

# Take Scouting To The Next Level

## 2023 Popcorn And Nuts Sale



# 2023 Popcorn & Nuts Sale Unit Guidebook



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## Table of Contents

### Contents

Welcome .....	4
Scouting Partners for the 2023 Sale! .....	5
Our Popcorn Vendor – Pecatonica River Popcorn .....	5
Our Nuts Vendor—Whitley’s Peanut Factory.....	5
Excitement about the Past and Future .....	5
Popcorn & Nuts Sale Calendar .....	6
Five Keys to a Successful Sale .....	7
Sale Types .....	8
Show and Sell .....	8
Show and Deliver .....	8
Take Order.....	9
Consignment.....	9
Consignment Packages.....	10
Online Sales - Scout Deliver .....	10
Online Sales – Pecatonica River .....	11
Ordering.....	12
Show & Sell Sale Orders .....	12
Take Order Sale Orders .....	12
The Order System.....	13
Nut Products in Scout Boss .....	13
In the Shell Peanuts .....	14
Tracking Scout Deliver Orders .....	14
Reorders.....	14
Show & Sell Sale Product Returns.....	15
Popcorn Distribution.....	15
Prizes.....	16
Unit Prize Program .....	16
Popcorn Patch and other Rewards.....	16
Council Prizes for all Scouts.....	16
Prize Orders.....	17
Commissions.....	18
Late Payments.....	18
Individual Scout Accounts.....	188
Unit Program Fee Credits.....	19
Credit Card Readers .....	19
Safety Considerations .....	20
Recommended Safety Guidelines for Show and Sells.....	20
Scout Safety Tips .....	20
Scout Selling Tips .....	21
Pecatonica River Popcorn Tutorial Library .....	21
Kernel Checklist .....	22



## Welcome

Greetings Unit Popcorn Kernels, Leadership, and Committee Members,

2022 was a turnaround year for the New Birth of Freedom Popcorn and Nuts Sale. Collectively, our Scouts sold more than \$650,000 in product, returning almost \$300,000 to individual unit budgets and providing needed financial support to our outstanding camps and programs. What a tremendous year for all of our units. Your teams succeeded. Congratulations!

A strong part of our success in 2022 was based on the realization that we are promoting scouting values, not selling popcorn and nuts. That is a key message and theme for all of our units, and I am excited to see where we will go in 2023 as we continue to Promote Scouting Values.

This year, we are continuing to streamline and improve our fundraising logistics. We will be modifying the size of our consignment offerings, as well as modify the Scout Deliver to improve the logistics and delivery for our units. More information on all of this will be included in the District Kickoff, future Roundtables, and later in this pamphlet.

Ultimately, remember that this fundraiser is not about “selling popcorn and nuts;” it is about selling Scouting! Keep that in mind, lead with the Scouts and the Adventure and the product will take care of itself!





## Scouting Partners for the 2023 Sale!

### Our Popcorn Vendor – Pecatonica River Popcorn

Pecatonica River Popcorn will return for a third year with us. Pecatonica River Popcorn has been working with Scouting programs for the last 39 years. They work carefully to specialize each sale to capitalize on each council's strengths and assets. This includes everything from container design, unique products and custom promotions. They are committed to making the best Popcorn possible and delivering dependable and efficient customer service. Pecatonica River only works with a select number of councils each year to ensure that each council gets fantastic support for the annual sale.



### Our Nuts Vendor—Whitley's Peanut Factory

We are excited to continue our partnership with Whitley's Peanut Factory. Whitley's is committed to continued great service, great products, and great support of our sale!



### Excitement about the Past and Future

We know how important the annual popcorn and nuts sale is in providing support for Scouting units. Monies raised through the sale help Scouts fund their Scouting adventures, units purchase equipment to support their activities, and programs such as camporees. Camp facilities at Hidden Valley Scout Reservation and Camp Tuckahoe are directly impacted by our efforts. Recognizing the importance of the sale to our Scouting families, our committee is committed to working with vendors that deliver high-quality products at a good value with an excellent return to Scouting while being able to meet our expectation of on-time delivery of products that are exactly what our customers ordered.

Last year, both of our partners delivered and consistently rose to the challenge week-in and week-out to make sure they kept up with the product demands of our units. As was mentioned in the Council Kernel letter at the beginning of this guidebook, 2022 was a fantastic sale due to all of your hard work to make the popcorn and nut sale successful in your unit. Our vendors made sure that we did not run out of product and when we ran low, they made it easy for us to restock to keep units in action!



## Popcorn & Nuts Sale Calendar

Date	What's Popping
1-Jun	2023 Popcorn and Nuts Kick-off at Program Launch
22-Jun	Pioneer District Kickoff – 6:00 pm at <a href="#">Mt Zion United Methodist Church</a>
1-Jul	Show and Sell Sign-ups for <a href="#">Karns</a> , <a href="#">Rutter's</a> , and <a href="#">Capital City Mall</a> Open
5-Jul	Battlefield District Kickoff – 6:00 PM <a href="#">Barts Centenary United Methodist Church</a>
6-Jul	Conococheague District Kickoff – 6:00 pm at <a href="#">Newville First Church of God</a>
6-Jul	Heritage Trails District Kickoff – 6:30 PM <a href="#">St John's Lutheran</a>
7-Jul	Scout Boss System for <a href="#">Unit Show &amp; Sell</a> and <a href="#">Unit Consignment</a> Orders System Open
10-Jul	Units can sign up for any remaining <a href="#">Karns</a> and <a href="#">Capital City Mall</a> locations and times.
13-Jul	Do you have questions? We have answers at Popcorn 101 – <a href="#">Virtual Office Hours</a>
16-Jul	Keystone Capital Kickoff – 7:00 pm at <a href="#">Harrisburg Hunters and Anglers</a>
18-Jul	Popcorn 101 Session – 7:00 pm – <a href="#">Designed for New Kernels</a>
20-Jul	Do you have questions? We have answers at Popcorn 101 – <a href="#">Virtual Office Hours</a>
23-Jul	<a href="#">Traditional Show and Sell Orders Due</a>
27-Jul	Do you have questions? We have answers at Popcorn 101 – <a href="#">Virtual Office Hours</a>
1-Aug	Online Sales and Scout Deliver Open
3-Aug	Do you have questions? We have answers at Popcorn 101 – <a href="#">Virtual Office Hours</a>
3-Aug	District Roundtables – Battlefield, Heritage Trails, Keystone Capital, Pioneer
10-Aug	District Roundtable – Conococheague
11-Aug	Show and Sell Sale Orders pick up to units at assigned sites
17-Aug	Do you have questions? We have answers at Popcorn 101 – <a href="#">Virtual Office Hours</a>
21-Aug	Reorder #1 Due
22-Aug	Late-Summer Popcorn and Nuts Kickoff – Register to Attend
24-Aug	Do you have questions? We have answers at Popcorn 101 – <a href="#">Virtual Office Hours</a>
1-Sep	Reorder #1 Pick up
21-Sep	Reorder #2 Due
29-Sep	Reorder #2 Pick up
October 12 – 14	Units may return unsold products to the Scout Service Centers during designated hours
17-Oct	<a href="#">Take Order Sale Orders Due</a> , All <a href="#">Prize Orders Due</a>
9-Nov	Take Order Sale Orders and Scout Deliver Pick up to units at assigned sites – NOTE: This is Thursday
1-Dec	Payments postmarked or due to Mechanicsburg or York Service Centers



## Five Keys to a Successful Sale

### 1. SET YOUR SALES GOALS

- a. 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. Use this year’s sale to help power your Scouting Adventures!
- b. Set the overall sales goal to fund your Ideal Year of Scouting.
- c. 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

- a. Make it a fun-filled event, such as an opening picnic or at a scout activity.
- b. Share important dates and deadlines.
- c. Announce the overall goal, Scout Family goal & what activities your unit plans to do for the year.
- d. Have a fun taste test with the brand-new Popcorn Tasting Kit!
- e. Do some role playing - Teach your Scouts this proven sales speech and have them practice it:
  - i. *“Hi sir/ma’am, my name is [NAME], and I’m a Scout with Pack/Troop/ Crew. Would you like to support scouting? We’re trying to raise money to support our Scouting program. Won’t you please help us by donating and receiving some of our delicious popcorn and nuts?”*

### 3. COMMUNICATE WITH YOUR SCOUT FAMILIES

- a. Contact your Scout Families weekly throughout the sale.
- b. Share selling and safety tips.
- c. 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

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

### 5. PARTICIPATE IN ALL METHODS OF SELLING

- c. Use all the methods of selling: Show and Sell, Show and Deliver, Take Order, Scout Deliver, and Consignment.



## Sale Types

### Show and Sell

Show and Sell is traditionally one of our most successful sale methods. 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 products 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.

We are excited to announce partnerships with Karns, Rutter's, and Capitol City Mall for Show and Sell locations again in 2023. Signups for these locations will be available to units starting on July 1. Links for signups will be posted on the New Birth of Freedom Council website at [www.newbirthoffreedom.org](http://www.newbirthoffreedom.org).

***NOTE: If you participated in Consignment the previous year, you'll be asked to participate in traditional Show and Sell to allow new units to experience Consignment.***

### Show and Deliver

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 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 can easily 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.





## Take Order

This is the most traditional way to sell. Take Order works by 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.

## Consignment

After another successful year, we will again offer a Consignment option as part of the Show and Sell Sale. This method is for units that typically only do one or two Show and Sells, units that have a history of only selling a smaller amount of product, or units that are new to the sale.

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 \$3,560 or \$7,120 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 products for the duration of the entire sale. This also helps us move products between units that need additional products during the sale. There is no risk to a unit who participates in the Consignment Option. You can return 100% of what you request if it is returned by its due date.

Units may make multiple consignment requests during the Popcorn and Nuts sale. Please, complete a separate request for each consignment. Units may schedule multiple requests but may not have more than one consignment out at a time.

Consignments can be picked up on Thursday or Friday each week. Consignments are for 11 or 12 days (depending on whether you pick up on Thursday or Friday) and must be returned the Monday after your second weekend. If you cannot pick up or return in those windows of time, please contact your district kernel or district executive. Consignments can be picked up at either the York Service Center or Mechanicsburg Service Center.

Units will be provided with a set list of products, which should be checked when they pick up their package. All packages will be in full cases. Units will sign a return sheet once products are returned, and this is what the unit will be billed for at the end of the sale.



## Consignment Packages

### Kit One - \$3,560

- 2 cases (24 containers) 12oz Salted Virginia Peanuts
- 2 cases (24 containers) 12oz Honey Roasted Virginia Peanuts
- 2 cases (24 containers) 10.5oz Whit's Party Mix
- 2 cases (24 containers) 12oz Salted Jumbo Cashews
- 2 cases (16 containers) 15pk Butter Microwave Popcorn
- 2 cases (16 containers) 16oz Caramel w/ Sea Salt
- 2 cases (16 containers) 7oz Cheddar Cheese Bucket
- 5 cases (40 containers) 8oz Classic Caramel Corn Bucket
- 1 case (8 containers) 2lbs Yellow Popping Corn Bucket

### Kit Two - \$7,120

- 4 cases (48 containers) 12oz Salted Virginia Peanuts
- 4 cases (48 containers) 12oz Honey Roasted Virginia Peanuts
- 4 cases (48 containers) 10.5oz Whit's Party Mix
- 4 cases (48 containers) 12oz Salted Jumbo Cashews
- 4 cases (32 containers) 16pk Butter Microwave Popcorn
- 4 cases (32 containers) 16oz Caramel w/ Sea Salt
- 4 cases (32 containers) 7oz Cheddar Cheese Bucket
- 10 cases (80 containers) 8oz Classic Caramel Corn Bucket
- 2 cases (16 containers) 2lbs Yellow Popping Corn Bucket

## Online Sales- Scout Deliver

After a successful season of our Scout Deliver program, we are excited to bring this option back with a few major improvements. This option is a great option for Scouts that are on a time crunch or are looking for ways to participate in 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 is notified of sales, provided the product, and the Scout delivers the product. Product is not shipped so this method should not be used for family or friends that cannot be easily delivered to.

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.



### Details:

- The Scout Deliver option will be available on August 1 for all Scouts. All deliveries will be received at the same time as Take Order. This is new for 2023.
- All commissions for the sale will be credited to your final invoice. Commissions will match your sale commissions.
- Units will be able to track Scout Deliver sales during the sale through the Pecatonica System.

### Online Sales – Pecatonica River

For friends and family that live outside our 5-county footprint, Pecatonica River has a great online store, where friends and family can order products and have them shipped directly to their home. Please note that these online products differ from the products that are offered in our Show and Sell or Take Order sales. Scouts still earn credit on these sales towards their prizes and unit goals.

Each unit needs to assign Scouts who are selling online a Scout ID so that the unit can track the Scout's sales. The unit kernel can assign the Scout IDs by simply logging into their Scout Boss account and following the link.

There is a great video tutorial on how to set this up at:

[https://pecatonicariverpopcorn.com/Tutorial\\_SellerIDs.html](https://pecatonicariverpopcorn.com/Tutorial_SellerIDs.html)



## Ordering

### Show & Sell Sale Orders

Orders must be placed by July 23rd online. New for this year, we are using a single order system to streamline the process for ordering. Your unit will need to create a username and password. Your unit can order up to 75% of your total 2022 order. 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 75% is less than \$1400 in product, you can consider placing an order through the Consignment Option. We will work with individual units with no recent sale history to do a full Show and Sell Order if they wish. 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 above on consignment. Show & Sell Sale orders are in full cases only.

Not all products will be available for the Show and Sale portion of the sale. Though all products will be listed, only the following are available for Show and Sell.

Popcorn	Nuts
Butter Microwave	Honey Roasted Peanuts 12oz
Caramel with Sea Salt	In the Shell Peanuts**
Cheddar Cheese	Jumbo Cashews
Cheese Lovers*	Peanut Brittle
Classic Caramel Corn	Salted Virginia Peanuts 12oz
Classic Trio*	Whit's Party Mix
Jalapeno Cheese	
Kettle Microwave	
Yellow Popping Corn	

*\*To be eligible for returns, these products must be returned still sealed in their original box. We will not accept open boxes or retaped boxes.*

*\*\*The In the Shell Peanuts are not eligible for returns. The unit agrees to purchase anything that is ordered.*

### Take Order Sale Orders

Orders must be placed by October 17th online. New for this year, we are using a single order system to streamline the process for ordering. Your unit will need to create a username and password.



Orders should be the exact number 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.

### The Order System

Units will be able to access the online order system for Show and Sell (Not Consignment) or Take Orders by going to [www.prcpopcorn.com](http://www.prpopcorn.com). The system will be available starting July 7th. This new system, called "Scout Boss" is an easy tool to order product as well as to track critical pieces of the sale. Once at the website, click "My Account" in the upper right-hand corner.

From the next page, if your unit has not previously done so, click "Create Unit Profile." You will be prompted to enter a council key which is "544NBOF". From here you can set up the rest of your unit profile. You will then be able to log in to your account, once your profile is set.

The Dashboard has a lot of great and useful information. To place your Show and Sell Order or Take Order, click the "New Order" button and select the appropriate sale. Then simply place your order. If you make a mistake or need to make a change, you can make those in the system, and they will be accepted once they have been confirmed and reviewed.

If you get stuck, there is a great tutorial at [https://pecatonicariverpopcorn.com/Tutorial\\_ScoutBoss.html](https://pecatonicariverpopcorn.com/Tutorial_ScoutBoss.html) You can also contact your District Kernel or District Executive.

**NOTE:** Consignment Orders are handled separately. Units can place Consignment Orders at <https://tinyurl.com/mvy298s6>. Please do not place Consignment Orders until after July 7.

### Nut Products in Scout Boss

Pecatonica River has graciously offered to include our nut products in the order system. This streamlines the process for pick tickets, invoicing, ordering, and tracking sales. To make it seamless this year the product dashboard will help you easily identify each product to select through the order system:

Product	Sort Order	Enable Containers	Enable Cases	Retail Price	Council Cost	
--Select--		<input type="checkbox"/>	<input type="checkbox"/>			Add
<input type="checkbox"/> 2# Yellow Popping Corn - AB	1	No	Yes	\$10.00	\$3.00	Edit Delete
<input type="checkbox"/> Caramel - TV Bucket	2	No	Yes	\$10.00	\$3.00	Edit Delete
<input type="checkbox"/> 15 Pack Butter	3	No	Yes	\$20.00	\$6.00	Edit Delete
<input type="checkbox"/> 15 Pack Kettle Corn	4	No	Yes	\$20.00	\$6.00	Edit Delete
<input type="checkbox"/> 7 oz. Cheddar Cheese - Salute	5	No	Yes	\$20.00	\$6.00	Edit Delete
<input type="checkbox"/> 7 oz. Jalapeno Cheese - Liberty	6	No	Yes	\$20.00	\$6.00	Edit Delete
<input type="checkbox"/> Kettle Corn - Eagle	7	No	Yes	\$20.00	\$6.00	Edit Delete
<input type="checkbox"/> Caramel w/Sea Salt - Ch	8	No	Yes	\$25.00	\$7.00	Edit Delete
<input type="checkbox"/> Peanut Butter Cup - BRGE	9	No	Yes	\$25.00	\$8.00	Edit Delete
<input type="checkbox"/> Classic Trio - BFSS	10	No	Yes	\$30.00	\$11.00	Edit Delete
<input type="checkbox"/> Cheese Lovers - PMM	11	No	Yes	\$40.00	\$13.50	Edit Delete
<input type="checkbox"/> Chocolate Lovers - SHG	12	No	Yes	\$60.00	\$23.00	Edit Delete
<input type="checkbox"/> White Party Mix - 12 oz.	13	No	Yes	\$35.00	\$1.00	Edit Delete
<input type="checkbox"/> Salted Jumbo Cashews - 12 oz.	14	No	Yes	\$25.00	\$1.00	Edit Delete
<input type="checkbox"/> Honey Roasted Virginia Peanuts - 12 oz.	15	No	Yes	\$19.00	\$1.00	Edit Delete
<input type="checkbox"/> Homemade Peanut Brittle - 10 oz.	16	No	Yes	\$19.00	\$1.00	Edit Delete
<input type="checkbox"/> Salted Virginia Peanuts - 12 oz.	17	No	Yes	\$18.00	\$1.00	Edit Delete
<input type="checkbox"/> Roasted Salted in Shell 12 oz.	18	No	Yes	\$12.00	\$1.00	Edit Delete



- *In the Shell Peanuts are only available for Show and Sell and are not on the Take Order. Please see the section on In the Shell Peanuts later in this guide.*

Please be sure to double-check your order when your order is placed to make sure you have ordered the correct products.

### In the Shell Peanuts

We will again this year offer the In the Shell Peanuts as a Show and Sell only item. It is not a product that will be available during Take Order. As in previous sales, units that choose to order this product as part of their Show and Sell, may not return any of this product. Units are responsible for buying this product outright.

This product has the shortest shelf life of all of our products but does have an adamant following, especially for units that conduct early Show and Sells or have Show and Sells at events where the product is typically consumed right away. If you have questions about whether this is a good product for your unit, please contact your district kernel or district executive.

### Tracking Scout Deliver Orders

We learned a lot with our new order system last year in regard to Scout Deliver Orders. This year, when a unit receives its first Scout Deliver Order, the unit will be notified to create a Scout Deliver or “SD” unit account. Each unit will receive an email with instructions. Units will then be able to see orders that are placed, know the totals, and make any adjustments as needed well before the end of the sale. Our hope is that this will streamline the crediting process at the end of the sale and give units better real-time tracking of Scout progress. Scout Deliver Orders will be delivered with Take Order in 2023.

### Reorders

If at any time during the sale your unit runs out of product, don’t hesitate to contact the New Birth of Freedom Council for additional product. We normally keep an additional stock of most of our core products to help refill units. We have set designated times that we will place additional orders with our vendors. Units can contact us prior to the dates listed in the calendar and we will be able to order any Show and Sell products that we do not have in stock.



## 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 12th-14th during regular Service Center hours or from 9:00 AM to 12:00 PM on Saturday, October 15th. Additionally, the York Service Center will take returns Wednesday, October 12th until 7pm and the Mechanicsburg Service Center will take returns Thursday, October 13th until 7pm.

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 [www.newbirthoffreedom.org/popcornandnuts/](http://www.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 = 8-13 cases, Jeep/ Smaller SUV = 25-30 cases, Minivan = 45-50 cases, Suburban/Large SUV = 50-55 cases. Please note that with our new vendor this year, all pre-popped products will be in a bucket or a tin, which means fewer containers per case. You will be receiving more cases for the same number of containers that you have ordered in the past.



## 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 GCC/Keller Marketing. Great prizes are available at different sales levels for Scouts to earn (see prize flyer inside the Pecatonica River 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 17 at [www.newbirthoffreedom.org/popcornandnuts/](http://www.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 the 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 Pecatonica River Winner's Circle. WINNER'S CIRCLE IS POPCORN ONLY.)

### Popcorn Patch and other Rewards

Scouts can earn a 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 the unit participates in the prize or cash program.

- **Military Sale Pin.** For each Scout that has at least 1 Military Sale, the Scout can earn a Military Sale Pin. Unit Kernels order these pins through the prize program website.
- **Online Sale Pin.** For each Scout that has at least 1 Online Sale, the Scout can earn a Military Sale Pin. Unit Kernels order these pins through the prize program website.
- **Top Seller Pin.** For each Scout that sells over \$1,000 combined popcorn and nuts, the Scout can earn a Top Seller Pin. Unit Kernels order these pins through the prize program website.

### 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 17 by completing an Outstanding Sellers form for each qualifying Scout at [www.newbirthoffreedom.org/popcornandnuts/](http://www.newbirthoffreedom.org/popcornandnuts/).



All Scouts selling \$650 or more will receive a \$20 Gift Card to the Mechanicsburg or York Scout Shop.





Scouts selling \$1,250 or more will receive two tickets to a Sporting Event (may include Hershey Bears or Harrisburg Senators).



Scouts selling \$1,750 or more will receive two passes to HersheyPark OR a \$50 Amazon Gift Card.



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



Pecatonica River will be providing prizes are part of their Winner's Circle Program! Scouts who sale **\$3,000 or more in POPCORN ONLY**, qualify for this additional incentive. Units must place this order and submit supporting documentation through the Pecatonica Order System.

### Prize Orders

Orders must be placed by October 17th online. 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 our new prize vendor.



Each unit must submit an “Outstanding Sellers Form” at [www.newbirthoffreedom.org/popcornandnuts/](http://www.newbirthoffreedom.org/popcornandnuts/) by October 17th 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, sports event ticket options, 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 Christina Stout - email: [Christina.Stout@scouting.org](mailto:Christina.Stout@scouting.org) or phone: 717-620-4519 if you need help placing any order.

**NOTE:** Council prizes are distributed in late Quarter 1 of 2024.

## 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	

## Late Payments

All final payments are due on December 1. Units will receive a final invoice when they pick up their Take Order Product. Please plan accordingly and make payments on time. An on-time payment is a payment received at either Service Centers by the close of business on December 1 or a payment that is postmarked by December 1. Payments received after the due date will be subject to a 2% reduction in commission per week (down to 26%).

## 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/>.

## Unit Program Fee Credits

Units that participate in the 2023 Popcorn and Nuts Sale can earn Program Fee Credits towards their 2024 Unit Program Fee. Units can earn between 30% and 48% commission on the sale depending on their sales volume. 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

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. 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.



## Safety Considerations

The New Birth of Freedom Council, Pecatonica River 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 best practices 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.

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. Remember, almost all of our Scouts are unvaccinated. These will be updated when necessary.

### Recommended Safety Guidelines for Show and Sells

- If the Scout or his/her parent are feeling unwell, they should not participate in Show and Sell activities until their symptoms go away.
- No more than 3 kids and 2 adults should be at any single selling location.
- 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 products.
- Use Signs to help inform customers you're fundraising and provide directions for safe interactions between Scouts and customers.
- 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.

### 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



## 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 and nuts
- ALWAYS say “Thank You”
- ALWAYS make a copy of your order form
- ALWAYS have a clean order form with pen
- ASK parents to take an order form to work with a table tent
- PARTICIPATE in all parts of the sale
- ASK parents to use social media and email to share sale invitations to family, neighbors, and friends

## Pecatonica River Popcorn Tutorial Library

For Scouts and Kernels Pecatonica River has developed an awesome set of video tutorials. The tutorials range from how to use your Tasting Kit and all of the other tools that are available to kernels and Scouts.

Check out these great videos at: <https://pecatonicariverpopcorn.com/Tutorials.html>



## 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 Popcorn and Nuts Team
- 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 the 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!