

2024 Popcorn and Nuts Kickoff





Welcome

2023 Sales Results

- Over \$650,000 in gross sales
- ~ \$300,000 directly into unit treasuries to fund local programs

2024 Outlook

- Goal is to continue to build momentum
- Grow the overall sale with more units and Scouts able to power their Scouting year
- Continue to streamline and improve processes – We heard your feedback from the survey
 - All core sales materials available at the kickoff
 - Changes to Scout Deliver order deliveries
 - New Order System where you can track everything
 - Popcorn 101 – I'm New and I've Got Questions
 - Council coordinated Show and Sell Opportunities



What's Continuing in 2024?

Popcorn 101

- We heard you!
- There is a lot of information for a new kernel and last year there was even more so.
- We are inviting all new kernels and any kernels to a special session on July 16th at 7:00pm where we will cover all the basics of the sale. This will be a great time to ask questions.
- Can email any of our team at any time for help



A Scouting Tradition for over 35 years...

PECATONICA RIVER POPCORN



Vendors

Sale Changes

- No Business will be conducted at the York Service Center
- Two Old Dominion Freight Trailers Staged for exchanges with scheduled appointments
 - Mechanicsburg Service Center
 - Tuckahoe Scout Reservation
 - Work through your District Executive if accommodations are needed

- Popcorn

- New Carmel with Sea Salt Armed Forces Tin



CARAMEL WITH SEA SALT

Caramel corn made with real butter, brown sugar, and the perfect amount of sea salt. The crunchy, sweet, and salty combination will leave you wanting more.

Net Wt. 15 oz. ♦ \$25 GF

- Nuts

- Discontinued the 4-Pack Gift Tower
 - 10.5 oz Whitley can for Whit's Party Mix is the only size available
 - Added a 14 oz Virginia Trails Mix
 - Price changes



Virginia Trail Mix New!

Teaming with jumbo cashews, extra-large salted peanuts, almonds, candy-coated chocolate gems and the biggest, plumpest and sweetest raisins we could find, our trail mix is far superior to all others.

14 oz. \$25 ♥

Scout Boss

- All but Consignment Orders will be placed in the Online Order System
- The order system will track all elements of the sale including consignment results, Scout Deliver, and Online Sales.
- Units will need to create/have a log in.
- Units will be able to see results from the 2023 sale as well

PECATONICA RIVER POPCORN

Dashboard Sales Season Scouts Reports Files Unit User Logout

Dashboard

Dashboard

+ New Order Manage Orders Scout Seller IDs Winner's Circle Worksheet Tool

Kernel Tracker

Order Summary

Current Season -
No records found

Prior Season Comparison - Fall 2021
Download data

Order Type ▲	Total Containers	Total Retail Dollars	Total Unit Cost	Unit Commission
Take Order	12	\$245.00	\$161.70	\$83.30
Total	12	\$245.00	\$161.70	\$83.30

Important Dates

No records found

Council Info

Name
New Birth of Freedom Council

Address



Planning Your Sale

Goal Setting



Set a unit goal



Set your per Scout goal

How Do I Get There?

- What is your Unit Budget for this year?
What do you need to raise to do all of the things that you want to do for the year?
Awards? Registration? Camp(s)?
Activities?
- How much popcorn do you need to sell to achieve this goal?
- Based on your unit goal, set an individual family sales goal.

Set Your Individual Sales Goal

TAKE YOUR SALES TO THE TOP

Fund Your Adventures



Top 15 Potential Customers

PE

Friends and Family

1. _____
2. _____
3. _____
4. _____
5. _____

Neighbors

1. _____
2. _____
3. _____
4. _____
5. _____

Mom/Dad's Coworkers

1. _____
2. _____

Create Your Sales Plan

- Step 1: Establish unit Budget for the Year
- Step 2: Determine targeted Commission Level
- Step 3: Determine total amount to sell
- Step 4: Determine Sales Methods
- Step 5: Develop your calendar
- Step 6: Have an exciting kick off

New Birth of Freedom Council Scouting America

Popcorn & Nuts Sales Plan

Unit: _____ District: _____

Number of Registered Scouts, as of 6/30/2024: _____
Total amount of Popcorn and Nuts sold last year (2023): \$ _____

Step 1 Based on our activity plans, our unit needs \$ _____ to operate this year.
We will use the funds to _____

Step 2 We've reviewed the available commission options, and we anticipate
Our commission being _____%. We are using the ___ cash or ___ prize option.

Step 3 Based on our anticipated commission, we'll need to sell a grand total of \$ _____
in popcorn and nuts products to fund our program. This is our goal.

Commission Structure

Commissions

Commission Structure	
Bronze Level - \$0-\$3,000	30% Commission
Silver Level - \$3,001 - \$9,999	34% Commission
Gold Level - \$10,000 - \$19,999	39% Commission
Platinum Level - > \$20,000	44% Commission
Cash Option: Retain 4% of all sales if unit chooses to not participate in the prize program	

Unit Kickoff

- Set a Date
- Make it FUN!
- Share your calendar!
- Set and share goals
- Use the Unit Kickoff Template – adjust for your unit's sale
- Reserve a Prize Kit
- Use your Tasting Kit!
- Make it FUN!

Prize Program

- Don't forget the Prize Program!
- The Prize Program is a great way to motivate Scouts, especially Cub Scouts.
- Units can choose the prize program OR the cash option
- Prize Vendor is GCC/Keller Marketing
- All sales count towards prizes (except for Pecatonica River's Winner's Circle – which is popcorn sales only)
- Prizes will be shipped directly to units

Prize Program

- All prize orders are due **October 9**
- Prize Program orders **ARE NOT CUMULATIVE**
 - Pick 1 prize for total dollars sold, OR
 - Pick a combination of prizes that add up to the total dollars sold
 - Example: \$550 in sales could be 1 prize from \$550 level or a \$350 prize + \$115 prize = \$465
 - Must be equal or less value than the total sales

Prize Program

- Patches and Pins
 - Every Scout that participates is eligible for a **Popcorn Patch** as long as they sell at least 1 popcorn item
 - Every Scout that participates is eligible for a **Military Sale Pin** as long as they make at least 1 Military Sale
 - Every Scout that participates is eligible for an **Online Sales Pin** as long as they make at least 1 Online Sale
 - Every Scout that participates is eligible for a **Top Seller Pin** as long as they have a combined sale of popcorn and nuts of \$1,000 or more.

Prize Program – NBOF Council Prizes

- **\$650 Club** – For every \$650 sold, a Scout earns a \$20 Gift Card to the Mechanicsburg or York Scout Shop
- **\$1,250 Club** – Scouts who sell \$1,250 or more will receive two tickets to a Sporting Event (may include Hershey Bears or Harrisburg Senators)
 - Families must select one of the three Hershey Bears Scout Night Game when submitting your prize order on October 9
- **\$1,750 Club** – Scouts who sell \$1,750 or more will receive two passes to Hershey Park OR a \$50 Amazon Gift Card
- **Top Sellers in the Council** – 1st Place - \$500, 2nd Place - \$400, 3rd Place - \$300, 4th Place - \$200, 5th Place - \$100.
- NOTE: Scouts are eligible for these prizes regardless of whether the unit chooses the cash or prize option

Prizes – Pecatonica Winner's Circle






- Pecatonica River Winner's Circle Program
- All Scouts are eligible regardless of whether the unit choose prizes or cash
- Sell \$3,000 or more in POPCORN ONLY

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	



How to Sell?

You don't have to do it all! Follow your plan!

Take Order

- Most traditional way to sell
- Scouts go door-to-door, visit family/friends, parents take to work to take orders that are filled at the end of the sale
- Usually, higher dollars raised per customer
- Provides a personal connection with customers
- Scouts deliver the products to customers
- Products ordered by container, only order what you need

YOUR FAVORITE POPCORN and MORE!



YELLOW POPPING CORN
America's healthiest snack. Food in a re-sealable Adventure Club Pops up tender for that fresh popcorn taste you're craving.
Net Wt. 2 lbs. ▲ \$10 ◎◎



CLASSIC CARAMEL CORN
Glazed to perfection with real butter and brown sugar to create a flavor to remember, with a crunch you can't forget.
Net Wt. 8 oz. ▲ \$10 ◎



BUTTER MICROWAVE (15 PACK)
Take advantage of this convenient way to enjoy a freshly popped treat with a rich butter flavor. 9 grams of trans fats.
Net Wt. 37.5 oz. ◎ \$20 ◎◎◎



JALAPEÑO CHEESE
The unmistakable zip of jalapeño pepper gives this feisty popcorn flavor its heat. Perfect for those who like their snacks with a little kick.
Net Wt. 7 oz. ■ \$20 ◎



KETTLE CORN
Experience a tasteful treat, sure to satisfy your sweet and salty craving.
Net Wt. 10 oz. ★ \$20 ◎



CARAMEL WITH SEA SALT
Caramel corn made with real butter, brown sugar, and the perfect amount of sea salt. The combination will leave you wanting more.
Net Wt. 15 oz. ◇ \$25 ◎



PEANUT BUTTER CUP
Two great flavors that taste great together. A real treat with a salty combination of milk, chocolate & peanut butter.
Net Wt. 15 oz. ◊ \$25 ◎



CHEESE LOVERS
Cheese, cheese, and more cheese! A combination that will satisfy any cheese lover's appetite.
Cheddar Cheese, Jalapeño Cheese, Buffalo Ranch, White Cheddar
Net Wt. 20 oz. ◎ \$40 ◎



CHOCOLATE LOVERS
Our Chocolate Lovers tin features 5 sweet treats that you can't resist!
Milk Chocolatey Pretzels, White Choc, Peanut Butter Cup, Sea Salt Splash
Net Wt. 55 oz. ◎ \$60



MILITARY DONATION
Send the gift of popcorn to our military men and women, their families, and veterans' organizations. The popcorn will be shipped directly and is not available for local delivery.
■ \$30/\$50

Show and Sell

- Show and Sell is traditionally one of the most successful sale methods
- Products are ordered in full cases
- Initial Orders Due **July 21**
- Types of Show and Sell
 - Traditional Show and Sell
 - Show and Deliver
 - Consignment

Show and Sell - Traditional

- Popcorn and Nuts Products sold at store fronts, community events
- Products are ordered by full cases
- Unsold product can be used to fill Take Order or returned
- Initial Orders can be 75% of 2023 total order
- Can reorder product during the sale
- Can return up to 25% of your order

Show and Sell Products - Popcorn

- Yellow Popping Corn
- Classic Caramel Corn
- Butter Microwave
- Kettle Microwave
- Cheddar Cheese
- Jalapeno Cheese
- Caramel with Sea Salt
- Hometown Heroes Trio*
- Cheese Lovers*
- *Any unsold Hometown Heroes Trio or Cheese Lovers must be returned in their original box still sealed. Any open boxes will be ineligible to be returned.*

Show and Sell Products - Nuts

- Salted Virginia Peanuts 12oz
- Honey Roasted Peanuts 12oz
- Jumbo Cashews
- Peanut Brittle
- Whit's Party Mix
- In the Shell Peanuts

Show and Sell Products - Nuts

- In the Shell Peanuts
 - Only available for Traditional Show and Sell
 - No In the Shell Peanuts may be returned, once purchased belongs to the unit
 - \$13 per bag



Show and Sell – Show and Deliver

- Combines Show and Sell and Take Order
- Scouts go door-to-door with a selection of product and an order form
- Essentially a mobile Show and Sell
- Transaction is instant with instant fulfillment
- No need to come back months later after orders were taken
- Have a smartphone with the Scout Deliver site open and ready to take orders for wider product selection

Show and Sell – Consignment

- Popular with smaller units or units that only want to do one or two Show & Sells
 - Units who participated in the Consignment program, with sales exceeding \$2,000, should conduct a Traditional Show & Sell
 - Units planning more than three consignment orders, should participate in the Traditional Show & Sell Program
- Units can request a \$4,100 or a \$8,200 product mix
- All products are in full cases
- Product is picked up before the Show and Sell
- Units have product 11 or 12 days before it must be returned
- Orders can be picked up and returned to either Service Center
- Units may make multiple requests
- 100% of the products can be returned as long as it is returned on time

Consignment Packages

- **\$4,325 Kit**

- 1 case (12 containers) "Homemade" Peanut Brittle
- 2 case (24 containers) Salted Virginia Peanuts
- 2 cases (24 containers) Honey Roasted Virginia Peanuts
- 2 cases (24 containers) Whit's Party Mix
- 2 cases (24 containers) Salted Jumbo Cashews
- 2 cases (24 containers) 16pk Butter Microwave Popcorn
- 2 case (16 containers) 16oz Caramel w/ Sea Salt
- 2 cases (16 containers) White Cheddar Cheese Bucket
- 5 cases (40 containers) 8oz Classic Caramel Corn Bucket
- 1 case (8 containers) Yellow Popping Corn Bucket

Consignment Packages

- **\$8,730 Kit**

- 2 cases (24 containers) "Homemade" Peanut Brittle
- 4 cases (48 containers) Salted Virginia Peanuts
- 4 cases (48 containers) Honey Roasted Virginia Peanuts
- 4 cases (48 containers) Whit's Party Mix
- 4 cases (48 containers) Salted Jumbo Cashews
- 4 cases (48 containers) 16pk Butter Microwave Popcorn
- 4 cases (32 containers) 16oz Caramel w/ Sea Salt
- 4 cases (32 containers) White Cheddar Cheese Bucket
- 10 cases (80 containers) 8oz Classic Caramel Corn Bucket
- 2 cases (16 containers) Yellow Popping Corn Bucket

Online Sales

- Two Options for Online Sales
 - Traditional Online Sales through Pecatonica River
 - Scout Deliver Online Sales

Online Sales - Traditional

- Designed for friends and family that live far away
- Order directly through Pecatonica River
- Unit Kernel sets up sales code for each Scout
- Products are mailed directly to customers (they pay the shipping)
- Product selection is different than our local sale
- Scouts earn credit towards prizes

Online Sales – Scout Deliver

- Designed for Scouts to sell online AND DELIVER the product themselves
- Designed for neighborhood and local friends and family sales
- Products ARE NOT SHIPPED
- Product mix is the same as local sale
- Commission is credited to final invoice
- Units will be able to track sales



Tips from the Pros

Tips from the Pros

- Do a Show and Sell. If you have not done it, try a consignment at least once! Core hours are 9-3. Don't be surprised if you sell \$800 - \$1,500 in that window.
- **YOU ARE NOT SELLING POPCORN!** You are Selling Scouting. Instead of saying, "would you like to buy popcorn", try "would you like to support Scouting?"
- Avoid Chairs
- Avoid donation jars. You'll make more.

Tips from the Pros

- Be in uniform and smile.
- Be outgoing!
- No more than 2-3 scouts at a shift
- Be respectful. Do not block people from coming and going.
- Say “Thank You” often



Logistics

Timeline

- June 20 Popcorn and Nuts Kickoff
- July 1 Show and Sell Sign ups for Karns, Rutter's, and Capitol City Mall
- July 5 Scout Boss System Opens for unit orders
- July 5 Consignment System Opens for unit orders
- July 16 Popcorn 101 Session – 7:00pm
- July 21 Show and Sell Sale Orders Due

Timeline

- August 1 Online Sales and Scout Deliver Open
- August 8-9 Show and Sell Sale orders distributed
- August 18 Reorder #1 Due
- August 30 Reorder #1 Pick up
- September 12 Reorder #2 Due
- September 20 Reorder #2 Pick up

Timeline

- October 9 Take Order Sale orders, Prize Orders, and Outstanding Seller Forms Due
- October 11, 12 & 14 Units may return unsold products to the Mechanicsburg Service Center or Camp Tuckahoe during scheduled hours
- November 7-8 Take Order Sale orders and Scout Deliver Orders distributed to units
- December 6 Payments postmarked or due at Mechanicsburg Service Center

Popcorn System – Scout Boss

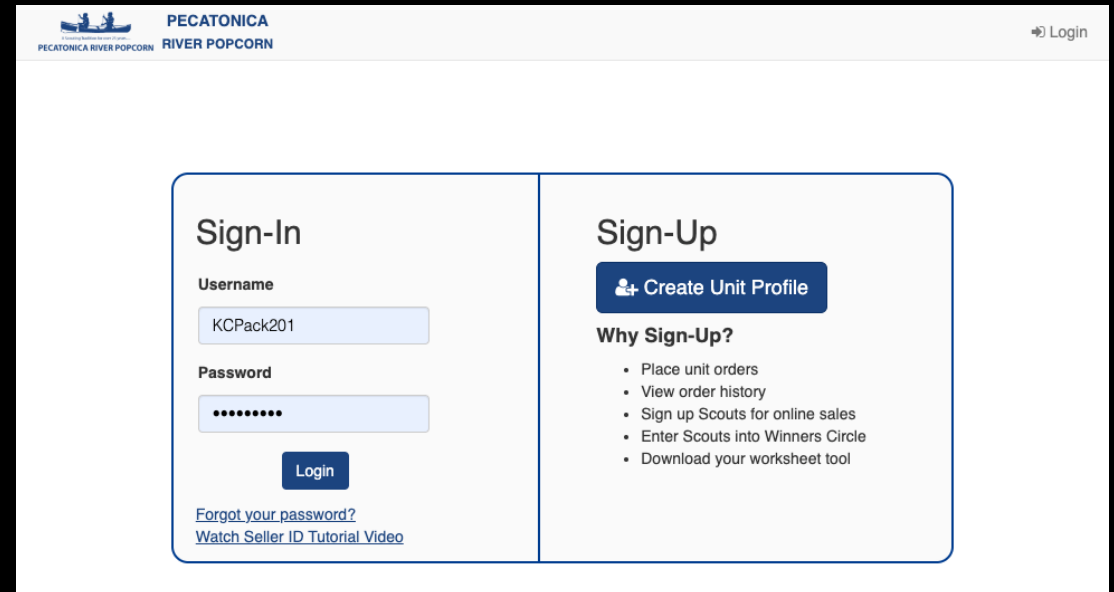
 HOME [MY ACCOUNT](#)


A Scouting Tradition for over 35 years...
PECATONICA RIVER POPCORN®




Popcorn System

- Pecatonicariverpopcorn.com
- “My Account”
- First time users will have to “Create Unit Profile”



The screenshot displays the Pecatonica River Popcorn website interface. At the top, the logo and name "PECATONICA RIVER POPCORN" are visible on the left, and a "Login" link is on the right. The main content area is divided into two columns. The left column, titled "Sign-In", contains a "Username" field with the text "KCPack201", a "Password" field with masked characters, and a "Login" button. Below these fields are two links: "Forgot your password?" and "Watch Seller ID Tutorial Video". The right column, titled "Sign-Up", features a blue button labeled "+ Create Unit Profile" and a section titled "Why Sign-Up?" with a bulleted list of benefits: "Place unit orders", "View order history", "Sign up Scouts for online sales", "Enter Scouts into Winners Circle", and "Download your worksheet tool".

Popcorn System







 **PECATONICA RIVER POPCORN** [Dashboard](#) [Sales Season](#) [Scouts](#) [Reports](#) [Files](#) Unit User [Logout](#)

Add Order

[Invoices](#) [Orders](#) [+ Add Order](#)

Sale Season: Fall 2023
Order Status: Submitted by Unit

Order Type: Take Order
Location: York Water Company

	Image	Product	Price	Cases	Containers	Total Containers	Line Total
15		4 Pack Gift Set - 21.75 oz	\$55.00		<input type="text" value="0"/>	0	\$0.00
16		Whiff's Party Mix - 18 oz.	\$35.00		<input type="text" value="0"/>	0	\$0.00
17		Honey Roasted Virginia Peanuts - 20 oz.	\$30.00		<input type="text" value="0"/>	0	\$0.00
18		Honey Cinnamon Almonds - 13 oz.	\$28.00		<input type="text" value="0"/>	0	\$0.00
19		Salted Jumbo Cashews - 12 oz.	\$28.00		<input type="text" value="0"/>	0	\$0.00
20		Dark Chocolatey Almond Clusters - 10 oz.	\$25.00		<input type="text" value="0"/>	0	\$0.00

Show and Sell Partners – July 1

- Karns – 1 slot per unit until 7/11
 - Saturday, September 7; Sunday, September 15; Saturday, September 21; Sunday, September 29
 - All Karns locations
 - ½ Day Timeslots
- Rutters – 1 slot per unit
 - Local Rutters
 - Saturdays - August 10 through September 28
- Capitol City Mall – 1 slot per unit until 7/11







Credit Card Readers

- Highly recommended
- Units choose what works best for them
- Any fees are the responsibility of the unit



Pecatonica River Popcorn Tutorial Library

- Pecatonica has created an awesome library of resources
- More than a dozen trainings to help orient you for the sale
- <https://pecatonicariverpopcorn.com/Tutorials.html>

 <p>Bullet Board Tutorial PECATONICA RIVER POPCORN</p>	 <p>Envelopes Tutorial PECATONICA RIVER POPCORN</p>	 <p>Tote Bag Tutorial PECATONICA RIVER POPCORN</p>
<p>Bullet Board</p> <p>Kickoff Training Aid 10 Key Points Of The Sale Back Doubles As A Sales Sign</p> <p>Go to Video</p>	<p>Envelopes</p> <p>Unit & Individual Seller Envelopes Tips For Keeping Payment Organized 1 Envelope Per Unit/Seller</p> <p>Go to Video</p>	<p>Tote Bag</p> <p>Unit Kernel Tool Keep All Popcorn Items Together Popcorn Branded</p> <p>Go to Video</p>
 <p>Tasting Kit Tutorial PECATONICA RIVER POPCORN</p>	 <p>Sales Flyer Tutorial PECATONICA RIVER POPCORN</p>	 <p>Take to Work Tents Tutorial PECATONICA RIVER POPCORN</p>
<p>Tasting Kit</p> <p>Educate Sellers On Popcorn Flavors Vote On Unit's Favorite(s) Use Tasting Tents To Show Allergens</p> <p>Go to Video</p>	<p>Sales Flyer</p> <p>2 Sales Flyers Per Seller Lists Flavors and Pricing Take Door to Door</p> <p>Go to Video</p>	<p>Take to Work Tents</p> <p>Silent Seller Placed on Break Room Table 30 Lines Per Flyer</p> <p>Go to Video</p>



FAMOUS PR POPCORN TASTING KIT (It's Free!)

The purpose of a tasting session is to have each Scout try 1-2 kernels of each flavor. Let the Scouts vote on their favorites - have fun with it!

Boost your sales with a tasting session. Foster familiarity and product knowledge. Encourage the Scouts to share their tasting experience with potential buyers.

District Teams

Position	Name	Email	Phone
Battlefield Kernel	Ernie Finfrock	erniefinfrock@gmail.com	(717) 451-7511
Battlefield District Executive	Sydni Newborn	sydni.newborn@scouting.org	(717) 827-4569
Conococheague Kernel	Pam Nery	pmnery@gmail.com	(717) 977-2564
Conococheague District Director	Cory Kercher	cory.kercher@scouting.org	(717) 827-4572
Heritage Trails Kernel	Scott Gonzalez	scott.gonzalez@gmail.com	(717) 578-2208
Heritage Trails District Executive	Tyler Roman	tyler.roman@scouting.org	(717) 827-4571
Keystone Capital Kernel	Erika Frank	erika@markanderika.com	(717) 421-6379
Keystone Capital District Director	Roger Chatell	roger.chatell@scouting.org	(717) 620-4515
Pioneer Kernel	Mark Fahnestock	Mark.fahnestock@gmail.com	(717) 418-0259
Pioneer District Director	Sal Franqui	sal.franqui@scouting.org	(717) 620-4527
Council Kernel	Mark Fahnestock	Mark.fahnestock@gmail.com	(717) 418-0259
Council Staff Advisor	Brian DeBease	Brian.DeBease@scouting.org	(717) 620-4520
Council Support	Christina Stout	christina.stout@scouting.org	(717) 620-4519

Roundtable/Other Trainings

- We will be conducting other trainings throughout the summer and into the fall
- Popcorn 101 Session for New Kernels
- August Roundtable for District Workshops and more information!



Questions