



THREE HARBORS COUNCIL
BOY SCOUTS OF AMERICA®



A Scouting Tradition for over 35 years....

PECATONICA RIVER POPCORN

2021 POPCORN SALES LEADER'S GUIDE

www.ThreeHarborsScouting.org/Popcorn

2021 Popcorn Sale Calendar

Monday, August 2-Nov 30	Online Sales
Saturday, August 7	Kickoff and Training
Wednesday, August 11	Make up Kickoff and training
Wednesday, August 18	Show & Sell Orders due online by 11:59 p.m.
Thursday, September 9	Show & Sell Pick-up (CH Coakley, Menomonee Falls)
Friday, September 10	Show & Sell Pick-up (Premier Products, Racine)
Friday, September 10	Sale begins!!!
Friday, September 17 – Sunday, September 19	Blitz Weekend
Tuesday, September 21	Blitz Weekend submissions due by 11:59 p.m.
Thursday, October 21	Sale ends!!!
Thursday, October 21	Take Orders due online by 11:59 p.m.
Saturday, October 23	Returns (Location TBD)
Saturday, October 23	Prize Order survey site opens
Wednesday, November 10	Online Sales end!!!
Wednesday, November 10	Take Order Pick-up (CH Coakley, Menomonee Falls)
Friday, November 12	Take Order Pick-up (Premier Products, Racine)
Friday, November 12	Invoices emailed to Unit Popcorn Kernel
Thursday, December 2	Prize Orders due by 11:59 p.m.
Thursday, December 2	Final Payment due

To set-up a Unit Profile with Pecatonica River Popcorn you will need to go to the www.prpopcorn.com and enter the Council ID: 636THC

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

Council: Three Harbors Council

District: Aurora, Red Arrow, Scoutreach or Southern Shores

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

Unit Number

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

Funding Your Program – Why Popcorn?

In 2019, Scouts in Three Harbors Council sold more than \$750,000 in popcorn with nearly \$550,000 going directly to the units that sold popcorn and Three Harbors Council to support Council Programs and help maintain Council properties. Scouts themselves use these funds to pay for their program. Units used these funds to pay expenses such as charter renewal, awards and recognition and unit activities and campouts.

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

Five Steps for a Successful Fundraising Campaign

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

Selling & Safety Tips

- ✓ ALWAYS wear your uniform.
- ✓ ALWAYS smile and introduce yourself.
- ✓ ALWAYS tell your customers why you are selling popcorn.
- ✓ KNOW the different kinds of popcorn you are selling.
- ✓ ALWAYS say "Thank You" whether you make the sale or not.
- ✓ ALWAYS make a copy of your order form.
- ✓ ALWAYS have a clean order form with a pen.
- ✓ ALWAYS walk on the sidewalk and driveway.
- ✓ ALWAYS sell with an adult.
- ✓ NEVER enter anyone's home.

- ✓ NEVER sell after dark unless you are with an adult.
- ✓ DON'T carry large amounts of cash with you.

Sales Methods

Show & Sell and Show & Deliver

- Show & Sell: Directly sell product to patrons coming to you in high-foot traffic areas such as:
 - Stores fronts* (i.e. Pick N Save, Festival Foods, Home Depot, Walmart etc.)
 - Neighborhood pop-up stores (promote through Facebook, Nextdoor, etc.)
 - Drive thru sales (promote through Facebook, Nextdoor, etc.)

*** It is the responsibility of the unit to obtain permission from the facility and know and follow any local government or facility ordinances, rules and/or guidelines.**

- Show & Deliver: Directly sell product to patrons by going to them and collecting payment at time of purchase.
- Place orders at www.prpopcorn.com by August 18, 2021 (note: no additional orders will be placed; late orders will not be filled and Council will not have any inventory anytime throughout the sale).
- Units cannot place an order for Show & Sell for more than their unit's fall 2019 total sale.
- **ORDER BY CASES ONLY, NOT CONTAINERS.**
- Pick-up product on September 9 or 10 and sell throughout sale.

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

Take Order

- Use the sales sheet to take a customer's order and deliver their product to them later.
- Ask your parents to bring Parent Take to Work tents to their office to make additional sales.
- **Returning** this fall are "take order" door hangers. Place on customer's door if not home or for those who need a little more time to decide what to buy.
- Place order at www.prpopcorn.com by October 21, 2021 (note: no additional orders will be placed; late orders will not be filled).
- Fill any Take Order from excess Show & Sell product you have on hand.
- Make copies of each Scout's Take Order forms to make it easier for you to organize ordering and unit distribution.
- **ORDER BY CONTAINERS, NOT CASES.**
- Pick-up product on November 10 or 12 and distribute.

Online Sales

- Kernel sets up a user ID and their Scouts e-mail it to family and friends.
- Keep your user ID for online sales throughout your Scouting career.
- Online Sales Commission is deposited directly to the unit account after the sale.
- Online orders placed at www.prpopcornstore.com.

Return Policy

- Excess Show & Sell product that can be used to fulfill any of your unit's Take Order sales should be applied to your Take Order needs and not be returned.
- Units may return unused Show and Sell product (cases and/or containers) not needed for Take Order on October 23.
- After initial distribution, Three Harbors Council will not accept any damaged or opened containers for return.
- Units should submit returns on the Pecatonica system before returning product.
- No Returns on Bears Tins or double butters
- **Absolutely no returns will be accepted after October 23, No exceptions**

Unit Commission, Incentives & Payment

Units may choose from one of two commission structures:

- 30% of total sales with prizes for Scouts
- 32% of total sales without prizes for Scouts

Earned percentages:

Units can earn up to 3% additional commission for both sales (total of 33% or 35% commission for by completing the following:

- Units that Sign up to sell on time with both Council & Vendor will get an extra 1% commission
- Units that attend one of the Fall Product Sales Kickoff & Training will get an extra 1% commission
- Units that Submit their full popcorn payment on time will get an extra 1% commission deposited into their unit account

Bonus Percentages: Units may earn an extra 1% commission (total of 34% or 36%) by completing the following:

- Units that sold popcorn in 2019 that increase their sales by 10% from the 2019 sale, with a minimum total sales of \$2500 in the 2021 sale will be eligible for this bonus commission.
- Units that did not sell popcorn in 2019 which achieve minimum total sales of \$2500 in the 2021 sale will be eligible for this bonus commission

- 1% commission will be deposited directly into unit account.

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

Invoices will be finalized by Friday, November 12. Please do NOT print an invoice prior to then as it may be inaccurate. All payments are due by December 2 in the form of a single check from the unit, payable to Three Harbors Council.

Product Line-up

For the 2021 sale, we are offering many of the traditional favorites in the product line-up this year. We added Sea Salt Splash and Chocolate Lover's to the line-up in 2020. Classic Trio was renamed in 2020 to, "Hometown Heroes Trio." The same great popcorn is included in the Trio with some new branding that many individuals should find especially fitting this year! In addition, Double Butter and Caramel with Sea Salt will be available in a Bears tin as a show & sell only option.



YELLOW POPPING CORN

America's healthiest snack food in a re-sealable Popcorn Stars & Stripes tub! Pops up tender for that fresh popcorn taste you're craving.

Net Wt. 2 lbs. ▲ \$10 🍷🍷



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. 7 oz. ● \$20 🍷



CARAMEL WITH SEA SALT

Caramel corn made with real butter, brown sugar and the perfect amount of sea salt. The crunchy, sweet and salty combination will be what you want; more.

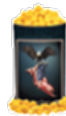
Net Wt. 16 oz. ◆ \$25 🍷



CLASSIC CARAMEL CORN

Glazed to perfection with real butter and brown sugar to create a flavor to remember, with a crunch you can't forget.

Net Wt. 8 oz. ▲ \$10 🍷



JALAPEÑO CHEESE

The unmistakable zip of jalapeño pepper gives this feisty popcorn flavor its heat. Perfect for those who like their snacks with a little kick.

Net Wt. 7 oz. ■ \$20 🍷



MILK CHOCOLATY PRETZEL

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

Net Wt. 16 oz. ⚡ \$25



SNAKEBITE SUPREMO

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

Net Wt. 8 oz. ● \$15 🍷



TRAIL MIX

This flavorful treat has cashews, peanuts, almonds, chocolate candies, raisins, dried cranberries and sunflower seeds.

Net Wt. 15 oz. ⚡ \$20



HOMETOWN HEROES TRIO

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

Caramel Corn, Cheddar Cheese, Natural

Net Wt. 19 oz. ⚡ \$30 🍷



CAMPFIRE CONNIPTION

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

Net Wt. 8 oz. ● \$15 🍷



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. 16 oz. ◆ \$25 🍷



CHEESE LOVER'S

Cheese, cheese and more cheese! A combination that will satisfy any cheese lover's appetite.

Cheddar Cheese, Jalapeño Cheese, Buffalo Ranch, White Cheddar

Net Wt. 20 oz. ⚡ \$40 🍷



BUTTER MICROWAVE (16 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. 40 oz. ⚡ \$20 🍷🍷



PEANUT BUTTER CUP

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

Net Wt. 16 oz. ♥ \$25 🍷



CHOCOLATE LOVER'S

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

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

Net Wt. 60 oz. ⚡ \$60



KETTLE CORN MICROWAVE (16 PACK)

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



MUD PUDDLES

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



MILITARY DONATION

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

Unit Popcorn Kick-off

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

SAMPLE Agenda: Welcome & Introductions – Do a Popcorn Cheer or Skit. Dress up, have fun!

Divide Group into Parents and Scouts

Parents

Why We Chose the Popcorn Program
Parent Packet or Guide (in the Sales Guides)
Lessons Your Scout Will Learn & Advancements
Pack Calendar and Budget
Sales Date, Order Forms and Money Collection

Scouts

Tasting Kit
Sale Forms
Safety & Selling Tips
Prize Program
Role Playing & Games

Review Unit's Planned Program

- Highlight last year's activities and what's planned for the new year
- Ask SCOUTS what they want to do!
- Unit Meetings and Awards

Pay for It All with Popcorn

- Importance of a Family/Scout Goal – Scouts with goals sell more!!
- Pack Goal: What can the Scouts do if they reach the goal? List all the activities your pack budgets!
- Unit Budget: Have a "Made Goal" budget, and a "Not Quite to Goal" budget to show the differences in the activities that the Scouts get to do.

What the Family Gets Out of Popcorn

- Free Activities!
- Free Camping!
- Free Registration!
- Goal should be tied to → Nothing Out of Parents' Pocket

Recombine Group

- Recognize Last Year's Top Selling Scouts
- Generate Enthusiasm
- Extra Incentives
- Give Away Some Prizes!

Other ideas for your Unit Popcorn Kick-off

Use the Kick-off kit! Taste the popcorn!

Pie in the Face Party incentive

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

Ice Cream Social

Kick Off at Campout

Offer a weekly prize, like the BIG CHAIR

Do a Kick-off based on the theme

Popcorn Game Stations

Prize Drawings for every 5 containers sold

Popcorn Prize Program & Individual Sales Incentives

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

- Scout prize incentives are for all units participating in the sale at 30% commission structure.
- Every Scout is given a prize brochure with an order form; use this as motivation!
- Every Scout that sells popcorn is eligible to receive a patch. **Patches must be ordered on the prize survey even if your unit opts not to participate in the prize program.**
- Three Harbors Council will NOT have any popcorn sales patches on hand.
- All prize incentives start at \$115.
- Scouts may choose one prize from their sales level or combine prizes from lower levels to match their sales level. For example, A Scout who sells \$1,000 of popcorn may choose one prize from the \$1000 level or choose one prize from the \$650 level and one prize from the \$350 level.
- Online Sales that happen Between August 2 and October 21 count towards Prize Incentives
- Prize orders open October 23 and are DUE December 2, 2021.
- Prizes and patches can be ordered online through your unit's portal on the Pecatonica system. Simply select the prize button from your unit dashboard to be directed to the National BSA Scout Shop Prize Program site.
- **Absolutely no patch or prize orders will be accepted after December 2. There will be no exceptions to this deadline.**
- Unit prize orders will be approved for delivery upon receipt of final full payment.
- National BSA stands by their prizes. Selected prizes that cannot be filled due to shortages or other circumstances will be replaced with prizes of equal or greater value. If you have any defective or broken prizes, you can contact them directly for replacements.

Popcorn Blitz Weekend will run from September 17-19, 2021.

- Top 5 sellers council-wide receive a \$100 Amazon.com gift card.
- Proof of sales submission for Blitz Weekend due by 11:59 pm on Tuesday, September 21
 - Scan and email to popcorn@ThreeHarborsScouting.org
 - Take a picture and email to popcorn@ThreeHarborsScouting.org
- Only popcorn sold between September 17-19 will be qualified to enter.
- Show and sell, take order and online sales all count.

Council Bonus Prizes

Bonus Rewards are for ALL Scouts, at both 30% and 32% commission. Council Bonus Prizes are based on total retail sales by your Scout. For example, if your Scout sells at least \$1000 in total retail sales, he/she is eligible for a \$100 VISA gift card in addition to the prizes they select from the National BSA prize program.

Bonus Prizes are NOT cumulative; Scouts can only earn the prize within the sales level they achieve. Scouts that sell at least \$5,000 in popcorn retail sales are still eligible to select a prize from the Pecatonica Winner's Circle* in addition to their Council Bonus Prize. Gift Cards at the \$1,000 and above level may be divided into multiple gift cards to equal the value earned.

Bonus Prize Levels

- Level 1: Sell \$1,000-\$2,499 in retail popcorn sales = \$100 VISA or Scout Shop Card
- Level 2: Sell \$2,500 - \$4,999 in retail popcorn sales = \$250 VISA VISA or Scout Shop Card and Pecatonica Winner's Circle*
- Level 3: Sell \$5,000 - \$9,999 in retail popcorn sales = \$500 VISA or Scout Shop Card Pecatonica Winner's Circle*
- Level 4: Sell \$10,000+ popcorn sales = \$1,000 VISA or Scout Shop Card

Submit the Bonus Rewards spreadsheet and copies of the eligible Scout's sales sheets by 11:59 p.m. on December 2, 2021 to popcorn@ThreeHarborsScouting.org. Prizes will be ready for pick-up from the Scout Office by Friday, December 17.

* Pecatonica Winner's Circle Prizes

- For every \$2,500 sold a Scout can have their choice of prize from Pecatonica River's "Winners Circle".
- Unit leader will enter their Scout's into the Winners Circle on the Pecatonica River Popcorn Website.
- Gift Cards will be electronically delivered. All other prizes will be available for local pickup when upon notification by vendor.

Contact Information

Aurora District

District Popcorn Kernel TBD
District Executive Austin Gulbrandson 414.443.2860 austin.gulbrandson@scouting.org

Red Arrow District

District Popcorn Kernel Jenny Dahlen 262.331.4413
Senior District Executive Mary Kveton 414.443.2857 mary.kveton@scouting.org

Southern Shores District

District Popcorn Kernel Mary Jackson 414.329.9057
District Popcorn Kernel Cheryl Egan Geeber39@aol.com
District Director Nathan Rackers 414.443.2845 nathan.rackers@scouting.org

Council Staff

Popcorn Staff Advisor Nathan Rackers 414.443.2845 nathan.rackers@scouting.org
Orders & Billing popcorn@threeharborsscouting.org
Popcorn Email popcorn@threeharborsscouting.org

Three Harbors Council: www.ThreeHarborsScouting.org/Popcorn

Pecatonica River Popcorn: www.prpopcorn.com

National BSA Prize Program: 1.800.323.0736

Final Payment Mailing Address:

Three Harbors Council
330 S 84th St
Milwaukee, WI 53214

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

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

- Website: www.prpopcorn.com
- Council ID: 636THC

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

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Unit Number

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