



2026 POPCORN SALES LEADER'S GUIDE



PECATONICA RIVER POPCORN[®]

Key Dates For the 2026 Popcorn Sale

Saturday, August 1	Kickoff Event & Online Sale Begins
Tuesday, August 4	Show & Sell Unit Orders are Due
Friday, August 21	Show & Sell Unit Pick Up
Friday, August 21	Sale Begins
Friday, August 28 – Sunday, August 30	Blitz Weekend
Tuesday, September 1	Blitz Weekend Submissions are Due
Sunday, October 11	Sale Ends
Wednesday, October 14	Returns and Take Orders are Due in Pecatonica
Friday, October 16 – Saturday, October 17 @ Noon	Returns at the Warehouse
Friday, November 6	Take Order Unit Pick Up
Tuesday, November 10	Invoices Emailed
Sunday, November 15	Online Sale Ends
Friday, November 20	All Prize Orders are Due
Monday, December 7	Final Payments are Due

To do

Sign up to sell

1. Sign up with Three Harbors Council
threeharborsscouting.org/productsale
2. Sign up with Pecatonica River. 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, Southern Shores or ScoutReach
 - **Unit Type:** Pack, Troop, Crew, Ship, Post

The Sale

August 21 – October 11

- **Online Sales** (Saturday, August 1 – Sunday, November 15)
 - Kernel Sets up User ID
 - Ways to Sell
 - Scouts email it to family and friends
 - All pictures and videos are deleted from the previous year
 - Door hangers
 - Online orders are placed at www.prpopcornstore.com
 - Products are shipped within 10 business days (except chocolate)

- **Show and Sell**
 - **Tuesday, August 4** - 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
 - Ways to Sell
 - 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 21** - Pick up your unit order at the warehouse

- **Take order**
 - **Friday, August 21 - Sale begins**
 - Ways to Sell
 - Call your family and friends
 - Have parents take the “take to work” tents to work
 - Sell door to door
 - Checks from customers made out to the unit

- **Blitz Weekend** (Friday, August 28 – Sunday, August 30)
 - Only popcorn sold at this time qualifies for the Blitz Weekend
 - All in person and online sales are counted
 - The top 5 sellers will receive a \$100 Amazon gift card
 - **Tuesday, September 1** - Submissions must be in to popcorn@threeharborsscouting.org

- **Sale Ends** (Sunday, October 11)
 - Collect all sales sheets
 - Fill any Take Order from left over Show and Sell product
 - **Wednesday, October 14** - Place your unit's Take Orders at www.prpopcorn.com (Order by CONTAINERS, not cases)

Returns

Friday, October 16 and Saturday, October 17

- Units may return unused Show and Sell product (cases and/or containers) not needed for Take Order
- 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 17, no exceptions!**

Damaged

November 20

- **Damaged products**
 - Please contact us at Three Harbors Council at popcorn@ThreeHarborsScouting.org by November 20 so we can resolve the issue in the best way possible.

Warehouse

CH Coakley 1400 N. 113th Street, Wauwatosa, WI 53226



Prizes

Friday, November 20 - 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 (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 (not combined) qualify for the 1K Club Package
 - The package consists of vouchers for our local sports teams
 - Participating teams vary year to year
 - Unit Kernels must sign up your qualifying Scouts by choosing the 1K button on the Product Sale Website
- **Top Sellers Event** - Scouts who sold \$1,500 + in popcorn or wreaths will receive an invitation to a special event recognizing their achievements. Each Scout may bring one parent or guardian to enjoy the celebration and fun activities. Additional information will be distributed at a later date.
 - Unit Kernels must sign up your qualifying Scouts by choosing the Top Seller button on the Product Sale Website
 - Council will send logistical information for the event to the signed-up Scout's Parent/Guardian email address

Invoicing

November 10

- 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 10, that late order will be on your invoice
- If your unit places a late order after November 10, 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

Payment

Due Dec 7th

- 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
 - Three Harbors Council, 330 S. 84th Street, Milwaukee, WI 53214.
- 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 2026



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 @U D



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 oz. ■ \$22 @U D



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 @U D



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 @U



TRAIL MIX
This flavorful treat has peanuts roasted and salted, raisins, M&M's, almonds, and cashews roasted and salted.
Net Wt. 15 oz. 🇺🇸 \$22 @U D



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 oz. ☺ \$35 @U D



CINNAMON ROLL **NEW!**
Get your hands on this sweet, buttery blend of cinnamon and sugar!
Net Wt. 7 oz. 🏔️ \$15 @U D



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 @U D



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. 13 oz. ☺ \$45 @U D



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 @U D



MOUNTAIN MUNCH
Caramel Sea Salt popcorn drizzled in milk and white chocolate.
Net Wt. 14 oz. 🦋 \$28 @U D



CHOCOLATE LOVERS
Our Chocolate Lovers tin features 5 sweet treats that you can't resist! **NEW FLAVORS!**
Mountain Munch, Firecracker Crunch, White Ruby, Peanut Butter Cup, Sea Salt Splash
Net Wt. 52 oz. ☺ \$60 @U D



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 @U D



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 @



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 oz. ● \$22 @U D



FREEDOM PRETZELS **NEW!**
These limited edition red-white-and-blue chocolate pretzels are the perfect salty-sweet treat.
Net Wt. 15 oz. ☼ \$28 @U D



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 Director	Cory Weber	414.443.2850	Cory.Weber@Scouting.org

Red Arrow District

District Popcorn Kernel	Jennifer Dahlen	262.331.4413	
District Executive	Valerie Tewes	414.443.2860	Valerie.Tewes@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	Nick Thornton	414.443.2892	Nick.Thornton@Scouting.org
Popcorn Staff Support	Autumn Haebig	414.443.2872	Autumn.Haebig@Scouting.org
Council Kernel	Amanda Hipper		

Orders & Billing

Popcorn Email Popcorn@ThreeHarborsScouting.org

Newsletter: Product Sale Periodical

Three Harbors Council: www.ThreeHarborsScouting.org/Popcorn

Pecatonica River Popcorn: www.prpopcorn.com

Keller Marketing: 888-351-8000

Unit Kickoff Ideas

Kickoff Supplies: Your unit will receive a tasting kit, sales forms and a tote bag.

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 of 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

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