

2024 Unit Kernel Handbook



ALAMO AREA COUNCIL POWERED BY

POPCORN

Table of Contents

Popcorn Empire.....	2
Key Websites	2
What’s New?	2
Unit Tasks At A Glance	3
Calendar	4
Getting Started	5
Unit Popcorn Kernel Job Description	6
Product Line	7
Nutritional & Allergy Information	8
Ways To Sell	9
How Much Does Your Unit Need To Sell?	9
The Sales Pitch.....	10
Suggested Answers To Customer Objections	10
Inventory And Pick Up	11
Popcorn Pantry Location	12
Distribution.....	12
Helpful Loading Tips.....	12
Ordering Popcorn.....	13
Reorders (Aka Replenishment Orders).....	13
Pop Swap (Aka Unit-To-Unit Transfer).....	14
Return Policy And Procedures	14
Customer Receipts	15
Credit Cards.....	15
Cash Donations.....	15
American Hero Donations.....	16
Damaged Product	16
Where Does The Popcorn Money Go?.....	16
Tools To Use.....	17
Band	17
Kernel Tracker.....	18
2024 Unit Commission Structure	19
Council’s Prizes	19
Building A Successful Sale	21
Promotional Items	22
Unit Popcorn Kickoff Agenda	23
How To Conduct A Tasting Session	23
Council Sponsored Show & Sell Location	24
Council Sponsored Lowes Show & Sell Locations	24
Adding Scouts	25
Notes About Online Sales	25
Weekly Inventory Reports.....	25
Product Management.....	26
Payments.....	27
Safety Protocols.....	27
Unit Incentive Ideas.....	28
Trail’s End College Scholarship.....	29
Show & Sell Tips.....	30
Take Order And Wagon Sales Tips.....	31
FAQ.....	31

CONTACTS

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NOTE: emails sent to this address are sent to the entire Popcorn Empire Team.

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Please Note: All communications, including the **Popcorn Press**, and changes regarding the Popcorn Sale will be sent to the email address that you provided when you signed up as your Unit's Popcorn Kernel. If you are not receiving these email communications check your spam folder. If the **Popcorn Press** is not in your spam folder, please contact your District Popcorn Kernel or Chelsey Donat.

Information in this Unit Kernel Handbook is subject to change.

KEY WEBSITES

Alamo Area Council Popcorn Website: www.alamoareabsa.org/resources/popcorn

Pecatonica River Popcorn Website: www.prpopcorn.com

Kernel Tracker: <https://pecatonicariverpopcorn.com/kernel-tracker/login>

WHAT'S NEW?

- Theme
- Tin Designs
- Tech Updates
- Do NOT contact stores
- Top Selling Unit Pizza Party

UNIT TASKS AT A GLANCE

BEGINNING:

- Register your Unit with Pecatonica River Popcorn.
 - Be sure to have 2 Unit leaders listed in Scout Boss (Pecatonica's Popcorn System)
 - Email 3rd Unit leader information to popcorn@alamoareaabsa.org
- Create an annual program plan and budget.
- Set Scout and Unit goals.
- Take the online [Popcorn Test](#).
- Become familiar with the Pecatonica River Popcorn's [Scout Boss](#), [Kernel Tracker](#), and [My PR Popcorn Tool](#)
- Create Unit sales plan and calendar.
- Set-up Show & Sell locations.
- Train Scouts and parents on sales pitch.
- Submit Show & Sell order by 6:00 PM Sunday, July 21st.
- Monitor BAND, the Popcorn Press, Council popcorn webpage, and deadlines.

MIDDLE:

- Pick up Show & Sell order.
- Monitor/manage popcorn inventory.
 - Submit reorders as needed.
 - Order online between 10:00 AM Friday and 10:59 PM Sunday each week.
- Monitor/manage Scout sales.
- Submit weekly reports listed on Council's [popcorn website](#).
 - Submit [weekly inventory report](#) each Monday by 10:59 PM.
 - Submit [\\$600 Club Weekly](#) qualifiers Monday by 10:59 PM.
- Monitor BAND, the [Popcorn Press](#), Council popcorn webpage, and deadlines.

END:

- Submit Take Order by 6:00 PM Sunday, October 20th.
- Submit Scout information for Council prizes by 10:59 PM Sunday, November 3rd.
- Pick up and distribute your Take Order.
- Submit [American Hero Donation form](#) by 6:00 PM, Sunday, November 24th.
- Submit any outstanding commission due Council by 5:00 PM Tuesday, December 3rd.
- Submit Winner's Circle eligible Scouts in Scout Boss no later than 6:00 PM Sunday, December 1st.
- Monitor BAND, the [Popcorn Press](#), Council popcorn webpage, and deadlines.
- Submit pictures of Scouts delivering popcorn purchased with Military Donations by December 31, 2024.



CALENDAR



These are Council deadlines. Unit deadlines will be different to allow Units to meet Council deadlines.

Wednesday, July 10 – Sign-up and Sell SNS/TO 5% Commission deadline

Sunday, July 14 – Unit sign-up deadline for Pecatonica promotional items

Sunday, July 21 – Show & Sell orders DUE by 6:00 PM, [Scout Boss](#) (Pecatonica River System)

Sunday, July 30 – 10:59 PM - [Popcorn Test](#) deadline

Thursday, August 1 – Online Sale Starts, sales included in Winner's Circle

Thursday, August 1 – Scouting Expo & Promotional Item Pick-up, University of Incarnate Word

Sunday, August 4 – 10:59 PM - [Popcorn Test](#) deadline

Monday, August 5-8 – Unit promotional item pick up 9:00 AM – 5:00 PM, Scout Service Center

Thursday, August 15 – Show & Sell Unit Pick Up begins, NOON – 7:00 PM, Popcorn Pantry

Friday, August 16 – Show & Sell Unit Pick Up, 9:00 AM – 4:00 PM, Popcorn Pantry

Saturday, August 17 – Show & Sell Unit Pick Up, 8:00 AM – 10:30 AM, Popcorn Pantry

Wednesday, August 21 – Show & Sell Unit Pick Up continued*, 10:00 AM – 6:00 PM

Thursday, August 22 – Show & Sell Unit Pick Up continued*, 9:00 AM – 1:00 PM, Popcorn Pantry

September 5 – October 31 – Regular Popcorn Pantry hours:

Wednesdays: 3:00 PM – 6:00 PM

Thursdays: 9:00 AM – NOON

Fridays: by [appointment ONLY](#) (10:00 AM – 2:00 PM)

Popcorn Pantry CLOSED

September 27, October 18, October 25 & November 1 - 19

Saturday, September 28 – Last day for LIMITED returns (max 10%) 9:00 AM - NOON

★ Maximum 10% (retail value) of any checked-out inventory (see [Return policy](#))

Sunday, October 20 – Take Order DUE by 6:00 PM, [Scout Boss](#)

Sunday, November 3 – **POPCORN PRIZES DUE by 10:59 PM**

- Deadline for Council ranking and Council prizes
- Scout sales, including online, must be finalized by 10:59 PM

Wednesday, November 20 – Take Order distribution, NOON – 6:00 PM, Popcorn Pantry

Thursday, November 21 – Take Order distribution, 9:00 AM – 3:00 PM, Popcorn Pantry

Friday, November 22 – Take Order distribution, 3:00 – 7:00 PM, **Scout Service Center**

November 23 – Popcorn Pantry CLOSED for season

November 24 – [Submit American Hero Donation Form](#) by 6:00 PM

November 24 – END OF ONLINE SALE

Sunday, December 1 – Winner's Circle entries DUE by 6:00 PM, [Scout Boss](#)

Tuesday, December 3 – Popcorn payments DUE 5:00 PM, Council Service Center

➔ NOTE: -5% commission on LATE payments

➔ See [Scout Boss](#) for schedule of when Units will be credited with online sales commission.

All times are subject to change. Please read the [Popcorn Press](#) for the most current information.

GETTING STARTED

1. REGISTER (commit) YOUR UNIT for the 2024 SALE
 - <https://pecatonicariverpopcorn.com/signup>
 - Council Key: **583AAC**
 - NOTE: your Unit may only register ONCE. We suggest you register using an email account that is accessible by your popcorn team.
 - This is the administration site for the sale where you will place Unit orders, list Scout sales, view your invoices, and run reports.
 - Each Scout's sales are NOT automatically populated. Unit Kernels are responsible for tracking and updating Scout sales.

2. COMPLETE the Unit setup in [Scout Boss](#) (Online Pecatonica Popcorn System)
 - Be sure your Unit has 2 Unit leaders listed, including accurate email addresses, in [Scout Boss](#). Email your 3rd Unit leader contact information to popcorn@alamoareaabsa.org
 - Include:
 - Popcorn Kernel(s)
 - Treasurer
 - Either the Committee Chair or Cub/Scoutmaster
 - NOTE: All Unit leaders and contacts listed will receive popcorn related emails from Council (including the Popcorn Press). The only emails you will receive from Pecatonica River are auto generated when a Scout registers with your Unit and for online sales notifications.
 - Steps to update your Unit info:
 - Sign-in to prpopcorn.com
 - Click on Unit User
 - Click Edit Profile
 - Enter the necessary information
 - Click Update
 - Invite Scouts – see page 26 for [instructions](#)

3. COMPLETE the Council required online [Popcorn Test](#)
 - Use this Handbook along with Council's popcorn webpage to answer questions on the Popcorn test. It's open book! 😊
 - **The Unit Kernel and a second Unit leader must take and pass the Popcorn Test before popcorn will be distributed to your Unit.**
 - Both of your Unit's test must be submitted by 10:59 PM on Sunday, August 4th.
 - Test results will be emailed immediately after submission.
 - If you do not meet the minimum score a re-test must be done.
 - The test can be found [HERE](#) or via a link on Council's [popcorn website](#).

4. JOIN BAND
 - We have created a [BAND](#) group to enable networking between Popcorn Kernels (Unit and District level) to share information and ideas, ask questions, celebrate successes, and ask for information/resources. This is a great place to:
 - Facilitate [Pop Swaps](#) (popcorn transfers between Units)
 - Offer Show & Sell opportunities your Unit may not be able to fulfill.

5. GET TRAINED
 - Watch Pecatonica River Popcorn [training videos online](#).
 - Alamo Area Council has pre-recorded training that may help prepare you for this year.
 - Attend any available Popcorn Kickoff & Scouting EXPO.

6. CREATE a Unit plan!
 - Work with your Unit's Committee to determine what popcorn will pay for.
 - Work with your Unit's Committee to set a Unit goal and Scout goal.
 - Determine how much each Scout earns from his/her sales.
 - Determine how Show & Sell sales will be split between Scouts.
 - Determine any Unit prizes (Units are encouraged to create Scout prize levels within your own Unit).
 - See [Unit Incentive Ideas](#)
 - Decide where popcorn will be stored and how it will be distributed to Scouts.
 - Create a plan to train Scouts and parents.
 - Create your Unit calendar keeping Council deadlines in mind.
 - Be sure to give yourself plenty of time.

7. SHARE what you know
 - Teach the Scouts and their families about this year's goals, products, and sale details.
 - Teach Scouts the [Sales Pitch](#) and have them practice.
 - Get the Scouts excited about everything they can do in Scouting.
 - Show them how this is possible through their popcorn sale.
 - Get Parents excited about everything that Scouts can earn from their popcorn sales.












UNIT POPCORN KERNEL JOB DESCRIPTION

The Unit Popcorn Kernel is responsible for the overall organization and implementation of the Unit's Popcorn Sale. This person ensures promotion, timely report of Unit sales, popcorn pick up, and popcorn payment to Council. Responsibilities, in part, include:


- Reading this Kernel Handbook
- Taking and passing the [Popcorn Test](#)
- Recruiting/Forming a Unit Popcorn Committee
- Developing a sales plan
- Determining, with the assistance of your Unit Committee, your Unit's sales goal(s)
- Promoting the popcorn sale
- Holding a Unit Kickoff
- Record keeping see [Tools to Use](#)
- Product organization
- Scout Rewards and Unit incentives – see [examples](#)
- Sale evaluation
- Recruitment of volunteers
- Having fun!

PRODUCT LINE

SHOW & SELL and TAKE ORDER

Flavor		Size	Price/ unit	Units/ case	Price/ case	Symbol
Yellow Popping Corn		2 lbs.	\$10	8	\$80	▲
Classic Caramel		8 oz.	\$10	8	\$80	▲
Microwave Butter		15 pack	\$20	8	\$160	⊕
Microwave Kettle		15 pack	\$20	8	\$160	☑
Cheddar Cheese		7 oz.	\$20	8	\$160	●
Jalapeño Cheese		7 oz.	\$20	8	\$160	■
Southwest Snack Mix		14 oz.	\$20	8	\$160	♣
Caramel w/ Sea Salt		15 oz.	\$25	8	\$200	◇
Classic Trio: Cheddar Cheese, Classic Caramel, and Natural Popcorn		19 oz.	\$30	1	\$30	③
Cheese Lover's: Cheddar, Jalapeño, Buffalo Ranch, and White Cheddar		20 oz.	\$40	1	\$40	④
American Hero Donations						

TAKE ORDER ONLY

Sea Salt Splash		15 oz.	\$25	8	\$200	⚓
Chocolate Lover's: Milk chocolaty pretzels, white chocolaty pretzels, white ruby, peanut butter cup, & Sea Salt Splash		55 oz.	\$60	1	\$60	⑤


Online Products and Pricing

Pecatonica River Popcorn offers a selection of packages online which differ from the options offered for in person sales. Pecatonica works with each Council to build an individualized program to capitalize on their strengths and assets. The online selections are offered nationally as a supplement to each Council and thus some of the flavors and pricing vary.

NUTRITIONAL & ALLERGY INFORMATION

This is for informational purposes only. Please review the nutrition facts label on the product for the most up-to-date information or to pecatoniariverpopcorn.com/nutrition.html for complete nutritional information.


Gluten Free Products

Symbol: 

Popcorn Products are Gluten Free*

*Does not include Milk Chocolatey Pretzels, White Chocolatey Pretzels, or Trail Mix

Kosher with Dairy Products

Symbol: 

Yellow Popping Corn

Microwave Butter

Microwave Kettle

Southwest Snack Mix

Dairy Free Products

Yellow Popping Corn

Microwave Kettle

Military Donations

Military Donations are a great option for customers with allergies and/or dietary restrictions!

Products Containing Nuts, Soy, or Peanut/Almond Oil

Classic Caramel

Caramel with Sea Salt

Sea Salt Splash

Chocolate Lover's, which includes:

- Milk Chocolatey Pretzels
- Peanut Butter Cup
- White Chocolatey Pretzels
- White Ruby
- Sea Salt Splash

Southwest Snack Mix

Nut Free Products Processed in Facility WITH Nuts

Jalapeño Cheddar

Cheddar Cheese

Natural - in Classic Trio

Cheese Lover's, which includes:

- Buffalo Ranch
- Cheddar Cheese
- Jalapeño Cheddar
- White Cheddar

Nut Free Products Processed in NUT FREE Facility

Yellow Popping Corn

Microwave Butter

Microwave Kettle

WAYS TO SELL

Use more than one method to fund your Scouting Adventures!

Show & Sell – When you set up in front of a business, storefront, or other location (after getting permission). Show & Sells are often organized in shifts. Shifts typically range from 1–4 hours, depending on the age group of your Scouts.

Advantage: Access different customers you wouldn't see door to door. High traffic locations can translate into higher sales, averaging \$100 per hour.

Take Order – A Scout goes door-to-door with a Take Order form, the customer writes their order on the form and the Scout returns to deliver the product in a few weeks. Parents can also take the order form to work, to service clubs, and to church gatherings.

Advantage: Higher dollar sales per customer.

Show & Deliver – A Scout goes door-to-door along with product to be delivered on the spot. Customers still fill in the Take Order form. **Good record keeping is a must!**

Advantage: You can give the products right to the customer, except chocolate products. No coming back to the customer later! Your Take Order form here is a great starting point for next year!



Online – Allows Scouts to sell online to family and friends near and far through www.prpopcornstore.com. Accept credit card orders anywhere, anytime, and eliminate distribution and inventory! The Scout's Seller ID will need to be entered at the time of purchase, so sales are credited to the Scout. **Online sales are limited from August 1st – November 24th.**

Advantage: No deliveries to make or money to collect. Reach customers anywhere in the greater 48 United States. Online sales count toward Council rewards during the annual fall popcorn sale. **FREE SHIPPING!**



HOW MUCH DOES YOUR UNIT NEED TO SELL?

Your sales goal should be made based on your Unit's yearly budget and program plans (Ideal Year of Scouting). For planning purposes, you can anticipate properly trained Scouts who sell **Scouting** (not popcorn) can average about \$100 per hour in sales.

Your Ideal Year of Scouting should include, in part:

- Youth registration fees - \$85/Scout
- Adult registration fees - \$65/volunteer
- Exploring Youth & Adult registration fee - \$50
- Scout Life magazine - \$15/Scout
- Annual Unit Recharter fee - \$100
- Council Program fee - \$48/Scout
- Program materials
- Advancements
- Equipment
- Trainings
- Camps
- Special Events
 - Blue & Gold
 - Pinewood Derby
 - Crossover
 - Court of Honor
- Outings/Trips
 - Pack/Troop
 - Den/Patrol

THE SALES PITCH

- Focus on Scouting instead of popcorn.
- **Ask “YES” questions.**
 - “Can I count on your support?”
 - “Will you help me get to camp?”
- Avoid asking “no” questions.
 - It is easy for a customer to say no to “Do you want to buy popcorn?”

Scouts should
always be in
their Class A

Sample Sales Script:

Hello my name is _____ and I’m with Cub Scout Pack / Troop _____.

My goal is to _____. May I count on your support?

- **Be specific on how the money will be used.** People are more willing to purchase if they know where the money is going.
 - “I’m earning money to go to Philmont/Day Camp/Bear Creek next summer.”
 - “Our Pack needs a Pinewood Derby track.”
- Up sell –
 - “All our pre-popped popcorn comes in reusable tubs or tins!”
 - “Can’t decide between Classic Caramel or Cheddar Cheese? Get both in the Hometown Hero Trio along with Natural Popcorn in a reusable tin!”
 - “Can’t decide between Cheddar Cheese and Jalapeño Cheese? Get the Cheese Lover’s tin which has both AND Buffalo Ranch and White Cheddar!”
 - Use whatever phrase works best for you.
- **Practice** – Have Scouts practice their pitch until they don’t have to think about what they are going to say. Practice also helps Scouts learn how to deal with rejection!

SUGGESTED ANSWERS TO CUSTOMER OBJECTIONS

I can’t eat popcorn...

That’s ok. You can still support us and the military by sending popcorn to troops. Popcorn also makes a great gift for someone else.

The price is too high...

The price is about the same as buying popcorn at the movies, however, 70% of the cost is going to help our Scouting program, so you can feel good about buying AND helping. Think of it this way: you are donating to Scouting and this popcorn is your thank-you gift. Which flavor would you like?

Popcorn is not healthy...

Many snack foods have lots of fat, but many of our products have less than half the calories of potato or corn chips, plus popcorn is high in fiber! Which flavor would you like?

We already bought popcorn...

Great! Thank you! After trying the popcorn, many of my customers find that they would like to send some to family, friends, or to the military. Do you have someone in mind that would like some delicious popcorn?

I don't have any money on me... IF your Unit accepts credit cards -

That's ok. We take all major debit and credit cards. Which flavor would you like?

I am allergic...

I'm sorry to hear that. Our popcorn is Gluten Free, and some is made in a nut-free facility. Would you consider donating to send popcorn to our military and first responders? You can support both the Military and Scouting at the same time.

I don't support the Scouts...

Thank you for your time. Have a great day.

INVENTORY and PICK UP

Pecatonica River will deliver popcorn to the McGimsey Popcorn Pantry. See the [return policy](#) on page 14. Please note:

- Popcorn may only be picked up by your Unit's designated adults.
- **50% of the commission due to Council on checked out popcorn is required before you will be allowed to pick up additional product.**
 - The amount due Council can be found in [Scout Boss](#) under:
 - Reports
 - Remaining Balance
 - Total Due Council (you may need to scroll to the right)

It is important Units have the popcorn they need, while making sure to limit the amount of popcorn leftover at the end of the sale. All popcorn ordered from Pecatonica River cannot be returned and becomes the property of the Alamo Area Council. Council uses popcorn returned by Units **through Saturday, September 28th** to fill orders for other Units, fill Take Orders, and as part of our American Hero Donations taken to local military sites. Popcorn in excess of that used to fulfill Take Orders and Military Donations **is a financial loss for Council**. Council will closely monitor inventory reported each Monday by Units and may make additional popcorn orders while making sure to limit Council's liability. Units should carefully monitor their inventory and keep records up to date. To help reduce the amount of returns and left-over popcorn, follow these steps:

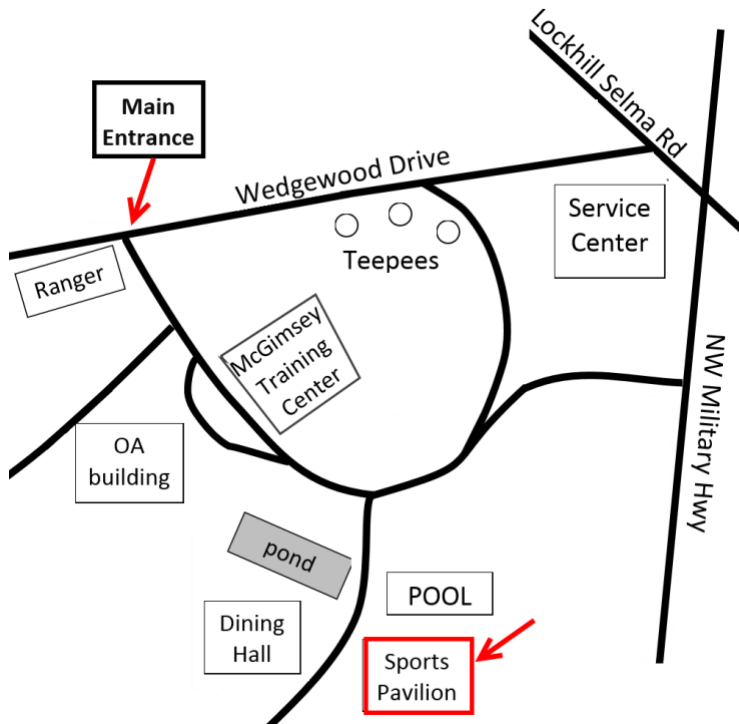
- Look at your sales plan. Do you have more or fewer Show & Sells scheduled than you did last year?
- Monitor sales weekly to assure product is being moved.
- Ask Scout families not to fill their personal family orders first. This will provide more product for Show & Sells and Show & Delivers. The family orders can be filled with returns from other Scouts or with the Take Order.
- Remember, additional popcorn can be picked up throughout the sale from the Pantry.

POPCORN PANTRY LOCATION

McGimsey Scout Park in the Sports Pavilion: [10810 Wedgewood Drive](#)

(NW Military & Lockhill Selma – behind Council Service Center)

★ Be sure to bring a large enough vehicle to haul your order.



Regular Popcorn Pantry hours:

- Wednesdays: 3:00 PM – 6:00 PM
- Thursdays: 9:00 AM – NOON
- Fridays: [by appointment ONLY](#)

Pantry Open Saturdays

- September 28

Pantry CLOSED

Friday, September 27
Friday, October 18
Friday, October 25
November 1 - 19

DISTRIBUTION

SHOW & SELL

Thursday, August 15th - NOON – 7 PM
Friday, August 16th - 9 AM – 4 PM
Saturday, August 17th - 8 AM – 10:30 AM

Wednesday, August 21st – 10 AM–6 PM
Thursday, August 22nd – 9 AM – 1 PM

TAKE ORDER

Wednesday, November 20th - NOON–6 PM
Thursday, November 21st - 9 AM–3 PM
Friday, November 22nd - 3 PM – 7 PM

*Be sure to check Council's website and the [Popcorn Press](#) for time updates

HELPFUL LOADING TIPS

This guide assumes that the vehicle is empty and seats have been removed where possible.

- 25 cases or less will fit into most standard 4 door sedans
- Most box trucks will hold between 25-50 cases
- Up to 40 cases will fit into most SUVs (Explorer, Blazer)
- A topper or tarp is strongly encouraged for box truck
- Up to 60 cases will fit into most mini vans with no seats
- For orders larger than 75 cases, enclosed trailers are best
- Up to 75 cases will fit into a Suburban with no seats

ORDERING POPCORN

Popcorn orders are due on:

1. Show & Sell: **6:00 PM Sunday, July 21st**
 - All product for Show & Sell must be ordered by **cases only**.
 - Show & Sell orders are subject to adjustment based on total Council need.
 - NOTE: chocolate products are NOT available for Show & Sell orders.
2. Take Order: **6:00 PM Sunday, October 20th**
 - All product for Take Order must be ordered by **container only**.
 - Remember to reduce your quantity by the stock left over from Show & Sell.
 - Order Military Donations at this time.
 - *You may use American Hero Donations to purchase left-over inventory for your Unit to give to local American Heroes or First Responders. See [American Hero Donations](#)

Order online:

1. Navigate to www.prpopcorn.com and log in.
2. Click "New Order" on the Dashboard.
3. Choose the order type (Show & Sell or Take Order)
4. Enter order. (Show & Sell by cases, and Take Order by CONTAINERS)
5. Add any reference notes or comments at the bottom of the order form.
6. Click "Update" to place your order.

REORDERS (aka replenishment orders)

Need more popcorn? You have 4 options for getting additional popcorn.

1. Ask families to return any extra popcorn they have that is not selling.
 2. Receive popcorn from another Unit using the [Pop Swap](#) (transfer) option.
 - Popcorn transferred from your Unit to another Unit does NOT count against the 3% commission for "no returns".
 3. If a Pop Swap is not possible, the preferred method is to submit a Reorder via [Scout Boss](#).
 - Submit your order online between 10:00 AM Friday and 10:59 PM Sunday of each week.
 - We will do our best to accommodate your needs.
 4. Use the Popcorn Pantry paper forms.
 - Arrive at the Pantry, during published hours, and fill out a paper pick-up form.
 - Note: availability is dependent upon current stock in the Pantry.
 - Priority will be given to online reorders submitted in Scout Boss.
- REMINDER – 50% of the commission due to Council on checked out popcorn is required before you will be allowed to pick up additional product.
- NOTE: Availability may be limited on some product until Units return their excess inventory.



POP SWAP (aka Unit-to-Unit transfer)



Any Unit looking to give away **or** receive product from another Unit must complete and submit the [POP SWAP](#) form online before Unit invoices in Scout Boss will be updated. Note – ONE Unit completes the POP SWAP form **online**. Once submitted, a Council representative will update all Unit invoices within 48 hours. Be sure to utilize BAND and your District Kernel to help facilitate finding a Unit to “swap” product with. Paper Pop Swap forms are available for your use to collect necessary Unit information and signatures. The [paper form](#) is for your reference is not the official Pop Swap form.

★ The last day to complete a Pop Swap is November 24th!

RETURN POLICY and PROCEDURES

- Before making a return to Council, offer your products to other Units ([POP SWAP](#)). Utilize BAND or Assistant Popcorn Kernels to help facilitate these transfers.
 - Pop Swaps do NOT count against the “no returns” commission.
- Returns to Council must be returned to the Pantry.
- Returned product must be in SELLABLE condition.
- Product damaged by the Unit will not be accepted.
- You will receive a receipt for your returns. KEEP a copy for your records.
- **No more than 10% of your Unit’s checked out inventory may be returned until Saturday, September 28th.**

NO RETURNS WILL BE ACCEPTED AFTER SATURDAY, SEPTEMBER 28th.

➔ PRO TIP – calculate what a return will do to your Unit commission before making the decision to return product. Is it really worth the loss in commission?

Multiply the retail value of your checked out popcorn by 0.03. If the value of the popcorn you want to return is less than 3% of your Commission do not return the product. Try to sell the popcorn or find another Unit who needs it.

Examples:

Original Retail value of checked out popcorn:	\$5,000	\$5,000	\$10,000	\$10,000
Value of popcorn after return of 1 \$10 item:	\$5,000	\$4,990	\$10,000	\$9,990
30% base	\$1,500	\$1,497	\$3,000	\$2,997
3% NO returns	\$150	\$0	\$300	\$0
2% sell \$10K or more in S&S + TO	n/a	n/a	\$200	n/a
5% Sign-up by July 10 & sell SNS/TO	\$250	\$250	\$500	\$500
TOTAL UNIT COMMISSION:	\$1,900	\$1,747	\$4,000	\$3,497

CUSTOMER RECEIPTS

For Take Orders, Scouts need to make sure to give the customer a receipt with the Scout's contact information and the date of when the order is expected to be delivered. This will help ensure the people supporting Scouting through the popcorn sale will receive their popcorn and continue to purchase for years to come. We want to avoid Council receiving phone calls from people who ordered popcorn from a Scout, paid for it, and never received it.

➔ PRO TIP – Keeping accurate customer information is critical.

[CLICK for Council's FILLABLE popcorn receipt](#)

CREDIT CARDS

Determine if your Unit will accept credit card payments and if applicable, setup an account with your preferred vendor.

Pecatonica River recommends using Square. **Note: neither Council nor Pecatonica River provide support or hardware for Square.**

SQUARE: Increase sales and accept credit cards anywhere using Square on your smartphone or tablet!



- ✓ Fast setup
- ✓ Next day funding
- ✓ Free card reader & app
- ✓ Load your inventory and track sales
- ✓ Live customer service support
- ✓ No commitments

If your Unit is **NEW** to Square you will receive free processing on up to \$1,000 in credit card transactions for the first 180 days*.

Afterwards, you pay the standard 2.6% + \$0.10 per swipe for all major credit cards including Visa, Master Card, Discover, and American Express.** NOTE: for manually entered transactions you will pay 3.5% + \$0.15.

CASH DONATIONS

Per BSA Policy on Fundraising, Units may not solicit cash donations for general use. However, while selling popcorn, cash donations are often received. Turn in donated cash in the form of American Hero Donation orders.

INCREASE SALES & SUPPORT OUR MILITARY HEROES -- Put out a donation canister to collect change and money from those not interested in buying popcorn. Most people will give to our soldiers or first responders even if they can't buy popcorn.



[CLICK for donation receipt](#)

AMERICAN HERO DONATIONS

American Hero donations are used to purchase popcorn to be sent to local U. S. Military Bases and American Heroes. The actual product sent will vary by shipment.

Be sure to promote AMERICAN HERO DONATIONS. The Unit makes commission on American Hero Donations the same as any other product sold. Therefore, the Unit earns the same commission, but does not receive or deliver any popcorn product.



★ IMPORTANT - Excess product on hand at the end of the sale may be used to fill American Hero Donations.

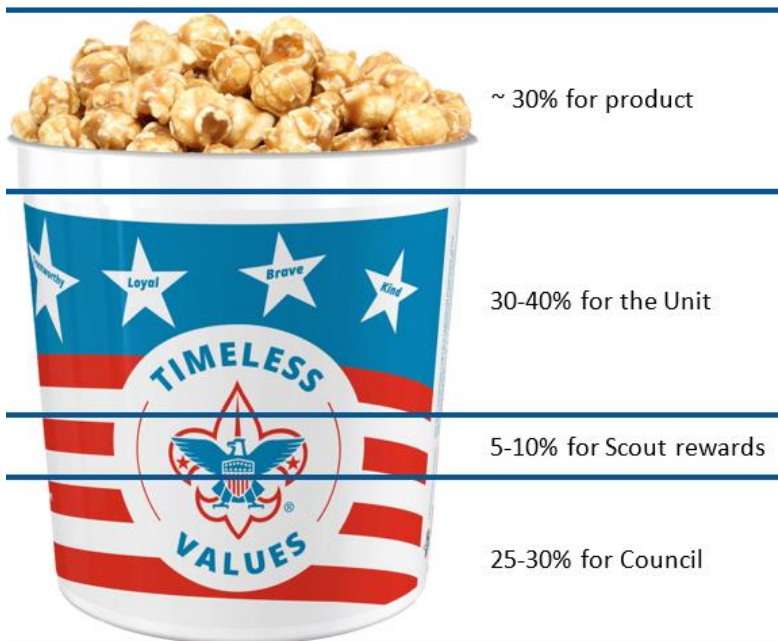
REQUIRED: At the end of the sale, each Unit must submit the [American Hero Donation Tracking form](#) by November 24th before final payment is made and prizes are released. If your Unit uses American Hero Donations to purchase excess popcorn inventory you **must submit pictures** of your Scouts delivering that popcorn to our Military or First Responders no later than December 31, 2024. Send pictures to popcorn@alamoareaabsa.org.

DAMAGED PRODUCT

If you find damaged product when you open a Pecatonica River box, submit a [Damaged Popcorn Report](#). You will need the flavor, description, and picture of the damage. Damaged products may be returned or exchanged. **Your Unit's account will not be updated until the actual damaged product has been exchanged or returned to the Pantry.** Product damaged by the Unit cannot be exchanged or returned.

WHERE DOES THE POPCORN MONEY GO?

When parents and customers ask where the money from popcorn sales goes, you can use this graphic or something similar to explain that over 70% of the sale price stays here in the Alamo Area Council.



- ~30% is the cost of the product
- 30-40% directly to the Unit
 - be specific about what your Unit pays for
- 5-10% for Scout rewards
- 25-30% for the Council, it covers:
 - Local Unit support
 - Camps
 - Bear Creek Scout Reservation
 - McGimsey Scout Park
 - Mays Family Scout Ranch
 - Camperships
 - Service Center
 - Scouting in School
 - Supporting over 10,000 youth on the South Side
 - Outdoor Adventures
 - Staff

TOOLS TO USE

These are various tools* Popcorn Kernels have used for sales success –

- **Google** – www.gmail.com and www.google.com
- **Spreadsheet** – use whichever program works best for you to track Scout sales – Google Sheets, Excel, or Numbers
- **Email** – Set up a Google email address for your Popcorn Sale. This will allow you to keep popcorn emails separate and facilitate transferring to a new Kernel.
- **Mail Merge** – Send personalized reminders and mass emails. In Google Sheets create a simple spreadsheet with Scout name, parent email, and money owed. Once you download the Add-in “Yet Another Mail Merge” in Google Sheets, you can use this to send quick easy emails. You can also use Microsoft Outlook and Excel.
- **SignUpGenius** – www.signupgenius.com
 - Create signups for time slots (Show & Sell slots or picking up/dropping off popcorn)
 - It will send reminder emails for you!!

➔ NOTE: Scouts may also register for shifts from myprpopcorn.com dashboard.
- **Square Card Reader** –
 - Accept customers’ credit card payments with Square Card Reader.
 - Square Point-of-Sale is a free, easy to use app that helps you manage your sale.
 - Pay a per swipe fee for major credit cards
 - note – additional fees if sale is keyed in
 - Your Unit can cover the processing fee, or
 - Notify the customer and add the cost of the fee to the purchase price
 - Ex. \$10 Caramel Corn would be \$10.XX.
 - Deposits, less processing fees, will be made to your Unit’s bank account in 1-2 business days.
 - Sign up at www.squareup.com/i/PRPOPCORN1.com to receive free processing on up to \$1,000 in credit card transactions for the first 180 days.
For new accounts only.
- Check out [Council’s popcorn website](#) for example documents you can customize for your use.

*NOTE: This information is for general information purposes only. Alamo Area Council assumes no responsibility for anyone’s use of the information.

BAND

We have created a BAND group to enable networking between Popcorn Kernels (Unit and District level) to share information and ideas, ask questions, celebrate successes, and ask for information/resources. This is a great place to facilitate Pop Swaps and offer Show & Sell opportunities your Unit may not be able to fulfill. Please expect announcements, reminders, and other updates to be sent via BAND. You can access BAND via a phone app or on your computer. You will receive an invite to BAND. Note: BAND is replacing Workplace.



KERNEL TRACKER

[Kernel Tracker](#) simplifies managing your popcorn inventory. Receive inventory from Council and dispense to your Scouts right from your tablet. Goal tracking is made easy. At a glance know exactly what inventory is available and what popcorn has been checked out to Scouts. Units are strongly encouraged to keep hard copies of Scout sales via Google Sheets, Excel, or Numbers.

WRAPPING UP THE SALE

Take Orders are due one week prior to the end of the popcorn sale. The final day of the sale for Council ranking and prize purposes is Sunday, November 3rd.

Steps to follow:

- Give yourself enough time to organize all popcorn orders and payments from your Scouts.
- Use leftover popcorn from your previous orders to fill Take Orders if possible.
- Use leftover popcorn towards any Military Donations.
 - Don't forget to submit [American Hero Donation Tracking form](#) and pictures of the deliveries to popcorn@alamoareaabsa.org
- Place your Take Order in [Scout Boss](#) by 6:00 PM Sunday, October 20th.
- Update [Kernel Tracker](#) to track sales by Scout (only for Units utilizing Kernel Tracker).
 - Be sure all accounts are updated by 10:59 PM, Sunday, November 3rd.
 - Be sure to submit the Council online prize submission form for all Scouts by 10:59 PM, Sunday, November 3rd. This includes:
 - \$50 Patches
 - \$800 seller t-shirts
 - To be considered for the Top 100 sellers and Spin N' Win Party
- Pick up your Take Order and distribute popcorn immediately to Scouts for delivery.
- Pay your Unit's invoice no later than 5:00 PM Tuesday, December 3rd.
 - The amount due will be the total sales less your Unit's commission - this will be on your Unit invoice in [Scout Boss](#).
- Make ONE check payable to "Alamo Area Council"
 - Checks made out to Units cannot be accepted.
 - **Failure to submit your payment on time will result in a 5% commission penalty.**
- Submit Pecatonica River's [Winner's Circle](#) eligible Scouts in [Scout Boss](#) by 6:00 PM Sunday, December 1st.
- NOTE: Your Unit account must be paid in full and [American Hero Donation Tracking form](#) must be complete before your Council and Pecatonica River prizes will be approved and released.
 - Unit ranking will not be released until all forms and invoices have been updated.
- Hold a Unit celebration for a job well-done-- thank the Scouts, parents, and leaders!
- Hold a session to discuss sale pros and cons to improve next year.

2024 UNIT COMMISSION STRUCTURE

30% - Base Commission

5% - Sign-up by July 10 & sell SNS/TO

3% - NO returns

2% - for selling \$10k or more in Show & Sell and Take Orders

40% Max in-person commission!

All online sales earn 35% commission.

NOTE: Failure to submit your Unit's final payment by 5:00 PM Tuesday, December 3rd will result in a -5% commission penalty.

COUNCIL'S PRIZES

Who is eligible: ALL Scouts who sell popcorn during the 2024 season.

Levels are cumulative and are calculated using Show & Sell, Show & Deliver, Take Order, and Online sales as reflected in Scout Boss and required documentation upon prize submission on November 3rd. A Unit Leader is responsible for submitting Council online prize form with records for all sales.



All deadlines will be strictly enforced.

\$600 CLUB WEEKLY DRAWINGS

Scouts that sell \$600 (and in \$600 increments beyond \$600) may be entered for a chance to win a \$50 Scout Shop Gift Card.

- For every \$600 a Scout sells, he/she may receive one entry in this drawing.
- Each Scout's entry (entries) will carry over into following weeks.
- Individual Scouts may only win once.
- **The Unit Kernel must submit eligible Scouts via [Council link](#) each Monday by 10:59 PM**
 - Sales documentation should be uploaded with each entry.
 - Submissions will not be accepted by email.
- Drawings will be held each week and posted no later than Thursday each week.

\$800 CLUB

Sell \$800, or more, and receive a specially designed t-shirt! Size requests must be submitted via Council form no later than 10:59 PM Sunday, November 3rd.

TOP SELLERS

Top selling Scouts and Units will be determined using information as entered by Unit Leaders into Scout Boss and Council Prize Submission form.

- The top 100 sellers, Council-wide, will be invited to take part in the annual Spin-n-Win Spring 2025.
- Unit ranking will not be posted until all American Hero donation forms have been submitted and invoices updated. Top selling Unit will be rewarded a pizza party!

PECATONICA RIVER'S POPCORN PATCH

Scouts who sell at least \$50 of popcorn receive the Popcorn Patch.



PECATONICA RIVER'S WINNER'S CIRCLE

For every \$3,000 in sales, Scouts selects 1 prize from the Winner's Circle. The Unit Kernel is responsible for submitting eligible Scouts in [Scout Boss](#) by Tuesday, December 3rd.

➔ How to Enter a Scout for Winner's Circle:

- Navigate to www.prpopcorn.com and log in.
- Click on "Scout Seller ID" button
 - Confirm Scout has an ID or
 - Enter Scout's name and parent email then click "Add"
- Click the "Winners Circle" button from the Unit dashboard.
- Choose Scout from the dropdown list.
- Enter the requested information.
- Upload sales flyers or worksheet tool that can be used to verify the sales being reported.
- Repeat until all Scouts have been signed up.

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



\$200 AMC GIFT CARD



AIRPODS



AMAZON FIRE 10" TABLET



42" SMARTCAST TV



ELECTRIC SCOOTER



QUADCOPTER DRONE

BUILDING A SUCCESSFUL SALE

1. **Develop a Unit Popcorn Team** – to help you ensure an effective and efficient selling program – you don't have to do this alone!
2. **Discuss why your Scouts sell popcorn** – Scouts sell popcorn to fund their Scouting ADVENTURES! What is your Unit's Ideal Year of Scouting?
3. **Set a Unit and per Scout sales goal** – Utilize a Program Planner and set Unit and Scout sales goals. Units who set a goal sell almost twice as much as those who do not.
4. **Develop an incentive plan** specifically for your Scouts. If your Unit has chosen to utilize Council's prize program, you may want to supplement additional incentives for your Unit.
5. **Attend** your District Popcorn Kickoff!
6. **Formulate a sales plan** – Talk with your Unit Committee and determine how your Unit will sell.
7. **Develop a plan to track** the inventory your Unit has in stock. Keep product in the hands of your Scouts to keep them selling throughout the sale. The goal is to not run out of product and to have little to no product left over. See [Tools to Use](#).
8. **Hold a FUN and exciting Kick-Off** – The meeting should explain the Popcorn Sale and communicate expectations to both Scouts and families. Build excitement with the Scouts through the prize and incentive programs.
9. **Train Scouts** – to use their sales pitch to ask customers for their support (NOT if they want to buy popcorn). See [The Sales Pitch](#). If your Unit accepts credit cards, train Scouts/families how to collect payments.
10. **Order & pick-up popcorn** – Submit your initial popcorn order for Show & Sell by 6:00 PM July 21st. You will have the ability to order weekly throughout the sale. You can return product during weekly Popcorn Pantry hours up to 10% of your checked out popcorn until the deadline of NOON, Saturday, September 28th.
Remember you can earn 3% in commission for NO returns!
11. **Manage popcorn inventory** – Have Scouts update you and turn in money regularly. Update your tracker, at a minimum, weekly. This will save you time at the end of the sale.
12. **Safety plan** – Create a safety plan for Scouts and families. Communicate the plan to your families.
13. **Keep Scouts motivated** – Remind Scouts and families how the popcorn sale pays for their program, and provide regular updates on your Unit's progress towards your goal. Be creative – have den/patrol competitions, create "mini" goals, give shout outs during meetings, den/patrol of the week, etc.
14. **Collect payments from families** – develop a plan to collect payments from Scout families. Utilize Scout collection envelopes and train Scouts to collect fees.

Set Unit due dates prior to Council payment deadlines so you have time before your payment is due.

15. **Recognize Scouts** for their hard work! Offer great prizes and incentives throughout the sale. Be sure to place submit
16. **Pay your bill** – make payments of 50% due Council each time you pick-up a reorder. Your final payment must be received by Tuesday, December 3rd. Check your invoice at any time throughout the sale at www.prpopcorn.com.
17. **Spend your earnings!** Use your popcorn funds to provide your Unit's Ideal Year of Scouting. Remind Scouts and families at every event that was paid for by popcorn!

If you are new to Popcorn, don't worry! You have a Popcorn Empire to help you along the way!

PROMOTIONAL ITEMS

Pecatonia River provides promotional items for both the Scout and the Unit. Units registered in the Pecatonia River Popcorn System by July 14th receive the following promotional items:

Each Unit receives:

- [Tasting kit](#)
- Unit Kernel Tote
- Money envelopes
- Super Saturday Prize (1)
- Bullet Board



Scouts receive:

- [Product Sales Flyers](#)
- [Take to Work tents](#) (2/household)
- Money envelopes (1/Scout)
- [Door hangers](#) (15 pk/Scout)

The collage features several promotional items:

- Super Activity Board:** A board with sections for 'Popcorn Flavors', 'Time to Vote...', 'Funding Our Fun', 'Ways To Sell', 'Incentive', and 'Kernel Informant'. It includes a 'Goal' section with a '\$' sign and 'ALMOST THERE' and 'HALF WAY THERE!' markers.
- Winner's Circle Flyer:** A flyer titled 'WINNER'S CIRCLE' with the goal to 'SELL \$3,000'. It lists prizes: '\$200 AMAZON GIFT CARD', '\$200 BEST BUY GIFT CARD', and '\$200 AMC GIFT CARD'. It also includes 'POP CORN SELLING TIPS' such as 'Be trustworthy', 'Be friendly', 'Be courteous', 'Be kind', 'Be helpful', and 'Be clean'.
- Your Favorite Popcorn and More! Menu:** A menu listing various popcorn flavors and prices:
 - BUTTER MICROWAVE (15 PACK) - \$10.00
 - SEA SALT SPLASH - \$10.00
 - CHOCOLATE LOVERS - \$10.00
 - KETTLE CORN MICROWAVE (15 PACK) - \$10.00
 - CARAMEL WITH SEA SALT - \$10.00
 - MILITARY DONATION - \$10.00
 - CHEESE LOVERS - \$10.00
 - CHOCOLATE LOVERS - \$10.00
- ALAMO AREA COUNCIL 2024:** A list of popcorn flavors and prices:
 - A. YELLOW POPPING CORN - \$10.00
 - B. CLASSIC CARAMEL CORN - \$10.00
 - C. BUTTER MICROWAVE (15 PACK) - \$10.00
 - D. KETTLE CORN MICROWAVE (15 PACK) - \$10.00
 - E. CHEDDAR CHEESE - \$10.00
 - F. JALAPENO CHEESE - \$10.00
 - G. SOUTHWEST SNACK MIX - \$10.00
 - H. SEA SALT SPLASH - \$10.00
 - I. CARAMEL WITH SEA SALT - \$10.00
 - J. CLASSIC TRIO - \$10.00
 - K. CHEESE LOVERS - \$10.00
 - L. CHOCOLATE LOVERS - \$10.00
 - M. MILITARY DONATION - \$10.00

UNIT POPCORN KICKOFF AGENDA

Use these guidelines to help you provide a successful and exciting **Popcorn Kickoff** for your Scouts.

Preparations

- Create "Save the Date" flyers with important popcorn dates for families.
- Hold kickoff during a Unit meeting.
- Have sale supplies available to distribute.

Communicate Key Points

- Why do we sell popcorn? – give specifics
 - to pay for camp, buy a Pinewood Derby track, go to the zoo/Sea World/etc.
- Sales goals
- How do we sell popcorn? – product and online
- Scout reward program – see [examples](#)
- Timeline

Tips for Success

- Taste test
- Sample Show & Sell table
- Scout skit
- Scout sales pitch
- Provide selling tips
- Scout testimonials

HOW TO CONDUCT A TASTING SESSION

The process of a tasting session is to have each Scout try 1 or 2 kernels of each flavor. Once everyone has tasted each flavor, have the Scouts vote on which popcorn they like best. Tally the votes and determine which flavors were everyone's favorites.

Have fun with it!



By conducting a tasting session for your group you create product familiarity and product knowledge. Now each Scout can use the tasting results as a selling tool.

For example, when a customer says "I don't know what to get" the Scout can say "My Pack/Troop did a taste testing session and we decided that Cheddar Cheese was the best, but I like Caramel with Sea Salt better."

Download Tasting Kit Name Cards at www.prpopcorn.com

DO NOT CONTACT STORES FOR SHOW & SELL

The following stores have requested that our Scouts and Units do not reach out to sell popcorn in front of their stores or they are already requested to be scheduled at the Council level.

HEB – all locations
Academy Sports & Outdoors
Home Depot

Lowe's Home Improvement – *Council scheduled*
Bass Pro Shops – *Council scheduled*
Murdoch's Ranch & Home Supply – *Council scheduled*

COUNCIL SPONSORED SHOW & SELL LOCATION

Council has a relationship with Bass Pro Shops and is working diligently to secure dates in September and October for the 2024 selling season.



- Please do not contact Bass Pro Shops directly.
 - All Units will be contacted directly as soon as dates are available.
- If a drawing for time slots is to take place it will be held and announced via email and on band by August 26th, 2024.

The following rules must be followed to participate in the selling at Bass Pro Shops. Rule **highlights** include:

- All time slots will be assigned fairly and in order of when each Unit's number was drawn.
 - We will try to accommodate each Unit's preference as best as possible*.
 - **Priority will be given to Units that DID NOT SELL at Bass Pro Shops in 2022 OR 2023.**
 - Any Unit who sold in 2022 or 2023 will automatically be eliminated from the lottery.
 - If you are unsure if your unit participated in the lottery, please contact popcorn@alamoareaabsa.org
- Council will not be able to manage the switching of time slots. If your Unit cannot attend your assigned time, please post the opportunity on BAND, contact your District Kernel and/or go to your District Roundtable to find a Unit to fill you spot. **If your Unit is a no-show, your Unit will be excluded from future Bass Pro Shops lotteries.**
- **Setup your sales booth on the north side of the building outside of the EXIT.** You may use a canopy and hang banners. **If you use a canopy, you MUST ensure any competitor's name or brand is NOT visible.**
- Your Unit is responsible for your own setup and cleanup within the allotted time slot, including tables, chairs, signage, canopy, and ALL TRASH REMOVAL. Each Unit has 15 minutes prior to the start of your shift to setup and 15 minutes after the shift to breakdown and cleanup.
- **Any Unit that breaks these rules will be excluded from future Bass Pro Shops lotteries.**

It is recommended that you set up additional sites for your Unit on your own by contacting local businesses outside of Lowe's which is handled directly through Council and your District Kernels.

COUNCIL SPONSORED LOWES SHOW & SELL LOCATIONS

Council has a relationship with select Lowes locations within the Alamo Area Council. All shifts for those locations will be handled by an Assistant Council Kernel or directly by Council. Sign-ups for shifts will be organized by the Assistant Kernels or Chelsey in an online format.



*All Units will be notified by Popcorn Press and on Band when time slots are available.

ADDING SCOUTS

The Unit Kernel is responsible for inviting their Scouts up to sell online. The Parent/Guardian (or Scout) will need to complete the Scout's online profile.

1. Navigate to www.prpopcorn.com and log in.
2. Click "Scout Seller IDs" on the dashboard.
3. A list of Scouts with current online Sellers ID's will populate.
 - o Scouts can use the same ID each year while in the unit.
4. Add a new Scout:
 - o Enter the Scout's name and the parent/guardian email then click "Add."
 - o Repeat until all Scouts have been signed up.
5. The Parent/Guardian will receive an email letting them know their Scout's Seller ID.
6. The Scout profile can be set up using www.myprpopcorn.com.
 - o For families with more than one Scout - each Scout must have their own Username but Scouts can be linked using one email address.
7. View tutorials here: pecatonicariverpopcorn.com/Tutorials

NOTES ABOUT ONLINE SALES

1. Customers will go to www.prpopcornstore.com to purchase popcorn using the Scout's Seller ID.
2. The Unit Kernel and Parent/Guardian will get an email when the customer receives the order so sales can be tracked for each Scout.
3. Online Sales Commission will be deducted from your final popcorn invoice.
4. Do not include Online Sales in your "Take Order" order.
5. Online Sales made August 1st through November 3rd count towards eligible Council prizes. Online Sales from November 4th – November 24th, 2024 do **not** count toward Council prizes, however commissions will still be applied towards your Unit's balance due Council.
6. All online sales through November 24th, 2024 will count towards Pecatonica River's Winner's Circle prizes and Unit commission.

WEEKLY INVENTORY REPORTS

To assist Council in monitoring available product across Council, please submit an [Inventory Summary Report](#) **each Monday by 10:59 PM**. We only ask for the total number of whole cases of each flavor in your inventory. Each week your Unit submits a report by the deadline, your Unit will receive an entry in an Amazon Gift Card drawing at the end of the sale.

PRODUCT MANAGEMENT

Here are some tips to help you manage Scout sales and Show & Sell inventory.

- **INITIAL ORDER** – Don't over order on your initial popcorn order.
 - All orders are reviewed and subject to approval by Council and Pecatonica River.
- **VOLUNTEERS** – Plan early to line up volunteers and vehicles for popcorn distributions and weekly pick-ups, especially if dates and times are inconvenient for the Kernel. Reminder – only authorized individuals may pick up popcorn.
- **REORDER WEEKLY** – Reorder inventory as needed each week during the sale. Submit a reorder on [Scout Boss](#).
 - Weekly pick-up/return during Regular Pantry Hours:
 - Wednesdays: 3:00 PM – 6:00 PM
 - Thursdays: 9:00 AM – NOON
 - Fridays: [by appointment ONLY](#) (10:00 AM-2:00 PM)
 - REMINDER - 50% of the commission due to Council on checked out popcorn is required before you will be allowed to pick up additional product.
- **TRANSFER PRODUCT** ([Pop Swap](#)) – Transfer product to or from another Unit if you need product or have excess inventory. Utilize BAND!
- **STORAGE** – Keep popcorn products organized in their original boxes and do not store popcorn in extreme temperatures (hot car, in direct sunlight, etc.) or where it could get wet. Units are responsible for product damages outside of manufacture defects.
- **TRACK** – Utilize Google Sheets, Excel, or Numbers to track Scout sales and inventory. Use whatever program works best for you.
 - **Update your tracker weekly, at a minimum.**
- **REPORT** – have Scouts check in regularly with the amount of sales, what is selling and what is not, etc. You can even create online forms for families to submit their report weekly.
- **CHECKOUT** – If your Unit issues popcorn to Scouts, have Scouts and Parents/Guardians sign a document stating they understand they are financially responsible for the popcorn they checkout (include the amount on your form).
 - You may want to hold a check for all or a portion of the value of the popcorn being checked out. The check would be returned to the parent/guardian upon payment for the popcorn checked out.
- **RECEIPTS** – always issue receipts for all money turned in.

PAYMENTS

Final payment due to Council no later than 5:00 PM Tuesday, December 3rd.

- CHECKS – Make checks out to Alamo Area Council.
- REORDERS - 50% of the commission due to Council on checked out popcorn is required before you will be allowed to pick up additional product.

UNIT 123 Address, Texas	1001
	09-765/432
PAY TO THE ORDER OF <u>Alamo Area Council</u>	\$ <input type="text"/>
_____ DOLLARS	
MEMO <u>Popcorn Commission</u>	_____
⑆ 123456789⑆ 0987654321⑆ 1001⑆	

Steps for Collecting and Making Payments:

- Parents and Scouts will collect payments from customers; cash or checks made out to their Unit.
 - Checks from customers should NOT be made out to Alamo Area Council.
- Deposit all customer payments into your Unit's own checking account.
- Unit Treasurer will write a check payable to Alamo Area Council for the amount owed.
- NOTE: Failure to submit your Unit's final payment by 5:00 PM Tuesday, December 3rd will result in a 5% commission penalty.

Important Notes:

CUSTOMER checks should be collected from Scouts and **made out to your Unit**, then deposited into **YOUR UNIT account**. (Council cannot accept third party checks.)

SAFETY PROTOCOLS

Safety is priority number one during the Alamo Area Council Popcorn Sale. All Youth Protection Guidelines must be followed. We strongly recommend that you maintain safety protocols as suggested by the CDC and the State of Texas during your Popcorn Sale to include, but not limited to:

Social Distancing



Hand Washing



Hand Sanitizer



Masks



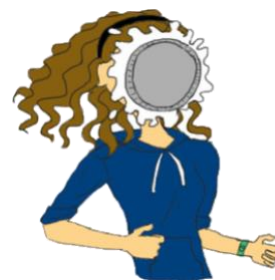
UNIT INCENTIVE IDEAS



Units are encouraged to build their own incentive program for their Scouts. Listed below are ideas compiled from various sources. You are welcome to use these ideas and/or create your own! You can use these idea (or your own) even if your Unit has chosen Council's Amazon.com Gift Card program.

Remember - using the base commission of 30% translates into \$30 for every \$100 sold.

- Camp Scholarships – various amounts
 - Ex. Sell \$X and earn X towards Cub Day Camp/WOA/Summer Camp
- Pie in the face of a leader
- Leader shaves his/her head
- Party (pizza, ice cream, paletas, bowling) for top Selling Den/Patrol
- Drawings for prizes
 - Ex. Earn 1 entry for every \$100 sold OR every American Hero Donation sold
- Give Gift Cards at various levels of sales
- Top Seller prizes for:
 - Den/Patrol
 - Online seller
 - Pack/Troop
- Cash prizes for certain levels or top sellers
- Den/Patrol earn a prize for reaching their Den/Patrol goal.
- Camping or fishing packages, tent or bike for Top Seller
- Unit and/or Recharter dues
 - Effective 4/1/24 Recharter fee for Cub Scouts, Scouts BSA, Venturing, and Sea Scouts registration is \$85.
 - Council Program Fee for all participating youth is \$48 per year.
 - Using the base commission of 30% a Scout would need to sell \$445 to cover the \$133 cost for youth annual registration and program fee.
- Family Camping fees
- Den specific prizes
 - 6 essentials back pack
 - Compass
 - Dry bags
 - Pocket knives
- Parent ticket to an event
- Den/Patrol trip (Mission Baseball Scout Night, USS Lexington, SA Zoo, Sea World, McDonald Observatory, etc.)
- If your Unit sells \$X,000 have the Kona Truck come to a Unit meeting.
- Add additional prizes at various levels:
 - Ex: Sell \$250 and earn a movie or box of candy
 - Ex: Sell \$750 and earn a Unit Class B
 - Ex: Sell \$1,500 and earn a _____
- Sell X and earn X in Pack/Troop "gift cards" to be used for Pack/Troop activities.



TRAIL'S END COLLEGE SCHOLARSHIP

In the spring of 2020 Trail's End discontinued its Scholarship Program. No new Scout enrollments were accepted after March 31, 2020. Only Scout with sales on or before December 31, 2019 were accepted into the Trail's End Scholarship program.

Trail's End will pay out existing Scholarship funds to eligible recipients who were enrolled in the program by March 31, 2020.

Sales in 2021-2024 do not qualify for the Trail's End Scholarship program.

Important Program Highlights:

Scholarship Payments:

During the first year of a Participating Scout's post high school education Trail's End will make a single payment to the Scout's Educational Institution in the amount of the Scout's total Scholarship Credits. Scholarship Payments are processed and forwarded directly to the Participating Scout's Educational Institution. The payment must be used to defray the expenses charged by the institution to the Participating Scout for:

- a. tuition,
- b. books and materials, or
- c. room and board

Academic Requirements:

To receive any scholarship payment a Participating Scout must be:

- a. between the ages 18 and 24;
- b. a registered full-time student (as defined by the applicable Educational Institution) at a nationally or state accredited college or university, vocational, or technical school; and
- c. pursuing studies or conducting research to meet the requirements for an academic, vocational, or technical degree.

[Click for more details on the Trail's End Scholarship Program Terms and Conditions.](#)

For more information, payout forms, and account access, visit trails-end.com/scholarship.

Alamo Area Council 2024 sales will not qualify for the Trail's End Scholarship.

SHOW & SELL TIPS



- Schedule Show & Sells at locations with a lot of customer turn over. Think outside the box!
 - Make sure to speak with the store manager, general manager, or owner (not just a shift manager).
 - Confirmation letters are a great idea.
- Utilize the Kernel Tracker to schedule shifts online. If you prefer, you can use SignUpGenius.com
- We suggest 1 Scout per shift. This maximizes the amount of sales credited to each Scout.
 - If necessity dictates additional Scouts, no more than 3. The few the better.
- Train Scouts and Parents on how to track sales and how to use the credit card reader (if your Unit accepts credit cards).
- Pack items that you will need for the sale: popcorn, Square reader, table, chairs (for adults – Scouts should stand to greet customers), canopy, change, receipts, donation jar, pens, schedule, bottle water, etc.
- Set up product and site in an organized fashion. Keep the site clean throughout the sale.
- Take all empty popcorn boxes with you, do not leave them in the establishment's trash. "Leave No Trace"
- Make sure to have a donations jar for Military donation.
- Always maintain two-deep leadership.
- **Encourage Scouts to sell SCOUTING not just popcorn.**
- Have Scouts practice their sales pitch.
- Checks should be made payable to your Unit and NOT to Council. You assume liability for accounts with insufficient funds.
- If you are unable to staff a scheduled Show & Sell, reach out to other Units or your District Kernel. Reach out to other Units via BAND. Make every effort to find replacements. We do not want to miss out on the opportunity for sales at a location that has graciously agreed to support your Scouts.
- Be sure to leave the site on time as other Units may be scheduled for the time slot after yours.
- Politely resolve any double bookings. Remember to always be Scout like.

TAKE ORDER and WAGON SALES TIPS

- Scouts should give Take Order customers a receipt with contact information and the date of when the Scout expects to deliver their order.
- Scouts should sell in pairs or with a parent. Maintain two-deep leadership while walking door-to-door.
- Plan for weather conditions and available day light (do not sell after dark).
- Remind Scouts and parents of safety precautions to be mindful of, such as watching for traffic, not entering people's homes, and walking on sidewalks and not through yards.
- If using the Take Order paper form it should be kept as neat as possible.
- Encourage Scouts to write thank you notes and place a copy of it with all of their deliveries.
- **Encourage Scouts and families to advertise in their workplaces, places of worship, and any club or organization they belong to.**

FAQ

Q: What happens if a Scout has additional online sales after the end of the official sale?

A: Online sales after November 3rd will still count towards the Winner's Circle prizes and Unit commission.

Q: Why are online prices different than what we sell here?

A: Pecatonica River Popcorn works with each of our councils to build an individualized program to capitalize on their strengths and assets. The online selections are offered nationally as a supplement to each local council and thus some of the flavors and pricing vary.

Q: I have multiple children. Can I have just 1 Pecatonica account for my family and split their sales evenly?

A: No, each Scout must have their own User name but can be linked using one email address. Sales allocation is up to the Unit.