



THREE HARBORS COUNCIL
BOY SCOUTS OF AMERICA®



A Scouting Tradition for over 35 years.....

PECATONICA RIVER POPCORN

2024 POPCORN SALES LEADER'S GUIDE

2024 Popcorn Sale Calendar

Saturday, June 22	Kickoff and Training, 9am – 12noon
Tuesday, June 25	Online Kickoff and Training, 6pm via Zoom
August Roundtables	Make up Kickoff and Training
Thursday, August 1	Online Sale Begins
Thursday, August 15	Show & Sell Orders due online by 11:59 p.m.
Friday, September 6	Show & Sell Pick-up at the warehouse
Friday, September 6	Sale begins!!!
Friday, September 13 – Sunday, September 15	Blitz Weekend
Tuesday, September 17	Blitz Weekend submissions due by 11:59 p.m.
Monday, October 14	Sale ends!!!
Thursday, October 17	Take Orders due online by 11:59 p.m.
Friday, October 18 and Saturday, October 19	Returns at the warehouse
Saturday, October 19	Prize Order survey site opens
Friday, November 8	Take Order Pick-up at the warehouse
Tuesday, November 12	Invoices emailed to Unit Popcorn Kernel
Monday, November 18	Online Sales end
Friday, November 22	Prize Orders Due by 11:59 p.m.
Wednesday, November 27	Final Payment due (Day before Thanksgiving)
Saturday, January 11, 2025	Top Sellers Event at Dave and Busters
Friday, January 24, 2025	Bonus Commissions deposited (see guide for details)

Make copies of this calendar and pass out to your Leaders, Parents and Scouts!

Sign up to sell

May 1 – June 23, 2024

- First, sign up with Three Harbors Council so we know you are selling and have the correct contact information to stay in touch with you!
www.threeharborsscouting.org/popcorn-sale-resources/75459 and click on Sign-Up to sell.
- Next, sign up with Pecatonica River Popcorn so they know your unit is selling and can track your sale. pecatonicariverpopcorn.com
 - If your unit has sold in the past, you will need your username and password. If you are not sure of this, please reach out to us at the Council via email popcorn@threeharborsscouting.org.
 - If your unit has never sold in the past, you will need to create an account.
- **Our Council Key (ID):** 636THC

Remember you belong to:

- **Council:** Three Harbors Council
- **District:** Aurora, Red Arrow, ScoutReach or Southern Shores
- **Unit Type:** Pack, Troop, Crew, Ship, Post



The Sale



August 1, 2024 – ONLINE SALES START

Online Sales –

- Kernel sets up a user ID, and their Scouts e-mail it to family and friends.
- Keep your user ID for online sales throughout your Scouting career.
- All pictures and videos are deleted from previous year.
- Online orders placed at www.prpopcornstore.com.
- Products are shipped within 10 business days, except chocolate.
- Online Sales Commission is deposited directly to the unit account in January.

By August 15, 2024

Unit Kernels will need to place one Show and Sell order for their unit. Go to www.prpopcorn.com (note: no additional orders may be placed and Council will not have any inventory anytime throughout the sale).

- ORDER BY CASES ONLY, NOT CONTAINERS.

September 6, 2024

Pick-up Show and Sell product at **1400 N. 113th Street, Wauwatosa, WI 53226 (See Map on page 14)**

September 6, 2024 – THE SALE BEGINS!

NOTE: All checks written by customers should be made out to the unit.

Show & Sell - Sell product to patrons coming to you in high-foot traffic areas such as:

- Stores fronts* (i.e. Pick N Save, Festival Foods, Home Depot, Walmart etc.)
- Neighborhood pop-up stores (promote through Facebook, Nextdoor, etc.)
- Drive through sales (promote through Facebook, Nextdoor, etc.)
- Wagon sales door to door

(Links to help you sign up to sell at Pick n Save and Festival will be distributed via the unit kernel's email as well as located in the weekly kernel journal. It will be the unit's responsibility to obtain permission from Pick n' Save. Festival Foods must be scheduled through the Council using the survey link located on our website.)

Take Order -

- Use the sales sheet to take a customer's order and deliver their product to them later.
- Ask your parents to bring Parent Take to Work tents to their office to make additional sales.
- Call your relatives, family members and friends.
- Use "take order" door hangers - Place on customer's door if not home or for those who need a little more time to decide what to buy.

September 13-15, 2024

Popcorn Blitz Weekend

The Popcorn Blitz Weekend will run from September 13-15, 2024.

- The top 5 sellers council-wide receive a \$100 Amazon.com gift card.
- Proof of sales submission for Blitz Weekend due on Tuesday, September 17 by 11:59 pm
 - Scan and email to popcorn@ThreeHarborsScouting.org
 - Take a picture and email to popcorn@ThreeHarborsScouting.org
- Only popcorn sold between September 15-17 will be qualified to enter.
- Show and sell, take order and online sales all count.

October 14, 2024 – THE SALE ENDS!

- Fill in any Take Order from excess Show & Sell product you have on hand.
- Place the rest of the order at www.prpopcorn.com by October 17.
- Make copies of each Scout's Take Order forms to make it easier for you to organize ordering and unit distribution.
- **ORDER BY CONTAINERS, NOT CASES.**

October 18 – 19, 2024

Returns -

Units may return unused Show and Sell product (cases and/or containers) not needed for Take Order on October 18 and 19 at **1400 N. 113th Street, Wauwatosa, WI 53226** (See Map on page 14)

- Units should submit returns on the Pecatonica system before returning product.
- After initial distribution, Three Harbors Council will not accept any damaged or opened containers for return.
- **Absolutely no returns will be accepted after October 19, no exceptions!**

November 8, 2024

Pick-up Take order product at 1400 N. 113th Street, Wauwatosa, WI 53226
(See Map on page 14)

November 18, 2024 – ONLINE SALES ENDS

***Prize orders open October 19 and are DUE November 22 at 11:59 PM.**



By November 22, 2024

Late orders

- Place your order under the 'late order' tab on the Pecatonica site no later than November 22, 2024.
- If your unit has placed a late order before November 12, that late order will be on your invoice.
- If your unit places a late order after November 12, an additional invoice will be sent for payment of that late order.

Missed/extra products

- Please contact us at Three Harbors Council at popcorn@ThreeHarborsScouting.org by November 22, 2024, so we can resolve the issue in the best way possible.

Damaged products

- Please contact us at Three Harbors Council at popcorn@ThreeHarborsScouting.org by November 22, 2024, so we can resolve the issue in the best way possible.

Invoicing and Payment

November 12, 2024

- Invoices will be emailed out from Pecatonica's website to the Kernel. Check your junk/spam folder if you did not receive it.
- Please do NOT print an invoice prior to then to allow all orders and returns to be entered.
- If your unit has placed a late order before November 12, that late order will be on your invoice.
- If your unit places a late order after November 12, an additional invoice will be sent for payment of that late order.
- If you believe there is a discrepancy in your invoice, contact popcorn@threeharborsscouting.org as soon as possible so we can look into your invoice quickly.

November 27, 2024

- All payments are due in the form of a single check from the unit, payable to **Three Harbors Council**
- You may send your payment to
 - The Milwaukee Service Center, 330 S. 84th Street, Milwaukee, WI 53214.
 - The Kenosha Scout Shop, 7500 Green Bay Rd, Suite LL101, Kenosha, WI 53142
- Please bring a copy of your invoice with you when remitting payment or mail the invoice with your check.



New Unit Commission Plan & Payment for 2024

Commission Structure –

- All units will receive a base line of 28% of total sales.
- Units that attend the training will receive an additional 2%.
- Units that pay their invoice on time will receive an additional 2%.
- Units that choose to have their Scouts earn prizes will receive an additional 2%.
- In total, a unit may earn up to 34% commission with prizes!

Online Sales –

- The commission for the online sales will be 28%.
- If a unit chooses to sell online, they may earn
 - An additional 2% if a leader attended the training.
 - An additional 2% if the Scouts earned prizes.
- In total, the unit may earn up to 32% commission with prizes!

NOTE All commissions will be deposited into your unit's account, at either the Milwaukee or Kenosha Service Centers, on January 24, 2025.

Prize Programs



Prizes on the sales brochure

Scout prize incentives are for all units participating in the sale at 28% commission structure.

- Keller Marketing serves as our prize program company.
- Every Scout is given a prize brochure as part of their order form.
- Prize incentives start at \$90.
- Scouts may choose one prize from their sales level or combine prizes from lower levels to match their sales level. For example, A Scout who sells \$1,250 of popcorn may choose one prize from the \$1,250 level or choose one prize from the \$850 level and one prize from the \$325 level.
- **Patches:** Every Scout that sells popcorn is eligible to receive a patch. Patches must be ordered on the prize survey through Keller Marketing even if your unit opts not to participate in the prize program.
- Prizes and patches can be ordered online through your unit's portal on the Pecatonica system. Simply select the prize button from your unit dashboard to be directed to the National BSA Scout Shop Prize Program site. (cont'd)
- **Prize orders open Saturday, October 19 and are DUE on Saturday, November 22 at 11:59 PM. There will be no exceptions to this deadline.**
- Unit prize orders will be delivered, if paid on time, approximately one week after the invoice payment deadline of November 27, 2024.

- If a unit has not paid their invoice by the deadline date of November 27, 2024, their prizes will be delayed OR they will need to make arrangements to pick up their prizes at the Milwaukee Service Center.
- Prizes will be shipped directly to the Unit Kernel.
- Keller Marketing stands by their prizes. Selected prizes that cannot be filled due to shortages or other circumstances will be replaced with prizes of equal or greater value.
- Any issues with defective/broken/missing prizes should be directed to Keller Marketing.
 - GCC/Keller Marketing (888) 351-8000.



Prizes through Pecatonica

Pecatonica Winner's Circle Prizes

Scouts that sell at least \$3,000 in retail popcorn sales may also select prizes from Pecatonica River Popcorn's Winner's Circle prize list. Scouts can select one prize for every \$3,000 worth of popcorn sold.

All Winner's Circle Prizes are placed through your unit portal on the Pecatonica River Popcorn website. Gift Cards will be electronically delivered. If you experience any issues with your winner's circle prizes, you should reach out to Pecatonica River Popcorn.

Prizes through Council

The 1K club - Scouts who sold \$1,000 of popcorn qualifies for the 1K Club Package. The package consists of vouchers for our local sports teams. Participating teams vary year to year.

Top Sellers Event - Scouts who sold \$1,250+ popcorn receive an invitation, along with one parent/guardian, to the Top Sellers. This year we will again celebrate at Dave and Busters on January 11, 2025.



Unit Kernels will receive a link to sign their qualifying Scouts up for these two prizes. Council will then verify the Scouts' sales and send the 1K club vouchers and a link to sign up for the Top Sellers event directly to the Parent/Guardian and Scout leader's email address.

Product Line-up

Our product mix will include a mix of various popcorn flavors, and a few other non-popcorn items. In order to keep our prices affordable, several of our items will now be in a plastic bucket rather than metal tins.



YELLOW POPPING CORN

America's healthiest snack food in a re-sealable Adventure 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



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



SEA SALT SPLASH

Caramel popcorn dunked in dark fudge and sprinkled with a splash of sea salt. If you have never tried this combination, you don't know what you're missing.

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 chocolatey covered pretzels!

Net Wt. 15 oz. ⊕ \$25



DOUBLE BUTTER MICROWAVE (28 PACK)

Bring the taste of the theater home with this buttery popcorn snack. Each package is bursting with twice the buttery flavor.

Net Wt. 70 oz. DB \$30



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



Contact Information

Aurora District

District Popcorn Kernel	Lindsay Stevens		productsaleschair@gmail.com
District Executive	Jon Gagner	414.443.2858	Jonathan.Gagner@Scouting.org
District Director	Cory Weber	414.443.2850	Cory.Weber@Scouting.org

Red Arrow District

District Popcorn Kernel	Jennifer Dahlen	262.331.4413	
District Executive	Austin Gulbrandson	414.443.2860	Austin.Gulbrandson@Scouting.org

Southern Shores District

District Popcorn Kernel	Mary Jackson	414.329.9057	
District Executive	Liam Barber	414.443.2845	Liam.Barber@Scouting.org

Council Staff

Popcorn Staff Advisor	Mary Kveton	262.995.0018	Mary.Kveton@Scouting.org
Popcorn Staff Support	Autumn Haebig	414.443.2872	Autumn.Haebig@Scouting.org

Orders & Billing

Popcorn Email Popcorn@ThreeHarborsScouting.org

Newsletter: The Spotlight

Three Harbors Council: www.ThreeHarborsScouting.org/Popcorn

Pecatonica River Popcorn: www.prpopcorn.com

Keller Marketing: 888-351-8000

1400 N. 113th Street, Wauwatosa, WI 53226



Unit Popcorn Kick-off plan

UNIT KICKOFF SUPPLIES: Your unit will receive a taste kit, sales forms, a banner and a tote bag at training.

SAMPLE Agenda:

Welcome and Introductions – Do a Popcorn Cheer or Skit. Have Leaders dress up!

Divide Group into Parents and Scouts

Parents

Why We Chose the Popcorn Program
Parent Packet or Guide (in the Sales Guides)
Lessons Your Scout Will Learn & Advancements
Pack Calendar and Budget
Sales Date, Order Forms and Money Collection

Scouts

Tasting Kit
Sale Forms
Safety & Selling Tips
Prize Program
Role Playing & Games

Review Unit's Planned Program

- Highlight last year's activities and what's planned for the new year
- Ask SCOUTS what they want to do!
- Unit Meetings and Awards

Pay for It All with Popcorn

- Importance of a Family/Scout Goal – Scouts with goals sell more!!
- Pack Goal: What can the Scouts do if they reach the goal? List all the activities in your pack budgets!
- Unit Budget: Have a "Made Goal" budget, and a "Not Quite to Goal" budget to show the differences in the activities that the Scouts get to do.

What the Family Gets Out of Popcorn

- Free Activities!
- Free Camping!
- Free Registration!
- Goal should be tied to → Nothing Out of Parents' Pocket

Recombine Group

- Recognize Last Year's Top Selling Scouts
- Generate Enthusiasm
- Extra Incentives
- Give Away Some Prizes!

Other ideas for your Unit Popcorn Kick-off

- Popcorn tasting!
- Count the # of kernels in a jar
- Ice Cream Social
- Kick Off at Campout
- Offer a weekly prize!
- Themed Kickoff
- Popcorn Game Stations
- Prize Drawings





Selling & Safety Tips

- ✓ ALWAYS wear your uniform.
- ✓ ALWAYS smile and introduce yourself.
- ✓ ALWAYS tell your customers why you are selling popcorn.
- ✓ KNOW the different kinds of popcorn you are selling.
- ✓ ALWAYS say "Thank You" whether you make the sale or not.
- ✓ ALWAYS make a copy of your order form.
- ✓ ALWAYS have a clean order form with a pen.
- ✓ ALWAYS walk on the sidewalk and driveway.
- ✓ ALWAYS sell with an adult.
- ✓ NEVER enter anyone's home.
- ✓ NEVER sell after dark unless you are with an adult.
- ✓ DON'T carry large amounts of cash with you.

