

Take Scouting To The Next Level

2024 Popcorn And Nuts Sale



2024 Popcorn & Nuts Sale Unit Guidebook



Council Popcorn & Nuts Sale Committee

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Welcome

Greetings Unit Popcorn Kernels, Leadership, and Committee Members,

2023 was another solid year for the New Birth of Freedom Popcorn and Nuts Sale. Collectively, our Scouts sold more than \$650,000 in products, 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 our units. Your teams succeeded. Congratulations!

A strong part of our success in 2023 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 our units, and I am excited to see where we will go in 2024 as we continue to Promote Scouting Values.

We will maintain the 2 consignment package choices and request that those units that ordered more than 3 packages last year participate in the Traditional Show & Sell program. All Scout Deliver Orders will be received in November when your unit picks up its Take Order products.

Our biggest adjustment will be how we serve the southern portion of our Council since the closure of the York Service Center. We will shift our hub from York to Camp Tuckahoe for product pick-ups, drop-offs, and exchanges. The Mechanicsburg Service Center will remain the same. To meet the needs of our Units, we require advanced appointments scheduled for any product sales business at Camp Tuckahoe. All other business for the sale will be conducted at the Mechanicsburg Service Center, including payments.

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

Mark Fahnestock
Council Kernel





Scouting Partners for the 2024 Sale!

Our Popcorn Vendor – Pecatonica River Popcorn

Pecatonica River Popcorn will return for a third year with us. For the past 40 years, Pecatonica River Popcorn has worked with Scouting programs. They specialize in each sale carefully to capitalize on each council's strengths and assets. This includes everything from container design to 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 yearly to ensure that each receives 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, products, and support of our sales!



Excitement about the Past and Future

We know how important the annual popcorn and nuts sale is in supporting 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. Our efforts directly impact camp facilities at Hidden Valley Scout Reservation and Camp Tuckahoe. 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 meeting our expectation of on-time delivery of products exactly what our customers ordered.

Last year, both of our partners delivered and consistently rose to the challenge week in and week out to ensure they kept up with the product demands of our units. As was mentioned in the Council Kernel letter at the beginning of this guidebook, 2023 was a fantastic sale due to all your hard work to make the popcorn and nut sale successful in your unit. Our vendors ensured 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	Event
20-Jun	2023 Popcorn and Nuts Kick-off at Program Launch
24-Jun	Pioneer District Kickoff – 6:00 pm at Mt Zion United Methodist Church
1-Jul	Show and Sell Sign-ups for Karns, Rutter’s, and Capital City Mall Open
5-Jul	Scout Boss System Opens for Unit Show & Sell / <i>Consignment Orders</i>
9-Jul	Units can sign up for any remaining Karns and Capital City Mall locations and times
10-Jul	Battlefield District Kickoff – 6:00 PM Barts Centenary United Methodist Church
12-Jul	Conococheague District Kickoff – 6:00 pm at Newville First Church of God
14-Jul	Keystone Capital Kickoff – 7:00 pm at Harrisburg Hunters and Anglers
16-Jul	Popcorn 101 Session – 7:00 pm – Designed for New Kernels
18-Jul	Heritage Trails District Kickoff – 7:00 PM St John’s Lutheran
21-Jul	Unit Show and Sell Orders Due
1-Aug	Online Sales and Scout Deliver Open
1-Aug	District Roundtables – Battlefield, Heritage Trails, Keystone Capital, Pioneer, Conococheague
7-Aug	Show and Sell Sale Orders Received
8-Aug	Show and Sell Sale Orders Breakdown
9-Aug	Unit Show and Sell Sale Orders pick up at assigned sites
18-Aug	Unit Reorder #1 is Due
30-Aug	Unit Reorder #1 Pick up
12-Sep	Unit Reorder #2 Due
20-Sep	Unit Reorder #2 Pick up
9-Oct	Unit Take Order Sale Orders Due, All Prize Orders Due
11, 12 & 14 - Oct	Units may return unsold products to the Scout Service Centers during designated hours
10-Oct	Shopnbof will be turned off
10-Oct	Unit Kernels will receive a report of all Shopnbof purchases
6-Nov	Take Order Sale Received
7-Nov	Take Order Sale Breakdown
8-Nov	Unit Take Order Sale Orders and Scout Deliver Pick up at assigned sites
6-Dec	Payments postmarked or due to Mechanicsburg Center



Five Keys to a Successful Sale

1. SET YOUR SALES GOALS

- a. Dream Big! Determine what 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 fun, such as an opening picnic or 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: the value of earning their own way, salesmanship skills, self-confidence, savings on out-of-pocket expenses, public speaking skills, money management, and setting and achieving a goal.

4. USE UNIT INCENTIVES

- a. If your unit is participating in the prize program, be sure Scouts know about all the prizes available and the council prizes for all Scouts.
- b. Offer incentives to excite and motivate your sales force, THE SCOUTS!

5. PARTICIPATE IN ALL METHODS OF SELLING

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



Sale Types

Show and Sell

Show and Sell is traditionally one of our most successful sales 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 that you could set up this year?

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

The advantage is that no return trip is 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 2024. Units can sign up for these locations starting on July 1. Signup links will be posted on the New Birth of Freedom Council website at 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, sometimes called "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. The product can be literally in a wagon or 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 the workplace, too! If you don't have a wagon, consider laminating an order form and indicating what products can be ordered and what you can fulfill on the spot. A parent can have the product in the car, and the Scout can achieve it when he/she takes the order. Filling an order immediately increases the likelihood of a 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 orders 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 Shows and Sells, units with a history of selling a smaller product, or units new to the sale.

Units will not place a Show and Sell Order but will put a Consignment Request. They will pick the product up on a specific date and return it by a particular date. Units can request a \$4,325 or \$8,730 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 entire sale. This also helps us move products between units that need additional products during the sale. There is no risk to a unit that participates in the Consignment Option. You can return 100% of your 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. They are for 11 or 12 days (depending on whether you pick them up on Thursday or Friday) and must be returned the Monday after your second weekend. If you cannot pick them up or return them within those windows, please get in touch with your district kernel or district executive. Consignments can be picked up at the Mechanicsburg Service Center or Camp Tuckahoe.

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



Consignment Packages

Kit One - \$4,325

- 1 case (12 containers) "Homemade" Peanut Brittle
- 2 cases (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 (16 containers) 16pk Butter Microwave Popcorn
- 2 cases (16 containers) 16oz Caramel w/ Sea Salt
- 2 cases (16 containers) Cheddar Cheese Bucket
- 5 cases (40 containers) 8oz Classic Caramel Corn Bucket
- 1 case (8 containers) Yellow Popping Corn Bucket

Kit Two - \$8,730

- 2 cases (12 containers) "Homemade" Peanut Brittle
- 4 cases (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 (32 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) of 8oz Classic Caramel Corn Bucket
- 2 cases (16 containers) 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 who 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, the product is provided, and the Scout delivers the product. The product is not shipped, so this method should only be used by family or friends who can easily deliver it.



This method is an online sale with the entire product lineup 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.
- 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 who live outside our 5-county footprint, Pecatonica River has a great online store. Here, they can order products and ship them directly to their homes. Please note that these online products differ from those 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 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



Ordering

Show & Sell Sale Orders

Orders must be placed online by July 21st. New for this year, we are using a single order system to streamline the process. Your unit will need to create a username and password. Your unit can order up to 75% of your total 2023 order. If your unit sells out of your initial order, you can order additional products from the New Birth of Freedom Council.

If your unit did not sell last year, or your 75% is less than \$3500 in the 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 get in touch with 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. 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 online by October 9th. New for this year, we are using a single order system to streamline the ordering process. 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 can access the online order system for Show and Sell (Not Consignment) or Take Orders by going to www.prpopcorn.com. The system will be available starting July 5th. This system, called Scout Boss, is an easy tool for ordering products and tracking critical sale pieces. Once on the website, click “My Account” in the upper right-hand corner.

If your unit has not previously done so, click “Create Unit Profile” from the next page. You will be prompted to enter a council key, “544NBOF.” From here, you can set up the rest of your unit profile. Once your profile is set, you can log in to your account.

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, 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 You can also contact your District Kernel or District Executive.

NOTE: Consignment Orders are handled separately. Units can place them at <https://tinyurl.com/3ahxay95>. Please do not place them after July 5.

Nut Products in Scout Boss

Pecatonica River has graciously offered to include our nut products in the order system. This streamlines the process for picking 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"/> 1# Pack Butter		3 No	Yes	\$20.00	\$6.00	Edit Delete
<input type="checkbox"/> 1# 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	\$10.00	\$1.00	Edit Delete
<input type="checkbox"/> Homemade Peanut Brittle - 10 oz.		16 No	Yes	\$10.00	\$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

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- *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 double-check your order when it is placed to ensure you have ordered the correct products.

In the Shell Peanuts

Again, this year, we will offer In the Shell Peanuts as a show-and-sell-only item. It is not available during Take Order. As in previous sales, units that order this product as part of their show-and-sell may not return any of it. Units are responsible for buying this product outright.

This product has the shortest shelf life of all our products. Still, it 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 get in touch with your district kernel or district executive.

Tracking Scout Deliver Orders

Last year, we learned much about Scout Deliver Orders from our new order system. 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 placed, know the totals, and make any adjustments well before the sale ends. We hope this will streamline the crediting process at the end of the sale and give units better real-time tracking of Scout's progress. Scout Deliver Orders will be delivered with Take Order.

Reorders

If your unit runs out of products during the sale, don't hesitate to contact the New Birth of Freedom Council for additional products. We normally keep an extra stock of our core products to help refill units. We have set designated times to place further orders with our vendors. Units can contact us before 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 Service Center or Camp Tuckahoe during regular business hours on Friday or Monday, October 11th or 14th. Returns will also be accepted on Saturday, October 12, from 9:00 AM to 12:00 PM at Mechanicsburg Service Center or Camp Tuckahoe. Additionally, the Mechanicsburg Service Center will take returns on Thursday, October 10th, until 7 pm. All returns must be made by Monday, October 14th. If you need to return up to 25% of unsold products before October 10th, please coordinate with your District Executive.

Remember to keep any products 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" before 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/ 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 receive more cases for the same number of containers 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 9 at 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 a combination of prizes (i.e., \$550 in sales could be 1 prize from the \$550 level or a \$350 prize + \$115 prize = \$465 – must be equal or less than total sold). All sales, popcorn, and nuts count towards the 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 orders 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.** Each Scout with at least 1 Military Sale can earn a Military Sale Pin. Unit Kernels orders these pins through the prize program website.
- **Online Sale Pin.** Each Scout with at least 1 Online Sale can earn a Military Sale Pin. Unit Kernels orders these pins through the prize program website.
- **Top Seller Pin.** Each Scout that sells over \$1,000 combined popcorn and nuts can earn a Top Seller Pin. Unit Kernels orders these pins through the prize program website.

Council Prizes for all Scouts

All Scouts can earn the following prizes regardless of whether their unit participates in the council prize program. These prizes must be submitted by October 9 by completing an Outstanding Sellers form for each qualifying Scout at www.newbirthoffreedom.org/popcornandnuts/.



PRIZES



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



Scouts selling \$1,250 or more will receive two tickets to a Sporting Event (which may include the Hershey Bears or Harrisburg Senators). For Hershey Bears Tickets, families must choose the Scout Night Game they want to attend by **Friday, December 6th.**



Scouts selling \$1,650 or more will receive two passes to HersheyPark OR a \$50 Amazon Gift Card.





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

WINNER'S CIRCLE

★ SELL \$3,000

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

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

Pecatonia River will provide prizes as part of its Winner's Circle Program! Scouts who sell \$3,000 or more in POPCORN ONLY qualify for this additional incentive. Units must place this order and submit supporting documentation through the Pecatonia Order System.



Prize Orders

Orders must be placed online by October 9th. 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/ by October 9th, listing every Scout who sells \$650 or more. This form will determine the top sellers and Scouts who will receive the Scout Shop Gift Cards, sports event ticket options, Hersheypark passes, and Amazon Gift Cards. The New Birth of Freedom Council will contact Scouts who qualify for these prizes.

If you need help placing an order, contact your District Popcorn and Nuts Kernel (contact information is on the cover) or Christina Stout—email: Christina.Stout@scouting.org or phone: 717-620-4519.

NOTE: Council prizes will be distributed in late Quarter 1 of 2025.

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
4% Cash Option: If the Unit chooses not to participate in the prize program	

Late Payments

All final payments are due on December 6. 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 received at the Mechanicsburg Service Centers by the close of business on December 6 or **POSTMARKED** by December 6. **Payments received after the due date will be subject to a 2% reduction in commission per week (down to 26%).**

NEW: Units that make their final payment using a credit or debit card will incur a 3% service fee.



Individual Scout Accounts

Units are allowed under Scouting America's rules to utilize Individual Scout Accounts if these accounts are operated within the parameters permitted 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/>.

Credit Card Readers

The New Birth of Freedom Council does not specifically endorse a credit card reader service but highly recommends choosing a vendor. Many credit card readers are free and only charge a small fee per transaction. Before signing up for any credit card reader service, please review the company's terms, how your unit will access 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, everyone must operate under current best practices outlined by the New Birth of Freedom Council, the Pennsylvania Department of Health, and the Centers for Disease Control. If you have questions about the requirements at any time, please get in touch with your district executive or district kernel.

Show and Sells are exciting times for your Scouts. 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 our Scouts are unvaccinated. These will be updated when necessary.

Recommended Safety Guidelines for Show and Sells

- If the Scout or his/her parent feels unwell, they should not participate in Show and Sell activities until their symptoms disappear.
- No more than 3 kids and 2 adults should be at any 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 a high potential for the virus to spread through these items.
- If you must sneeze or cough, avoid 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 a 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 cover using your Tasting Kit and all the other tools available to Kernels and Scouts.

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



Kernel Checklist

- Attend Popcorn and Nuts Training
- Plan Annual Scout Program (w/ Unit Committee)
- Review Commission Structure & Prizes
- Determine Additional Unit Prizes
- Set Budget for the 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
- 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!