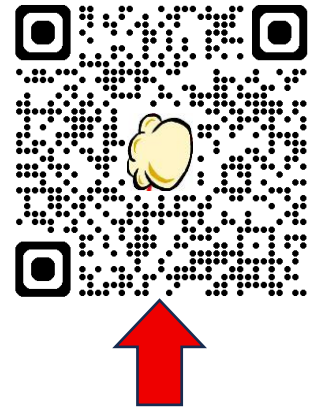


Fall 2026 Popcorn Sale Unit Leader Guidebook



Included here are key elements to this year's sales.

KEY WEBSITES

- Black Swamp Area Council Popcorn Website: www.blackswampbsa.org/popcorn-2025/76576
- Pecatonica River Popcorn Website/Dashboard: <https://pecatonicariverpopcorn.com/>
- Council Popcorn Facebook Group: <https://www.facebook.com/groups/182838150411940/>
 - ask questions, Unit transfers, and more helps from other unit kernels
- *Kernal Journal* e-mailed to units registered on Pecatonica website and published on the popcorn webpage

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 Jim Mason. Information in Popcorn Sale Kernel/Leader Guidebook is subject to change.

LOCAL CONTACTS

- **Council Staff & general sale questions Jim Mason, Phone: (567) 208-5267, Email: jim.mason@scouting.org**
- **Council Kernel Ted Blum, phone: 419.306.4153, email: twb@blumcounty.com**

CALENDAR

Key Dates	Items due by 11:55 p.m. on dates listed
July 1	Unit Sign-ups begin
July-August	Popcorn Kernel Rally at Fall Kickoff: 7/23 Findlay; 7/28 Defiance; 8/11 Celina; 8/13 Lima
Aug. 14	ORDER #1 due online via Pecatonica website unit portal
Aug. 26-28	First Order distribution (Pickups to be determined)
Aug. 29	SALE BEGINS
Sept. 14	ORDER #2 due online via Pecatonica website unit portal
Sept. 15	Returns accepted at Findlay office
Sept. 22-24	Order #2 distribution (Pickups to be determined)
Sept. 30	Payment 1 due (50% of unit balance)
Oct. 25	ORDER #3 (final order) due online via Pecatonica website unit portal
Oct. 26	Final Day for returns accepted at Findlay office
Oct. 31	Payment #2 due (50% of outstanding unit balance)
Nov. 11-13	ORDER #3 (final orders) distribution (TBD)
Nov. 15	Final Unit Prize Orders due online
Nov. 19	Online Sale closes
Nov. 30	Final Payment due (remaining balance)
Dec. 1	Unit Feedback Survey due
Jan. 21, 2027	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 or council popcorn webpage for the most current information**

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.

REGISTERING YOUR SCOUT GROUP FOR SALE

To sign up for the sale or to receive information at learn more currently, please complete the following. Units are not required to sell by submitting their 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>

1. Enter the **COUNCIL KEY – 449BSAC**
2. Choose your **District** from the drop-down menu
3. Choose your **Unit Type**
4. Choose your **Unit Number**
5. Enter a **Username** for the account
6. Enter a **Password**
7. Enter the remaining **profile information** including the e-mail where all confirmation emails for the account will be sent
8. Click **NEXT**
9. Click the respective boxes next to **each order type** your unit will be participating in for the sale
10. Click the respective boxes next to **Commission Choice**. Pick from:
 - a. prize reward program, or
 - b. Additional 3% sales commission, with no prizes
11. Click **SUBMIT**

>>>>>>>> TOOLS <<<<<<<<<

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.prcpopcorn.com/](http://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



UNIT POPCORN KERNEL JOB DESCRIPTION (See Kernel Job Description)

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!

UNIT POPCORN KERNEL JOB DESCRIPTION

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 Fall Kickoff:** 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**
 1. 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 Unit Incentive Program
 2. If participating in Show & Sell, establish Show & Sell Sites, such as businesses and/or functions, working in cooperation with unit parents and leaders.
 3. 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.
- **Conduct 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!

NEW POPCORN KERNEL CHECKLIST

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 dates get 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

- ALL SUPPORT FOR ONLINE SERVICES
 - Both product sales and online sales
 - Place and review popcorn orders
 - Print invoices
 - Need login credentials
- ☐ **Training**
 - Attending Kernel Training (if available)
 - 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 due date would be 10/30 or sooner
- ☐ **Set up Unit Show & Sells**
 - 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 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
- ☐ **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

>>>>>>>> WAYS TO SELL <<<<<<<<<

- Online
- Show & Sell / Show & Delivery / Wagon Sales / In Person / Storefront
- Take Order
- Corporate Sales

ONLINE SALES

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. 00 – Nov. 00**. To credit the Scout, the Seller ID is provided during purchase, and Pecatonica will handle shipping directly to the customer.

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 Local In-Person Sales Flyer.** Online Product lineup is determined at the time of the sale, based on product availability. Please check the online store for details.

APPS TO HELP MANAGE THE SALE

- **MY PRPOPCORN:** App used to promote online sales at the Scout level through social media
- **KERNEL TRACKER:** app used to manage unit level inventory down to Scout level
- **SQUARE** (or other related electronic payment app is recommended): Money collection app to allow for the collection of credit cards
 - For related information, please visit the Pecatonica website at www.pecatonicariverpopcorn.com

SHOW & SELL / SHOW & DELIVER / WAGON SALES / IN PERSON / STOREFRONT

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 **ORDER #1 DEADLINE** and/or **ORDER #2 DEADLINE**.
- PICK UP POPCORN – Pick up popcorn at scheduled time and location.
- 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 by set return dates.
- PAYMENT – Make initial payments on time by **due dates**.

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.

PLEASE NOTE: a “CASE” is overall larger box with individual containers/items

- 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 **order date**
- PICK UP POPCORN – Pick up popcorn at scheduled time and location.
- DISTRIBUTE – Distribute popcorn to Scouts.
- COLLECT – Collect payments from Scouts and deposit them into your Unit account.
- PAYMENT – Make the final payment by **due date**.

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 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 Final Order Due date. The Unit will receive the same commission on Military Donations as any other product sold.

ONLINE MILITARY DONATIONS/SALES

- Customers can purchase various levels of Military Donations online at www.prpopcornstore.com.

>>>>>>>> SALE MANAGEMENT <<<<<<<<<

ORDERING POPCORN (orders due by 11:55 p.m. on respective dates)

- ONLINE ORDERING
 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. (For ORDER 1 & ORDER 2 **BY CASES** and for FINAL ORDER, **ORDER BY CONTAINERS**.)
 5. Add any reference notes or comments at the bottom of the order form.
 6. Click “Update” to place your order.

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. Damaged products will not be accepted for return.

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 DURING THE SALE

- ORDER – Submit an orders **by CASE by Noon each Monday**. EMAIL Jim Mason at jim.mason@scouting.org or Linda Weyer at Linda.Weyer@scouting.org
- 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, 2:30-4:30 p.m., Findlay Scout Office. Office staff leave at 5 p.m.
 - *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 scheduled “return dates,” you must contact Jim Mason to plan, 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. There are two options: Via Scout Boss and Council Website.



SUBMIT VIA SCOUT BOSS

- 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 (return dates on calendar)

- **RETURN ORDER** – Complete a Return Order form.
 - Online at www.prpopcorn.com (*Preferred Method*)
 - Or create a list of products to return
- **RETURN LOCATION** –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** – After the September return date, all Returns are subject to limitations.
 - The popcorn team will work to help with all inventory issues as best as possible. Please ask, as we cannot 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.

>>>>>>>> PAYMENT, COMMISSION, PRIZES <<<<<<<<<

PAYMENTS

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

- Payment 1 & Payment 2: 50% of outstanding balance due.
- Final Payment – 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 OR
 - **BONUS CASH:** Extra 3% commission (33% commission total)

Please note, Online Commission is less than traditional sales. A Scout Unit's base commission is 25%.

Whichever option you choose, ALL Scouts are eligible for all incentives.

PRIZES & INCENTIVES

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.

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.

PRIZE CATEGORIES (3 TYPES: Keller; council; Pecatonica)

1. **KELLER MARKETING** – Order prizes from Keller Marketing by November 14
 - **ONLINE SALE PIN** – Sell \$30+ in Online Sales through Keller Prize Program.
 - **POPCORN SALE PATCH** - Sell \$50+ and earned through Keller Prize Program.
 - **MILITARY SALE PIN** – Sell \$60+ in Military Donations and earn a Pin through Keller Prize Program.
 - **\$900+ BONUS LEVEL** - receive a choice of prize listed on prize/order form through Keller Prize Program.

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 15. Exceptionally late prize orders may be denied. Scouts should choose their prize when turning in Take Order or returning Show & Sell Popcorn. Sales not reported by deadline will not be counted toward a Scout’s prize level. The Keller Marketing Prize website closes on November 15.

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 PRIZE OPTION:

- 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 participation 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.)

2. **COUNCIL LEVEL PRIZES** (based on Pecatonica sales reports)

- **\$500 BONUS LEVEL** – Scouts selling \$500+ are entered into a 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
- **\$2,500 CAMPERS CLUB** - \$2,500+ 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 \$200 Amazon Gift Card.
- **TOP 10 SELLERS CLUB** - The Top 10 sellers in the Council receive a Toledo Walleye Hockey OR Toledo Mud Hens Baseball Fun Pack. Includes 4 tickets and VIP experience to event.



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



UNITS TAKING ADDITIONAL COMMISSION OPTION:

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

3. 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.

SCOUTS SELLING \$3,000

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



\$200 AMAZON
GIFT CARD



\$200 BEST BUY
GIFT CARD



\$200 AMC
GIFT CARD



GAME TABLE



LAPTOP



43" SMART TV



DRUM SET



3D PRINTER

SCOUTS SELLING \$10,000

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

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 SALE HELPS <<<<<<<<<

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 (See Sample Kickoff Checklist & Agenda)

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
- Conduct 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

TOOLS TO USE

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

- **Popcorn Program Planner**
 - Download the Excel spreadsheet to help you plan your program and popcorn sale.
 - Share it with parents at your Popcorn Kickoff!
 - Additional information and forms located at blackswampbsa.org/program/popcorn/63338
- **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

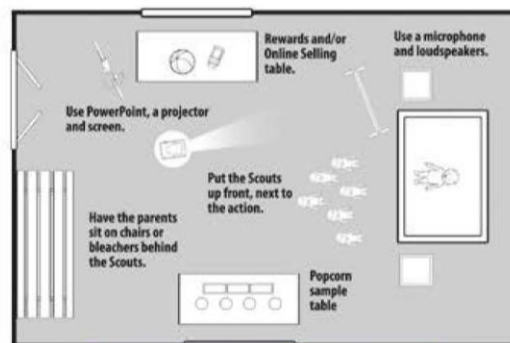
- ☐ Location
- ☐ Date & Time
- Send invitations!
- ☐ Recruit Help

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



APPENDIX (additional resources)

POPCORN SALE LEADER GUIDE

Many of the following tools, resources, forms and documents are available to 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)

ADDITIONALLY

Don't see a resource you may want, check with other Unit Kernel's on the council Facebook popcorn page or email Jim Mason at jim.mason@scouting.org

POPCORN SALE RESPONSIBILITY FORM

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 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 always adult supervision.
- 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 _____. 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 _____ Popcorn Sale this year.

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 **official start of sale**.

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 **August 29, 2026**.

Youth Signature: _____