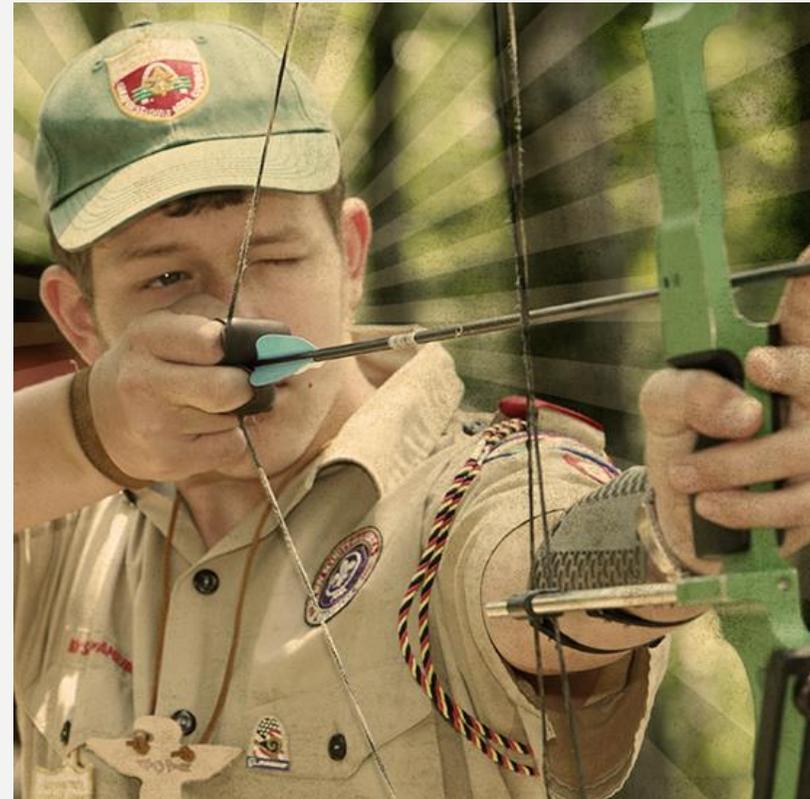


**FALL
PRODUCT
Sales Kick-off
2023**

*Popcorn & Wreaths: Funding Scouting
Adventures!*

Unit and Council Impact

- Scouting Values
 - ✓ Scouts learn to earn their own way
 - ✓ Scouts learn responsibility
 - ✓ Scouts learn perseverance
 - ✓ Salesmanship
 - ✓ Communication
 - ✓ Self Confidence
 - ✓ Enhance Scouting Programs
 - ✓ Provide needed equipment
 - ✓ Reduce program costs



2022 Sale Reports

- In 2022, Scouts in Three Harbors Council sold over \$180,000 in wreaths
 - Almost \$100,000 went directly to the units that sold wreaths and Three Harbors Council
 - In 2022, Scouts in Three Harbors Council sold close to \$700,000 in popcorn
 - Nearly \$451,000 going directly to the units that sold popcorn and Three Harbors Council
-



- Scouts themselves used these funds to pay for their program.
- Units used these funds to pay expenses such as charter renewal, awards and recognition, and unit activities and campouts.



2023 PRESENTATION OVERVIEW

1. Wreaths

- Dates
- Sale Logistics
- Incentives



2. Popcorn

- Dates
- Sale Logistics
- Incentives



3. Resources

4. Questions?

2023 WREATH SALE DATES

Wreath Sale Guide - Pg 2



- **Sale Start:** Sep. 8
- **Blitz Weekend:** Sep. 8-10
- **Sale End:** Oct. 20
- **Orders Due Online:** Oct. 25
 - by 5:00 p.m.
- **Wreath Distribution:** Nov. 11
 - State Fair Park
- **Damaged Product Notification Deadline:** Nov. 17
 - by 12:00 p.m.
- **All Payments Due:** Dec. 1
- **Fallen Hero Ceremony:** Dec. 9
 - Southern Wisconsin Veterans Memorial Cemetery

WREATH PRODUCT LINE-UP

Handcrafted Wreaths & Decorations

Single Face Christmas Wreath
24", 30" Fir, 40", 60" Balsam
B1 B2 B3 B4

26" Full on Halo Wreath Donation B5
Delivered to a National Cemetery to Honor our Veterans. No Specific Folia Here

24" x 36" Balsam Cross B6

25' Cedar Garland B7

12" x 36" Balsam Candy Cane B8

32" Outdoor Evergreen Planter B9

42" Outdoor Evergreen Planter B10

Noble Fir Mixed Wreath
20", 36"
F1 F2

24" Premium Decorator Round Wreath F3

Almond No-No Snowy F4

Snowman F5

4' Mantle piece/Centerpiece F6

12" Holiday Yule Log F7

Fire Starter Basket F8

NOBLE VALLEY FARMS NORTHWOODS WREATHS

THREE HARBORS COUNCIL BOY SCOUTS OF AMERICA

B Products primarily for outdoor use.
P Products primarily for indoor and outdoor use.

WREATH SALE INCENTIVES



- **All units receive 20% commission (up to 25%) on each sale, including Fallen Hero wreaths**
- **Blitz Weekend – Sept 8-10th:**
 - Top 5 Fallen Hero sellers council-wide receive a \$100 Amazon gift card
- **Wreath Gift Card incentive**
 - Sell \$500-\$1499 = \$50 VISA Gift Card
 - Sell \$1500 - \$2499 = \$150 VISA Gift Card
 - Sell \$2500+ = \$250 VISA Gift Card
- **Top 6 Units in total sale council-wide:**
 - Receive free product delivery
 - \$6000

FALLEN HERO CEREMONY

Saturday, Dec. 9

Southern Wisconsin Veterans Memorial Cemetery
Union Grove, WI



Scouts, families, and friends will be placing wreaths on the graves of veterans that have laid down their lives in service to the country.

By purchasing a Fallen Hero wreath donation, you will help us honor over 12,000 Fallen Heroes at this cemetery.

Signing Up for Wreaths – Key Steps

- Register for the sale with Northwoods at <https://northwoodswreaths.com/3harborswreath/> before the start of the sale (Sept. 8)
- Submit your unit's order (total of all Scouts) by Oct. 25 at 5:00pm on the Northwoods site
- Invoice will be sent to Unit Wrangler on Nov. 22
- Please remit payment by Dec. 1 to Three Harbors Council

Wreath Sale Guide – Pg 4



FALL 2023 POPCORN SALE DATES

- **Online Sale Starts:** Aug. 1
- **S&S Orders Due Online:** Aug. 17
- **S&S Distribution:** Sep. 8
- **S&S Sale Starts:** Sep. 8
- **Blitz Weekend:** Sep. 15-17
- **Blitz Submissions Due:** Sept. 19
- **Sale Ends:** Oct. 19
- **Take Orders Due Online:** Oct. 19
- **Return Days:** Oct. 19 & 20
- **Prize Order Opens:** Oct. 21
- **Take Order Distribution:** Nov.10
- **Prize order due:** Nov 10
- **Online Sale ends:** Nov. 27
- **Payment due:** Dec. 1
- **Top Sellers Event:** Jan 13



What

Popcorn Sale Guide- Pg 7



YELLOW POPPING CORN

America's healthiest snack food in a re-sealable Adventures tub! 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 ☞



MORNING BREW

Beautifully clean medium roast with deep running notes of red wine and chocolate.

Net Wt. 7 oz. ● \$15 ☞



BUTTER MICROWAVE (15 PACK)

Take advantage of this convenient way to enjoy a freshly popped taste with a rich butter flavor. 0 grams of trans fat.

Net Wt. 37.5 oz. ⊕ \$20 ☞ Ⓚ Ⓚ



KETTLE CORN MICROWAVE (15 PACK)

Experience the combination of the sweet, yet salty flavor of Kettle Corn anytime. 0 grams of trans fat.

Net Wt. 37.5 oz. ☺ \$20 ☞ Ⓚ Ⓚ



CHEDDAR CHEESE

Made with real cheddar cheese. Each freshly popped kernel is a savory blend of cheeses that will keep you coming back for more.

Net Wt. 7 oz. ● \$22 ☞



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. ■ \$22 ☞



TRAIL MIX

This flavorful treat has roasted peanuts, raisins, butter toasted peanuts, chocolate candies, sunflower seeds, and almonds.

Net Wt. 14 oz. ☺ \$22



KETTLE CORN

Experience a tasteful treat, sure to satisfy your sweet and salty craving.

Net Wt. 10 oz. ★ \$22 ☞



PEANUT BUTTER CUP

Two classic flavors that taste great together. A melt in your mouth combination of milk chocolate and peanut butter.

Net Wt. 15 oz. ♥ \$25 ☞



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 ☞



MILK CHOCOLATY PRETZELS

If you like sweet and salty flavors, then you'll love these chocolaty covered pretzels!

Net Wt. 15 oz. ☞ \$25



CLASSIC TRIO

Everyone's favorite blend of sweet and savory, a snack you won't be able to put down. Mix them together for a Chicago style treat, or enjoy them individually.

Caramel Corn, Cheddar Cheese, Natural

Net Wt. 19 oz. ☺ \$35 ☞



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. ☺ \$45 ☞



CHOCOLATE LOVERS

Our Chocolate Lovers tin features 5 sweet treats that you can't resist!

Milk Chocolatey Pretzels, White Chocolatey Pretzels, White Ruby, 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



How to Sell

Scout Tasting Session

The purpose 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 liked best! By conducting a tasting session for your group you create product familiarity and product knowledge.

Educate your Scouts on a timeline that best fits your unit's potential and calendar

Lead the unit with sales goals down to each individual Scout

Leverage the unit's plan to all Scouts, leaders, and families – connect the sales goal to the unit budget

Selling-Resources

SALES FLYERS



TAKE TO WORK TENTS



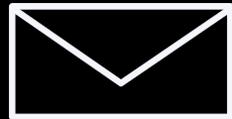
DOOR HANGERS



TOTE BAGS



MONEY ENVELOPES



PARTICIPATION PATCHES

TASTING KITS



VINYL BANNERS



Where To Sell

Show & Sell/Pop Ups/Drive Thru

- Setting up a display of your popcorn at a high traffic area

Show & Deliver

- Combines the Show & Sell (Products ordered in advance) and Take Order (Going door-to-door). One Stop Selling!

Take Order

- The traditional way for Scouts to sell popcorn is going door-to-door in the community. Customers place their order on the take order form and it gets delivered after the sale.

Online Sales

- Customers can support Scouts from across the country with prpopcornstore.com. Each Scout gets credit for what is sold.

ONLINE STOREFRONT

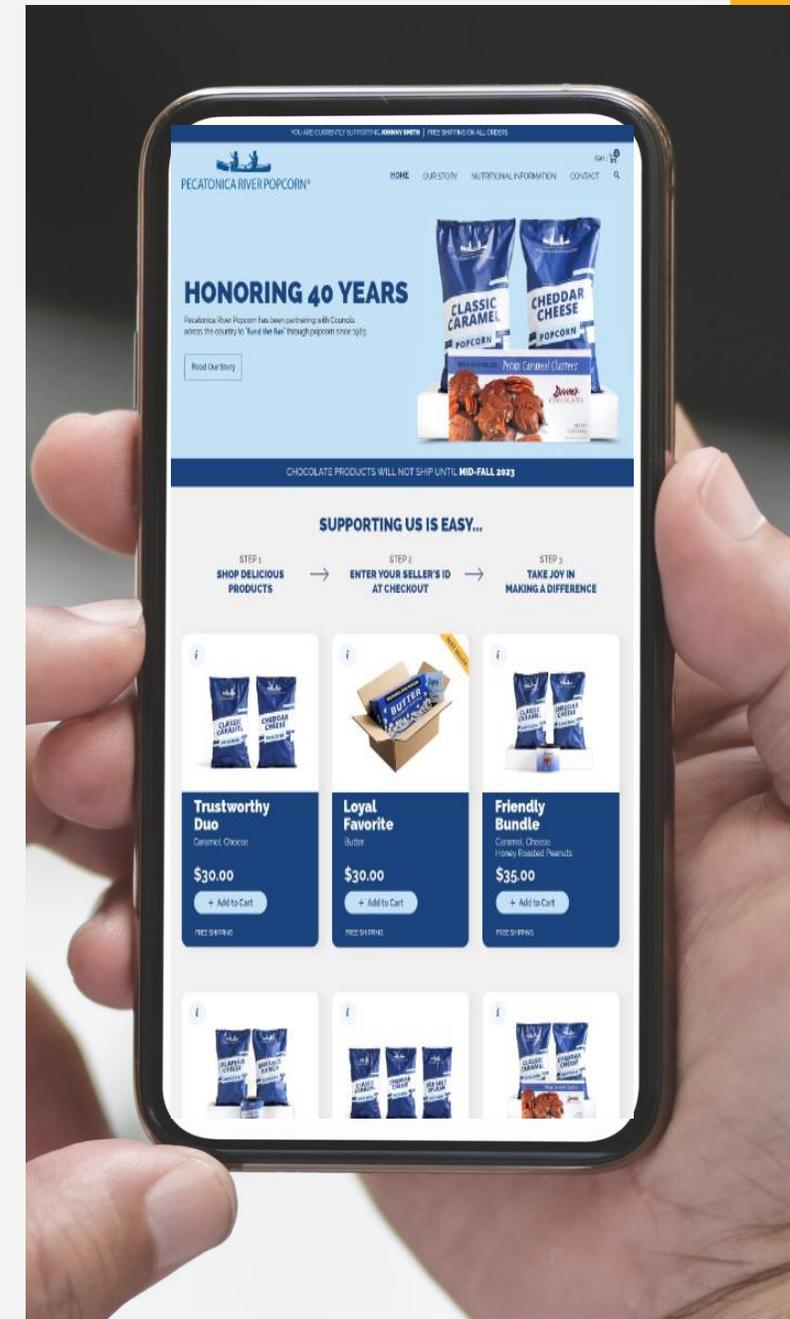
PRPOPCORNSTORE.COM

60% of every purchase goes to the Scout's unit and Council in their name

No deliveries to worry about - all ships from FREE SHIPPING

Personable email can be sent to family & friends with customized video message

12 bundles themed after Scout Oath.



ONLINE STOREFRONT

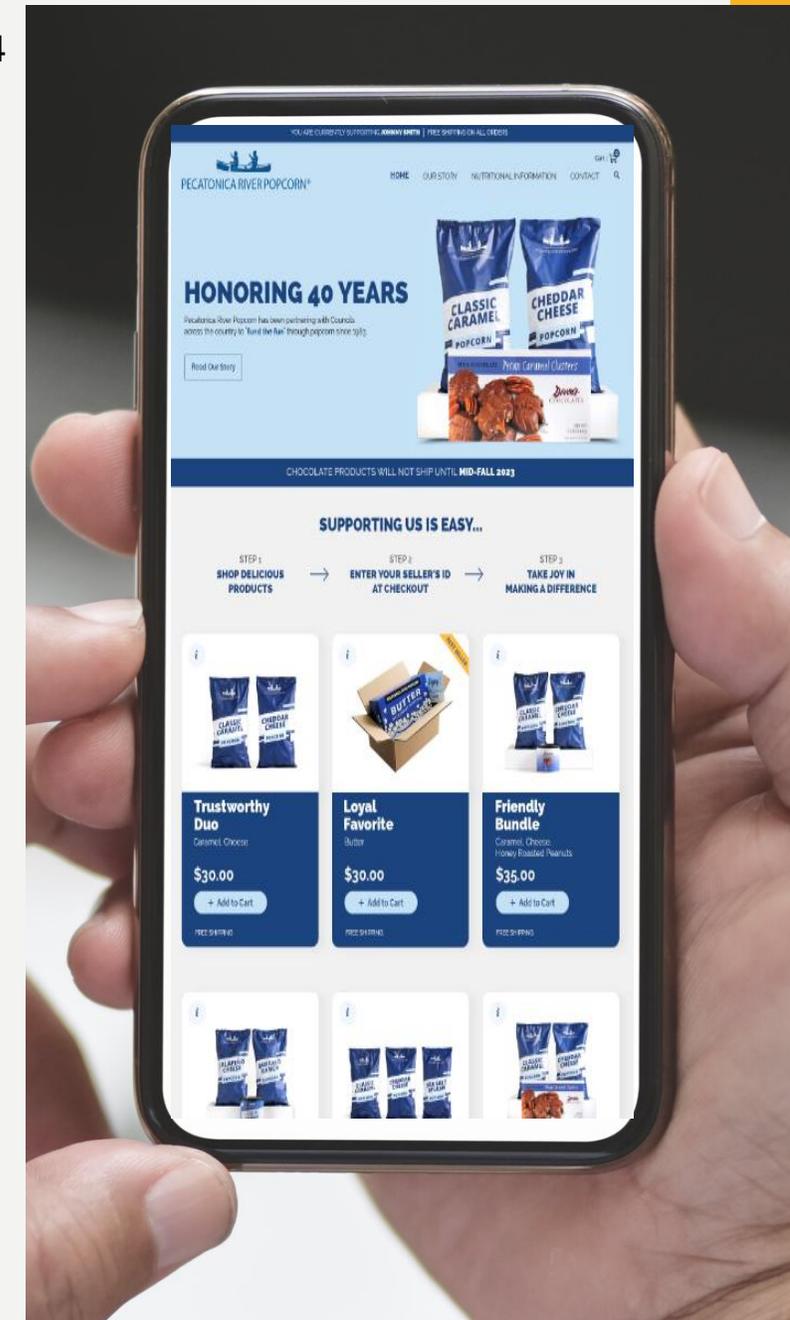
PRPOPCORNSTORE.COM

Customers can search for Scout by name, council or unit if seller id is unknown

Chocolate product will not ship if too hot

Sales will instantly show in site and apps.

Tracking information will be automatically fed by shipping software



CARD READER

SQUARE

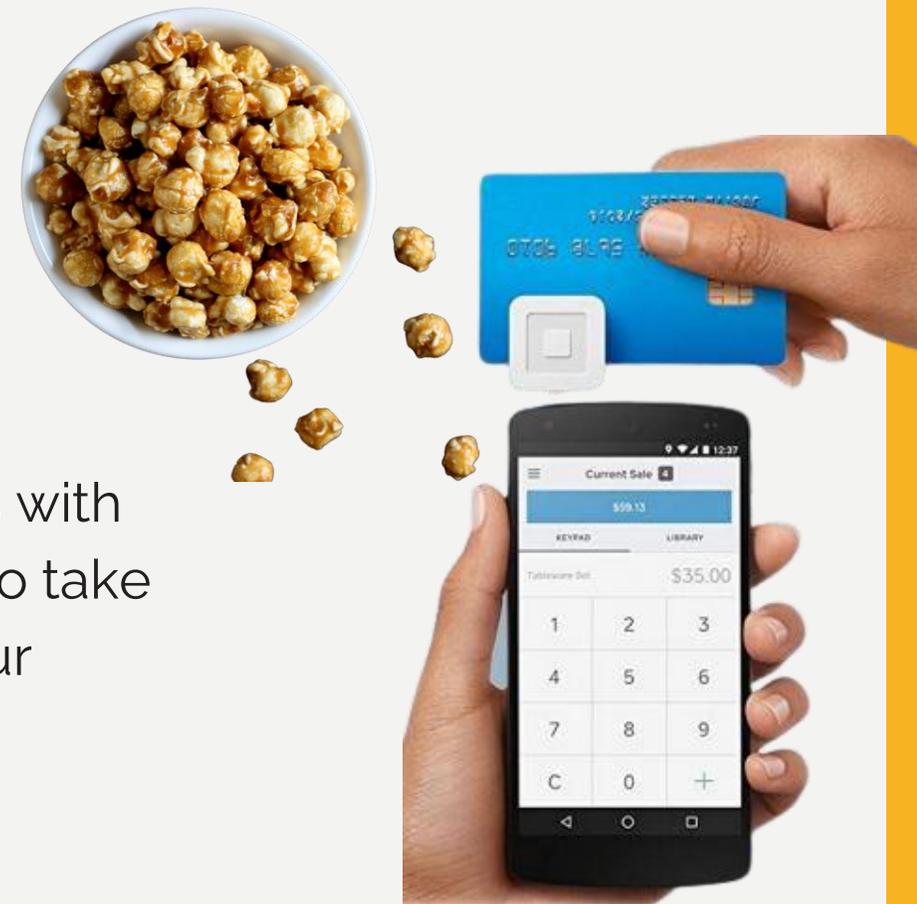
Accept credit cards anywhere! Square readers works with the free Square Point of Sale app to allow everyone to take payments on their smartphone or tablet. Increase your popcorn sales with the latest technology.

FREE

squareup.com/i/prpopcorn2

- 2.6% + \$0.10 per swipe applies

Works for Wreaths too!



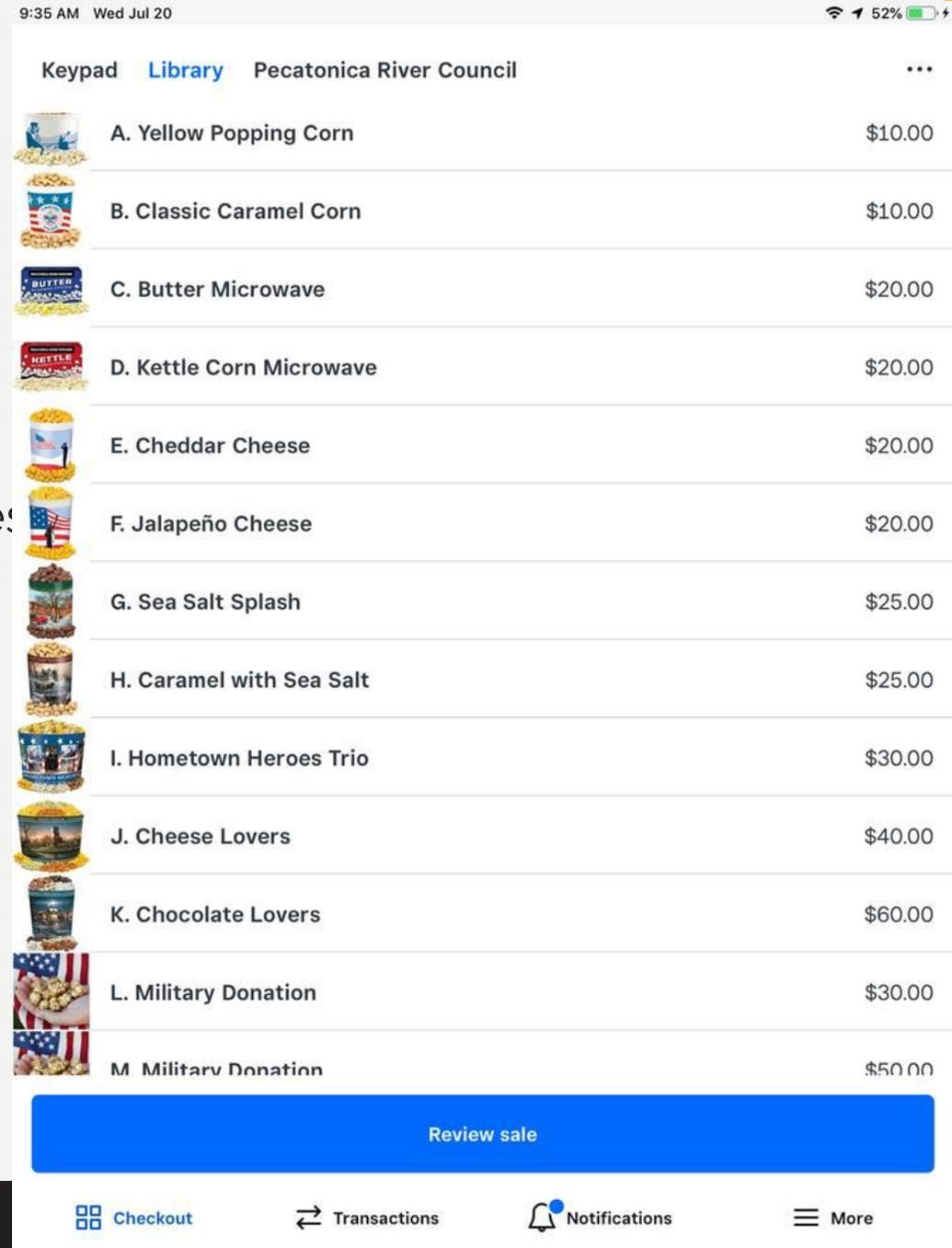
CARD READER



SQUARE

Save time by uploading a file containing all products and pricing to your Square library. Images also available for upload.

Both files can be found by clicking the files link once logged into your unit's account at www.prpopcorn.com.





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A Scouting Tradition for over 35 years...

PECATONICA RIVER POPCORN®

SALE TOOLS

[Click Here to print off Donation Receipts](#)

[Click Here to print off Sorry We Missed You cards](#)

[Click Here to print off a Popcorn Receipt](#)

[Click Here to print off Tasting Kit Name Cards](#)

[Click Here For Tutorial Video Links](#)

[Click Here to Play Interactive Activity](#)

[Click Here For Payment Option Information](#)



A Scouting Tradition for over 35 years...

PECATONICA RIVER POPCORN®

Tutorial Video Links



Kernel Tracker Tutorial



PECATONICA RIVER POPCORN®

Kernel Tracker Tutorial

Unit Inventory Tool
Web Based
Use On Any Device With Browser

[Go to Video](#)



My PR Popcorn Tutorial



PECATONICA RIVER POPCORN®

My PR Popcorn

Online Selling Tool for Scout
Share Via Social Platforms
Sign Up for Show-N-Sell Shifts

[Go to Video](#)



Seller ID Tutorial



PECATONICA RIVER POPCORN®

Seller ID

Used to Sell Online
Unit Kernel Signs up Seller
Seller Id Never Expires

[Go to Video](#)



Scout Boss Tutorial



PECATONICA RIVER POPCORN®



Sales Banner Tutorial



PECATONICA RIVER POPCORN®



Super Saturday Prize Tutorial



PECATONICA RIVER POPCORN®



A Scouting Tradition for over 35 years...

PECATONICA RIVER POPCORN®

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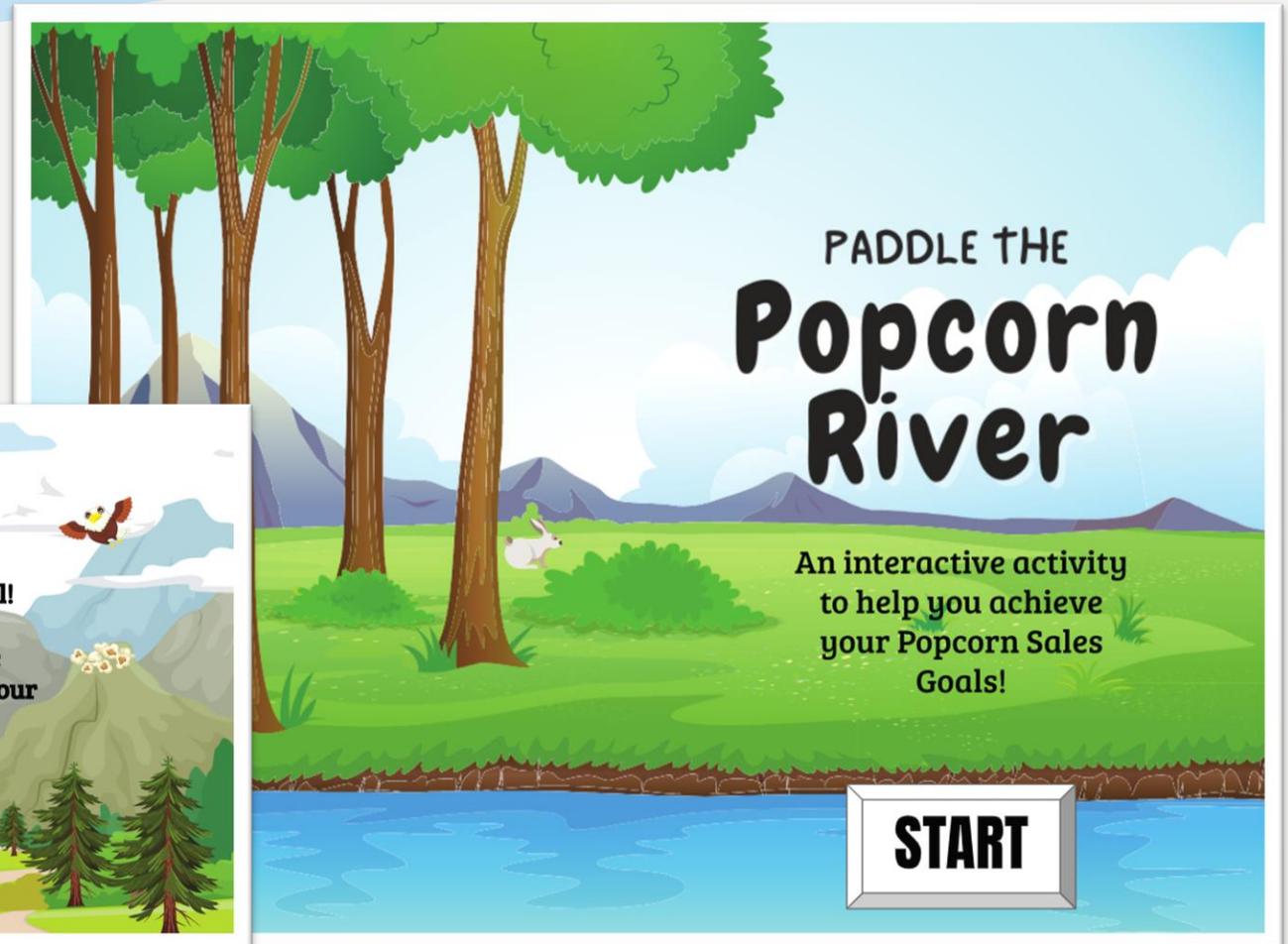
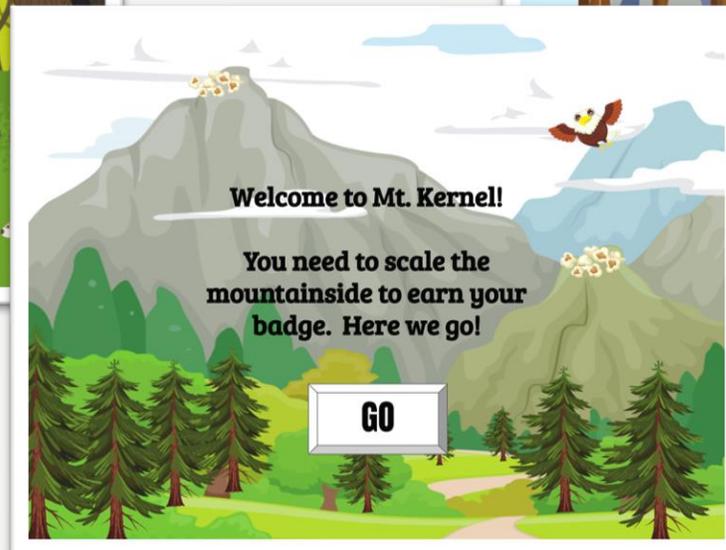
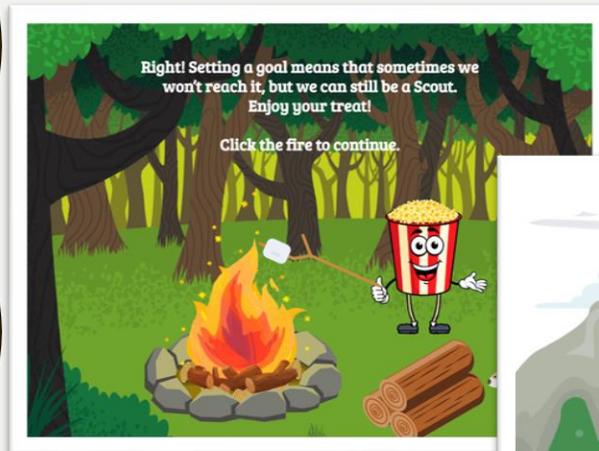
[Click Here to Play Interactive Activity](#)

[Click Here For Payment Option Information](#)

TECHNICAL SUPPORT & SERVICES

Interactive Activity

Learn salesmanship and product skills by canoeing down the Popcorn River.



Signing Up for Popcorn – Key Steps

- Register for the sale with Pecatonica at <https://pecatonicariverpopcorn.com/login.php> **before** the start of the sale (August 1)
- Show and Sell Orders due August 17
- Take Orders due October 19
- Choose your warehouse on Pecatonica's site when placing order
- Sign up for distribution with Three Harbors Council
- Invoice will be sent to Unit Kernal on Nov. 14
- Please remit payment by Dec. 1 to Three Harbors Council

Popcorn Sale Guide – Pg 2



Top Sellers Event-

Sell \$1,250 in either Product Sale

- Must be \$1,250 in either popcorn sales or wreath sales, **Not combination** of the two.
- January 13 at 10:00AM Dave & Busters in Wauwatosa
- Event will be open to Scout and one parent

RESOURCES FOR LEADERS

Popcorn Sale Guide - Pg 9
Wreath Sale Guide - Pg 8

- Leaders Guides
- Resources Tab <https://www.threeharborsscouting.org/fundraiser/popcorn-wreath-sale/72333>
- Newsletter
- Facebook
- Live Resources
 - Reach out to your District Product Sale
 - Mary – Southern Shores
 - Jenny – Red Arrow
 - TBD - Aurora
 - Popcorn@ThreeHarborsScouting.org
 - Wreaths@ThreeHarborsScouting.org

Closing