



# 2025 POPCORN SALES LEADER'S GUIDE



PECATONICA RIVER POPCORN®



# Key Dates For the 2025 Popcorn Sale

Friday, August 1	Online Sale Begins
Tuesday, August 5	Show and Sell Unit Orders Due
Friday, August 22	Show and Sell Unit Pick up
Friday, August 22	SALE BEGINS
Friday, September 5-7	Blitz weekend
Tuesday, September 9	Blitz Weekend Submissions due
Sunday, October 12	SALE ENDS
Wednesday, October 15	Returns and Take Orders Due in Pecatonica
Friday, October 17- Saturday, October 18	Returns at the Warehouse
Friday, November 7	Take Order Unit Pick up
Tuesday, November 11	Invoices emailed
Sunday, November 16	Online Sale ends
Friday, November 21	All Prize Orders Due
Monday, December 1	Final Payment Due

# To do

## Sign up to sell

- Sign up with Three Harbors Council  
[threeharborsscouting.org/productsale](http://threeharborsscouting.org/productsale)
- Sign up with Pecatonica River. [pecatonicariverpopcorn.com](http://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](mailto: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, Southern Shores or ScoutReach
  - **Unit Type:** Pack, Troop, Crew, Ship, Post



# The Sale

*August 22 – October 12*

- **Online Sales**

- Kernel Sets up User ID
- Scouts email it to family and friends
- All pictures and videos are deleted from the previous year
- Online orders are placed at [www.prpopcornstore.com](http://www.prpopcornstore.com)
- Products are shipped within 10 business days (except chocolate)

- **Show and Sell**

- **Tuesday, August 5** - All unit orders must be placed in Pecatonica.
- Order by CASES ONLY, not Containers.
- Sign up to pick up your order at the Warehouse – link to go out in the newsletter.
- Sign up to sell in front of Pick and Save and Festival.
- Contact other businesses to sell at (banks, home improvement stores, etc)
- Sell door to door.
- **Friday, August 22** - Pick up your unit order at the warehouse.

- **Take order**

- **Friday, August 22** - Sale begins.
- Call your family and friends!
- Have parents take the 'take to work' tents to work.
- Sell door to door – use the door hangers and check back.
- Checks from customers made out to the unit.

- **Blitz Weekend – September 5-7**

- Only popcorn sold at this time will qualify.
- All in person and online sales are counted.
- The top 5 sellers will receive a \$100 Amazon gift card.
- **Tuesday, September 9** - Submissions must be in to [popcorn@threeharborsscouting.org](mailto:popcorn@threeharborsscouting.org)

- **Sale Ends Sunday, October 12.**

- Collect all sales sheets
- Fill any Take Order from left over Show and Sell product.
- **Wednesday, October 15** - Place your unit's order at [www.prpopcorn.com](http://www.prpopcorn.com)
- Order by CONTAINERS, not cases.

- **Online sale ends Sunday, November 16**

# Returns

***Friday, October 17 and Saturday, October 18***

- Units may return unused Show and Sell product (cases and/or containers) not needed for Take Order. Friday, October 17 and Saturday October 18
- Units submit returns in Pecatonica.
- After initial distribution, Three Harbors Council will not accept any damaged or opened containers for return.

**Absolutely no returns will be accepted after October 18, no exceptions!**



## Late/Damaged/Missing Orders

***November 21***

### • **Late orders**

- Place your order under the 'late order' tab on the Pecatonica site no later than **November 21**.
- If your unit has placed a late order before November 11, that late order will be on your invoice.
- If your unit placed a late order after November 11, 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](mailto:popcorn@ThreeHarborsScouting.org) by November 21 so we can resolve the issue in the best way possible.

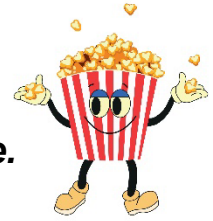
### • **Damaged products**

- Please contact us at Three Harbors Council at [popcorn@ThreeHarborsScouting.org](mailto:popcorn@ThreeHarborsScouting.org) by November 21 so we can resolve the issue in the best way possible.

## Warehouse

**CH Coakley 1400 N. 113<sup>th</sup> Street, Wauwatosa, WI 53226**

# Prizes



***Friday, November 21 - ALL Prize orders are due.***

- **Prizes on the sales brochure**

- Scout prize incentives are for all units participating in the sale at 30% commission structure.
- Scouts may choose one prize from their sales level or combine prizes from lower levels to match their sales level
- **Patches:** Every Scout that sells popcorn is eligible to receive a patch.
- Prizes and patches can be ordered online through your unit's portal on the Pecatonica system using the prize button on your unit dashboard.
- Unit prize orders will be delivered approximately one week after the invoice payment is made.
- Prizes will be shipped directly to the Unit Kernel.
- Any issues with defective/broken/missing/different 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 or wreaths qualify for the 1K Club Package. The package consists of vouchers for our local sports teams. Participating teams vary year to year.
- Unit Kernels/Wranglers must sign up your qualifying Scouts by choosing the 1K button on the Product Sale Website. <http://www.ThreeHarborsScouting.org/1KClub>.
- Top Sellers Event - Scouts who sold \$1500 + in popcorn or wreaths receive an invitation, along with one parent/guardian, to the Scout Night at the Milwaukee Bucks. The top 42 sellers overall will receive the opportunity to participate in the Color Guard, High 5 Tunnel or the Starting Line Up.
- Unit Wranglers/Kernels must sign up your qualifying Scouts by choosing the Top Seller button on the Product Sale Website or <https://www.ThreeHarborsScouting.org/TopSellersEvent>.
- Council will send logistical information for the event to the signed-up Scout's Parent/Guardian email address.

# Invoicing

## *November 11*

- All invoices will be emailed out from Pecatonica's website to the Unit 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 11, that late order will be on your invoice.
- If your unit places a late order after November 11, 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](mailto:popcorn@threeharborsscouting.org) as soon as possible so we can look into your invoice quickly.

# Payment

## *Due December 1*

- All payments are due in the form of a single check from the unit, payable to **Three Harbors Council**.
- You may send your payment, or hand deliver it, to
  - The Milwaukee Scout Service Center, 330 S. 84<sup>th</sup> Street, Milwaukee, WI 53214.
  - The Kenosha Scout Service Center, 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.





# Unit Commission

## Commission Structure –

- All units will receive a base line of 28% of their 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 –

- All units will receive the same commission structure as they chose for the sale.
- All online commissions will be given in **REAL TIME!** No need to wait for them at the end of the sale.

All commissions will be on your invoice – including the added 2% paid on time. If a unit **DOES NOT** pay on time, the 2% will be removed and a new invoice will be sent to the Unit Kernel on December 2.



# Products for 2025



## 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 ☺



## 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. ▲ \$12 ☺ ☹



## 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. ☺ \$22 ☺ ☹ ☹



## 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. ☺ \$22 ☺ ☹ ☹



## 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. 5.5 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. 5.5 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 ☺



## MOUNTAIN MUNCH NEW!

Classic Caramel Corn mixed with Pecans, Cashews, and Almonds all drizzled in chocolate.

Net Wt. 14 oz. ♣ \$28



## CARAMEL 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. ◆ \$28 ☺



## MILK CHOCOLATY PRETZELS

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

Net Wt. 15 oz. ☹ \$28



## 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, Butter*

Net Wt. 17.75 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. 15 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  
District Executive  
District Director

Jon Gagner  
Cory Weber

414.443.2858  
414.443.2850

[Jonathan.Gagner@Scouting.org](mailto:Jonathan.Gagner@Scouting.org)  
[Cory.Weber@Scouting.org](mailto:Cory.Weber@Scouting.org)

## **Red Arrow District**

District Popcorn Kernel  
District Executive

Jennifer Dahlen  
Austin Gulbrandson

262.331.4413  
414.443.2860

[Austin.Gulbrandson@Scouting.org](mailto:Austin.Gulbrandson@Scouting.org)

## **Southern Shores District**

District Popcorn Kernel  
District Executive

Mary Jackson  
Liam Barber

414.329.9057  
414.443.2845

[Liam.Barber@Scouting.org](mailto:Liam.Barber@Scouting.org)

## **Council Staff**

Popcorn Staff Advisor  
Popcorn Staff Support  
Council Kernel

Mary Kveton  
Autumn Haebig  
Amanda Hipper

262.995.0018  
414.443.2872

[Mary.Kveton@Scouting.org](mailto:Mary.Kveton@Scouting.org)  
[Autumn.Haebig@Scouting.org](mailto:Autumn.Haebig@Scouting.org)

## **Orders & Billing**

Popcorn Email

[Popcorn@ThreeHarborsScouting.org](mailto:Popcorn@ThreeHarborsScouting.org)

Newsletter: Product Sale Periodical

Three Harbors Council: [www.ThreeHarborsScouting.org/Popcorn](http://www.ThreeHarborsScouting.org/Popcorn)

Pecatonica River Popcorn: [www.prpopcorn.com](http://www.prpopcorn.com)

Keller Marketing: 888-351-8000

**CHCoakley, 1400 N. 113<sup>th</sup> Street, Wauwatosa, WI 53226**





# Unit Kickoff Ideas

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!                | • Kick Off at Campout   | • Themed Kickoff        |
| • Count the # of kernels in a jar | • Offer a weekly prize! | • Popcorn Game Stations |
| • Ice Cream Social                |                         | • 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.