

Fall 2025 Popcorn Sale Unit Leader Guidebook

In Partnership with



Scan QR Code for additional Information or go to
www.blackswampbsa.org/program/popcorn/63338

Initial Orders Due:

August 6

Sales Begins:

August 23

Show & Sell - Order #2 Due:

August 26

Take Order - Orders Due:

November 6

July 2025

Greetings Scouters!

My name is Ted Blum, and I am the Black Swamp Area Council Popcorn Kernel for 2025. I welcome you to the 2025 Popcorn Sale fundraiser! For those new to the Popcorn Sale, welcome, and rest assured our Popcorn Committee will do all we can to help you have a positive popcorn experience. For those of you who are returning, welcome back, and thank you for all your hard work and support to this program. Your knowledge, experience, time, energy, and service are very much appreciated.

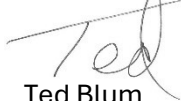
We are happy to welcome Pecatonica River Popcorn back as our product provider. Pecatonica River provides a great tasting product with improved packaging. They also provide tasting kits for participating units. And in our cost-conscious environment, they provide increased value in their product volumes. In 2025, they also provide a lower priced product for sale. And not least of all, some products have tin container options, including Ohio State.

The Popcorn Sale is an excellent fundraiser to help units, Scouts, and families fund materials, equipment, activities, and adventures in Scouting to make this program affordable and enjoyable for everyone involved. For example, our Campers Club incentive makes it more affordable for some to go to one of our two Council camps.

The sale also teaches Scouts self-confidence, communication skills, goal setting, and decision making, and gives them a sense of accomplishment. These are things they'll carry with them into adulthood. I have witnessed this with my own son, who is an Eagle Scout as well as an officer in the military.

This guidebook has all the information you will need for a successful Popcorn Sale. As a Unit Kernel, I know things will come up and/or questions will be asked. Please don't hesitate to reach out to me or anyone on the Popcorn Committee. We are here to help, along with this guidebook. I hope you will use this guidebook as not only a step-by-step manual for planning, executing, and enjoying the rewards of a successful Popcorn Sale, but also as a reference throughout the sale. I look forward to meeting and working with you to make this a successful Popcorn Sale.

Yours in Scouting,



Ted Blum
Black Swamp Area Council Popcorn Kernel

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WHAT'S NEW!

- The new product partner is Pecatonica River Popcorn
- There is a new prize and commission system (Pg. 20)
- There are new Council Incentives. (Pg. 21)
- All Sales begin August 23.
- Scouts can generate a personal QR code on Pecatonica's' webpage for online store to share with family and friends.

KEY WEBSITES

- Black Swamp Area Council Popcorn Website: <https://www.blackswampbsa.org/program/popcorn/63338>
- Pecatonica River Popcorn Website/Dashboard: <https://pecatonicariverpopcorn.com/>
- Stay informed via the popcorn webpage and the Kernel Journal email
- Council Popcorn Facebook Group: <https://www.facebook.com/groups/182838150411940/>

CONTACTS

COUNCIL	Council Kernel Ted Blum 419.306.4153 twb@blumcounty.com
	Council Staff & general sale questions Jim Mason (567) 208-5267 Jim.Mason@scouting.org

Have Questions?:
 Contact your
 District Kernel or
 Jim Mason directly.

Please do not call the
 council office directly.

DISTRICT	DISTRICT POPCORN KERNEL	COUNCIL POPCORN CONTACT
Arrowwood (AW)	Rochelle Manley 567.208.5286 Rochelle.Manley@scouting.org	Jim Mason (567) 208-5267 Jim.Mason@scouting.org
Chinquapin (CN)	Ashley Kirtley 419.708.5597 ashleykirtley2017@gmail.com	Jim Mason (567) 208-5267 Jim.Mason@scouting.org
Great Oaks (GO)	Tim Vondrell 419.224.9305 tvondrell@gmail.com	Jim Mason (567) 208-5267 Jim.Mason@scouting.org
Old Sycamore (OS)	Joanie Fella-Diegel 567.279.4257 stephfella@gmail.com	Jim Mason (567) 208-5267 Jim.Mason@scouting.org



Please visit [Popcorn](#) page for more information at
www.blackswampbsa.org/program/popcorn/63338
 All worksheets and handouts in this guidebook are available to download.

Please Note: All communications and changes regarding the Popcorn Sale will be sent to the email address that you provided when you signed up as your Unit's Popcorn Kernel on the Pecatonica website. If you are not receiving these email communications, please contact your District Popcorn Kernel or Jim Mason. Information in Popcorn Sale Leader Guidebook is subject to change.

CALENDAR

Three opportunities to participate in this year's sale. Pick the combination of dates to fit your unit the best. They are:

- | | |
|--------------------------------|--------------------------|
| 1. Online Sale | Aug. 23 through Nov. 14 |
| 2. Early Bird-Show & Sell Sale | Aug. 23 through Sept. 12 |
| 3. Take Order | Sept. 12 through Nov. 6 |

Key Dates

June 1	Unit Sign-ups begin
July 15	Commit to Sell
July 24	Popcorn Kernel Rally at Fall Kickoff in Findlay
Aug. 4	Popcorn Kernel Rally at Fall Kickoff in Defiance
Aug. 5	Popcorn Kernel Rally at Fall Kickoff in Celina
Aug. 6	Popcorn Kernel Rally at Fall Kickoff in Lima
Aug. 6	Initial Orders due (#1) - for Early Bird-Show & Sell
Aug. 20-22	Early Bird-Show & Sell order #1 product distribution (Pickups to be determined)
Aug. 23	*** SALE BEGINS for Early Bird-Show & Sell, Take Order, Online Sale ***
Aug. 26	Show & Sell Order #2 due
Sept. 9-11	Show & Sell Order #2 distribution (Pickups to be determined)
Sept. 11	Early Bird Sale ends & orders due to council
Sept. 12	Product Return Date No. 1 of 3
Oct. 1	a.) Payment due (50% of unit balance); b.) Product return date No. 2 of 3
Nov. 1	*** a.) SALE ENDS for Take Order and Show & Sell; Prize incentive earning ends
Nov. 1	Payment due (50% of the remaining unit balance)
Nov. 3-4	Final returns accepted at Findlay office (No. 3 of 3)
Nov. 6	Final Take Order #3 due
Nov. 14	Online Sale ends
Nov. 14	Final Unit Prize Orders due, Feedback, Incentive Forms due
Nov. 16	Unit Feedback Survey due
Nov. 19-21	Take Order #3 distribution (TBD)
Dec. 1	Holiday, Corporate Orders due
Dec. 8	Final Payment due (remaining balance)
December	Seller's Club rewards event(s) completed (TBD)
Jan. 15, 2026	2025 Popcorn review meeting

*The above dates are the deadlines for turning items into the Council Office. Please set earlier turn-in dates for your Scouts to ensure you have enough time to tabulate orders and submit them on time.

** All dates are subject to change.

*** Please read Popcorn Kernel Journal for the most current information or visit the council popcorn webpage***

FACEBOOK GROUP

Join the Council Facebook Group to ask questions, facilitate Unit transfers, and access information. Find the page, request to join, and turn on notifications for updates.

[Black Swamp Area Council Popcorn | Facebook](#) or www.facebook.com/groups/182838150411940

POPCORN SALE RALLY KITS

Your 2025 Popcorn Sale Rally Kit includes the following items to help your Scouts have their best sale yet!

- Leader Guide
- Sales Flyers
- Take-to-Work Tents
- Door Hangers
- Corporate Holiday Flyers
- Prize Flyers
- Money Envelopes & Deposit Tickets
- Tasting Kit
- Banner (Display at Kickoffs, Show & Sell)

NEED MORE FORMS?

Stop by the Black Swamp Area Council office and pick up extra forms or find a printable copy under the “Resources” tab on your Dashboard at www.prpopcorn.com.

UNIT DASHBOARD (SCOUT BOSS)

The Pecatonica Dashboard (Scout Boss) provides access to placing orders, transaction and sales history, online sales reports, invoices, Seller IDs, Unit-to-Unit Transfers, Kernel Tracker, and more. Many forms are available to download from the council popcorn page, located on the right in “Resources”.

- **Unit Dashboard:** Go to www.prpopcorn.com/ > My Account > Enter Username and Password > Login
- **Place Order:** Dashboard > “New Order” Button > Follow Prompts to Place Order/Return
- **View Transactions:** Dashboard > “Sales Season” Tab > Fall 2025 > Orders
- **View Online Sales:** Dashboard > “Reports” Tab > Online Invoices > Fall 2025 > Select All > Generate Report
- **Print Invoice:** Dashboard > “Sales Season” Tab > Fall 2025 > Invoice
- **Scout Seller IDs:** Dashboard > “Scouts” Tab > Follow Prompts to Add or Deactivate Scouts

KERNEL TRACKER

The Kernel Tracker is a web-based inventory management tool and can be used on any device with a browser.

- Access the Kernel Tracker tool on the Unit Dashboard at pecatonicariverpopcorn.com/.
- Track inventory and popcorn checked out to individual Scouts
- List Show & Sell opportunities and assign Scouts to time slots.
- Email Scout Summaries to each family.

TRAINING VIDEOS

Pecatonica River Popcorn has training videos available at pecatonicariverpopcorn.com/training-videos/.

- Kernel Tracker – Unit inventory tool, web-based
- My PR Popcorn – Online selling tool for Scouts
- Seller ID – Set Scouts up for Online Sales
- Scout Boss – Unit Dashboard
- Tasting Kit – Educate Sellers on flavors.
- And more!

Scan the QR Code for a link to the Training Video



PRODUCTS

Take Order and Show & Sell Products

YOUR FAVORITE POPCORN and MORE!



PECATONICA RIVER POPCORN®



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 ▲
\$15 @



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. ▲
\$15 @



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. ●
\$20 @



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 fats.

Net Wt. 37.5 oz. @
\$20 @ UD



KETTLE CORN MICROWAVE (15 PACK)

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

Net Wt. 37.5 oz. @
\$20 @ UD



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 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. ◇
\$30 @



MILK CHOCOLATY PRETZELS

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

Net Wt. 15 oz. @
\$30



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 @



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

Scouting America
Black Swamp Area Council

REGISTERING YOUR UNIT FOR THE SALE

To sign up and commit to the sale or to receive information to learn more at this time, please complete the following steps. Units are not required to sell by submitting their unit information. However, this is the first step required to participate in the sale, if a unit wishes to sell popcorn. Go to:

<https://pecatonicariverpopcorn.com/signup.php>

- Enter the Council Key (449BSAC)
- Choose your District from the dropdown menu
- Choose your unit type from the dropdown menu
- Choose your unit number from the dropdown menu
- Enter a username for the account (this does not need to be an email address, but must be unique)
- Enter a Password for the account
- Enter the remaining profile information including the email address where all confirmation emails for the account will be sent.
- Click "Next"
- Click the respective boxes next to each order type that your unit will be participating in for the sale.
- Click the respective box next to the Commission choice. Pick from using the prize rewards program, or opt for no prizes program and receive an additional 3% commission to unit.
- Click "Submit"

**Council Key
449BSAC**

WHY SELL POPCORN

Popcorn sales can generate enough income to financially support your Scouting Program for the entire year!

What the Popcorn Sale Makes Possible:

The Popcorn Sale is crucial in providing programs and services for all Units and variety of funding experiences uniquely suited for each Pack, Troop, and Crew.

Examples of the Great Benefits of Selling Popcorn:

- There is NO up-front cost to your Scout group.
- Scouts learn good communication skills & build self-confidence
- Units pay for only the product they sell.
- Sales support local Scouting.
- Built-in prize program encourages Scouts to sell.
- Popcorn sales teach Scouts the responsibility and value of earning their own way.
- Popcorn is easy to sell.

Examples of how Units use Popcorn Earnings:

- Awards
- Courts of Honor
- Program Materials
- Equipment Purchases
- Pinewood Derbies
- Campouts
- Camp Fees
- Field Trips
- Events/Activities/Outings
- Blue & Gold Banquets
- Books/Neckerchiefs
- Anything your Unit decides!

Examples of how the Council uses Popcorn Earnings:

- Planning and conducting various Council-wide activities and events.
- Training for adult leaders so Scouts have the very best leadership possible.
- Maintaining properties for year-round service, programming, camping and outdoor events.
- Providing scholarships for Scouts who need assistance because of financial hardship.
- Program and training equipment, and promotional programs.
- Program resources & materials are made possible with support of this fundraiser.
- Accident, sickness, and liability insurance for Chartered Organizations, members, and leaders.

UNIT POPCORN KERNEL JOB DESCRIPTION

(See Kernel Job Description on Page 9)

The **Unit Popcorn Kernel** is responsible for the overall organization and implementation of the Unit's Popcorn Sale. This person ensures promotion, timely ordering, popcorn pick up/return, report of Unit sales, and popcorn payment.

Responsibilities include:

- Attend District Rally in July/August
- Recruit/Form a Unit Popcorn Committee
- Develop a Sales Plan
- Determine Sales Goal for Unit and per Scout
- Promote Popcorn Sale / Hold a Unit Kickoff
- Submit Popcorn Orders / Returns
- Recruit Volunteers for Pickups and Returns
- Record Keeping
- Product Organization
- Scout Rewards
- Sale Evaluation
- Have Fun!



Additional Resources: All available on the council popcorn webpage

- Detailed Kernel Job Description – Page 9
- Kernel Easy Timeline Checklist – Page 10
- New Kernel Checklist – Pages 11-12
- Find other resources help in this leader's guide and on council popcorn webpage.

UNIT POPCORN KERNEL JOB DESCRIPTION – Black Swamp Area Council Popcorn Sale

Unit Popcorn Kernel is responsible for the overall organization and implementation of the unit's sale. This person ensures promotion, timely report of unit sales, popcorn pick up, and popcorn payment. Responsibilities include:

Attend District Kickoff in July or August

- Gather information, forms, materials, and ask questions.

Recruit/Form a Unit Committee

- Recruit a team of individuals specifically for Kickoff, Distribution, Show & Sell locations, Collection/Returns.

Develop a Sales Plan

- Work with the Unit leadership to decide the following:
 - Participation in Show & Sell and/or Take Order
 - Participation in GCC/Keller Prize Program or to receive the 3% Extra Commission
 - Create a Unit Incentive Program
- If participating in Show & Sell, establish Show & Sell Sites, such as businesses and/or functions, working in cooperation with unit parents and leaders.
- Set a neighborhood sales area for Take Orders that is both comprehensive and easy for Scout and parents to understand and canvas.

Determine Sales Goal(s)

- Work with your Unit leadership to determine an overall sales goal for the unit and goal per Scout/family.

Promote Popcorn Sale

- Market to the parents and Scouts of your unit through Save-the-Date notices, flyers, weekly emails, and notice of meetings throughout the sale.

Hold a Unit Kickoff

- Schedule a Kickoff day for your unit using the sales Kickoff materials provided to get your Scouts excited for the sale! For additional supplies and support for your unit Kickoff, please contact your District Executive. See page 10 for a sample Kickoff Agenda.

Record Keeping

- Organize and keep accurate records of Scout sales, prizes earned, and payments due.

Product Organization

- Keep track of placing orders, picking up of popcorn, distribution of popcorn to Scouts, and returning of excess popcorn, if necessary, for your Unit.

Scout Rewards

- Work with Scouts to choose a reward level goal, order rewards and distribute rewards upon delivery.

Sale Evaluation

- Work with your Unit leaders on the evaluation sheet to determine what worked, what didn't, and to communicate any suggestions for future popcorn sales.

Recruitment of Volunteers

- Determine within your Unit who the next Popcorn Kernel and additional adult volunteers are and communicate any necessary information to them for future sales.

Have Fun!

POPCORN KERNEL EASY TIMELINE/CHECKLIST - 2025

- ☐ Attend a Fall Kickoff with Membership & Popcorn Rally Training. Details on council popcorn webpage
- ☐ Schedule your Unit Popcorn Kickoff.
- ☐ Log in to www.prpopcorn.com and get familiar with the dashboard and ordering system.
- ☐ Formulate a Sales Plan. Talk with your Unit leadership and determine how you'd like to sell.
- ☐ Set a Unit and per Scout sales goal. Units that set a goal sell almost twice as much. Complete the Program Planner (Excel) and give it to parents.
- ☐ Select dates to collect Scout order forms and money, and for families to pick up popcorn before the Council due dates.
- ☐ Contact local stores, churches, restaurants, etc. to book additional Show & Sell locations.
- ☐ **August 6 – Initial Order** due for Early Bird -Show & Sell orders. Place your order at www.prpopcorn.com.
- ☐ Hold a FUN and EXCITING **Unit Kickoff** for your families. Discuss why Scouts sell popcorn. Build excitement with the Scouts and communicate sales expectations to your parents.
- ☐ **August 20-22** – Pick up Early Bird - Show & Sell Popcorn. Determine what size vehicle(s) you will need and recruit volunteers to help.
- ☐ **August 23** – BEGINS! Encourage your Scouts to start selling popcorn and to share on social media and email for Online Sales.
- ☐ **August 23** – Online Sales Open! Sign up Scouts for online sales accounts via your Unit dashboard at www.prpopcorn.com. Scouts from last year will be in the system. Only add new and transfer Scouts or deactivate Scouts.
- ☐ Keep in weekly contact with your Scouts and their parents regarding deadlines, popcorn needs, and other information.
- ☐ Remind Scouts to participate in the “Fill It Up” weekly drawing and submit. Details on council popcorn webpage.
- ☐ **August 26** – Show & Sell Order #2 due
- ☐ **September 9-11** – Pick up Show & Sell Order #2
- ☐ **September 11** – Early Bird Sale ends
- ☐ Deposit all money in YOUR UNIT's bank account before the Council payment due dates.
- ☐ **September 12** - First Product Return Date (units can return unwanted product; by case)
- ☐ **October 1** – Payment due (50% of unit balance due)
- ☐ **October 1** - Second Product Return (units can return unwanted product; by case, all same containers)
- ☐ **November 1 – SALE ENDS for Take Order and Show & Sell**
 - ☐ Total the orders from the individual order forms before the Take Order due date.
 - ☐ Use the remaining unit Show & Sell popcorn to fill as many Take Orders as possible. (Yes, you can partially fill Scout order forms with leftover inventory.)
 - ☐ Identify what popcorn must be returned. Fill out the Return form and coordinate return time with Jim Mason at office.
- ☐ **November 1** – Payment due (50% of unit's remaining balance due)
- ☐ **November 3-4** – Final Returns due to Findlay Office.
- ☐ **November 6** – Place your FINAL Take Order by 5:00 pm. Be sure to include all military donations in this order. www.prpopcorn.com
- ☐ **November 14** – Online Sale Ends
- ☐ **November 14** – Submit incentive forms, final prize orders and Feedback-Survey due.
- ☐ Notify Scouts when and where popcorn will be available to pick up.
- ☐ **November 19-21** – Pick up Final Take Order Popcorn. Determine what size vehicle(s) you will need and recruit volunteers to help.
- ☐ **December 1** – Holiday and Corporate Orders are due.
- ☐ **December 8** – Final Payment Due. Review your invoice. If there are no errors, get ONE CHECK from your Unit made out to “Black Swamp Area Council” for the balance due.



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

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

☐ Commit to Sell

- 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
- You can make changes to this as the sale gets closer

☐ Websites

- Familiarize yourself with these websites and check back often for updates and forms
- Council Popcorn Website: www.BlackSwampBSA.org/program/popcorn/63338
 - Kernel Links – Links to important forms and websites
 - [Quick Links](#)
 - [Kernel Journals](#)
 - Opt-in to receive under Quick Links
 - Read each week to get deadlines and important information
 - District Popcorn Facebook Page
 - Join page under Quick Links
 - Great place to meet other Kernels and to swap products and ideas
 - [Popcorn Calendar](#)
- 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 ... www.pecatonicariverpopcorn.com



NEW POPCORN KERNEL CHECKLIST - Black Swamp Area Council Popcorn Sale

- ☐ **Trainings**
 - Attend [Kernel Training](#) in June
 - Attend [District Popcorn Rally](#) in August
 - Need more help? Contact your District Kernel
- ☐ **Set Unit Popcorn Calendar Due Dates**
 - Set dates at least 3 days before Council due dates
 - Example: If Council Popcorn Return date is 11/3 then your recommended due date would be 10/30
- ☐ **If Participating in Show & Sell**
 - Sign up for the [Council-Sponsored Show & Sell Drawing](#)
 - In the spring and summer, look for additional locations to set up a popcorn booth
 - Diners, video stores, small businesses, sports events, etc.
 - 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
 - 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)
 - 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**
 - Times and dates you will be available for popcorn pickups/returns during the sale
 - 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
 - Set quantities to be checked out
 - Set a dollar limit and have them turn in money before picking up more popcorn
 - Set times to turn in collected money – weekly, at troop/pack meetings, etc.
 - 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**
 - Create a spreadsheet, notebook, etc.
 - Pecatonica Worksheet Tool (accessible from the Pecatonica website)
 - 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**
 - Line up drivers to pick up and return popcorn
 - Show & Sell Distribution
 - Weekly Pick-ups
 - Returns
 - Take Order Distribution

ONLINE SALES

Online Products - Here's a look at an example of the Online Product Sale webpage.

This is the best way to sell to out-of-town relatives and friends. They can purchase products online using a credit card at

www.prpopcornstore.com

from **Aug. 23 – Nov. 14**. To

credit the Scout, the Seller ID is provided during purchase, and Pecatonica will handle shipping directly to the customer.

2025 ONLINE SALE					
Shop our product mixes today - or support the military with our MILITARY DONATION					
Trustworthy Duo	Loyal Favorite	Friendly Bundle	Kind and Spicy Combo	Courteous Cluster	Helpful Mix
\$30.00	\$30.00	\$35.00	\$35.00	\$40.00	\$40.00
Obedient Blend	Cheerful Variety	Thrifty Brew	Brave Medley	Clean Classic	Reverent Collection
\$40.00	\$45.00	\$45.00	\$50.00	\$50.00	\$60.00
WWW.PRPOPCORNSTORE.COM					

SELLER ID

- **ASSIGN SELLER ID** – The Unit Kernel is responsible for signing their Scouts up to sell online.
 1. Navigate to www.prpopcorn.com, log in, and click “Scout Seller IDs” on the dashboard.
 2. A list of Scouts with current online Sellers IDs will populate. Scout IDs never expire.
- **NEW/TRANSFER SCOUTS** – Enter the Scout’s name and the parent/guardian email > Click “Add” > Seller ID email is automatically sent to email address.
- **RETURNING SCOUTS** – Click “Edit” > “Update” > Seller ID email is automatically sent to email address.
- **INACTIVE SCOUTS** – Click “Edit” > Click checkbox under “Inactive” > “Update”.

MYPRPOPCORN

- **PROFILE** – The Scout profile can be set up by clicking the link in the Seller ID email.
- **SHARE** – Using email, social media, and a QR Code, Scouts invite family and friends to buy popcorn.

SALES

- **CUSTOMERS** – Go to www.prpopcornstore.com to purchase popcorn using Scout’s Seller ID.
- **SALES DATA** – Online sales will be live and viewed in Scout Boss, Kernel Tracker, and MyPRPopcorn.
- **COMMISSIONS** – Online Sales Commissions will show as payments on your invoice as the sales happen.

PLEASE NOTE:

- Do not include Online Sales in your “Take Order” order.
- Scouts can use all Online Sales made through November 1 towards their prize/bonus prize totals.
- Online Sales from Nov. 2-14, 2025, will not count towards prizes, but will still be awarded to Scouts and commissions applied towards balances due. The Nov. 1 prize deadline is because prize orders are due to the company supplying the items.

ONLINE SALES – PRODUCTS

The products for the Online Sales are sold in bundles with a variety of popcorn, nuts, chocolates, and coffee. Military Donations are sold in \$10 increments. **NOTE: The menu of items will not be the same as the Sales Flyer.** Online Product lineup is determined at the time of the sale, based on product availability. Please check the online store for details.

MANAGING THE SALE

COUNCIL SPONSORED SHOW & SELL LOCATIONS

Our former popcorn provider (Trails End) was kind enough to provide us with timeslots at Walmart for Units to sell popcorn this fall! These will become available for Units that have made an early commitment to sell (by July 15). Those units can begin reserving three slots on August 1. Time slots will be open to all units August 10.

Council has Walmart Show & Sell Schedules. Information on how to schedule these will be shared via email when plans are finalized.

You will have the opportunity to sign up for any open timeslots. If you are unable to attend the timeslot, please complete the form at the bottom of the page to open the timeslot for another unit.

It is recommended that you set up additional sites for your Unit on your own by contacting local businesses.



3 APPS TO MANAGE YOUR SALE

MY PR POPCORN
App used to promote online sales at the Scout level through social media.

KERNEL TRACKER
App designed to manage unit level inventory down to the Scout level.

SQUARE
Money collection app to allow for the collection of credit cards.

NEW from Pecatonica are these mobile apps available to help you manage your sale. Additional information on the Pecatonica website.

PROMOTE - POPCORN BANNER

To promote your Show & Sell, unit will receive a popcorn banner for attending kickoff.



SHOW & DELIVER (Including Early Bird Sale)

The most effective sales method is Show & Deliver! Scouts check out popcorn from their Unit Kernel and bring the product along (in a wagon or vehicle) while going door-to-door, making it quick and convenient for customers to choose products, receive delivery, and make immediate payment.

- ORDER POPCORN – Submit popcorn order by **August 6, 2025 (Early Bird)** and/or **August 26, 2025**. (Pg. 16)
- PICK UP POPCORN – Pick up popcorn at scheduled time and location. (Pg. 16-18)
- DISTRIBUTE POPCORN – Distribute popcorn to each Scout, along with flyers and collection envelopes.
- SELL – Scouts can sell to neighbors, family, and friends. Plan a Neighborhood Blitz and split proceeds amongst Scouts participating. Parents can sell to co-workers.
- COLLECT POPCORN – Collect all unsold popcorn from Scouts **BEFORE** the Council's return date.
- COLLECT MONEY – Collect all money from Scouts **BEFORE** the Council's return date.
- RETURN – Return unsold products from Show & Deliver (limited to 50% of total amount ordered) on the scheduled day and location. First, use the remaining inventory to help fill Take Orders.
- PAYMENT – Make initial payments on **October 1, 2025**, and **November 1, 2025**, and then a final payment by **December 8, 2025**. (Pg. 19)



TAKE ORDER

Scouts use the Take Order form to reach out to family, friends, and neighbors, who then select the products and write down the order. Payment is collected upon product delivery a few weeks later.

- DISTRIBUTE – Distribute Popcorn sales flyers and money collection envelopes.
- COLLECT – Collect sales flyers and tabulate the quantity of items needed.
- USE INVENTORY – Use leftover Show & Sell/Deliver inventory to help fill orders.
- ORDER – Place a popcorn order for exactly what is needed by **November 6, 2025**. (Pg. 16)
- PICK UP POPCORN – Pick up popcorn at scheduled time and location. (Pg. 16-18)
- DISTRIBUTE – Distribute popcorn to Scouts.
- COLLECT – Collect payments from Scouts and deposit them into your Unit account.
- PAYMENT – Make the final payment by **December 8, 2025**. (Pg. 19)

CORPORATE SALES

Corporate Sales can significantly boost your Unit's sales as Scouts gain confidence in approaching businesses in the community, effectively helping your Unit achieve its goals faster. Details will be available on the council popcorn page.

WAYS A LOCAL BUSINESS CAN BE INVOLVED:

- HOLIDAY CORPORATE ORDER FORM – Take the Holiday Corporate order form to local businesses to help make the sale. Look for a Holiday-themed flyer on the council popcorn page.
- CUSTOMER “THANK YOU GIFTS” – Example: 100 tins of Mud Puddles, use 1 per customer to say “Thanks!”
- EMPLOYEE RECOGNITION – At the holidays, 50 tins of Cheese to “Thank” employees for their dedication.
- MATCHING MILITARY SALES – Companies match Scout Sales with military donations.
- EMPLOYEE BREAKROOM – Place an order form in the breakrooms.
- SMALL BUSINESS RETAIL SPACE – Set up popcorn displays for direct sales.

STEPS TO SUCCESS:

1. PROSPECTING – Create a list of nearby businesses and call or visit to set an appointment.
2. MAKE THE ASK – Be specific about what the business can do to support your Scouting program.
3. FOLLOW UP – Use polite persistence. Remember that final answers may take time.

ORDERING/DELIVERY:

- ORDER – Place orders by **December 1, 2025**.
 - WEEKLY ORDER – Add Corporate/Holiday orders to Unit's weekly pickup orders throughout the sale.
 - TAKE ORDER – Add Corporate/Holiday orders to Unit's Take Order by November 6, 2025.
 - FINAL ORDER – Submit Corporate/Holiday orders by December 1, 2025.
- DELIVERY
 - Scouts/Unit can provide local delivery to customers.
 - Customers can pick up orders from Findlay Scout Office after December 8, 2025.
 - Shipping is not available.

MILITARY DONATIONS

Military Donations allow consumers to show support for our military personnel by sending a popcorn care package shipped directly from Pecatonica River Popcorn at the end of the sale. **PECATONICA PRODUCT SALE**

- PURCHASE – Customers can purchase one or more \$30 Military Donations during the Show & Sell/Deliver and Take Order Sale. Scouts can give a receipt using the “Donation Receipt” at the back of the Guidebook or download it from: <https://pecatonicariverpopcorn.com/helpfultips.html>.
- ORDER – Order Military Donations on the Take Order popcorn order by **November 6, 2025**. The Unit will receive the same commission on Military Donations as any other product sold. (Pg. 16)

ONLINE MILITARY DONATIONS/SALES

- Customers can purchase various levels of Military Donations online at www.prpopcornstore.com. (Pg. 13)

ORDERING POPCORN

POPCORN ORDER DUE DATES FOR ALL UNITS



Note: "Case" is overall larger item/box which may have individual "containers" inside.

- ORDER DUE DATES:
 1. Show & Sell: Early Bird - **August 6, 2025, by 5:00 pm** Show & Sell - **August 26, 2025, by 5:00 pm**
 - All products for **SHOW & SELL** must be ordered by **CASE ONLY**.
 - Individual Unit Show & Sell orders are subject to adjustment based on total Council need.
 2. Take Order: **November 6, 2025, by 5:00 pm**
 - All products for **TAKE ORDER** must be ordered by **CONTAINER ONLY**.
 - Remember to reduce your quantities by the stock left over from Show & Sell/Deliver.
 - Order Military Donations at this time.
 3. Corporate, Holiday, and Late Orders: **December 1, 2025, by 5:00 pm**
 - All products must be ordered by **CONTAINER ONLY**.
 - All orders must be in by this date. No guarantees for product availability after this date.

ORDERING OPTIONS FOR UNITS

- ONLINE ORDERING – *Preferred Method*
 1. Navigate to www.prpopcorn.com and log in.
 2. Click "New Order" on the Dashboard.
 3. Choose the order type (Show & Sell, Take Order, or Late Order) and pick up location.
 4. Enter order. (**SHOW & SELL BY CASES** and **TAKE ORDER/LATE ORDER BY CONTAINERS**.)
 5. Add any reference notes or comments at the bottom of the order form.
 6. Click "Update" to place your order.
- PAPER FORMS FOR UNIT ORDERS
 - Download the form from the council popcorn webpage
 - Submit to Jim Mason using contact information on page 4.

DISTRIBUTION & RETURNS

You need to ensure enough space in your vehicle(s), as well as enough help to load and unload. Please bring additional adults to help with picking up your order.

SHOW & SELL

- **Early Bird August 20 – 22, 2025**
- **September 9 - 11, 2025**

WEEKLY PICKUPS (Pg.18)

- **Fridays: September 19-October 24, 2025**
- **PLEASE NOTE:** The Field Team will not be able to deliver popcorn to individual units, unless it's at a planned meeting they are previously attending.

RETURNS

- **a.) Sept. 12 b.) Oct. 1 c.) Final return Nov. 3-4** – Findlay Office (Additional details on Page 19)

TAKE ORDER

- **November 19 - 21, 2025** – Location TBD

PICK UP or RETURN TIME

- Schedule your pick-up or return time with Jim Mason prior to arriving.
- Please arrive at your scheduled time to avoid delays and congestion at the site.

VOLUNTEER TO HELP

- Sign up to help separate/sort orders for distribution by contacting your district/council kernel.

DISTRIBUTION & RETURN LOCATIONS

DISTRICT	EARLY BIRD/SHOW & SELL	RETURNS	TAKE ORDER
Arrowwood	Ohio Logistics 6000 Fostoria Avenue Findlay, OH 45840	Ohio Logistics 6000 Fostoria Avenue Findlay, OH 45840	Ohio Logistics 6000 Fostoria Avenue Findlay, OH 45840
Chinquapin	Location, if possible, to be determined (Updates on popcorn webpage/emails)		
Great Oaks	Location, if possible, to be determined (Updates on popcorn webpage/emails)		
Old Sycamore	Location, if possible, to be determined (Updates on popcorn webpage/emails)		

HELPFUL LOADING TIPS

This guide assumes that the **vehicle is empty, and seats have been removed** where possible.



- 25 cases or less will fit into most standard 4-door sedans.
- Up to 40 cases will fit into most SUVs (Explorer, Blazer).
- Up to 60 cases will fit into most Mini Vans with no seats.
- Up to 75 cases will fit into a Suburban with no seats.
- Most truck boxes will hold between 25-50 cases.
- A topper or tarp is strongly encouraged for truck boxes.
- For orders larger than 75 cases, enclosed trailers are best.



PRODUCT MANAGEMENT

For Units ordering products for Show & Sell/Deliver, here are some tips to help you manage your inventory.



- INITIAL ORDER – Avoid over-ordering on your initial popcorn order.
- VOLUNTEERS – Line up volunteers and vehicles for Popcorn Distributions, Weekly Pick Ups, and Returns, particularly if dates and times are inconvenient for the Kernel.
- REORDER/RETURN WEEKLY – Reorder or return inventory as needed each week during the sale.
- TRANSFER PRODUCT – Transfer products to or from another Unit.
- **STORAGE – Keep popcorn products organized in their original boxes and avoid storing them in extreme temperatures (hot car, direct sunlight, etc.) or where they could get wet.**

ADDITIONAL WEEKLY POPCORN PICK-UP

INVENTORY RUNNING LOW

- Ask families in your Unit to return unsold popcorn.
- Coordinate with other Units to transfer surplus stock.

SUBMIT ADDITIONAL POPCORN ORDERS

- ORDER – Submit an orders **by CASE by Noon each Monday**. We will do our best to meet your needs. Complete the simple form via the link found on the council website or go to:
 - <https://blackswampbsa.doubleknot.com/survey/popcorn-2025-add-on-additional-orders/94940>
- CONFIRMATION – An email will be sent noting what will be available for you, if order cannot be fully filled.
- AVAILABILITY – Availability may be limited on some products until Units return their excess inventory.
- PICKUPS WHEN/WHERE – Fridays, 3-4:30 pm, Findlay Scout Office. Office staff leave at 5 p.m. Fridays.
 - *Other arrangements can be scheduled ahead of time, if needed
- RETURNS during weekly pickups – If you have a need to make a return before any of the 3 scheduled “return dates,” you must contact Jim Mason to make arrangements, at 567.208.5267 or jim.mason@scouting.org.

UNIT TO UNIT TRANSFER

Units may transfer products between each other during the Popcorn Sale. Connect with other Unit Kernels in the Popcorn Facebook Groups (Pg. 6). There are two options: Via Scout Boss and Council Website.

SUBMIT VIA SCOUT BOSS – NEW!

- Units can now submit Unit to Unit Transfers in real-time from their Pecatonica Dashboard (Scout Boss).
- Unit GIVING: Log in to your dashboard at www.prpopcorn.com.
- Click “Unit to Unit Transfer” from the dashboard.
 - Your unit district, type, and number will all populate in the drop downs.
 - Choose a location from the “Pick Up Location” drop down. This value isn’t important but do make sure that the Pickup Location matches the receiving unit.
 - Choose the respective Unit information from the “TO” Unit drop downs.
 - Click “Submit”.
- Enter number of cases or containers (please note the appropriate columns).
- Enter any order notes to help in reconciling if you wish.
- Click “Submit Order”
- As the GIVING UNIT, you will see a list of transfers under the “Unit to Unit” report.
 - The report will show the status of the transfer, “Pending, Approved, or Declined”.
- As the RECEIVING UNIT, you will see a list of pending transactions under the “unit to unit” report.
 - Click the details button next to the respective order.
 - Scroll to the bottom of the page and click “Accept”.
 - Once accepted the product will show on your sales totals.

RETURNS (3 return dates on calendar)

Final Popcorn Returns dates are Nov. 3-4. Earlier dates are Sept. 12 & Oct. 1

- **FILL TAKE ORDERS** – Use inventory to fill Take Orders before returning.
- **RETURN ORDER** – Complete a Return Order.
 - Online at www.prpopcorn.com (Preferred Method)
 - Download the form from council popcorn webpage.
- **RETURN LOCATION** – as of the printing of this guide, July 8, returns are only being accepted at Findlay office.
- **RETURN TIME** – Schedule a return time with Jim Mason before arriving at office.
- **PRODUCT RETURN GUIDELINES:**
 - **QUANTITY LIMIT** – Return of products will be allowed on up to **50% of total products ordered** in 2025, for remaining unit inventory. There are 3 product return opportunities: **Sept. 12; Oct. 1; Nov. 3-4.**
 - The district-council popcorn teams will work to help with all inventory issues as best as possible. Please ask, as we are not able to help if we don't know!
 - **RE-SELLABLE** – Products must be in Re-Sellable Quality.
 - **DAMAGED PRODUCT** – Products with dents, ripped boxes, NO box (single tin cases), melted chocolate, etc. will NOT be accepted.
 - If a tin is damaged by your Scouts, try to resell it at a reduced price.
 - **ORIGINAL BOXES** – Repack tins and containers in original case boxes – disorganized products delay the process and create unnecessary work for the volunteers receiving the return.
 - Do not put different containers in the same box – Ex: Butter and Kettle in the same case.
 - Do not tape cases shut. We must be able to confirm quantity and type in each case.
- **TIP** – Collapse and store boxes until the end of sale. You will have them if needed, otherwise, please recycle.

PAYMENTS

Payments are due to Council on or before the following dates:

- Early Bird/Show & Sell Payments – **October 1, 2025, and November 1, 2025.**
 - **Oct. 1** – 50% of balance due; **Nov. 1** – 50% of outstanding balance due.
- Final Payment – **December 8, 2025**
 - All Units must pay the remaining balance in full.



How Much?

- Units balances are reported on the unit dashboard on Pecatonica's Scout Boss.

Steps for Collecting and Making Payments

1. Parents and Scouts will collect payments from customers; **cash or checks made out to their Unit.**
2. Deposit all payments into your Unit's own checking account.
3. Unit Treasurer will write a **check** payable to **Black Swamp Area Council** for the amount owed.
4. Make your Unit payment using one of the following methods:
 - Bring or mail your Unit check to the Findlay or Lima Scout offices.
 - Payment by credit card is accepted but incurs a 3% processing fee.

Important Notes

- Commission from Online Sales will automatically be deducted from your Pecatonica invoice.
- Customer checks should be collected and made out to the **Unit**, not the Council.
 - Council office **WILL NOT** accept checks from individual purchasers; only acceptable checks are from the Unit.
- The council cannot accept third-party checks.

COMMISSION

Sales Commission on Pecatonica Product and Online Sales



- All Units will receive a **base commission of 30% of Pecatonica Product gross sales** with the choice of one of the following options:
 - **PRIZES:** Receive prizes from the Keller Prize Program (Pg. 21)
- OR
 - **BONUS CASH:** Extra 3% commission (33% commission total)
- Choose your option on your Popcorn Commitment Form. Please notify Jim Mason if you need to change your option during the Popcorn Sale.
 - Please note, **Online Commission** is less than traditional sales. Unit base commission is 25%.

★ **Whichever option you choose, ALL Scouts are eligible for the Council Incentives and the Pecatonica Winners Circle Incentives! (Pg. 21 & 22)**

SALES METHODS

Scouts can participate in the Popcorn Sale using several methods. Whatever methods your Scouts choose, you have the brand recognition of Scouting to help sell products and support the Unit's year-round programs. Detailed descriptions of each method are listed on the following pages.

- Show & Sell (Pg. 14)
- Show & Deliver (Pg. 14)
- Take Order (Pg. 15)
- Online Sales (Pg. 13)
- Corporate Sales (Pg. 15)
- Military Donations (Pg. 15)

SHOW & SELL

Show & Sell provides an excellent opportunity for young Scouts to boost their confidence in the Take Order sale while increasing Scouting awareness. With permission, set up booths in busy community locations near retail stores, local businesses, or festivals, displaying products for convenient impulse purchases.

PRE-SHOW & SELL

- CONTACT BUSINESSES/FESTIVALS – Contact local businesses and ask permission to set up a table.
- ORDER POPCORN – Submit popcorn order by **August 6 (Early Bird) and/or August 26, 2025**.
- PICK UP POPCORN – Pick up popcorn at the scheduled time and location.
- SCHEDULE SHIFTS – Recommend no more than 2 Scouts per shift and “two-deep” adult leadership.

SHOW & SELL DAY

- SUPPLIES – Bring product, table, popcorn banner, cash box and starter cash, Square Reader, etc.
- UNIFORM – Scouts should be in proper uniform.
- RULES – Follow the rules for each establishment.
- POPCORN CARE – Keep popcorn out of the sun and rain.

POST SHOW & SELL

- PROCEEDS – Split proceeds amongst participating Scouts.
- RETURNS – Return unsold products are limited to 50% of unit inventory, each time of the 3 scheduled return dates. First, use the remaining inventory to help fill Take Orders.
 - Special circumstances are open for discussion, please contact Ted Blum and/or Jim Mason to discuss.
- PAYMENT – Make initial payments on **Oct. 1**, and **Nov. 1**, and then a final payment by **Dec. 8**. (More on Pg. 19.)

COUNCIL INCENTIVE INFORMATION

Council Incentives are available to **ALL individual Scouts** in Units choosing the prize or cash option!

Prize levels are for **individual** Scout sales totals. Combined family or “household” totals should not be used.

- **ONLINE SALE PIN** – Sell \$30+ in Online Sales and earn a Pin. Order through Keller Prize Program.
- **POPCORN SALE PATCH** - Sell \$50+ and earn a Patch. Order through Keller Prize Program.
- **MILITARY SALE PIN** – Sell \$60+ in Military Donations and earn a Pin. Order through Keller Prize Program.
- **FILL-IT-UP DRAWING** - Fill up an entire order form and get entered for a chance to win a weekly prize (One weekly prize for each District).
- **DAILY DOUBLE PRIZE** - On the 2nd and 5th weeks of the sale, Scouts from the **Fill It Up Drawing** will win an individual prize, and their Unit will also win a free weekend cabin rental at either Camp Berry or Camp Lakota for the entire Pack/Troop/Crew; good through May 1, 2026. Coordinated reservations through Jim Mason.
- **\$500 BONUS LEVEL** – Scouts selling \$500+ are entered into a Grand Prize drawing for 3 Special Prizes:
 - **1st Place:** \$500 Gift Card to Black Swamp Area Scout Shop
 - **2nd Place:** \$250 Gift Card to Black Swamp Area Scout Shop
 - **3rd Place:** \$100 Gift Card to Black Swamp Area Scout Shop
- **\$900 BONUS LEVEL** - \$900+ will receive a choice of a Hanging Hammock, LEGO Surfing Dogs & Scooter Adventures, Telescopic Fishing Pole, Zing Air Zooper Ball or E-Blox Parts Plus Construction Kit. Order through Keller Prize Program.
- **\$2,000 CAMPERS CLUB** - \$2,000+ earns a Scout a \$100 Camp Scholarship to a Black Swamp Council Summer Camp or NYLT. NOTE: Previous Campers Club recipients are grandfathered/eligible for same as in year’s past.
- **DISTRICT TOP SELLERS** - Each District Top Seller will receive a choice of a Smart Speaker (Amazon w/ Alexa), Smart Video (Facebook - Portal), or a \$200 Best Buy Gift Card.
- **TOP 10 SELLERS CLUB** - The Top 10 sellers in the Council will receive a Toledo Walleye Hockey and Toledo Mud Hens Baseball Fun Pack. Includes 4 tickets and VIP experience to each event.



For additional information on ordering Council Incentives and updates, see the council popcorn webpage.

Top Sellers will be announced on December 16, 2025.

SUBMIT SCOUTS FOR COUNCIL INCENTIVES

Using the options below, submit Scouts for Council Incentives. Please include online sales in the totals.

1. **FILL-IT-UP** – Submit **Fill-it-Up entries** by Noon **each** Friday.
 - a. **Submit Online:** email a copy (scanned or photo) of the Scout’s order form to Fillitup@blackswampbsa.org with **Subject line: FILLITUP**
 - b. **Scout’s name & Unit/number must be clearly printed on the submission**
2. **KELLER MARKETING** – Order prizes from Keller Marketing by November 14, 2025. (Pg. 21)
 - a. Online Sales Pin, Popcorn Sale Patch, Military Sales Pin, and \$900 Seller’s Club Prize
3. **\$500 BONUS DRAWING and \$2,000 CAMPERS CLUB** – Submit all \$500+ Scouts by **November 14, 2025**.



*** Special thanks to the following companies for helping with this year’s popcorn sale: ***



KELLER PRIZE PROGRAM INFORMATION

Each Unit has a choice of taking either prizes or extra cash valued at 3% of total gross product sales.

Prize levels are for **individual** Scout sales totals. Combined family or “household” totals should not be used.

Prize orders MUST be received by November 14, 2025. Exceptionally late orders may be denied. Scouts should choose their prize when turning in Take Order or returning Show & Sell Popcorn. Any sale after Nov. 1 will not be counted toward a Scout’s prize level. The Keller Marketing Prize website closes on November 15, 2025.

Customer Support: 1.888.351.8000 or email: BSACustomerService@gcc-usa.com (Please include “Black Swamp Area Council,” your District name, Unit type and number, and phone number.)

UNITS TAKING CASH OPTION:

- Order the Online Sales Pin, Popcorn Sales Patch, Military Sales Pin, and \$900 Sellers Club Prize from Keller Marketing.

UNITS TAKING PRIZE OPTION:

- Please refer to the Prize Brochure from Keller Marketing included in your Kickoff Kit.
- Prizes are awarded based on the total sales dollars of individual Scouts (not households) on a tiered system.
- Level 1 (\$50 Patch) is not included when choosing prizes. It is only a participation level.
- Prize levels begin at sales of \$250.
- Scout Shop certificates are available starting at the \$1,750 level.
- A Scout may choose from the earned reward level or a reward level LOWER than the earned level.
- Rewards dollars are **not** transferable and are for **YOUTH ONLY!**
- Rewards will be shipped from Keller Marketing directly to the Unit contact listed on the prize form. (**Note:** A full street address must be used – no PO boxes will be accepted.)

HOW TO ORDER PRIZES – Instructions also at <https://kellerprizeprogram.com/bsa-fall-instructions>.

Pecatonica Dashboard

1. Navigate to www.prpopcorn.com and log in.
2. Click on the button “Click here to place your prize order”.
3. Your Unit profile and sales data will transfer over.

Prize ordering Screen

1. Key in the total quantity needed for each item.
2. After entering all items, scroll to the bottom of page and enter your shipping information. Click [Continue].
3. You will see your order # - please write this down or print it out for future verification.
4. Your order Status is Pending Council Approval.



Copy of the Prize Forms
are on council popcorn
webpage and
distributed to unit
leaders at the Fall

PECATONICA RIVER WINNERS CIRCLE

Pecatonica River Winners Circle Prizes are available to **ALL Scouts** in Units choosing the prize or cash option! Prize levels are for **individual** Scout sales totals. Combined family or “household” totals should not be used.

SELL \$3,000

Scouts selling \$3,000+ can pick a prize from the options below for every \$3,000 sold. Prizes are subject to availability.



SELL \$10,000

Scouts selling \$10,000+ will receive a voucher to customize their family’s special get-a-way. One offer per Scout. Details being finalized.

HOW TO ENTER A SCOUT FOR WINNERS CIRCLE:

- Navigate to www.prpopcorn.com and log in.
- Click on “Scout Seller ID” button.
 - Confirm Scout has an ID or
 - Enter Scout’s name and parent email then click “Add”.
- Click the “Winners Circle” button from the Unit dashboard.
- Choose Scout from the dropdown list.
- Enter the requested information.
- Upload sales flyers or worksheet tool that can be used to verify the sales being reported.
- Repeat until all Scouts have been signed up.

UNIT INCENTIVE PROGRAM IDEAS

Units are encouraged to build their own incentive program for their Scouts. Listed below are ideas compiled from other Units. You are welcome to use these ideas and/or create your own!

Unit Incentive Ideas

- Camp Scholarships - Various amounts. (Ex: Sell \$1,000 and earn \$100 towards Cub Day Camp.)
- Party for Top Selling Den/Patrol. (Ex: Pizza, Ice Cream, Bowling)
- Drawings for prizes. (Ex: Earn 1 entry for every \$100 sold or for every Military Donation sold.)
 - Give-a-way a bicycle, video game, or another item the Scouts decide together on
- Give Gift Cards at various levels of sales.
- Camping or Fishing Packages, Tent, or Bike for Top Seller
- Add your own prizes at various levels.
 - Ex: Sell \$250 and earn a Box of Candy.
 - Ex: Sell \$750 and earn a Unit T-shirt or Sweatshirt.
 - Ex: Sell \$1,500 and Unit will pay Annual Dues, etc.
- Give Scouts a percentage of sales into their Scout Account to use for future camping events.

UNIT POPCORN KICKOFF AGENDA (Sample Kickoff Checklist & Agenda on Page 25)

Use these guidelines to help you provide a successful and exciting **Popcorn Kickoff** for your Scouts!

Preparations

- Create “Save the Date” flyers with important popcorn dates for families.
- Hold Kickoff during a Pack/Troop/Crew meeting.
- Have sale supplies available to distribute.

Communicate Key Points

- Why do we sell popcorn? – Give specifics
- Sales Goals
- How do we sell popcorn? – Product and Online
- Scout Reward Program
- Timeline

Tips for Success

- Taste Test
- Sample Show & Sell Table
- Scout Skit
- Provide Selling Tips
- Scout Testimonial

Popcorn Program Planner

Download the Excel spreadsheet to help you plan your 2024-2025 program and popcorn sale.

Share it with parents at your Popcorn Kickoff!

Additional information and forms located at

blackswampbsa.org/program/popcorn/63338

TOOLS TO USE

These are various tools* Popcorn Kernels have used for sale success!

- **Google** – www.gmail.com and www.google.com
 - **Email** – Set up a Google email address for your Popcorn Sale, ex: Pack999Popcorn@gmail.com. This will allow you to keep popcorn emails separate and can facilitate transferring to a new Kernel.
 - **Mail Merge** – Send personalized reminders and mass emails. In Google Sheets create a simple spreadsheet with Scout's name, parent email, and money owed. Once you download the Add-in “Yet Another Mail Merge” in Google Sheets, you can use this to send quick easy emails. You can also use Microsoft Outlook and Excel.
- **SignUpGenius** – www.signupgenius.com
 - Create signups for time slots (Show & Sell slots or picking up/dropping off popcorn)
 - Best of all, it will send reminder emails for you!
- **Alternate Customer Payment Options**
 - Accept customers’ payments with a credit card reader (Square Card), Cash App, and/or Venmo.
 - Square, Cash App, and Venmo are easy-to-use apps that help you manage your sale.
 - The Unit can cover processing fees or
 - Notify the customer and add the cost of the fee to the purchase price.
 - For electronic payment options, here are some examples*: Square; Cash App; Venmo.

* This information is for general information purposes only. The Black Swamp Area Council assumes no responsibility for anyone’s use of the information.

* On November 26, 2024, the Internal Revenue Service (IRS) announced a plan for a threshold of \$2,500 for tax year 2025 as part of a phase-in to implement the \$600 reporting threshold enacted under the American Rescue Plan (ARP). These reporting requirements are only for payments received for a good or service and do not apply to payments from friends or family. If you have any questions, please reach out to your tax advisor.

UNIT KICKOFF CHECKLIST

AGENDA



LOGISTICS

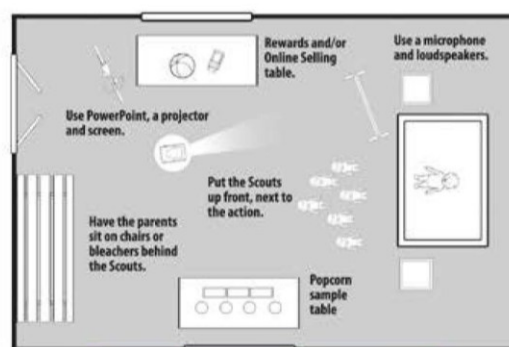
- ☐ Location
- ☐ Date & Time
- Send invitations!
- ☐ Recruit Help

ATMOSPHERE

- ☐ Theme ☐ Games & Activities
- ☐ Music
- ☐ Decorations

CONTENT

- ☐ Media
 - Training videos
 - Motivational videos
- ☐ Printed Materials
 - Family Guides
 - Program Calendar
 - Parent Handouts
 - Unit-Specific Literature
- ☐ Presentation
- ☐ Product Samples
- ☐ Rewards / Incentives



Example Kickoff Floor Plan

Sample Kickoff Agenda (30 minutes)

Grand Opening (5 minutes)

- Play music, dim the lights and HAVE FUN!
- Get ideas from online, other Units; lots of example out there.

Share your Scouting program & promote upcoming adventures (10 minutes)

- Make sure families understand the benefits of selling popcorn and how it pays for their program
- Highlight key dates that are important to the popcorn sale.

Train your Scouts (10 minutes)

- Show Scouts training videos on selling Pecatonica River at your Kickoff. You can download these videos to your computer ahead of time if you kickoff location does not have internet.

Go online to <https://PecatonicaRiverPopcorn.com/training-videos/>

- Explain the different ways Scouts can sell: Show-N-Sell, Show & Deliver (wagon sales), Take Order, Online, or combination..

Showcase your Scouts rewards (5 minutes)

- Introduce your unit incentive program, (Unit's own, prize program, council rewards).

Big Finish

- Have the top sellers from last year highlighted & recognized
- Send everyone home motivated to sell.

KEEP IT SHORT, MOVING & FUN!

Scouting America
Black Swamp Area Council



POPCORN SALE LEADER GUIDE

APPENDIX

Many of the following tools, resources, forms and documents are available for download on the council popcorn webpage:

KEY AREAS

Register Your Unit to Sell

Pecatonica Website

Pecatonica /Sales Tools (Receipts; Sorry we missed you cards; Tasting Kit Name Cards; Payment Option information; Helpful Tips; Product Information))

Training Videos (Pecatonica website)

Order Form (17x11) – 4-page version

Order Form – 2-page version

Order Form (Tent) – formatted for office desk display

OTHER AREAS

Add-on Additional Pickup form

Black Swamp Popcorn Facebook group link

Corporate Sales Form

Helpful Tips (Loading/vehicle capacity)

Nutrition Info (Pecatonica website)

Payment Options information (Square, Venmo)

Popcorn Add-on Form (link to survey)*

Popcorn Return form*

Popcorn Transfer Form* (online option available now)

Prize Form

Prize Ordering*

Product information

Program Planner/budget form (Excel)

Receipts

Receipts for Scout's sales

Show & Sell and Take Order paper form*

Sorry we missed you cards

Tasting Kit Name Cards

Thank you for your Donation form*

Total Sales Calculator

Unit feedback form (survey online available)

*Expected soon online at blackswampbsa.org/program/popcorn/63338

POPCORN SALE RESPONSIBILITY FORM

MUST BE FILLED OUT BY THE RESPONSIBLE PARENT OR GUARDIAN, THEN GIVEN TO UNIT POPCORN KERNEL.

Please carefully read the Parental Consent and Responsibility form below. This form must be signed and returned to your Scout's Unit Leader before he can sell/take orders for the 2025 Popcorn Sale. Please save the top portion of this form and keep it in a safe place for further reference. By signing the form below, you are giving your Scout permission to participate in the Popcorn Sale and accepting responsibility and agreeing to the terms below.

- To accept responsibility for all popcorn received and for all popcorn money due. I also understand that in the event that payment for popcorn is in default, the amount due will be submitted to a collection agency and I will be held responsible for payment of all collection charges and/or attorney fees.
- To ensure that there is adult supervision at all times.
- I realize that popcorn is **NOT RETURNABLE**. Popcorn cannot be returned for a refund or exchange.
- No money is collected until the popcorn is delivered.
- My child is on his/her honor not to take orders prior to **Saturday, August 23, 2025**. This does not include online sales.

POPCORN KERNELS BE AWARE THAT YOUTH SELLING POPCORN MUST BE REGISTERED WITH THE UNIT.

_____ is a member of (circle one) Pack/Troop/Crew _____ and has my permission to participate in the 2025 Popcorn Sale.

I agree:

- To accept responsibility for all the popcorn my child receives and for popcorn money due. I also understand that, if payment for popcorn is in default, the amount due will be submitted to a collection agency and I will be held responsible for payment of all reasonable collection charges and/or attorney fees.
- To ensure there is always adult supervision.
- I understand that popcorn is not returnable and cannot be returned for a refund or exchange.
- No money is collected until the popcorn is delivered.
- My child is on his/her honor not to take orders, except for Online Sales, prior to **Saturday, August 23, 2025**.

Parent's/Guardian Name: _____

Signature: _____ Date: _____

Address: _____

City: _____ State: _____ Zip: _____

Email: _____ Phone: _____

SCOUT AGREEMENT

On my honor, I (youth name) _____ promise not to sell/take popcorn orders, except for Online Sales, before **Saturday, August 23, 2025**.

Youth Signature: _____

UNIT PACKING SLIP - ADDITIONAL ADD-ON PICKUP FORM

Available for download as Excel file on the council popcorn webpage

Unit Packing Slip

Black Swamp Area Council

Additional Pick up

2100 Broad Ave
Findlay, Ohio 45840
419-422-4356

UNIT & NUMBER _____

DISTRICT _____

Fill In Order



Item No.	Description	Containers in Case	Number of Cases Ordering	Individual Container Price	Retail
	Classic Caramel Corn	8		\$ 15.00	\$0
	Yellow Popping Corn	8		\$ 15.00	\$0
	Ceddar Cheese	8		\$ 20.00	\$0
	Butter Microwave	8		\$ 20.00	\$0
	Kettle Microwave	8		\$ 20.00	\$0
	Sea Salt Splash	8		\$ 25.00	\$0
	Caramel Sea Salt (OSU)	8		\$ 30.00	\$0
	Milk Chocolatey Pretzels (Browns)	8		\$ 30.00	\$0
	Cheese Lovers	1		\$ 45.00	\$0
Total			0		\$0

I acknowledge receipt of the above popcorn



Signature _____

Date _____

Print Name _____

UNIT FEEDBACK FORM

Like many events, we will begin working within a month to make next year's sale even better for everyone. Therefore, we are asking you to take a few minutes to rate the following aspects of this year's sale, giving us your comments in the appropriate spaces.

					
	Agree			Disagree	
The information was clearly and timely communicated to you by the Council.	5	4	3	2	1
The Popcorn Rally presentation was beneficial.	5	4	3	2	1
The order forms for Show & Sell, Returns, and Take Order worked well.	5	4	3	2	1
Online forms were easy and convenient to use.	5	4	3	2	1
The prizes and rewards are appropriate.	5	4	3	2	1
The product pick-up from the Council drop site was efficient and well organized.	5	4	3	2	1
My experience was so satisfying that I'll do it again.	5	4	3	2	1
My District Kernel was helpful.	5	4	3	2	1
The Council Popcorn Program is well-run and organized.	5	4	3	2	1

Please tell us a few focus areas as we develop next year's plan: Ideas would include additional marketing opportunities, procedures, and community resources. Let us know by placing an * by most important item in your view.

1. _____
2. _____
3. _____
4. _____
5. _____

Please feel free to provide additional comments here: Staff Support, Pickup/Distribution, Popcorn Rally Kits, etc.

District: _____ Unit Type: _____ Unit Number: _____

Name: _____ Position: _____

Email: _____

Phone: _____

For your convenience, download this form from the council popcorn webpage or fill out an online version at <https://blackswampbsa.doubleknot.com/survey/popcorn-2025-unit-feedback-form/94942>

DUE BY NOVEMBER 16, 2025



THANK YOU

