



BOY SCOUTS OF AMERICA®
BLACKHAWK AREA COUNCIL

2019 Spring Popcorn Sale **Leader's Guide to a Successful Sale**

"funding fun, friendships, and futures"

SHOW AND SELL ORDERS DUE:

MONDAY, FEBRUARY 25TH

TAKE ORDER SALES BEGIN:

SATURDAY, MARCH 9TH

SALE ENDS:

SUNDAY, APRIL 14TH



POPCORN

UNIT REGISTRATION AND ORDERING:

WWW.PRPOPCORN.COM

DOWNLOADABLE INFO. AND COUNCIL HELP:

WWW.BLACKHAWKSCOUTING.ORG/POPCORN

Table of Contents

History of the Popcorn Sale	3
Registration and Commissions	4
Show N' Sell (Storefront) Sales	5
Take Order Scout Sales	6
Online Sales	7
Online Sales Cont.	8
Who do I contact for help?	9
Important Dates and Delivery Locations	10
Council Prizes	11
Council Prizes Cont.	12
Winner's Circle Prizes	13
Prize Mania and Ordering Prizes	14
Military Donations	15
Pecatonica How To?	16-17
Thank You	18

2019 Spring Popcorn Sale

Welcome to the Blackhawk Area Council Popcorn Program!

Buying Boy Scout Popcorn is more than just handing over money for delicious popcorn. It's about the skills and learning a Scout gains when speaking directly with customers, adult leaders, and family. It's about the experience of running his own popcorn company and working with others.

Purchasing Scouting Popcorn means you get a tasty snack... and a boy learns a lifetime of skills.

Visit www.BlackhawkScouting.org/Popcorn for continued updates on popcorn! All of the info. in this packet is available online.



Pecatonica River Popcorn was started in 1983 when a District of the Blackhawk Area Council was interested in earning funds for their Scouting adventures by selling popping corn. The sale was so successful that the Blackhawk Area Council and many others joined the popcorn program. Pecatonica River Popcorn is a local family owned company in Livingston, Wisconsin. Attention to detail and quality are the keys to the success of Pecatonica River Popcorn. Their corn is ear harvested and then hand sorted to select the most perfect ears. Rather than choosing corn hybrids that have the highest yields, varieties are selected on taste and tenderness. This attention to quality assures excellent taste and a gourmet popcorn product.

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Step 1: Register for the Sale

Sign-Up your Pack, Troop, or Crew online by following these easy steps:

- 1) Go to PRPopcorn.com
- 2) Click on “My Account”
- 3) Click on “Create Unit Profile”
- 4) Enter your Council Key **(660Hawk)**
- 5) Your Council (Blackhawk Area) should automatically populate in the next field if key is correctly input
- 6) Choose your District from the dropdown menu
- 7) Choose your unit from the dropdown menu (the Unit type will populate based on the number you choose)
- 8) Enter a username for the account (this does not need to be an email address as in previous years, but must be unique)
- 9) Enter a Password for the account
- 10) Enter the remaining profile information including the email address where all confirmation emails for the account will be sent.
- 11) Click “Submit”
- 12) Log into your account using the information you just submitted and complete the registration process which may include choosing:

Sale Type: Show N’ Sell, Take Order or Both

Commission Choice: 35% (Cash Only) OR

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Step 2: Deciding your sale type(s)

Show N' Sell (Storefront Sales)

Units can hold a Show & Sell (S&S) anytime after the sale begins on March 9th.

Groups who participate in storefront sales typically earn between 30%-50% more in gross sales than similar size Units who do not. It's also a quick way to get your Unit off on the right foot!

Step 1: Find a location

Identify a good weekend to host your sale and contact local businesses, churches, gas stations, local festival or other local events to get permission to set up a table and sell popcorn. Typically, the business will ask what your Unit #, contact information, and timeframe you would like to have a table.

Step 2: Order your popcorn

All Show & Sell Orders are placed by the case. Orders must be placed on prpopcorn.com. You can find full directions on page 18-19 of this guide.

Step 3: Pick up your corn and start selling

Show and Sell orders will arrive on or by Friday, March 8th.

Tips for a Successful Show N' Sell

- Reserve your spot early! Try local businesses with lots of traffic. Maybe even after Church on Sunday.
- IF REQUESTED BY LOCATION, a proof of insurance form can be found at www.blackhawkscouting.org/popcorn. Please fill out and email your request to Melinda.johnson@scouting.org.
- Assign 2 or 3 Scouts and parents to work the booth in 2-3 hour shifts (Suggested)
- Stack the product neatly and create a display.
- Use your "Tasting Kit" to display the popcorn and allow the customers to try the different types. Don't forget bowls and napkins!
- STAND IN FRONT OF THE TABLE, not behind it! This better engages the customers and also helps the Scouts overcome shyness.

Take Order Sales (Door-Door Sales)

Take Order sales are a fancy way of saying, door-door sales. This type of sale is completed by the Scout and orders are placed on the "Take Order" form and when complete, Scouts should turn their order forms in to the Unit Kernel.

Selling Tips for Success!

- Host a Unit Kickoff and Distribute forms to your Scouts
- ALWAYS set a sales goal for yourself by selecting a prize or dollar amount you would like to earn
- PRACTICE role playing with your Scouts
- ALWAYS wear your **"Class A" Scout Uniform**
- BRING pens for you and the customer
- ALWAYS smile and thank the customer
- KNOW the different types of popcorn
- The MORE you ask the MORE sales you have!
- START QUICK!...give mom, dad, grandma, aunt, etc. a take order form to place in the lunch room at their place of work.

SCOUT SAFETY TIPS FOR TAKE ORDER SALES

- ALWAYS sell with another Scout and/or adult
 - Cubs should always have at least 1 accompanying adult
- ALWAYS watch for traffic when crossing the street
- ALWAYS walk on sidewalks and driveways, stay off the grass
- NEVER enter anyone's house, even if invited
- AFTER dark selling is not recommended
- DO NOT carry large amounts of cash with you

Online Sales

ONLINE SALES OPEN: Monday, February 25th

ONLINE SALES CLOSE: Monday, April 22nd

Your Scouts can sell popcorn online anytime! For online sales popcorn is ordered and shipped directly to the customer.

Step 1: Ask your Scouts

Identify the Scouts in your group who would like to use Online Sales

Step 2: Navigate to www.prpopcorn.com and register for online sales

- 1) Click “Scout Seller IDs” on the Dashboard.
- 2) A list of Scouts with current online Seller ID’s will populate.
- 3) You do not have to enter a Scout every year for a new Seller ID. Scouts can use the same ID year after year while with this unit.

To add a new Scout, enter in the required fields (white boxes at the top):

- 1) First Name
- 2) Last Name (we only need the first two letters of his/her last name)
- 3) Parent/Guardian email address
- 4) Click “Add.” A random Seller ID will be populated and an email will be sent to the parent/guardian letting them know their Scout’s Seller ID.
- 5) You may edit a Scout’s information by clicking on “Edit.”
- 6) Only a Scout’s first/last name and email can be edited. ****The Seller ID cannot be changed****
- 7) If a Scout is no longer selling popcorn, you may inactivate him/her which will hide all information tied to that Scout. If at any time you need to view that Scout’s information again you simply click on “Inactive Scouts.”

****All Online Sales will count towards Unit Incentives at the end of the sale.**

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Online Sales Cont.

At conclusion of step 2, an email will be sent to the address provided for each specific Scout. Email example below.

Congratulations, your Scout has been signed up to sell online by the unit leader. The form email with ordering instructions to forward to family and friends is below. Please omit this first paragraph before forwarding on to your contacts.

Please support me and scouting by ordering a made-to-order popcorn tin. Pecatonica River Popcorn allows you to choose a 2 or 3 gallon tin with your own individualized combination of up to 3 gourmet popcorn flavors. The special flavors and descriptions are available at [www.prcpopcornstore.com](http://www.prpopcornstore.com).

You may also choose to send a taste of home to our U.S. Military men and women by purchasing a Popcorn Military Donation. These donations are available in denominations from \$10-\$100 and ship direct from Pecatonica River Popcorn to men and women in the U.S. Military.

To find out more about the available popcorn choices, please go to: www.prcpopcornstore.com.

Once there, you can place an order on my behalf by entering my Scout Seller ID: **[@field:Seller_ID]** at checkout.

70% of your purchase goes back to my Unit and Council to help instill the very values that have made Scouting a time honored tradition for over 100 years.

Thank you for your support, **[@field:Scout_FirstName]** **[@field:Scout_LastName]** Seller ID: **[@field:Seller_ID]**

Other Info. Online Sales FAQ:

- 1) All shipping costs for online orders are paid by the customer
- 2) Specific products are available for online sales: They include:
 - 2 Gallon Tin with Choice of Product
 - 3 Gallon Tin with Choice of Product
 - Military Donations from \$10-\$100
- 3) Commission from online sales will be paid to the Unit via the Council at the close of sale.
 - If less than \$100, the commission will be put into the Unit account
 - If over, check will be mailed to Unit Committee Chair

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Who do I contact for help?

Arrowhead District (Grant, Lafayette, and Green counties):

District Kernel: Bruce Small—bsmall@mchsi.com

Staff Contacts: Matt Ohms—matt.ohms@scouting.org

Sycamore District (Greater McHenry County):

District Kernel: Laura Strupp—laurastrupp195@hotmail.com

Staff Contacts: Michael Ancheta—michael.ancheta@scouting.org OR

Laura Cullotta—laura.cullotta@scouting.org

Wanchanagi District (Boone and Winnebago counties):

District Kernel: Summer Rochas—prnsesummer77@yahoo.com

Staff Contact: Jared Carlin—jared.carlin@scouting.org

Wetassa District (Carroll, Jo Daviess, and Stephenson counties):

District Kernel: Christiene Gable—fcpgable@gmail.com

Staff Contact: Matt Ohms—matt.ohms@scouting.org

White Eagle District (Lee, Ogle, and Whiteside counties):

District Kernel (Lee & Ogle): Pat O'Brien—patndoreen@frontier.com

District Kernel (Whiteside): Margie Baker—kernelbaker@yahoo.com

Staff Contact: Robert.sutton@scouting.org

Please contact your District Popcorn Kernel for any immediate questions regarding the sale. If they cannot answer your question, they will seek further guidance from a BAC staff member.

Help with the Unit Spreadsheet: For help with the fillable “Unit Spreadsheet”, please contact Cliff Chappell at cliffscubs80@yahoo.com.

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2019 Important Dates

Take Order forms, Money Envelopes, etc.: February Roundtables or by contacting your District Executive

Online Sales Open: Monday, February 25th

SNS Orders Due: Monday, February 25th

SNS Delivery: Friday, March 8th

Take Order Start: Sat, March 9th

Take Orders Due/Sales End: Sunday, April 14th

Take Order Delivery: May 2-3rd

Online Sales Close: Monday, April 22nd

District Delivery Locations

All Unit Popcorn Kernels will receive an email from their District Kernel regarding specific pickup times and delivery location information closer to the delivery date.

Depending on the size of your order, please be prepared to have a truck or trailer and have an empty vehicle (kids and dogs included).

This information will also be available on the prpopcorn.com ordering site and www.blackhawkscouting.org/popcorn

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Council Incentive Prizes for Scouts

\$750+ Gross Sales Drawing

Each Scout selling \$750 or more in the Spring sell is eligible to win an Osprey Scarab Day Pack and Compact Travel Chair for camping.

Sales totals will be determined from the Unit Spreadsheet to be turned in at the end of the sale.



Popcorn Participation Patch

Each Scout that sells \$25 worth of popcorn will receive a patch. The patches are ordered through the prize website even if your unit selected no prizes. Patches will be sent directly to the registered Popcorn Kernel for your Unit.



Braves of Blackhawk

Each Scout selling **\$350** in popcorn will become an honorary Brave of Blackhawk and receive this special recognition patch.

Number of Braves of Blackhawk Patches must be submitted to your District Popcorn Chair through the excel order worksheet. Patches will be distributed at Popcorn Pick up.

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Council Incentive Prizes for Scouts

Fill-A-Form

Fill an order form with a different customer on each line and receive a \$10 gift card good towards camp fees or the Scout Store.

Fill-A-Form gift cards will be issued to the unit after receiving the Unit spreadsheet.



Classic Trio Drawing

All Scouts will be entered into a drawing for every Trio sold. One entry per Trio.

This prize will be drawn at the end of the sale for EACH DISTRICT. All entries will be determined from the Unit spreadsheet due at the end of the sale.

The prize earned by one Scout in each District will be a Mini-Drone. Photo below is an example only.



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\$2,500 Winner's Circle

SELL \$2,500		
PICK A PRIZE FROM THE WINNERS CIRCLE		
 <small>Apple is not a participant in or sponsor of this promotion.</small>	iPod touch® 32GB MP3 Player	Action Camera 
	39" Smart TV	Classic Hoverboard 
	2-in-1 Touch Screen	Portable Projector 
	Drone Quadcopter	\$200 Best Buy Gift Card 

SELL \$4,000

CHOOSE PRIZE FROM ABOVE OR ONE OF THE FOLLOWING

Nintendo Switch 	PlayStation VR  <small>**Works with PS4**</small>	Sit On Top Kayak  <small>**Style and color subject to availability**</small>
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One prize per Scout and subject to availability

*Winner's Circle prizes are ordered online through the prpopcorn.com

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Prize Mania Program

If the Unit chooses the 30% prize commission, they will be given a gift card at the end of the sale that is equal to 4% of their gross sales to purchase prizes for their Scouts.

This gift card can be used to purchase prizes at the local Scout Shop or through scoutstuff.org.

For any questions, please contact Dane Boudreau at dane.boudreau@scouting.org

Military Donations for our Service Men and Women



Purchase a Military Donation

Scouts and customers have a great opportunity to support our military! Customers can purchase a Military Donation product that will be sent to Troops serving overseas from the area in which the Blackhawk Area Council serves.

You can find the link to Military Donation receipts online at:
www.blackhawkscouting.org/popcorn or by going directly to prpopcorn.com and click “Helpful Tips” at the bottom of the page.

Picking up and Paying for Popcorn

Before Ordering, Fill Out the Spreadsheet

- 1) Click “Download Worksheet Tool” from the unit dashboard or from the website listed at the bottom of the page.
- 2) Enter in the Unit information, scout names and product quantities that each boy sold.
- 3) The totals at the bottom of the page are what you enter into the popcorn order form to place your popcorn order.
- 4) Email your worksheet to your District Kernel for record keeping, verifying orders, and commission requirements.

Pick Up Day/Payments—Varies by District

- Invoices will be emailed to you from your district popcorn chair before this date
- Bring a copy of your order
- Bring a vehicle large enough to collect your popcorn in one trip
- Additional details will be communicated to you via your District Kernel
- One check is due at time of pick up for the NET amount listed on the invoice
- Your check will be held until the week of May 17th to ensure collection of funds
- Invoices will be sent out prior to pick up
- Please make sure all checks are written correctly and payable to: Blackhawk Area Council

Online Orders

- If less than \$100, online Unit commissions will be put into the Unit account

Thank You!!

The Blackhawk Area Council cannot thank you enough for participating and leading the charge in your local Pack, Troop, Crew, or Post. The popcorn sale is integral to the financial support of our local Scouting programs and Council and our boys and girls learn valuable lessons through the sale.

Just so you know what our overall goal is and what you are helping contribute to, here is a short message and report on the previous Fall sale and what it can do for your Scouts.

In 2018, the Fall sale returned over \$400,000 to Scout families and groups and an additional \$400,000 to the local Council. These funds are vital to help our Council develop programs, provide insurance, complete camp maintenance and projects, and much more.

The Popcorn Sale is a National Boy Scouts of America initiative to help our Scout families and groups not only financially; but by teaching the youth life skills such as:

- Counting money; the very basic level for Cub Scouts

- Dealing with rejection; something hard to deal with at any age

- Confidence; Become more confident in yourself with each sale—feel better about yourself even after a “No”

Perseverance: Being steadfast towards reaching your goals in the face of difficulty.

As a Unit Kernel, please remember, EVERYTHING IS FIXABLE. Should you have any issues or ordering mistakes, please contact your District representative and they will help make any corrections needed.