NEW POPCORN KERNEL CHECKLIST – Black Swamp Area Council Popcorn Sale

This is a checklist of items for a New Kernel to the Popcorn Sale to help them get started.

- ☐ **Learn Popcorn Terms**
    - o **Council** – Black Swamp Area Council
    - o **Districts** – Geographic areas within Black Swamp Area Council - (Arrowwood, Chinquapin, Great Oaks, Old Sycamore)
    - o **Pack** – Cub Scout Unit (K – 5th Grade)
    - o **Troop** – Scouts BSA Unit (6th – 12th Grade)
    - o **Kernel** – Popcorn leader – Unit, District, Council
    - o **Prize** – Scouts choose items based on how much they sold for Units who choose Prizes
    - o **Case -** package containing items; some products may contain 1 item or several
    - o **Container -** individual items within a case
    - o **Incentive** – Items all Scouts are eligible to receive based on how much was sold
    - o **Show & Sell** – Scouts selling popcorn from a table display (business, festival, retail store, restaurant, etc.)
    - o **Show & Deliver** – Scouts have an inventory of popcorn at home that they can sell door-to-door, to family and friends
    - o **Take Order** – Scouts sell popcorn from the order form, place the order with Kernel, and deliver orders in November
    - o **Online Sales** – Scouts invite friends and family to go to www.pecatonicariverpopcorn.com and they received credit for the sale when the customer enters the Scout's seller ID
    - o **Corporate Sales** – Scouts sell popcorn to a business, generally a larger order for company gifts

- ☐ **Commit to Sell**
    - o Meet with Unit Committee to decide the following
        - ☐ Participation in Show and Sell
        - ☐ Participation in Take Order
        - ☐ Participation in Online Sales
        - ☐ Choose either GCC/Keller Marketing Prize Program or 3% Extra Commission
        - ☐ Set Unit Goal
            - • Use Popcorn Planner to help set goal amounts
        - ☐ Set Per Scout Goal
        - ☐ Set Date of Unit Kickoff
    - o You can make changes to this as the sale gets closer

- ☐ **Websites**
    - o Familiarize yourself with these websites and check back often for updates and forms
    - o Council Popcorn Website: www.BlackSwampBSA.org/program/popcorn/63338
        - ▪ Kernel Links – Links to important forms and websites
            - • Quick Links
            - • Kernel Journals
                - o Opt-in to receive under Quick Links
                - o Read each week to get deadlines and important information
            - • District Popcorn Facebook Page
                - o Join page under Quick Links
                - o Great place to meet other Kernels and to swap products and ideas
        - ▪ Popcorn Calendar
    - o Pecatonica Popcorn Website: www.pecatonicariverpopcorn.com
        - ▪ Both product sales and online sales
        - ▪ Place and review popcorn orders
        - ▪ Print invoices
        - ▪ Need login credentials? Complete the form at …

☐ **Trainings**
- o Attend Kernel Training in June
- o Attend District Popcorn Rally in August
- o Need more help? Contact your District Kernel

☐ **Set Unit Popcorn Calendar Due Dates**
- o Set dates at least 3 days before Council due dates
- o Example: If Council Popcorn Return date is 11/3 then your recommended due date would be 10/30

☐ **If Participating in Show & Sell**
- o Sign up for the Council-Sponsored Show & Sell Drawing
- o In the spring and summer, look for additional locations to set up a popcorn booth
  - ▪ Diners, video stores, small businesses, sports events, etc.
- o Speak to the manager and give your name, unit, and contact information
  - ▪ Verify the time and date at the start of the sale and a week before Show & Sell date
- o Find a location to store popcorn during the sale – preferably climate-controlled (it is still very warm in September and October, and the chocolate varieties will melt)
- o Plan how much popcorn to order for Show & Sell
  - ▪ Use the previous year's sales as a guideline

☐ **Set Guidelines for Popcorn Pickup/Returns and Money for Parents**
- o Times and dates you will be available for popcorn pickups/returns during the sale
- o How and when to contact you
  - ▪ Phone, text, email
  - ▪ Set days and hours for pick-ups/returns
  - ▪ Be flexible, but you do not need to be available 24/7
- o Set quantities to be checked out
  - ▪ Set a dollar limit and have them turn in money before picking up more popcorn
- o Set times to turn in collected money – weekly, at troop/pack meetings, etc.
- o Remind parents that if they damaged popcorn, it cannot be returned
  - ▪ Popcorn tins $35 and up cannot be returned without the original packaging

☐ **Create a System of Tracking Scout Sales and Money**
- o Create a spreadsheet, notebook, etc.
- o Pecatonica Worksheet Tool (accessible from the Pecatonica website)
- o Always Use Receipt Books (Duplicate invoice books work great to give a detailed receipt)
  - ▪ Kernel will give receipts to Parents that both Parent and Kernel sign
  - ▪ Treasurer will give receipts to Kernel that both the Treasurer and Kernel sign

☐ **Drivers**
- o Line up drivers to pick up and return popcorn
  - ▪ Show & Sell Distribution
  - ▪ Weekly Pick-ups
  - ▪ Returns
  - ▪ Take Order Distribution