

2022 Sioux Council

Popcorn Guidebook





Fuel Your Adventure

Welcome to the 2022 Sioux Council Popcorn sale! We are excited to partner with Pecatonica Popcorn for our 2022 Popcorn season. Their customer service, product line up and quality are second to none. As you review what they have to offer, you will notice that pricing and quantities are similar to last year.

Once you try the product, you will agree that Pecatonica River Popcorn far outpaces the competition in the “Taste Factor”! Let’s make sure we are all on the same page with a few of the changes:

- Same great product, service, and resources as 2021!
- Tins! Yep, still here.
- New products are Pre-Popped Kettle Corn and Cajun Trail Mix (non-Popcorn Product).
- Tasting Kits for all unit kickoffs.
- Any New Unit or Unit that has not sold in 2 years are eligible for a \$500 product package.
- This year’s Top Seller Prize Drawing is a trip to a NASCAR race at the Kansas City Speedway!!!
- All Units will get a 30% commission and an additional 3% commission if your Unit opts out of physical prizes.
- All Units, including Packs can opt out of Prizes for an additional 3% commission.
- Physical Prizes are back with an Amazon Gift Card Option.
- In order to meet the cost of production the Deluxe Carmel is now \$20



Pecatonica River Popcorn invites you to try 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**.



Quick setup

Getting started is simple so you can start selling right away.



Get paid fast

See payments in your bank account in as little as one to two business days.



Accept all major credit cards

Pay one low rate per swipe, dip, or tap for Visa, MasterCard, Discover, and American Express, with no surprise fees.

Enter your email

Confirm your email

Create a password

Show

Country

 United States

I agree to Square's [Terms](#), [Privacy Policy](#), and [E-Sign Consent](#).

Already have a Square account? [Sign in](#).

CONTINUE

- There will be an online portal for sales. It is a very intuitive and user-friendly website. For training and info, please visit <https://www.sioux council.org/popcorn>.
- Commission Structure
 - All units will automatically receive a 30% commission.
 - All Units, Packs and Troops, can opt out of prizes for an additional 3% commission.
 - Troops must have a unanimous vote from all Youth in the Troop and provide a signed opt out form to your District Executive or District Kernel to receive the additional 3% commission.
 - Troop Prize Opt out form can be found at <https://www.sioux council.org/popcorn>.
 - Packs must provide to the District Executive or District Kernel what their plan is to reward Cub Scouts. Parents must approve of the decision to opt out of physical prizes.



Think of popcorn as the means to engaging your Scouts in the core component of Scouting: outdoor activities, character development and learning. Consider these real examples of how local Scout groups spent their popcorn funds in the past:

"Popcorn sets our budget for the year and pays for just about everything we do. It enables us to run a great program without having to go to parents for money to pay for each event."

"This popcorn sale and a well thought out budget help pay for the membership fee increases"

"We plan to have a WOW event to celebrate being able to meet again."

"We use popcorn as the ONE needed fundraiser that finances a year of great program"

"We pay for summer camp for Scouts BSA members who reach their sales goals"

Fundamentally, Scouting is an organization that thrives only with a growing number of youth participants. The more young people enrolled in Scouting, the better it is for future generations.

So, what's the simplest way to attract new youth into Scouting? Cool outdoor programming. What's the simplest way to pay for cool outdoor programming? How about a fundraiser that can net up to 30% of sales for your Scout group?

Kernel Responsibilities:

So, you are the Popcorn Kernel. Congratulations! In your leadership role, you must do a few things:

- 1) Create an account on Prpopcorn.com:

Tutorials can be found at <https://pecatonicariverpopcorn.com/Tutorials.html>.

The screenshot shows the website header with 'HOME' and 'MY ACCOUNT' links. Below the header is a logo for Pecatonica River Popcorn featuring two scouts in a canoe, with the text 'A Scouting Tradition for over 35 years...' and 'PECATONICA RIVER POPCORN®'. The main content area is titled 'Tutorial Video Links' and contains three cards:

- Kernel Tracker Tutorial**: Unit Inventory Tool, Web Based, Use On Any Device With Browser. Go to Video.
- My PR Popcorn Tutorial**: Online Selling Tool for Scout, Share Via Social Platforms, Sign Up for Show-N-Sell Shifts. Go to Video.
- Seller ID Tutorial**: Used to Sell Online, Unit Kernel Signs up Seller, Seller Id Never Expires. Go to Video.

Each Unit must complete an online commitment form. This should be completed by the Popcorn Kernel. The purpose of this commitment form is to gather all your contact information for sale communication and create your account to manage your sale. This is where you will place your orders, track inventory, and generally manage your sale!

There are detailed directions on creating these accounts at <https://www.sioux council.org/popcorn>.

****All popcorn communication is done through email.** It is vital for you to commit to the sale (using an email address you check) and read all the correspondence. If you don't do this, you will be hopelessly lost.

After you have filled out the commitment form, you will have the keys to actively manage your sale. Make sure you write down your log-in information!

2) Place a Wagon Sale order (optional)

When determining your initial Wagon Sale order (think of Wagon Sales as a “pre-order” of unsold products for your Scouts to take door-to-door or sell in front of stores), it is important to note a few points. Council will provide a recommended order.

You must order in full cases for the Wagon Sales order.

The last day to place a Wagon Sale order is **Tuesday, September 6th**. No exceptions. Please don't wait to the last minute to order. Save time, money, and hassle by allowing enough time for someone from the popcorn staff to reach you for clarification on an order.

Here's an example: Say your Unit has historically never sold more than \$5,000 total (Wagon Sales plus Take-Order) but you submit an initial order of \$10,000. Very likely a popcorn staffer will need to discuss that order with you and the rationale behind its amount. Do you have many more Scouts selling? Do you have a solid plan with unit-level incentives? Is a kick-off scheduled? Etc. These would all be reasons to approve the order, but it would just need a clarifying conversation, which would take time. **So, don't wait until the last minute!**

3) Hold a Popcorn Kick-off:

This is the single easiest way to increase your Unit's sale. The concept is simple. A kick-off is a fun event to excite your sellers and educate parents. Ideally this is a standalone event, (not just a portion of your regular meeting) that is high energy, fun and informative.

The key is to present and review your unit's calendar and the fun programming families and Scouts will experience if they support a successful fundraising effort by selling popcorn for your Unit.

Introduce prizes. Have unit-specific prizes; an example is all Scouts that sell \$850 can help turn the Unit Leaders into an Ice Cream Sunday (attend a quality unit kick off to find out more). Distribute all the order forms and other sales materials. **You will have received a tasting kit full of popcorn samples prior to the training session you attend. Your unit kick-off is an excellent time to do a taste test with your Scouts. The popcorn tastes fantastic!! Let your Scouts and their families have a taste to get excited about selling!** Tell families what the money earned will be going towards. “We will help you pay your yearly registration fees”. The goal is to have everyone leave the kick-off excited and motivated to sell. **Remember, popcorn is program!**

4. Manage your inventory (Wagon Sales only):

Inter-Unit Transfer. So, you received your Wagon Sales product, sales have been going great, but you are really in need of a case of X product. What do you do? One option is to swap product with another Pack/Troop/Crew.

The concept is simple, get hooked up with a Scouting group that has what you need, fill out the Inter-Unit Transfer form and email the signed form to sioux.popcorn@scouting.org Both Scout units will have their respective invoices updated by a member of the popcorn staff. After that has occurred, the change will be reflected on your dashboard screen of the popcorn system when you log in. This form can be found on our website at <https://www.sioux council.org/popcorn>.

Sioux Council
2022 Inter-Unit Transfer Form

- Units may transfer product during the popcorn sale between each other by filling out this form.
- **Popcorn chairs from both units need to sign.**
- Each unit should keep a copy.
- Scan and email signed form to sioux.popcorn@scouting.org or mail to Sioux Council, BSA, 800 N West Ave, Sioux Falls, SD 57104-5720.

Please submit form by October 19, 2022.

Transfer Popcorn out of:		Unit Receiving Popcorn:	
Club Scout Pack # _____	Club Scout Pack # _____	Scouts BSA Troop # _____	Scouts BSA Troop # _____
Venturing Crew # _____	Venturing Crew # _____	District: _____	District: _____
1	Chocolate Lover's (1 per case)	⑤	
2	Cheese Lover's (1 per case)	④	
3	Classic Trio (1 per case)	③	
4	Kettle Corn-Microwave (8 per case)	☑	
5	Sea Salt Splash (8 per case)	⚓	
6	French Butter Cup (8 per case)	♥	
7	Milk Chocolate Pretzels (8 per case)	🍪	
8	Cajun Crunch (8 per case)	♣	
9	Kettle Corn-10 oz pre-popped (8 per case)	★	
10	Butter-Microwave (8 per case)	⊕	
11	Deluxe Caramel Corn with Pecans (8 per case)	🌰	
12	Classic Caramel Corn (8 per case)	🌲	
13	Yellow Popping Corn (8 per case)	▲	

Popcorn Chair for unit popcorn is being transferred out of:	Popcorn Chair for unit receiving popcorn:
I acknowledge transferring the popcorn listed above to the unit listed above. Name (please print) _____ Date: _____	I acknowledge receipt of the popcorn listed above from the unit listed above. Name (please print) _____ Date: _____

Email signed form to sioux.popcorn@scouting.org or mail to Sioux Council, 800 N West Ave, Sioux Falls, SD 57104 by October 19, 2022. Each unit should keep a copy for their records.

Figure 1 The Transfer Form

Let's do an example of a real-life inventory control:

So, your first few weeks of selling have gone great (awesome!!), but your garage (where you store your entire Pack/Troop/Crews inventory) is empty. You have a storefront sale right around the corner. What should you do?

This is a good problem to have. It means your Scouting program year is on its way to being fully funded. There are a couple of things you can do to get more product during the sale:

-Shuffle what you have. Contact each selling family and ask them to return unsold item to you. If you gave each Scout a "selling kit" of product, let's be honest, every Scout will not sell their full allotment. You could also direct your Scouts to bring some of their product to your storefront sale to have an inventory.

6) Order Prizes:

Click on the link on the Units Pecatonica Website account. The link will lead you to the prize sheet form. If your Unit has chosen to receive prizes you will fill out the prize form on the website. Once your prizes are approved, the Prize Company will send them to the physical address the unit provided.

7) Pay your bill:

Wagon Sales invoices are due no later than Thursday, November 10th. All selling units must have a zero-balance invoice no later than Friday, Dec 2nd.

8) Have fun!

Return Policy

A unit is welcome to order as much product for Show and Deliver as they think they can reasonably sell. If a unit reorders any given product, this will indicate the unit has sold through their initial order. At the end of the sale, when the council accepts returns, only the amount of product ordered in the second order may be returned.

For example: a unit orders 15 cases of Unbelievable Butter in their initial Show and Deliver order. After two weeks, that unit orders an additional 5 cases. This indicates that the unit sold through their initial order. Therefore, no more than 5 cases may be returned at the end of the sale.

Being a Popcorn Kernel is one of the most important jobs in Scouting. Think of it this way, you can properly fund a year's worth of Scouting program for your Unit. All the outdoor fun and adventure that costs money is in your control. You can be the hero of your Scout group.

Remember, the way to keep young people involved and engaged in Scouting is by offering a cool outdoor program. You can make that happen through the popcorn sale. **Remember to keep an eye on your email (the address you supplied to the commit to sell form) for updates. Thanks! Have a Great Sale!**

Resources contained in your Kernel Packet

- Order forms and descriptions of product line up (be sure and check out the lineup. It is outstanding!
- Table Tents
- Door Hangers
- Extra Prize Fliers, NASCAR Fliers, Missed House forms.
- Scout Boss Training Documents

Be sure and check your email often AND look for updates, forms/documents and short tutorial videos on how to order, return, select prizes, and much more can also be found at

[https://www.sioux council.org/popcorn.](https://www.sioux council.org/popcorn)

HOW TO BLITZ A COMMUNITY

- Plan a large scale canvassing for your assigned area or community for a Saturday morning, as a den meeting or as a unit meeting.
- Organize your unit's area / community either by scout, family, den or patrol.
- Scouts should be assigned "buddies" because they should always sell in pairs. If the areas are divided up by individual scouts or families, a family member must be present with them.
- Use a street map to highlight the streets of assigned areas and provide this to the scout.
- Provide Scouts / Families with Wagon Sales Product (One-Stop-Shop)
- As scouts are going door to door and they find that no one is home, use the "**Missed House Tracking Form**" provided for you.
- Conduct a follow-up event / activity (usually 2-4 hours later) to recognize everyone for their efforts and announce how much money was raised. A pizza party is a great way to do this.

TRAIN YOUR SALES Force (SCOUTS)

Prepare your Scouts for the task at hand by following these important guidelines:

- During Pack, Den and Troop meetings, use role-playing to practice the sales technique. Remind them that professional salesmen do this all the time...Practice makes perfect!
- Be prepared...Always have an extra pen or pencil.
- A Scout is clean...Make sure they always wear their uniform.
- A Scout is courteous...Always be polite.
- A Scout is kind...Always say "Thank you," even if they do not place an order.
- A Scout is cheerful...Call the customer by their name if they know it.
- A Scout is trustworthy...Be honest when telling a customer how great the Pecatonica Gourmet Popcorn really is.
- A Scout is helpful...When describing the products, always hold up the picture of the products so the customer can see them.
- A Scout is friendly...Always smile.
- A Scout is loyal...Never, ever give up.

Popcorn Training Dates

- August 2: Popcorn/Program Webinar #1
- August 10: Popcorn/Program Webinar #2
- August 30: High Level Overview/Unit Kick off
- September 15: Efficient Unit Master Record Keeping
- October 18: Closing Out Popcorn

Important Dates

- September 6: Wagon Sales Pre Orders Due
- September 22: Popcorn Pick Up
- September 23: Popcorn Sale Begins
- September 23-25: Blitz Weekend
- October 19: End of Unit Popcorn Transfers
- October 20: Popcorn Sale Ends
- October 24: Final Orders Due Returns Reports, Unit Master Record and Unit Prize Summary are all due after placing the final order.
- November 10: Final Popcorn Pick Up, Payment for Wagon Sales Popcorn Due.
- December 2: Final Popcorn Payment Due

District Pick up and Distribution

- Emails will be sent to the unit popcorn chairs with a scheduled pick up date and time.
- Upon arriving to the pickup location YOU WILL BE RESPONSIBLE to double count your separated order to verify that it is accurate. Once verified you will be asked to sign a packing slip.
- Be sure that vehicle arrangements are made so that ALL your product will fit into the vehicle(s) that arrive. You will pick up your popcorn along with other units/groups. Bring some other adults with you to assist in loading your order. Bring enough vehicles or a vehicle large enough to pick up your order. A good rule of thumb is a mid-size car holds 20 cases, a Jeep Cherokee holds about 40 cases, and a minivan holds 60 cases. Please plan accordingly. A Dock High Ryder type truck is the best for large orders.

Pick up Locations *

Pre Order Pick up - September 22, 2022

Take Order Pick up - November 10, 2022

While we anticipate no changes, should they occur, we will update the website. Please visit <https://www.siouxCouncil.org/popcorn> for the most recent updates.

Contact Information

Council Kernel

Kernel, Brent Porter - porterb84@hotmail.com, (605) 323-70656

Red Rock:

Kernel, Brent Porter- porterb84@hotmail.com, (605) 323-70656

Staff Advisor, David Haen, David.Haen@scouting.org, (507) 828-4992

Arrowhead:

Kernel: Kjersten Fisk, kjerstenfisk@gmail.com, (605) 881-6086

Staff Advisor, Angie Anderson, Angelica.Anderson@scouting.org, (605) 880-9520

Missouri Valley:

Kernel: Veda Church, jchurch123@gmail.com, (808) 352-3027

Staff Advisor: Angie Anderson, Angelica.Anderson@scouting.org, (605) 880-9520