

# 2021 Sioux Council Popcorn Guidebook

Wait a second, Milk Chocolate Pretzels?  
In a tin? With a Terry Redlin Print?  
Do you wish you had those in your product line up?  
Guess what? All that and more are back this year!



Welcome to the 2021 Sioux Council Popcorn sale! Pecatonica River is back as our vendor and we are extremely excited to once again partner with them. Their customer service, product line up and quality are second to none. As you review what they have to offer, you will soon notice that pricing and quantities are extremely similar to years past.

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 2020!
- Pretzels are back but this year they will be Milk Chocolate!
- Pecatonica listed when you said you didn’t want the Deluxe Caramel to be called “Maple...”. It is now called Deluxe Caramel with Pecans!
- Tins! Yep, still here.
- Sioux Council provided physical prizes are unavailable. Incentives will all be Amazon Gift Cards. Same great reward, easier format.
- Tasting Kits for all unit kickoffs. Yep, you once again get to taste ALL the product.
- Trails End announced last spring they will be discontinuing their scholarship program. Last year Pecatonica was able to offer 7% to scholarship recipients who were grandfathered in. This year Pecatonica will offer 2% with the Sioux Council offering another 2%. This is above and beyond what any other company currently offers.
- In 2021, as long as the units use the link at the bottom of the one page document (squareup.com/i/PRPOPCORN1) they will get free processing on up to \$1,000 in credit card transactions for the first 180 days. This “clock” starts at the time of the application.



### 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

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

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

- There will be an online portal for sales, similar to 2018. It is a very intuitive and user-friendly website. For training and info, please visit <https://www.sioux council.org/popcorn>.
  
- Commission Structure
  - Attend Program Planning 2%
  - Attend August Popcorn & Membership Kickoff, submit an approved calendar and budget, 3%
    - Calendars & Budgets are due to your District Executive by **August 31<sup>st</sup>**.
  
  - The final 2% incentive is based on Scouts BSA units having a Per Scout Sale Average of \$550 and Packs having a Per Scout Sale Average of \$850. This number would be determined by dividing their total sale by their APRIL 30 membership. **(Per Scout Average), 2%**
  - Scouts can earn an Amazon gift card to purchase a prize of their choice. A valid parent's email will be required to receive gift cards.



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.

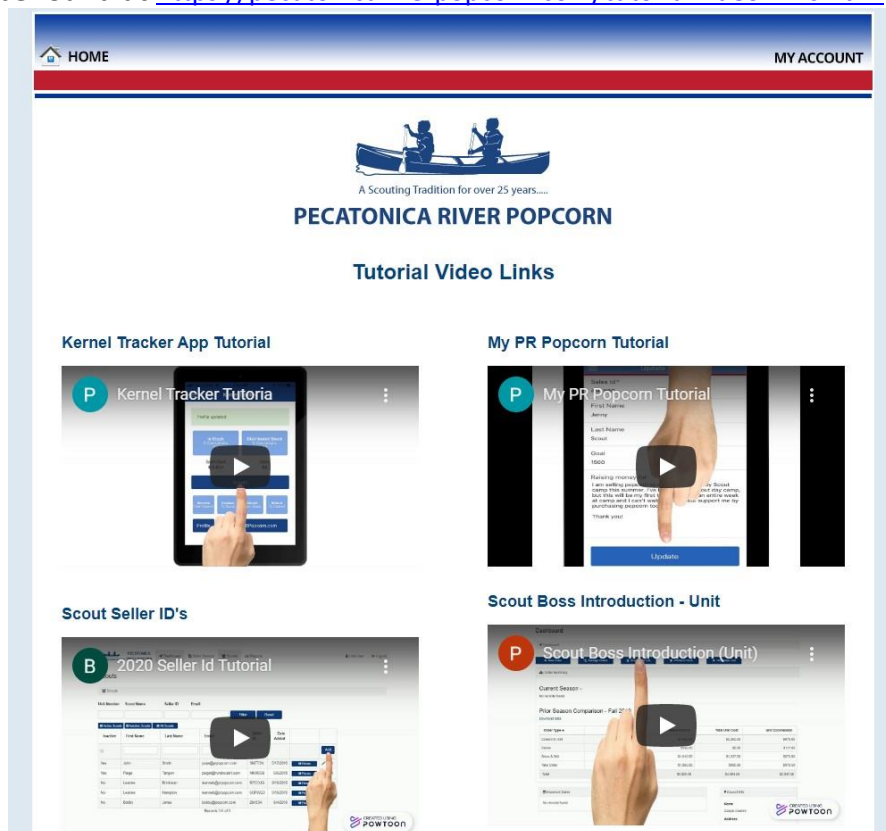
So, what's the simplest way to attract new youth into Scouting? Cool outdoor programming.  
What's the simplest way to pay for cool outdoor programming? How about a fundraiser that can net up to 30% of sales for your Scout group?

### 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/tutorialVideoLinks.html>.



Each Pack/Troop/Crew 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 of 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.** Every product comes eight to a case, with the exception of the Trio, Cheese Lovers, and Chocolate Lovers (those are one/case).

The last day to place a Wagon Sales order is **Tuesday, September 7<sup>th</sup>**. 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 Pack/Troop/Crew 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 Pack/Troop/Crew sale. The concept is simple. A kick-off is nothing more than an 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.

Introduce prizes. Have unit-specific prizes; like all \$850 sellers get to toss a pie in the face of a leader. 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 fees, including the scheduled increase”. 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](mailto: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> or on the flash drive included in your popcorn packet.

**Sioux Council  
2021 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 also must keep a copy.
- Send this email signed form to [sioux.popcorn@scouting.org](mailto:sioux.popcorn@scouting.org) or mail to Scout Council, BSA, 800 N. West Ave. Sioux Falls, SD 57104-3770.

**Please submit form by October 20, 2021.**

Transfer Popcorn out of:		Unit Receiving Popcorn:	
Unit Name Pack #		Unit Name Pack #	
Scout BSA Troop #		Scout BSA Troop #	
Volunteer Crew #		Volunteer Crew #	
Unit	Quantity	Units	Comments
1. Chocolate Lover's (1 per case)	5		
2. Cheese Lover's (1 per case)	4		
3. Classic Tite (1 per case)	3		
4. Milk Chocolate Pizookie (8 per case)	0		
5. Brownie King (8 per case)	0		
6. Sun Salt Splash (8 per case)	0		
7. Kettle Corn (8 per case)	0		
8. Hazelnut Macadamia (8 per case)	0		
9. Dipped Caramel Cheet with Pecans (8 per case)	0		
10. Caramel Caramel Corn (8 per case)	0		
11. Yellow Peppercorn (8 per case)	0		

Popcorn Chair for unit popcorn is being transferred out of:		Popcorn Chair for unit receiving popcorn:	
Signature and stamp of the popcorn chair of the unit being transferred out of:	Signature	Signature and stamp of the popcorn chair of the unit receiving popcorn:	Signature
Name (please print)		Name (please print)	
Date:		Date:	

Email signed form to [sioux.popcorn@scouting.org](mailto:sioux.popcorn@scouting.org) or mail to Scout Council, BSA, 800 N. West Ave. Sioux Falls, SD 57104-3770 by October 20, 2021. Each unit should keep a copy for their records.

#### 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.

- **Visit with your District Kernel-** They should have a good idea of what is out there to swap.



## 8) Have fun!

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 Pack/Troop/Crew. 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, Disney Fliers, Missed House forms.
- Flash drive with digital downloads of 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 BILTZ 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 Trail's End 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.

## Important Dates:

Popcorn and Membership Kickoffs:

Must attend one Membership Zoom and One Popcorn Zoom as well as turn in an approved budget & calendar.

Popcorn, 7pm, Aug 2nd or 10<sup>th</sup>. Membership, 7pm, Aug 9<sup>th</sup> and 12<sup>th</sup>

September 7: Wagon Sales Pre Orders Due

September 23: Popcorn Pick Up

September 24: Popcorn Sale Begins

September 24-26: Blitz Weekend

October 20: End of Unit Popcorn Transfers

October 21: Popcorn Sale Ends

October 25: Final Orders Due  
Returns Reports Due

Remember that the Unit Master Record and your Unit Prize Summary are due following placing your final order. **Amazon gift cards will be ordered off the Unit Prize Summary tab on the Unit Master Record. There is no placing a prize order online.**

November 12: Final Popcorn Pick Up, Payment for Wagon Sales Popcorn Due.

December 3: 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 pick up 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 23, 2021**

**Take Order Pick up - November 12, 2021**

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

## Troop Prize Opt-Out

Please visit <https://www.sioux council.org/popcorn> for more details.

### Contact Information

Council Kernel, Dan LeVasseur, [dan@abigmailbox.com](mailto:dan@abigmailbox.com), (605)- 520-6967

#### **Red Rock:**

Kernel, Brent Porter- [porterb84@hotmail.com](mailto:porterb84@hotmail.com), (605) 323-70656

Staff Advisor, Michael O'Connor, [Michael.Oconnor@scouting.org](mailto:Michael.Oconnor@scouting.org), (605) 361-2697

#### **Arrowhead:**

Kernel: Dan LeVasseur, [dan@abigmailbox.com](mailto:dan@abigmailbox.com), (605) 520-6967

Staff Advisor, Angie Leadabrand, [Angelica.Leadabrand@scouting.org](mailto:Angelica.Leadabrand@scouting.org), (605) 880-9520

#### **Missouri Valley:**

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

Staff Advisor: David Haen, [david.haen@scouting.org](mailto:david.haen@scouting.org),