/> Encourage Scouts to participate in Online Sales <input type="checkbox"/> Keep in contact with your Scouts and their parents regarding deadlines and information
<b>Aug. 2022</b>	<input type="checkbox"/> Tell Scouts to begin selling Take Order popcorn!
<b>Sept. 1</b>	<input type="checkbox"/> Pick up Show & Sell Popcorn
<b>Aug.-Oct 20</b>	<input type="checkbox"/> Submit Scout take order forms showing \$750 sold for weekly prize drawing
<b>Late October</b>	<input type="checkbox"/> Collect all orders from Scouts
<b>On or before Oct. 20</b>	<input type="checkbox"/> Submit your unit's Take Order product order online at <a href="https://pecatonicariverpopcorn.com">https://pecatonicariverpopcorn.com</a> <input type="checkbox"/> Submit prize orders from Pecatonica River Leader Portal
<b>Nov. 9-10</b>	<input type="checkbox"/> Pick Up Take Order Popcorn at designated location
<b>Nov. 10-11</b>	<input type="checkbox"/> Distribute popcorn to Scouts to deliver to customers
<b>Late November</b>	<input type="checkbox"/> Watch your mail for a final invoice with balance due <input type="checkbox"/> Collect Scout's money with checks made out to your unit
<b>On or before Dec. 1</b>	<input type="checkbox"/> Submit ONE CHECK for the popcorn balance <input type="checkbox"/> <b>CELEBRATE A SUCCESSFUL POPCORN SALE!</b>

# Why sell popcorn?

**Popcorn sales can generate enough income to financially support your Scouting Program for the entire year!**

**Some of the great benefits of selling popcorn include:**

- There is NO up-front cost to your unit.
- Units order only what they sell.
- Free returns of any unsold product
- Over 70% of sales support Scouting
- A built-in prize program encourages Scouts to sell.
- Popcorn sales teach youth the responsibility and value of earning their own way.
- Popcorn is easy to sell.



## Notes

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## Paying Your Balance

In mid November, you will receive your Unit's final invoice in the mail.

- Review the invoice to make sure everything is correct.
- Get one check from your Unit for the entire balance due made out to "Prairielands Council, BSA".
- Sign one copy of the invoice, then mail it with your check in the return envelope provided or send it to: Prairielands Council, BSA  
PO Box 6267  
3301 Farber Drive  
Champaign, IL 61826-6267
- Allow a week for processing. You can see if the check has been processed by downloading your Unit Invoice from the Reports section of <https://pecatonicariverpopcorn.com/login.php> and checking your Remaining Balance.

You may also pay in person at the Raymond Lee Service Center. ***Prize orders will not be processed until popcorn balances are paid. If you accidentally overpay, refunds can take up to 2 weeks to process.***

>Invoices may also be viewed/printed from:  
<https://pecatonicariverpopcorn.com/login.php>

**All payments are due by December 1.**

## What Makes the Popcorn Sale Possible?

The popcorn sale is crucial in providing programs and services to all of our units and funding experiences uniquely suited for every Scouting Unit.

### Some examples of how units use popcorn earnings:

Awards	Camp Fees
Courts of Honor	Field Trips
Program Materials	Events/Activities/Outings
Equipment purchases	Blue & Gold Banquets
Pinewood Derbies	Books/Neckerchiefs
Camporees	Anything your Unit decides....

*"I sell popcorn because it is fun and the prizes are awesome!" Marcus J. Pack 21*



## 2023 Council Incentives

**Fill it Up** - Scouts who sell \$650 or more in popcorn sales will be entered to earn weekly prizes.

**Bonus Prize**—Every Scout who sells \$650 worth of product will earn a \$10 gift card from the Scout Shop. The card will be sent at the end of the sale, when the Scout/Parent registers their sales on the Council Website. Only 1 gift certificate per Scout.

**Cub Scout Campership**—Any Scout from grades Kindergarten (Lion Cub) through fourth grade (Webelos 1) who sells over \$1500 worth of popcorn will earn a free campership to attend either Cub Scout Day Camp or Cub Adventure Camp. Campership cannot be combined with family sales or passed outside of the family.

**Scouts BSA Campership**—Any Scout from grades 5 through 12th grade who sells \$3000 worth of popcorn will earn a free campership to attend in Council Scouts BSA Camp at Camp Robert Drake. Campership cannot be combined with family sales or passed outside of the family.

## Winners Circle

This is an additional prize from Pecatonica River for any Scout who sells over \$3000 worth of product!

### WINNER'S CIRCLE

★ **SELL \$3,000**

PICK A PRIZE FROM THE WINNER'S CIRCLE FOR EVERY \$3,000 SOLD

*Prizes subject to availability*



**\$200 AMAZON  
GIFT CARD**



**\$200 BEST BUY  
GIFT CARD**



**32" SMARTCAST  
TV**



**AIRPODS**



**AMAZON FIRE  
10" TABLET**



**LASER TAG**


















**ELECTRIC  
SCOOTER**



**QUADCOPTER  
DRONE**



# Scout Rewards

<b>\$5,000</b> <b>LEVEL 12</b>	49 - LEGO Technic 4x4 Mercedes-Benz Zetros Trial Truck 50 - Carrera Evolution Supercars 51 - Lionel Junction North Pole Central 52 - \$250 Amazon Gift Card	  
<b>\$4,000</b> <b>LEVEL 11</b>	45 - Adventure Camp Package 46 - Dart Zone Pro MK 3 47 - LEGO Star Wars The Justifier 48 - \$175 Amazon Gift Card	  
<b>\$3,000</b> <b>LEVEL 10</b>	41 - Carrera DTM High Speed Showdown 42 - LEGO Technic 2022 Ford GT 43 - Coleman Sundome 4 Person Tent 44 - \$125 Amazon Gift Card	  
<b>\$2,150</b> <b>LEVEL 9</b>	37 - LEGO Ariel's Underwater Palace 38 - Skullcandy Wireless Earbuds 39 - Foldable Drone 40 - \$100 Amazon Gift Card	  
<b>\$1,650</b> <b>LEVEL 8</b>	33 - HEXBUG HEXMODS Pro Series Elite 34 - LEGO Hogwarts Magical Trunk 35 - NorthFace Staiwart Backpack 36 - \$75 Amazon Gift Card	  
<b>\$1,250</b> <b>LEVEL 7</b>	29 - LEGO Batman - Batcycle 30 - Swiss Army Fieldmaster Knife 31 - HEXBUG VEX Motorized Robotic Arm 32 - \$40 Amazon Gift Card	  
<b>\$850</b> <b>LEVEL 6</b>	24 - Hydration Pack - 2L 25 - 125-piece Tool Set 26 - Zing Bow w/ 4 Arrows Assorted Colors 27 - 2-Person Waterproof Tent Assorted Colors 28 - \$30 Amazon Gift Card	  
<b>\$625</b> <b>LEVEL 5</b>	19 - 30 x 50 Binocular w/ Case 20 - Telescope - 40X Magnification 21 - 5-in-1 Multi-Tool w/ Shovel & Ax 22 - Ioss Freeze Pop w/ Syrup 23 - Grab Bag F	  
<b>\$425</b> <b>LEVEL 4</b>	14 - PlusPlus Saturn V Rocket 15 - 5pc Stainless Steel Mess Kit 16 - USB Rechargeable Headlamp w/ Motion Activation 17 - Air Hurler Zano Bow w/ 2 Zarts 18 - Grab Bag E	  
<b>\$325</b> <b>LEVEL 3</b>	9 - Zing Air ZooperBall 10 - Duncan Linsight Yo-Yo 11 - Lock Blade Knife w/ BSA® Branding 12 - Catapult Plane w/ Decorative Stickers 13 - Grab Bag D	  
<b>\$250</b> <b>LEVEL 2</b>	1 - Knife, Fork, Spoon Combo w/ Bottle Opener 2 - Cinch Backpack w/ BSA® Branding Assorted Colors 3 - 3 Watt-200 Lumen COB LED Headlamp 4 - Watch/Pedometer 5 - Assorted Colors - Dry Bag - 5 liter - Teal 6 - Waboba Fly Plus 8" Silicone Flying Disc 7 - 4x30 Binocular 8 - Stuffed Animal w/ BSA® Branding	  
<b>LEVEL 1</b>	0.1 - Popcorn Sale Patch 0.2 - Online Sale Pin 0.3 - Military Sale Pin 0.4 - Top Seller Pin Sell any item Sell One Online Order Sell One Military Donation Sell over \$1,000	  

# Commission Options

All units receive a base commission of 33%.

Each unit must choose one of two commission options:

- **Prizes Option (default option)**
  - Unit earns only base commission (33% total), and each Scout earns rewards (based on the point value of the popcorn they sell).
- **Money Only Option**
  - The unit earns an additional 2% commission (35% total) and no Scouts earn prizes, except Bonus Prizes.

All Scouts, regardless of the unit's commission selection, are eligible to earn **Bonus Prizes** (see page 6).

\$ %

# Ways to Sell Popcorn



## Show & Sell (S&S)

Unit Kernels place an order for bulk popcorn in advance. Units set up a display in their neighborhood. Scouts sell popcorn and hand it to customers at time of purchase.



## Take Order (TO)

Scouts take orders and turn them in to their Unit Kernel. One bulk popcorn order is placed for the popcorn sold by the entire unit. Scouts deliver popcorn to their customers after it comes in.

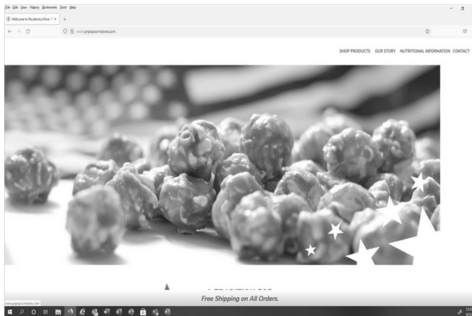
**Details on page 10**

## Online

Scouts can sell popcorn to out-of-town family and friends at [prpopcorn-store.com](http://prpopcorn-store.com)

Each Scout must set up their own profile and send out a personalized link. The online sales amount is deducted of your final bill.

**Details on page 11**



# RETURN POLICY

## Show and Sell Return Policy

- Use any leftover Show & Sell popcorn should be used to fill your unit's Take Order.
- You can return any leftover popcorn from your unit's Show and Sale Campaign.

## Take Order Return Policy

Because you will order exactly what has already been sold to customers, there will be no returns of Take Order Popcorn unless it is a defect.

## Online Sales Return Policy

No returns for online orders will be accepted because the popcorn is sent directly to the customer.



## DELIVERY & DISTRIBUTION

Be sure to order your popcorn by the deadline so that you can pick it up on the assigned distribution date.

- Show & Sell orders due: August 18
- Show & Sell distribution: September 1
- Take Order orders due: October 20
- Take Order distribution: November 9-10

### On the distribution date:

- Pick up your order at your district's assigned location (see the following pages for details). Be prepared with enough cars and volunteers when you pick up your order. For planning purposes, here is an estimate of how much popcorn you can reasonably expect to fit in an *empty* vehicle.
  - Car: 20 cases
  - SUV/Minivan/Truck: 30-40 cases
  - Full Size Van: 50-70 cases
- Check over your entire order at the distribution site to ensure no products are damaged and that your order is complete. If any products are damaged, exchange it before you leave or contact the Lee Service Center.
- Sign your unit's delivery slip to show that you received your complete order.

### Storing popcorn and distributing to your unit:

- Find a clean, cool and dry location that is large enough to separate orders by patrol, den, or Scout. Avoid hot, humid, or damp areas where the popcorn might melt or be otherwise damaged.
- Have a receipt for each patrol, den, or Scout to verify the amount of product they received.

After delivery, if customers notice something wrong or are not satisfied with the product, **please direct them to email Sharon.Kirk@scouting.org or call 217.531.0218.**

## Suggested Kick-Off Agenda

### Explain how the popcorn sale benefits...

- *...your Unit:* Funds our Ideal Year of Scouting—pays for special activities, re-charter fees, badges, equipment, and Camp.
- *...your Scouts:* Builds personal sense of responsibility, sales and leadership skills, and supports program
- *...your Council:* Raises money for improving activities and camping programs.

### Review the rewards and incentives:

- Prizes! (Only if the prizes commission option was chosen for the unit. See pages 6-7 for details).
- Bonus Prizes! (See Page 6)

### Review sales goals and techniques:

- Distribute and discuss order forms and rewards
- Role-play sales presentations with youth
- Instruct youth to wear their uniforms while selling
- Remind youth that popcorn sales help them complete advancement/merit badge requirements

### Go over delivery and money collection process:

- Don't leave popcorn until the customer pays for it.
- Have customers make checks payable to the Unit.
- Say "Thank you for your order. See you next year!"

### Review safety rules for youth and adults:

- Youth should be selling with a buddy or accompanied by a chaperone.
- Emphasize that youth do not enter homes.
- Emphasize touch free delivery

# Take Order

Your Scouts can sell popcorn using the Take Order form anytime from August 19 until orders are due October 21.

## STEP 1: Host a Unit Kickoff and distribute forms

At a pack or troop meeting, gather the Scouts and parents, explain the sale and deadlines, get them excited about selling and give everyone a Take Order form. See the opposite page for kick-off ideas.

## STEP 2: Collect the Scouts' orders

Set a deadline to turn orders in a week or so before you must place the unit order on October 21, giving you time to follow up with anyone missing and to tally everyone's orders together. You do not need to collect payment for the popcorn at this time.

## STEP 3: Place your unit's bulk popcorn order

**You must place your Take Order online at [pecatonicariverpopcorn.com](http://www.pecatonicariverpopcorn.com) by October 20.** You should order the exact amount of popcorn sold.

## STEP 4: Pick up your popcorn on Nov. 10

## STEP 5: Sort popcorn and distribute to Scouts

Find a space for your unit's popcorn, and divide it up for each Scout. The Scouts will then deliver the popcorn to their customers and collect payment (these checks should be made out to your unit.) If you need more popcorn than you originally ordered, call the council at 217.531.0218. Please see page 15 for our Return Policy.

## STEP 6: Pay for your popcorn

The Council will send you an invoice for your popcorn with your balance due in late November. You will submit one check made out to the council. See page 18 for payment instructions.

# Technical Support and Services



## Sales Tutorials

<http://www.pecatonicariverpopcorn.com/Tutorials.html>

Kernel Tracker  
My PR Popcorn  
Seller ID  
Scout Boss (unit)  
Sales Banner  
Super Saturday Prize  
Bullet Board  
Envelopes  
Tote Bag  
Tasting Kit  
Sales Flyer  
Take to Work Tent  
Door Hanger

## Technical Support and Services



You will manage your Unit's sale at  
<https://pecatonicariverpopcorn.com/>

### Kernel Tracker Tool

Inventory Management Application  
 Web Based (No App Store)  
 Link to download available on unit dashboard  
 List Show and Sell locations available  
 Manage Sign Ups for Show and Sell Shifts

### MYRPOPCORN Tool

Online Selling App for Scout  
 Share via Social Platforms  
 Track Sales Progress (Online Auto Populates)  
 Sign up for Show and Sell Location Shifts

## Online Sales & Tools

Your Scouts can sell popcorn online anytime! For online sales, popcorn is ordered by and shipped directly to the customer.

### Prpopcornstore.com

**Program Planning Spreadsheet**—Plan your upcoming program with this handy spreadsheet.

**Parent Handout**—Give your parents the key program and sale information by customizing a handout for your popcorn kickoff.

**Kick Off Resources**—Build Your Best Popcorn Kickoff Ever  
 Refer to our Unit Kickoff Checklist and Kickoff Best Practices handouts for suggested agenda and room layout.

**Door Hangers**—Did your Scout go Door to Door and no one was home. You can leave a door hanger with your info for them to decide later.

**Take to Work Tents**—Parents can help their Scouts by taking to work these table tents so their coworkers know what kind of popcorn is being sold and they will have a chance to order.

# Pecatonica River Popcorn System



You will manage your Unit's sale at  
<https://pecatonicariverpopcorn.com/>

The Popcorn Sales System makes it easy for you to manage your unit's Popcorn Sale using a convenient, web-based platform. Using this platform, you can:

- ♦ Order popcorn from your Council to sell and earn needed funds for your Unit
- ♦ Add Popcorn System Users to help organize your information
- ♦ Create and manage Scout lists and sales records
- ♦ Track your Unit's online sales, print packing slips and invoices

Your Role – Some menus and other features are available only to Leaders. If you are the Popcorn Kernel of more than one unit, you may have multiple roles available to use.

If you have any questions, reach out to Pecatonica River or send us an email at [pops@prpopcorn.com](mailto:pops@prpopcorn.com)

# Product Line-UP

 <p><b>YELLOW POPPING CORN</b></p> <p>America's healthiest snack food in a re-sealable Adventure tub! Pop up under for that fresh popcorn taste you're craving.</p> <p>Net Wt. 2 lbs. ▲ \$10 @ 10</p>	 <p><b>CLASSIC CARAMEL CORN</b></p> <p>Grazed to perfection with real butter and brown sugar to create a flavor to remember, with a crunch you can't forget.</p> <p>Net Wt. 8 oz. ▲ \$10 @</p>	 <p><b>BUTTER MICROWAVE (15 PACK)</b></p> <p>Take advantage of this convenient way to enjoy a freshly popped taste with a rich butter flavor. 0 grams of trans fats.</p> <p>Net Wt. 37.5 oz. @ \$20 @ 10</p>	 <p><b>KETTLE CORN MICROWAVE (15 PACK)</b></p> <p>Experience the combination of the sweet, yet salty flavor of Kettle Corn anytime. 0 grams of trans fats.</p> <p>Net Wt. 37.5 oz. @ \$20 @ 10</p>	 <p><b>CHEDDAR CHEESE</b></p> <p>Made with real cheddar cheese. Each freshly popped kernel is a savory blend of cheeses that will keep you coming back for more.</p> <p>Net Wt. 7 oz. @ \$20 @</p>
 <p><b>JALAPEÑO CHEESE</b></p> <p>The unmistakable zip of jalapeño pepper gives this spicy popcorn flavor its heat. Perfect for those who like their snacks with a little kick.</p> <p>Net Wt. 7 oz. ■ \$20 @</p>	 <p><b>KETTLE CORN</b></p> <p>Experience a taste-of-travel, sure to satisfy your sweet and salty craving.</p> <p>Net Wt. 10 oz. ★ \$20 @</p>	 <p><b>CARAMEL WITH SEA SALT</b></p> <p>Caramel corn made with real butter, brown sugar, and the perfect amount of sea salt. The crunchy, sweet, and salty combination will leave you wanting more.</p> <p>Net Wt. 15 oz. @ \$25 @</p>	 <p><b>SEA SALT SPLASH</b></p> <p>Caramel popcorn dunked in dark, fudge and sprinkled with a splash of sea salt. If you have never tried this combination, you don't know what you're missing.</p> <p>Net Wt. 15 oz. @ \$25 @</p>	 <p><b>MILK CHOCOLATE PRETZELS</b></p> <p>If you like sweet and salty flavors, then you'll love these chocolatey covered pretzels.</p> <p>Net Wt. 15 oz. @ \$25 @</p>
 <p><b>CLASSIC TRIO</b></p> <p>Everyone's favorite blend of sweet and savory, a snack you won't be able to put down. Mix them together for a Chicago style treat, or enjoy them individually.</p> <p>Caramel Corn, Cheddar Cheese, Military!</p> <p>Net Wt. 19 oz. @ \$30 @</p>	 <p><b>CHEESE LOVERS</b></p> <p>Cheese, cheese, and more cheese! A combination that will satisfy any cheese lover's appetite.</p> <p>Cheddar Cheese, Jalapeño Cheese, Buffalo Ranch, White Cheddar</p> <p>Net Wt. 20 oz. @ \$40 @</p>	 <p><b>CHOCOLATE LOVERS</b></p> <p>Our Chocolate Lovers tin features 5 sweet treats that you can't resist!</p> <p>Milk Chocolate Pretzels, White Chocolate, White Cheddar, Peanut Butter Cig, Sea Salt Splash</p> <p>Net Wt. 55 oz. @ \$60</p>	 <p><b>MILITARY DONATION</b></p> <p>Send the gift of popcorn to our military men and women, their families, and veterans' organizations. The popcorn will be shipped directly and is not available for local delivery.</p> <p>Net Wt. 55 oz. @ \$30/\$50</p>	 <p><b>MILITARY DONATION</b></p> <p>Send the gift of popcorn to our military men and women, their families, and veterans' organizations. The popcorn will be shipped directly and is not available for local delivery.</p> <p>Net Wt. 55 oz. @ \$30/\$50</p>