



THREE HARBORS COUNCIL  
BOY SCOUTS OF AMERICA®



A Scouting Tradition for over 35 years....

PECATONICA RIVER POPCORN

# 2020 POPCORN SALES LEADER'S GUIDE

<https://www.threeharborsscouting.org/fundraiser/popcorn-wreath-sale/72333>

2020 Popcorn Sale Calendar	
Saturday, August 8	Training (Zoom Call)
Wednesday, August 12	Training (Zoom Call)
Saturday, August 15	<b>Online Sales begin!!!</b>
Tuesday, August 18	Training (Zoom Call)
Wednesday, August 19	Show & Sell Orders due online by 11:59 p.m.
Thursday, September 10	Show & Sell Pick-up (CH Coakley, Menomonee Falls)
Friday, September 11	Show & Sell Pick-up (Premier Products, Racine)
Friday, September 11	<b>Sale begins!!!</b>
Friday, September 18 – Sunday, September 20	Blitz Weekend
Tuesday, September 22	Blitz Weekend submissions due by 11:59 p.m.
Wednesday, October 21	<b>Sale ends!!!</b>
Friday, October 23	Take Orders due online by 11:59 p.m.
Saturday, October 24	Returns (Location TBD)
Saturday, October 24	Prize Order online site opens
Friday, November 6	<b>Online Sales end!!!</b>
Tuesday, November 10	Take Order Pick-up (CH Coakley, Menomonee Falls)
Wednesday, November 11	Take Order Pick-up (Premier Products, Racine)
Thursday, November 12	Invoices emailed to Unit Popcorn Kernel
Thursday, December 3	Prize Orders due by 11:59 p.m.
Thursday, December 3	Final Payment due

To help you (and Three Harbors Council) keep track of your sale, know this information:

**Council:** Three Harbors Council

**District:** Aurora, Red Arrow, Scoutreach or Southern Shores

**Unit Type:** Pack, Troop, Crew, Ship, Post

**Unit Number**

Knowing these four things will help everyone keep information accurate throughout the sale. Using these details in your correspondence will help keep things accurate!

## **Funding Your Program – Why Popcorn?**

In 2019, Scouts in Three Harbors Council sold more than \$750,000 in popcorn with nearly \$550,000 going directly to the units that sold popcorn and Three Harbors Council to improve council camps and programs. Scouts themselves use 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.

Popcorn sales teach Scouts skills like responsibility, communications and thriftiness. This program helps Scouts and units pay their way through the Scouting program, even providing the opportunity for Scouts and their families with a way to fund their Scouting experience without having to pay for Scouting directly from family funds.

## **Five Steps for a Successful Fundraising Campaign**

1. Establish an annual unit program plan and budget based on input from your Scouts, parents, and leaders.
2. Once a plan is established, figure the cost for each month, and add 10% to the annual cost of the program for contingency.
3. Set a Unit popcorn sales goal per Scout based on your budget.
4. Conduct a FUN Unit Kick-off to communicate the goals to families and Scouts.
5. Utilize all sales methods available to make sure your unit and Scouts hit their goals:
  - a. Show & Sell
  - b. Show & Deliver
  - c. Take Order
  - d. Online Sales
  - e. Parent Sales at Work

## **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.

## Sales Methods

### Show & Sell and Show & Deliver

- Show & Sell: Directly 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)
  - Neighborhood pop-up stores (promote through Facebook, Nextdoor, etc.)
  - Drive thru sales (promote through Facebook, Nextdoor, etc.)

**\* It is the responsibility of the unit to obtain permission from the facility and know and follow any local government or facility ordinances, rules and/or guidelines. Three Harbors Council will continue to support sign-up for Roundy's affiliated locations when and if approved by Roundy's.**

- Show & Deliver: Directly sell product to patrons by going to them and collecting payment at time of purchase.
- Place orders at [www.prpopcorn.com](http://www.prpopcorn.com) by August 19, 2020 (note: no additional orders will be placed; late orders will not be filled and Council will not have any inventory anytime throughout the sale).
- Units cannot place an order for Show & Sell for more than their unit's fall 2019 total sale.
- **ORDER BY CASES ONLY, NOT CONTAINERS.**
- Pick-up product on September 10 or 11 and sell throughout sale.

**NO additional popcorn will be available for purchase during the Show and Sell portion of the sale!**

### 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.
- **NEW** this fall are "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.
- Place order at [www.prpopcorn.com](http://www.prpopcorn.com) by October 23, 2020 (note: no additional orders will be placed; late orders will not be filled).
- Fill any Take Order from excess Show & Sell product you have on hand.
- 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.**
- Pick-up product on November 10 or 11 and distribute.

## 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.
- Online Sales Commission is deposited directly to the unit account after the sale.
- Online orders placed at [www.prpopcornstore.com](http://www.prpopcornstore.com).

## Return Policy

- Excess Show & Sell product that can be used to fulfill any of your unit's Take Order sales should be applied to your Take Order needs and not be returned.
- Units may return unused Show and Sell product (cases and/or containers) not needed for Take Order on October 24.
- After initial distribution, Three Harbors Council will not accept any damaged or opened containers for return.
- Units should submit their returns on the Pecatonica system before returning product.
- **Absolutely no returns will be accepted after October 24. There will be no exceptions to this deadline.**

## Unit Commission, Incentives & Payment

Units may choose from one of two commission structures:

- 33% of total sales with prizes for Scouts
- 35% of total sales without prizes for Scouts

UNIT KICKOFF GIFTS: Your unit will receive a prize, a taste kit, a bullet board and a tote bag at training.

Additional 1% commission incentive to help increase your unit sales:

- Units that increase their sale by 10% from the 2019 fall popcorn sale receive an additional 1% in commission.
- Unit must achieve minimum total sales of \$2,500 in this fall's sale to be eligible for additional commission.
- 1% commission will be deposited directly into unit account.
- Units that DID NOT SELL during the Fall 2019 Popcorn Program are not eligible this year.

Invoices will be finalized by Thursday, November 12. Please do NOT print an invoice prior to then as it may be inaccurate. All payments are due by December 3 in the form of a single check from the unit, payable to Three Harbors Council.

## Product Line-up

For the 2020 sale, we are offering many of the traditional favorites in the product line-up this year. We have added Sea Salt Splash and Chocolate Lover's to the line-up. You'll also see that the Classic Trio has a new name this year, "Hometown Heroes Trio." The same great popcorn is included in the Trio with some new branding that many individuals should find especially fitting this year!

### Yellow Popping Corn

America's healthiest snack food!  
Pops up tender for that fresh popcorn taste you're craving.



Net Wt. 2 lbs. ▲ \$10.00 U D GF

### 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. ▲ \$10.00 GF

### Snakebite Supremo

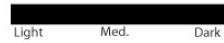
Beautifully clean medium roast with deep running notes of red wine and chocolate.



Net Wt. 8 oz. ● \$15.00 GF 100% Premium Arabica Ground Coffee.

### Campfire Connoption

Heavy, full bodied, dark roast.  
Hints of toasted nuts and chocolate.



Net Wt. 8 oz. ● \$15.00 GF 100% Premium Arabica Ground Coffee.

### Butter Microwave ~ 16 Pack

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



Net Wt. 40 oz. ⊕ \$20.00 U D GF

### Kettle Corn Microwave ~ 16 Pack

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



Net Wt. 40 oz. ⊕ \$20.00 U D

### Cheddar Cheese

Made with real Wisconsin Cheddar Cheese, each freshly popped kernel is a savory blend of cheeses that will keep you coming back for more.



Net Wt. 7 oz. ● \$20.00 GF

### 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. ■ \$20.00 GF

## Trail Mix

This flavorful treat has cashews, peanuts, almonds, chocolate candies, raisins, banana chips & dried cranberries.



Net Wt. 15 oz. © \$20.00

## Peanut Butter Cup

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



Net Wt. 18 oz. ♥ \$25.00 GF

## Mud Puddles

A sweet combination of our buttery caramel corn & crushed peanuts coated in rich creamy fudge.



Net Wt. 18 oz. ☾ \$20.00 GF

## 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. 18 oz. ▲ \$20.00 GF

## 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. 16 oz. ◆ \$25.00 GF

## Chocolate Covered Pretzels

If you like sweet and salty flavors, then you'll love these Chocolate Covered Pretzels!



Net Wt. 16 oz. ☼ \$25.00

## Hometown Heroes Trio

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

Natural Popcorn / Classic Caramel / Cheddar Cheese

Net Wt. 19 oz. © \$30.00 GF



## Cheese Lover's

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. ④ \$40.00 GF



## Chocolate Lover's

Our Chocolate Lover's tin features 5 sweet treats you can't resist!

Milk Chocolate Pretzels, White Chocolate Pretzels, White Ruby, Peanut Butter Cup, Coconut Rain

Net Wt. 60 oz. © \$60.00 GF



## Military Donation

Send the gift of popcorn to our military men & women, their families and veteran's organizations. The popcorn will be shipped directly and is not available for local delivery.

\$30.00/\$50.00





## Unit Popcorn Kick-off

The Kickoff sets the tone for your popcorn sale. Motivated Scouts and, more importantly, motivated Parents are the key to a successful sale. Have fun! Give away prizes!

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

### 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!
- Pack 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 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

### 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

### 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

Use the Kick-off kit! Taste the popcorn!

Pie in the Face Party incentive

Count the # of kernels in a jar, win a prize

Ice Cream Social

Kick Off at Campout

Offer a weekly prize, like the BIG CHAIR

Do a Kick-off based on the theme

Popcorn Game Stations

Prize Drawings for every 5 containers sold



## Popcorn Prize Program & Individual Sales Incentives

Prizes help motivate and incentivize Scouts to sell popcorn. Take advantage of this tool to help increase your unit's sales. This year, the National BSA Scout Shop Prize Program will serve as our prize program for Scouts this year.

- Scout prize incentives are for all units participating in the sale at 33% commission structure.
- Every Scout is given a prize brochure - use this as motivation!
- Every Scout that sells popcorn is eligible to receive a patch. **Patches must be ordered on the prize site even if your unit opts not to participate in the prize program.**
- Three Harbors Council will NOT have any popcorn sales patches on hand.
- All prize incentives start at \$115.
- 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 \$1,000 of popcorn may choose one prize from the \$1000 level or choose one prize from the \$650 level and one prize from the \$350 level.
- Prize orders open October 24 and are DUE December 3, 2020.
- 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.
- **Absolutely no patch or prize orders will be accepted after December 3. There will be no exceptions to this deadline.**
- Unit prize orders will be approved for delivery upon receipt of final full payment.
- Prizes will be shipped directly to the Unit Kernel.
- National BSA 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. If you have any defective or broken prizes, you can contact them directly for replacements.

## Popcorn Blitz Weekend

The Popcorn Blitz Weekend will run from September 18-20, 2020.

- Top 5 sellers council-wide receive a \$100 Amazon.com gift card.
- Proof of sales submission for Blitz Weekend due by 11:59 pm on Tuesday, September 22.
  - Scan and email to [popcorn@ThreeHarborsScouting.org](mailto:popcorn@ThreeHarborsScouting.org)
  - Take a picture and email to [popcorn@ThreeHarborsScouting.org](mailto:popcorn@ThreeHarborsScouting.org)
- Only popcorn sold between September 18-20 will be qualified to enter.
- Show and sell, take order and online sales all count.

## Council Bonus Prizes

Bonus Rewards are for ALL Scouts, at both 33% and 35% commission. Council Bonus Prizes are based on total retail sales by your Scout. For example, if your Scout sells at least \$750 in total retail sales, he/she is eligible for a \$75 VISA gift card in addition to the prizes they select from the National BSA prize program.

Bonus Prizes are NOT cumulative; Scouts can only earn the prize within the sales level they achieve. Scouts that sell at least \$7,500 in popcorn retail sales are still eligible to select a prize from the Pecatonica Winner's Circle\* in addition to their Council Bonus Prize. Gift Cards at the \$750 and above level may be divided into multiple gift cards to equal the value earned.

### Bonus Prize Levels

- Level 1: Sell \$750 - \$1,249 in retail popcorn sales = \$75 VISA Gift Card
- Level 2: Sell \$1,250 - \$2,499 in retail popcorn sales = \$125 VISA Gift Card
- Level 3: Sell \$2,500 - \$4,999 in retail popcorn sales = Pecatonica Winner's Circle\*
- Level 4: Sell \$5,000 - \$7,499 in retail popcorn sales = Pecatonica Winner's Circle\*
- Level 5: Sell \$7,500 - \$9,999 in retail popcorn sales = \$750 VISA Gift Card
- Level 6: Sell \$10,000 - \$14,999 in retail popcorn sales = \$1000 VISA Gift Card
- Level 7: Sell \$15,000+ in retail popcorn sales = \$1500 VISA Gift Card

Submit the Bonus Rewards spreadsheet and copies of the eligible Scout's sales sheets by 11:59 p.m. on December 3, 2020 to [popcorn@ThreeHarborsScouting.org](mailto:popcorn@ThreeHarborsScouting.org). Prizes will be ready for pick-up from the Scout Office by Friday, December 18.

### \* Pecatonica Winner's Circle Prizes

Scouts that sell at least \$2,500 in retail popcorn sales may also select prizes from Pecatonica River Popcorn's Winner's Circle prize list.

- Sell \$2,500 - \$4,999 in retail popcorn sales = select one prize from the \$2,500 prize level OR a \$200 Best Buy Gift Card
- Sell \$5,000+ in retail popcorn sales = select one prize from the \$5,000 prize level

All Winner's Circle Prizes are placed through your unit portal on the Pecatonica River Popcorn website. Gift Cards will be electronically delivered. All other prizes will be available for local pickup when upon notification by vendor.

## Contact Information

### Aurora District

District Popcorn Kernel	Patty Freuler		<a href="mailto:troop194SMFreuler0419@gmail.com">troop194SMFreuler0419@gmail.com</a>
Senior District Executive	Larry Danner	414.443.2853	<a href="mailto:larry.danner@scouting.org">larry.danner@scouting.org</a>

### Red Arrow District

District Popcorn Kernel	TBD		
District Executive	Mary Kveton	414.443.2857	<a href="mailto:mary.kveton@scouting.org">mary.kveton@scouting.org</a>

### Southern Shores District

District Popcorn Kernel	Mary Jackson	414.329.9057	
District Director	Nathan Rackers	414.443.2845	<a href="mailto:nathan.rackers@scouting.org">nathan.rackers@scouting.org</a>

### Council Staff

Popcorn Staff Advisor	Cheyann Thunberg	414.443.2858	<a href="mailto:cheyann.thunberg@scouting.org">cheyann.thunberg@scouting.org</a>
Orders & Billing	Leah Rife	414.443.2872	
Popcorn Email			<a href="mailto:popcorn@threeharborsscouting.org">popcorn@threeharborsscouting.org</a>

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

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

National BSA Prize Program: 1.800.323.0736

Final Payment Mailing Address:

Three Harbors Council

330 S 84<sup>th</sup> St

Milwaukee, WI 53214

Final payments can be mailed to the Milwaukee Scout Service Center or paid in person at either Service Center in Kenosha or Milwaukee.

You will need the following information to set-up a Unit Profile with Pecatonica River Popcorn:

- Website: [www.prpopcorn.com](http://www.prpopcorn.com)
- Council ID: 636THC

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