

# 2023 Popcorn and Nuts Kickoff





**Welcome**

# Introductions

- Council Kernel – Mark Fahnestock
- Council Staff Advisor – Brian DeBease

# 2022 Sales Results

- Over \$650,000 in gross sales
- ~ \$300,000 directly into unit treasuries to fund local programs

# 2023 Outlook

- Goal is to continue to build momentum
- Grow the overall sale with more units and Scouts able to power their Scouting year
- Continue to streamline and improve processes – We heard your feedback from the survey
  - All core sales materials available at the kickoff
  - Changes to Scout Deliver order deliveries
  - New Order System where you can track everything
  - Popcorn 101 – I'm New and I've Got Questions
  - Council coordinated Show and Sell Opportunities



# What's Continuing in 2023?

# Popcorn 101

- We heard you!
- There is a lot of information for a new kernel and last year there was even more so.
- We are inviting all new kernels and any kernels to a special session on July 18<sup>th</sup> at 7:00pm where we will cover all of the basics of the sale. This will be a great time to ask questions.
- Popcorn 101 Office Hours – Every Thursday starting July 13 from noon to 1pm – Drop in to Zoom and ask your questions
- Can email any of our team at any time for help



A Scouting Tradition for over 35 years...

PECATONICA RIVER POPCORN



# Vendors



# Product Changes

- Popcorn
  - No Pre-popped Kettle Corn Bucket in Show and Sells
- Nuts
  - 10.5 oz Whitley can for Whit's Party Mix available for Show and Sell Only
  - Be aware of pricing changes

# Scout Boss

- All but Consignment Orders will be placed in the Online Order System
- The order system will track all elements of the sale including consignment results, Scout Deliver, and Online Sales.
- Units will need to create/have a log in.
- Units will be able to see results from the 2022 sale as well

PECATONICA RIVER POPCORN

Dashboard Sales Season Scouts Reports Files Unit User Logout

### Dashboard

Dashboard

+ New Order Manage Orders Scout Seller IDs Winner's Circle Worksheet Tool

Kernel Tracker

#### Order Summary

Current Season -  
No records found

Prior Season Comparison - Fall 2021  
Download data

Order Type ▲	Total Containers	Total Retail Dollars	Total Unit Cost	Unit Commission
Take Order	12	\$245.00	\$161.70	\$83.30
Total	12	\$245.00	\$161.70	\$83.30

#### Important Dates

No records found

#### Council Info

Name  
New Birth of Freedom Council

Address



# Planning Your Sale

# Goal Setting



Set a unit goal



Set your per Scout goal

# How Do I Get There?

- What is your Unit Budget for this year?  
What do you need to raise to do all of the things that you want to do for the year?  
Awards? Registration? Camp(s)?  
Activities?
- How much popcorn do you need to sell to achieve this goal?
- Based on your unit goal, set an individual family sales goal.

## Set Your Individual Sales Goal

### TAKE YOUR SALES TO THE TOP

Fund Your Adventures



## Top 15 Potential Customers

PE

### Friends and Family

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

### Neighbors

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

### Mom/Dad's Coworkers

1. \_\_\_\_\_
2. \_\_\_\_\_

# Create Your Sales Plan

- Step 1: Establish unit Budget for the Year
- Step 2: Determine targeted Commission Level
- Step 3: Determine total amount to sell
- Step 4: Determine Sales Methods
- Step 5: Develop your calendar
- Step 6: Have an exciting kick off

New Birth of Freedom Council Boy Scouts of America

## Popcorn & Nuts Sales Plan

**Unit:** \_\_\_\_\_ **District:** \_\_\_\_\_

Number of Registered Scouts, as of 6/30/2022: \_\_\_\_\_  
Total amount of Popcorn and Nuts sold last year (2021): \$ \_\_\_\_\_

**Step 1** Based on our activity plans, our unit needs \$ \_\_\_\_\_ to operate this year.  
We will use the funds to \_\_\_\_\_

**Step 2** We've reviewed the available commission options, and we anticipate  
Our commission being \_\_\_\_%. We are using the \_\_\_\_ cash or \_\_\_\_ prize option.

**Step 3** Based on our anticipated commission, we'll need to sell a grand total of \$ \_\_\_\_\_  
in popcorn and nuts products to fund our program. This is our goal.

# Commission Structure

## Commissions

Commission Structure	
Bronze Level - \$0-\$3,000	30% Commission
Silver Level - \$3,001 - \$9,999	34% Commission
Gold Level - \$10,000 - \$19,999	39% Commission
Platinum Level - > \$20,000	44% Commission
<b>Cash Option:</b> Retain 4% of all sales if unit chooses to not participate in the prize program	

# Unit Kickoff

- Set a Date
- Make it FUN!
- Share your calendar!
- Set and share goals
- Use the Unit Kickoff Template – adjust for your unit's sale
- Reserve a Prize Kit
- Use your Tasting Kit!
- Make it FUN!



# Prize Program

- Don't forget the Prize Program!
- The Prize Program is a great way to motivate Scouts, especially Cub Scouts.
- Units can choose the prize program OR the cash option
- Prize Vendor is GCC/Keller Marketing
- All sales count towards prizes (except for Pecatonica River's Winner's Circle – which is popcorn sales only)
- Prizes will be shipped directly to units

# Prize Program

- All prize orders are due October 17
- Prize Program orders ARE NOT CUMULATIVE
  - Pick 1 prize for total dollars sold, OR
  - Pick a combination of prizes that add up to the total dollars sold
    - Example: \$550 in sales could be 1 prize from \$550 level or a \$350 prize + \$115 prize = \$465
  - Must be equal or less value than the total sales

# Prize Program

- Patches and Pins
  - Every Scout that participates is eligible for a **Popcorn Patch** as long as they sell at least 1 popcorn item
  - Every Scout that participates is eligible for a **Military Sale Pin** as long as they make at least 1 Military Sale
  - Every Scout that participates is eligible for an **Online Sales Pin** as long as they make at least 1 online Sale
  - Every Scout that participates is eligible for a **Top Seller Pin** as long as they have a combined sale of popcorn and nuts of \$1,000 or more.

# Prize Program – NBOF Council Prizes

- **\$650 Club** – For every \$650 sold, a Scout earns a \$20 Gift Card to the Mechanicsburg or York Scout Shop
- **\$1,250 Club** – Scouts who sell \$1,250 or more will receive two tickets to a Sporting Event (may include Hershey Bears or Harrisburg Senators)
- **\$1,750 Club** – Scouts who sell \$1,750 or more will receive two passes to HersheyPark OR a \$50 Amazon Gift Card
- **Top Sellers in the Council** – 1st Place - \$500, 2<sup>nd</sup> Place - \$400, 3<sup>rd</sup> Place - \$300, 4th Place - \$200, 5<sup>th</sup> Place - \$100.
- NOTE: Scouts are eligible for these prizes regardless of whether the unit chooses the cash or prize option

# Prizes – Pecatonica Winner's Circle


- Pecatonica River Winner's Circle Program
- All Scouts are eligible regardless of whether the unit choose prizes or cash
- Sell \$3,000 or more in POPCORN ONLY

**WINNER'S CIRCLE**

★ **SELL \$3,000**

PICK A PRIZE FROM THE WINNER'S CIRCLE FOR EVERY \$3,000 SOLD

*Prizes subject to availability*

		
<b>\$200 AMAZON GIFT CARD</b>	<b>\$200 BEST BUY GIFT CARD</b>	<b>32" SMARTCAST TV</b>
		
<b>AIRPODS</b>	<b>AMAZON FIRE 10" TABLET</b>	<b>LASER TAG</b>
		
<b>ELECTRIC SCOOTER</b>	<b>QUADCOPTER DRONE</b>	



# How to Sell?

You don't have to do it all! Follow your plan!



# Show and Sell

- Show and Sell is traditionally one of the most successful sale methods
- Products are ordered in full cases
- Initial Orders Due July 23
- Types of Show and Sell
  - Traditional Show and Sell
  - Show and Deliver
  - Consignment



# Show and Sell - Traditional

- Popcorn and Nuts Products sold at store fronts, community events
- Products are ordered by full cases
- Unsold product can be used to fill Take Order or returned
- Initial Orders can be 75% of 2022 total order
- Can reorder product during the sale
- Can return up to 25% of your order

# Show and Sell Products - Popcorn

- Yellow Popping Corn
- Classic Caramel Corn
- Butter Microwave
- Kettle Microwave
- Cheddar Cheese
- Jalapeno Cheese
- Caramel with Sea Salt
- Hometown Heroes Trio\*
- Cheese Lovers\*
- *Any unsold Hometown Heroes Trio or Cheese Lovers must be returned in their original box still sealed. Any open boxes will be ineligible to be returned.*

# Show and Sell Products - Nuts

- Salted Virginia Peanuts 12oz
- Honey Roasted Peanuts 12oz
- Jumbo Cashews
- Peanut Brittle
- Whit's Party Mix
- In the Shell Peanuts

# Show and Sell Products - Nuts

- In the Shell Peanuts
  - Only available for Traditional Show and Sell
  - No In the Shell Peanuts may be returned, once purchased belongs to the unit
  - \$12 per bag



# Show and Sell – Show and Deliver

- Combines Show and Sell and Take Order
- Scouts go door-to-door with a selection of product and an order form
- Essentially a mobile Show and Sell
- Transaction is instant with instant fulfillment
- No need to come back months later after orders were taken
- Have a smartphone with the Scout Deliver site open and ready to take orders for wider product selection

# Show and Sell – Consignment

- Popular with smaller units or units that only want to do one or two Show and Sells
- Units can request a \$3,500 or a \$7,000 product mix
- All product is in full cases
- Product is picked up before the Show and Sell
- Units have product 11 or 12 days before it must be returned
- Orders can be picked up and returned to either Service Center
- Units may make multiple requests
- 100% of product can be returned as long as it is returned on time

# Consignment Packages

- **\$3500 Kit (Actual Retail Value \$3560)**
  - 2 case (24 containers) Salted Virginia Peanuts
  - 2 cases (24 containers) Honey Roasted Virginia Peanuts
  - 2 cases (24 containers) Whit's Party Mix
  - 2 cases (24 containers) Salted Jumbo Cashews
  - 2 cases (24 containers) 16pk Butter Microwave Popcorn
  - 2 case (16 containers) 16oz Caramel w/ Sea Salt
  - 2 cases (16 containers) White Cheddar Cheese Bucket
  - 5 cases (40 containers) 8oz Classic Caramel Corn Bucket
  - 1 case (8 containers) Yellow Popping Corn Bucket

# Consignment Packages

- **\$7000 Kit (Actual Retail Value \$7120)**
  - 4 case (48 containers) Salted Virginia Peanuts
  - 4 cases (48 containers) Honey Roasted Virginia Peanuts
  - 4 cases (48 containers) Whit's Party Mix
  - 4 cases (48 containers) Salted Jumbo Cashews
  - 4 cases (48 containers) 16pk Butter Microwave Popcorn
  - 4 cases (32 containers) 16oz Caramel w/ Sea Salt
  - 4 cases (32 containers) White Cheddar Cheese Bucket
  - 10 cases (80 containers) 8oz Classic Caramel Corn Bucket
  - 2 cases (16 containers) Yellow Popping Corn Bucket



# Online Sales

- Two Options for Online Sales
  - Traditional Online Sales through Pecatonica River
  - Scout Deliver Online Sales

# Online Sales - Traditional

- Designed for friends and family that live far away
- Order directly through Pecatonica River
- Unit Kernel sets up sales code for each Scout
- Products are mailed directly to customers (they pay the shipping)
- Product selection is different than our local sale
- Scouts earn credit towards prizes

# Online Sales – Scout Deliver

- Designed for Scouts to sell online AND DELIVER the product themselves
- Designed for neighborhood and local friends and family sales
- Products ARE NOT SHIPPED
- Product mix is the same as local sale
- Commission is credited to final invoice
- Units will be able to track sales



# Tips from the Pros

# Tips from the Pros

- Do a Show and Sell. If you have not done it, try a consignment at least once! Core hours are 9-3. Don't be surprised if you sell \$800 - \$1,500 in that window.
- **YOU ARE NOT SELLING POPCORN!** You are Selling Scouting. Instead of saying, "would you like to buy popcorn", try "would you like to support Scouting?"
- Avoid Chairs
- Avoid donation jars. You'll make more.

# Tips from the Pros

- Be in uniform and smile.
- Be outgoing!
- No more than 3-4 people at a site
- Be respectful. Do not block people from coming and going.
- Say “Thank You” often



# Logistics

# Timeline

- June 29 2022 Popcorn and Nuts Kickoff
- July 1 Show and Sell Sign ups for Karns, Rutter's, and Capitol City Mall
- July 7 Scout Boss System Opens for unit orders
- July 7 Consignment System Opens for unit orders
- July 18 Popcorn 101 Session – 7:00pm
- July 23 Show and Sell Sale Orders Due



# Timeline

- August 1 Online Sales and Scout Deliver Open
- August 10-11 Show and Sell Sale orders distributed
- August 21 Reorder #1 Due
- September 1 Reorder #1 Pick up
- September 21 Reorder #2 Due
- September 29 Reorder #2 Pick up

# Timeline

- October 12-14 Units may return unsold products to Scout Service Centers during scheduled hours
- October 17 Take Order Sale orders, Prize Orders, and Outstanding Seller Forms Due
- November 9-10 Take Order Sale orders and Scout Deliver Orders distributed to units
- December 1 Payments postmarked or due at Scout Service Centers

# New Popcorn System – Scout Boss

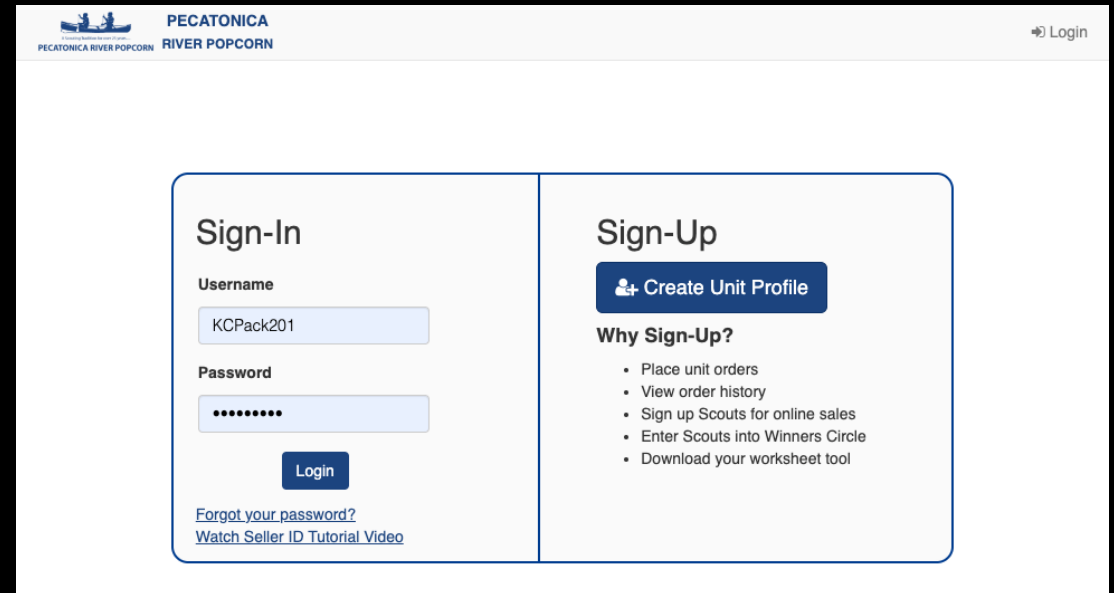
 HOME [MY ACCOUNT](#)

  
A Scouting Tradition for over 35 years...  
**PECATONICA RIVER POPCORN®**




# New Popcorn System

- Pecatonicariverpopcorn.com
- “My Account”
- First time users will have to “Create Unit Profile”



The screenshot displays the Pecatonica River Popcorn website interface. At the top, the logo and name "PECATONICA RIVER POPCORN" are visible on the left, and a "Login" link is on the right. The main content area is divided into two columns. The left column, titled "Sign-In", contains a "Username" field with the text "KCPack201", a "Password" field with masked characters, and a "Login" button. Below the password field are two links: "Forgot your password?" and "Watch Seller ID Tutorial Video". The right column, titled "Sign-Up", features a blue button labeled "+ Create Unit Profile" and a section titled "Why Sign-Up?" with a bulleted list of benefits: "Place unit orders", "View order history", "Sign up Scouts for online sales", "Enter Scouts into Winners Circle", and "Download your worksheet tool".

# New Popcorn System







 **PECATONICA RIVER POPCORN** [Dashboard](#) [Sales Season](#) [Scouts](#) [Reports](#) [Files](#) Unit User [Logout](#)

## Add Order

[Invoices](#) [Orders](#) [+ Add Order](#)

**Sale Season:** Fall 2023  
**Order Status:** Submitted by Unit

**Order Type:** Take Order  
**Location:** York Water Company

	Image	Product	Price	Cases	Containers	Total Containers	Line Total
15		4 Pack Gift Set - 21.75 oz	\$55.00		<input type="text" value="0"/>	0	\$0.00
16		Whi's Party Mix - 18 oz.	\$35.00		<input type="text" value="0"/>	0	\$0.00
17		Honey Roasted Virginia Peanuts - 20 oz.	\$30.00		<input type="text" value="0"/>	0	\$0.00
18		Honey Cinnamon Almonds - 13 oz.	\$28.00		<input type="text" value="0"/>	0	\$0.00
19		Salted Jumbo Cashews - 12 oz.	\$28.00		<input type="text" value="0"/>	0	\$0.00
20		Dark Chocolatey Almond Clusters - 10 oz.	\$25.00		<input type="text" value="0"/>	0	\$0.00

# Show and Sell Partners – July 1

- Karns – 1 slot per unit until 7/11
  - Saturday, August 12; Sunday, August 20; Sunday, August 27; Saturday, September 9
  - All Karns locations
  - ½ Day Timeslots
- Rutters – 1 slot per unit
  - Local Rutters
  - Saturdays - August 12 through October 7
- Capitol City Mall – 1 slot per unit until 7/11

# Program Fee

- Units can earn credit towards 2023 Unit Program Fee
- The Unit Program Fee Credit is calculated as total Sale dollars – unit commission – 33% of Total Sale Dollars (product costs) = Popcorn and Nuts Credit.
- Example: A unit with \$3,000 in sales and a 44% commission would calculate their credit as  $\$3,000 - \$1,320 - \$990 = \$690$  in credit towards the program fee.
- In the first year of the program, more than 40 units sold enough popcorn and nuts product that they owed \$0 towards their program fee.

# Credit Card Readers







- Highly recommended
- Units choose what works best for them
- Any fees are the responsibility of the unit





# Pecatonica River Popcorn Tutorial Library

- Pecatonica has created an awesome library of resources
- More than a dozen trainings to help orient you for the sale
- <https://pecatonicariverpopcorn.com/Tutorials.html>

 <p><b>Bullet Board Tutorial</b> PECATONICA RIVER POPCORN</p>	 <p><b>Envelopes Tutorial</b> PECATONICA RIVER POPCORN</p>	 <p><b>Tote Bag Tutorial</b> PECATONICA RIVER POPCORN</p>
<p><b>Bullet Board</b></p> <p>Kickoff Training Aid 10 Key Points Of The Sale Back Doubles As A Sales Sign</p> <p><a href="#">Go to Video</a></p>	<p><b>Envelopes</b></p> <p>Unit &amp; Individual Seller Envelopes Tips For Keeping Payment Organized 1 Envelope Per Unit/Seller</p> <p><a href="#">Go to Video</a></p>	<p><b>Tote Bag</b></p> <p>Unit Kernel Tool Keep All Popcorn Items Together Popcorn Branded</p> <p><a href="#">Go to Video</a></p>
 <p><b>Tasting Kit Tutorial</b> PECATONICA RIVER POPCORN</p>	 <p><b>Sales Flyer Tutorial</b> PECATONICA RIVER POPCORN</p>	 <p><b>Take to Work Tents Tutorial</b> PECATONICA RIVER POPCORN</p>
<p><b>Tasting Kit</b></p> <p>Educate Sellers On Popcorn Flavors Vote On Unit's Favorite(s) Use Tasting Tents To Show Allergens</p> <p><a href="#">Go to Video</a></p>	<p><b>Sales Flyer</b></p> <p>2 Sales Flyers Per Seller Lists Flavors and Pricing Take Door to Door</p> <p><a href="#">Go to Video</a></p>	<p><b>Take to Work Tents</b></p> <p>Silent Seller Placed on Break Room Table 30 Lines Per Flyer</p> <p><a href="#">Go to Video</a></p>



## **FAMOUS PR POPCORN TASTING KIT (It's Free!)**

The purpose of a tasting session is to have each Scout try 1-2 kernels of each flavor. Let the Scouts vote on their favorites - have fun with it!

Boost your sales with a tasting session. Foster familiarity and product knowledge. Encourage the Scouts to share their tasting experience with potential buyers.

# District Teams

## Council Popcorn & Nuts Sale Committee

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

Position	Name	Email	Phone
Council Kernel	Mark Fahnestock	Mark.fahnestock@gmail.com	(717) 418-0259
Battlefield Co-Kernel	Jamie Jackson	jayleigh75@yahoo.com	(717) 521-9477
Battlefield Co-Kernel	Ernie <u>Finfrock</u>	erniefinfrock@gmail.com	(717) 451-7511
<u>Conococheague</u> Kernel	Pam Nery	pmnery@gmail.com	(717) 977-2564
Heritage Trails Kernel	Scott Gonzalez	scott.gonzalez@gmail.com	(717) 578-2208
Keystone Capital Kernel	Erika Frank	erika@markanderika.com	(717) 421-6379
Pioneer Kernel	Mark Fahnestock	Mark.fahnestock@gmail.com	(717) 418-0259
Council Staff Advisor	Brian DeBease	Brian.DeBease@scouting.org	(717) 620-4520
Council Support	Christina Stout	christina.stout@scouting.org	(717) 620-4519

# Roundtable/Other Trainings

- We will be conducting other trainings throughout the summer and into the fall
- Popcorn 101 Session for New Kernels
- Popcorn 101 Office Hours
- August Roundtable for District Workshops and more information!



# Questions