2020 Popcorn & Nuts Sale
Quick Start Unit Guidebook

Council Popcorn & Nuts Sale Committee

Please contact your District Kernel(s) for additional assistance:

- **Council Kernel**  Bruce Apgar  baapgarjr@msn.com  717-961-9305
- **Battlefield District**  Matt Phillips  phlipnull@gmail.com  717-813-4931
- **Conococheague District**  Cory Kercher  Cory.kercher@scouting.org  717-827-4572
- **Heritage Trails District**  Jim Mooney  JMooney@yorkpack54.org  717-767-5128
- **Keystone Capital District**  Peter Von Getzie  pgetzie@gmail.com  717-777-1305
- **Pioneer District**  Mark Fahnestock  Mark.fahnestock@gmail.com  717-418-0259
- **Council Staff Advisor**  Chris Styers  christopher.styers@scouting.org  717-854-7942
- **Council Support**  Holly Schwalm  Holly.Schwalm@scouting.org  717-620-4526
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Greeting Unit Popcorn Kernels and Leadership,

2020 has certainly been an interesting year. Despite all the challenges, I have been encouraged by the many examples of units figuring out how to make Scouting work, keep Scouts advancing and keeping the “outing in Scouting” all while social distancing, mastering Zoom and Google Meet, and facing other challenges to the adventure.

Your District and Council Popcorn and Nuts Leadership Team has been working hard to develop a 2020 Popcorn and Nuts fundraising campaign that will help power your unit to new adventures as we move out of the pandemic restrictions and resume a more normal Scouting environment.

Over the last 5 years, the Popcorn and Nuts fundraiser has delivered over $3 million in Scouting Opportunity to the youth of South-Central Pennsylvania, including over $2 million in program funding directly to the individual units in New Birth of Freedom Council. To ensure that this year’s Popcorn and Nuts fundraiser is a success for everyone involved, we have developed some new options and some new guidelines to help ensure your success.

In addition to our traditional “Take Order” sales and the tried and true “Show and Sell,” we are happy to be launching an updated internet ordering system with Popcorn delivery built right into the pricing, AND we are excited to test a new sales technique – “Online Order – Scout Delivery.” We have also developed some new guidelines for Show and Sell inventory management to help prevent an overstock issue should pandemic restrictions limit show and sell opportunities.

Information on all of this is included in this year’s completely updated Unit Kernel Guidebook.

Please rest assured that your District and Council Teams have made every effort to ensure your unit’s success, and that we stand by ready to assist you!

Let’s get started and build the resources to restart our programs as the best year of Scouting – EVER!

Yours in Popcorn (and Scouting)

Bruce Apgar
New Birth of Freedom Popcorn Chairman/Kernel Advisor, Crew 46 Chambersburg
Popcorn & Nuts Sale Calendar

July 7, 8, 9  Virtual Exclusive Motivational Leader Training - 7:00 PM

July 13  Popcorn Workshop, Freedom Valley Church – 7:00PM

July 14  Popcorn Workshop, York Service Center - 7:00PM

July 15  Popcorn Workshop, Londonderry Fire Company
         Social Hall – 6:30PM

July 16  Popcorn Workshop, New Kingston Fire Company – 7:00PM

July 21  Show & Sell Sale orders due at
         newbirthoffreedom.org/popcornandnuts

July 22  Popcorn Workshop, Hidden Valley Scout Reservation -7:00PM

August 5  Virtual Popcorn Workshop – 7:00PM

August 14  Show & Sell Sale orders distributed to units at assigned
           sites - 12:00 PM to 6:00 PM

October 14-17  Units may return unsold products to Scout Service Centers
               during operating hours

October 20  Take Order Sale orders, Prize Orders, and
           Outstanding Seller Forms due at
           newbirthoffreedom.org/popcornandnuts (Units that pay their fees by
           October 20 will receive an extra 1% commission)

November 13  Take Order Sale orders distributed to units at assigned sites - 12:00 PM
              to 6:00 PM

December 11  Payments postmarked or due at Mechanicsburg or York Service Centers.
              Please note business hours.
COVID-19 Considerations

The New Birth of Freedom Council, Camp Masters and Whitley’s are dedicated to the safety of our Leaders, Scouts, families & customers. As we prepare for the product sale, it’s important that everyone operate in accordance with current restrictions outlined by the New Birth of Freedom Council, the Pennsylvania Department of Health, and the Centers for Disease Control. If at any time you have questions about requirements, please, contact your District Executive or District Kernel.

When it comes to the products, our partners have implemented numerous safety protocols at their production, warehouse and fulfilment centers. This measure includes many of the guidelines recommended below. And we continue to evaluate the current environment locally.

Show and Sells are an exciting time for your Scouts. All the energy and enthusiasm of representing their unit within the community drives them to want to be successful. We are offering the following guidelines to keep everyone safe this fall. These will be updated when necessary.

RECOMMENDED SHOW AND SELL GUIDELINES

- Reiterate before the event anyone exposed to Coronavirus should find an alternate person to take their place at the sale or contact the Popcorn Kernel.
- Take everyone’s temperature before and/or at arrival to the store.
- Everyone should wear masks and gloves to minimize the spread of germs.
- No more than 3 kids and 2 adults should be at any single selling location.
- Always wash your hands minimum of 20 seconds.
- Use hand sanitizer regularly, especially after customer transactions.
- Clean surfaces frequently with a disinfectant wipe or hand sanitizer.
- Assign one individual to handle all money transactions and one to handle all popcorn.
- Use Signs to help inform customers you’re fundraising and provide directions for safe interactions between Scouts and customers.
- Do not shake hands with customers and maintain social distance to them as well as any other booth participants.
- Do not have open food or drinks in the area. Do not share drinks, cups or utensils. There is high potential for spread of the virus through these items.
- If you have to sneeze or cough do it away from the booth and other people. Remember to sneeze or cough into your elbow.
- When possible, avoid engaging with anyone exhibiting symptoms.
- For more guidance on COVID-19 visit: https://tinyurl.com/y8tt3r2e
FIVE KEYS TO A SUCCESSFUL SALE

1. SET YOUR SALES GOALS
   o Dream Big! Determine what it is your unit would like to do in Scouting for the year, your “Scouting Adventure”, and how much it will cost.
   o Set the overall sales goal to fund your Ideal Year of Scouting.
   o Assign every Scout Family a “Scout Goal” so you can achieve your “Scouting Adventure”, such as 15 containers or $250 in sales.

2. CONDUCT A FUN AND EXCITING UNIT KICK-OFF
   o Make it a fun-filled event!
   o Share important dates and deadlines.
   o Announce the overall goal, Scout Family goal & what activities your unit plans to do for the year.
   o Do some role playing - Teach your Scouts this proven sales speech and have them practice it:

   “Hi sir/ma’am, my name is__________, and I’m a Scout with Pack/Troop/Crew ____. We’re trying to raise money to support our Scouting program. Won’t you please help us by trying some of our delicious popcorn and nuts?”

3. COMMUNICATE WITH YOUR SCOUT FAMILIES
   o Contact your Scout Families weekly throughout the sale.
   o Share selling and safety tips.
   o Share with parents the benefits their Scout will receive through the sale: value of earning their own way, salesmanship skills, self-confidence, savings on out-of-pocket expenses, public speaking skills, how to manage money, how to set and achieve a goal.

4. USE UNIT INCENTIVES
   o Be sure Scouts know about all prizes available through the prize program if your unit is participating and the council prizes for all Scouts.
   o Offer your own incentives that will excite and motivate your sales force, THE SCOUTS!

5. PARTICIPATE IN ALL METHODS OF SELLING
   o Use all the methods of selling: Show and Sell, Show and Deliver, Take Order and Online Sales.
Commissions
Commissions are based on Show and Sell, Show and Deliver, Take Order, and Consignment Sale. Online Sales have a different commission structure which is outlined below.

<table>
<thead>
<tr>
<th>26%: Base commission on all sales</th>
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<tr>
<th>Additional 2%: Unit attends the Exclusive Motivation Leader Training or a Popcorn Workshop in June/July/August</th>
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<tr>
<th>Additional 1%: Unit participates in Show &amp; Sell Sale and does not return any product ordered</th>
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<table>
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<tr>
<th>Additional 2%: Payment received at the Mechanicsburg or York Service Center by December 11th</th>
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### Volume Bonus Commissions

<table>
<thead>
<tr>
<th>$2,000 or 20% increase 2%</th>
<th>$14,000-$15,999 8%</th>
</tr>
</thead>
<tbody>
<tr>
<td>$3,000 or 30% increase 3%</td>
<td>$16,000-$17,999 9%</td>
</tr>
<tr>
<td>$4,000 or 40% increase 4%</td>
<td>$18,000-$19,999 10%</td>
</tr>
<tr>
<td>$5,000 or 50% increase 5%</td>
<td>$20,000-$24,999 11%</td>
</tr>
<tr>
<td>$10,000-$11,999 6%</td>
<td>$25,000-$29,999 12%</td>
</tr>
<tr>
<td>$12,000-$13,999 7%</td>
<td>$30,000+ 13%</td>
</tr>
</tbody>
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### Cash Option: Retain 4% of all sales if unit chooses to not participate in the prize program

### Additional 1% on POPCORN SALE: If unit pays total amount due by October 20th

Online Sales
Units will receive 35% commission on all sales. Online sales may count toward the unit’s Volume Bonus Commission if completed by October 20th and may also count towards any prizes offered if completed by October 20th, when prize orders are due.

Individual Scout Accounts
Units are allowed under the Boy Scouts of America’s rules to utilize Individual Scout Accounts, if these accounts are operated within the parameters allowed by the Internal Revenue Service. For a complete description of how Individual Scout Accounts work, visit us on the web at https://newbirthoffreedom.org/fundraising/popcornandnuts/.
Sale Types

Show and Sell

Show and Sell is traditionally one of our most successful sale methods. COVID-19 will undoubtedly create some challenges this year. Every unit should review the guidelines outlined in this document as they pertain to COVID-19.

In this sales method, your unit gets permission to sell in front of a retail store or other spot in the community where people pass by. Think outside the box. Are there places that host successful chicken barbeques or other successful community fundraising events where you could set up this year?

The unit sets up a display with products for people to purchase. This method gives you access to a large number of potential customers and promotes the Boy Scouts of America in your community. You can also use the products to show to your customers. The customer is able to select the product from your product selection. Collect payment and complete the transaction immediately.

The advantage is there is no return trip required for product delivery and money collection. Important: All leaders selling product with Scouts during Show and Sell sales must have the background checks required by PA State Law and the New Birth of Freedom Council unless each child selling has their parent present.

Every unit should review the guidelines outlined in this document regarding COVID-19.

Show and Deliver/Wagon Dragging

Show and Deliver, which is sometimes referred to as “Wagon Dragging” combines the best of Show and Sell and the best of Take Order. The concept is simple. Scouts take go door-to-door in the neighborhood with their order form and product. Product can be literally in a wagon or in a vehicle. Essentially, the Scout is conducting a mobile Show and Sell. Scouts sell the products right off the wagon to neighbors or friends. This is a method that easily can work in workplaces too! If you don’t have a wagon, consider laminating an order form and indicating what products can be ordered and those that you can fulfill on the spot. A parent can have the product in the car and the Scout can fulfill it as soon as he/she takes the order. Being able to fill an order right away increases the likelihood of the sale and saves time later as you won’t have to come back to set up delivery.

Every unit should review the guidelines outlined in this document regarding COVID-19.
Take Order
This is the most traditional way to sell is going door-to-door with the take order form, which is distributed to Scout families by the unit. The customer chooses the product(s) he or she wishes to buy and writes the order on the form. Scouts will collect payments when they deliver the product to their customers. This provides a personal connection with the customers, and there are usually higher dollars per customer than storefront sales. Parents can also take an order form to their workplace. Their co-workers write their order on the order form. Parents deliver the products and collect payments on their Scout’s behalf.

Every unit should review the guidelines outlined in this document regarding COVID-19.

Scout Deliver – NEW!
This option is new for Scouts and units in 2020. We recognize that either through state or government mandates or concerns about help, Scouts and families as well as customers may be hesitant to have in-person interaction. Scout Deliver is intended to provide a contactless way of selling popcorn and nuts.

Scouts invite friends, family, or neighbors to purchase popcorn and nuts through the New Birth of Freedom Council online store at https://shopnbof.com. Customers will place their order online and indicate the Scout that sold it to them. Payment is collected during the transaction. The unit will receive notification of every sale and will be provided with a summary of all Scout Deliver sales at the end of the sale. Units will use the summary to place the Scout Deliver order AS PART OF THEIR TAKE ORDER. Scout Deliver product will come in with the Take Order. Scouts will then deliver the product at the same time they are delivering the Take Order Product.

This method is basically an online sale with the entire product line up and no additional shipping charges because the Scout will deliver the product. The cost of the credit card transaction will not be passed along to the unit.

Sales count towards prizes and totals. Units will receive a credit towards their final invoice for the products sold.
Consignment – NEW!

Due to COVID-19, we will be reducing the amount of product that units can make in their initial order as part of Show and Sell. Due to this reduction, we know that it may be difficult for units to be able to feel like they can order enough product to be able to have a successful Show and Sell. This year, we have designed a Consignment Option for units. This method is for units that typically only do one or two Show and Sells, units have a history of only selling a smaller amount of product, units that are new to the sale, or units that don’t want to do a full Show and Sell Order.

Units will not place a Show and Sell Order but will place a Consignment Request. They will pick the product up on a specific date and return it by a specific date. Units will be able to request a $1200, $2500, $3600 or $5000 product mix. This enables smaller units to have sufficient inventory to conduct their sale, but they don’t have to worry about holding on to a garage full of product for the duration of the entire sale. This also helps us move product between units that need additional product during the sale. There is no risk to a unit who participates in the Consignment Option. You can return 100% of what you request out as long as it is returned by its due date.

Selling Online

This is the best way Scouts can sell to friends and family who live out of town. You can send emails to your customers asking them to purchase Popcorn and Nuts products online. Your customers click on the link in your email and can begin shopping right away. They order products online and pay with a credit card, and the products ship directly to your customers. The advantage is that there is no product delivery or money collection.

For popcorn, Scouts can use the online platform at www.campmasters.org. The Sign On page is located at the bottom left of the screen under “Council/ Units/Scouts Log In Here”. (use Google Chrome or FireFox web browser)

For nuts, Scouts can direct customers to www.whitleysfundraising.com. Customers can navigate products and choose whatever they would like to order. During the checkout process, they can “Choose Organization to Receive Credit.” Here customers can select the unit as well as enter the name of the Scout that should receive credit.
Ordering

Show & Sell Sale Orders
Orders must be placed by July 21st at newbirthoffreedom.org/popcornandnuts. Once on the website, click on the “Popcorn Orders” or “Nut Orders” and you’ll be redirected to the appropriate website for each. For Popcorn Orders you will need your username and password which will be issued to you prior to ordering. For new Kernels, you should have received an email. For returning Kernels your credentials are the same as last year or you can use the password reset feature.

Due to COVID-19 restrictions, you will have the option to place a Show and Sell Order like you traditionally have OR participate in the Consignment Option. If you choose Show and Sell, your initial order should be less than or equal to 40% of what your unit sold last year for the total sale - Show & Sell Sale plus Take Order Sale orders. This will help to prevent a unit receiving an order that is too large to completely sell. If your unit sells out of your initial order, you can order additional product from the New Birth of Freedom Council.

If your unit did not sell last year or your 40% is less than $1250 in product, you should place an order through the Consignment Option. Please contact your District Popcorn & Nuts Kernel for guidance on how much to order. For more information on the Consignment Option, please see the section below. Show & Sell Sale orders are in full cases only.

Take Order Sale Orders
Orders must be placed by October 20th at newbirthoffreedom.org/popcornandnuts. Once on the website, click on the “Popcorn Orders” or “Nut Orders” and you’ll be redirected to the appropriate website for each. For Popcorn Orders you will need your username and password which will be issued to you prior to ordering. For new Kernels, you should have received an email. For returning Kernels your credentials are the same as last year or you can use the password reset feature.

Orders should be the exact amount of containers needed from the order forms your Scouts turned in, less any containers left over from your Show and Sell Sale inventory which can be used to fill some of these orders. Take Order Sale orders will be in containers, not by the case. Orders through the Scout Delivery Option will be included in the Take Order.
Show & Sell Sale Product Returns

Units who place a Show and Sell Order may return up to 25% of unsold products, in cases or containers, to the Mechanicsburg or York Service Centers on October 14th-17th during regular Service Center hours or from 9:00 AM to 12:00 PM on Saturday, October 17th. Remember to keep any products that you need to fill orders for your Take Order Sale so you don’t return products and then place another order for the same products. Please complete the “Popcorn & Nuts Transfer Form” prior to returning your product and bring it with you when you come to the Scout Service Center. The form is available online at newbirthoffreedom.org/popcornandnuts in the “resources” section.

Popcorn Distribution

Specific details regarding the assigned site locations for the Show & Sell Sale and Take Order Sale order distribution are still being finalized. Your unit contact person for the Popcorn & Nuts Sale will be notified with these details.

Appointment times will be available to allow for this process to run smoothly.

Use the following formulas to help you determine the vehicles you will need to pick-up your unit order: Mid-sized car = 10-15 cases, Jeep/ Smaller SUV = 30-35 cases, Minivan = 50-55 cases, Suburban/Large SUV = 55-60 cases.
Prize Orders

Orders must be placed by **October 20th** at [newbirthoffreedom.org/popcornandnuts](http://newbirthoffreedom.org/popcornandnuts) (which will redirect you to the Camp Masters website). Units choosing the “Cash Option” instead of participating in the prize program will only order the Popcorn Patches on the prize website for Scouts that qualify. All prizes ordered through this website will be sent directly to the unit contact person from the National Supply Division of the BSA.

Each unit must submit an **“Outstanding Sellers Form”** at [newbirthoffreedom.org/popcornandnuts](http://newbirthoffreedom.org/popcornandnuts) by **October 20th** listing every Scout who sells **$650 or more**. This form will be used to determine top sellers and Scouts who will receive the Scout Shop Gift Cards, Hershey Bears tickets, Hersheypark passes and Amazon Gift Cards. Scouts who qualify for these prizes will be contacted directly by the New Birth of Freedom Council.

Contact your District Popcorn & Nuts Kernel (contact information is on the cover), or contact Holly Schwalm - email: Holly.Schwalm@scouting.org or phone: 717-620-4526 if you need help placing any order.

Prizes

Unit Prize Program

All participating units are eligible and encouraged to participate in the council prize program. The prizes are being offered and administered through the National Supply Division of the Boy Scouts of America and will be supported by the Mechanicsburg and York Scout Shops. Great prizes are available at different sales levels for Scouts to earn (see prize flyer inside the Camp Masters order form). **Historical data shows that units participating in the prize program have greater sales compared to those units that do not.** Prize orders are due on **October 20** at [newbirthoffreedom.org/popcornandnuts](http://newbirthoffreedom.org/popcornandnuts).

**NOTE:** For units participating in the Prize Program, prizes on the order sheet ARE NOT cumulative. You can pick one prize for total dollars sold, OR combination of prizes (i.e. $550 in sales could be 1 prize from $550 level or a $350 prize + $115 prize = $465 – must be equal or less than total sold). All sales, popcorn and nuts count towards prize total, EXCEPT towards the Camp Masters High Achiever. High Achiever is popcorn only.)
Popcorn Patch and Nuts Patch
Scouts can earn this Popcorn patch by selling one popcorn item. Unit Kernels order these patches through the prize program website. All Scouts may earn this patch, regardless of whether or not the unit participates in the prize program.

Scouts can earn a special nuts patch by selling one nuts item. These patches will be ordered when placing the unit’s Take Order Sale nuts order.

Council Prizes for all Scouts
All Scouts are eligible to earn the following prizes regardless of whether their unit participates in the council prize program. These prizes must be submitted by October 20 by completing an Outstanding Sellers form for each qualifying Scout at newbirthoffreedom.org/popcornandnuts.

All Scouts selling $650 or more will receive a $25 Gift Card to the Mechanicsburg or York Scout Shop.

Scouts selling $1,000 or more will receive two tickets to a Hershey Bears Game.

Scouts selling $1,500 or more will receive two passes to Hershey Park OR a $50 Amazon Gift Card.

CAMP MASTERS 2020 High Achiever Prizes
$3,000 & Up Club
NEW Camping Package!
2-Person Water Resistant Tent,
6-in-1 Grilling Tool with case, Hammock,
Cooler Chair Backpack, Camp Stove
with two burners,
Bluetooth Speaker
w/ Powerbank & Licence OR Visa
Debit Card for 5% of total sales.
Examples: $3000 = $150 debit card.
Visa Debit Cards will be rounded to nearest $10.
CM High Achiever prizes are not cumulative.
Select only ONE prize. See prize form for more details at campmasters.org.

The top five selling Scouts in the Council will receive a $500, $400, $300, $200, and $100 Amazon Gift Card respectively.
Kernel Checklist

- Attend Popcorn and Nuts Trainings
- Plan Annual Scout Program (w/ Unit Committee)
- Review Commission Structure & Prizes
- Determine Additional Unit Prizes
- Set Budget for Program
- Recruit Your #PopcornSquad
- Update Scout Roster (w/ Membership Chair)
- Direct Scouts to Self-Register or Update Bio
- Determine Per-Scout Fundraising Goal
- Secure Storefronts (where possible)
- Create Unit Timeline for Popcorn and Nuts Sale
- Establish Guidelines for Popcorn and Nuts Pickup / Returns & Money
- Confirm Show and Sell Locations & Times
- Prepare / Update COVID-19 Guidelines
- Place Unit Popcorn and Nuts Order
- Host Unit Kickoff Meeting
- Prepare and Distribute Handouts
- Share Tips & Ideas for Selling Popcorn and Nuts
- Provide Selling Incentives & Games for Scouts
- Coordinate Pick-Up / Drop-Offs at District Warehouse
- Encourage Scout & Parent Participation
- Share Selling & Marketing Strategies
- Help Scouts Share Their Online Selling Link
- Place Final Popcorn and Nuts Order
- Order and Distribute Prizes
- Remit Product Payments to Council
- Contact District Kernel as Needed for Assistance
- Celebrate!
Scout Selling Tips

• ALWAYS wear your uniform
• ALWAYS smile and introduce yourself
• ALWAYS tell your customers why you are selling
• KNOW the different kinds of popcorn
• ALWAYS say "Thank You"
• ALWAYS make a copy of your order form
• ALWAYS have a clean order form with a pen
• ASK parents to take an order form to work

Scout Safety Tips

• ALWAYS walk on the sidewalk and driveway
• ALWAYS sell with another Scout or with an adult
• NEVER enter anyone's home without an adult
• NEVER sell after dark unless you are with an adult
• DON'T carry large amounts of cash with you
• KEEP checks and cash in a separate envelope with your name on it
• ALWAYS be courteous

The New Birth of Freedom Council does not specifically endorse a credit card reader service, but highly recommends choosing a credit card vendor. Many credit card readers are free and only charge a small fee per transaction.

Camp Masters has a partnership with PayAnywhere and you can find the details at https://www.payanywhere.com/campmasters.

Before you sign up for any credit card reader service please be sure to review the company’s terms and how your unit will have access to reporting features and your product sale proceeds.