2025 Popcorn and Nuts 101

Presented by:

New Birth of Freedom Council

Mark Fahnestock, Council Popcorn Kernel

What we will cover

- Popcorn Sale Options
 - ▶ Show and Sell, Consignment, Scout and Deliver, Take Order, Online Orders
- Unit Preparation and Running the Sale
 - ► Timeline and Month by Month walkthrough
- Scout Boss
- Helpful Resources
- Questions

Popcorn Sale Options

Show and Sell

Scouts sell products at a designated location. They have a display and signs.

Pros

- Traditionally, it has been one of the most successful methods of fundraising
- Units can sell anywhere between \$400-\$3000 per day over six hours
- Scouts learn salesmanship and financial management

Cons

- Requires planning and logistics for locations
- Units are responsible for product returns and may end up with unused product
- Units need to quickly handle large cash transactions



Show and Sell - Details

- ► Initial Orders Due July 20
- Products are ordered by full cases
- Unsold product can be used to fill Take Order or returned
- ▶ Initial Orders can be 75% of 2024 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
- Trail Mix (NEW for 2025)
- ► 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
 - ▶ \$13 per bag



Consignment (Show and Sell)

Scouts sell products at a designated location. They have a display and signs. Units do not need to manage the product returns.

Units who participated in the Consignment program, with sales exceeding \$2,000, should conduct a Traditional Show & Sell. Units planning more than three consignment orders should participate in the Traditional Show & Sell Program

Pros

- Leverages the Show and Sell methodology
- Units are not responsible for product returns (No Risk!)
- Great introduction for new units who have not done Show and Sells before
- Scouts learn salesmanship and financial management

Cons

- Requires planning and logistics for locations
- Units are required to reserve bundles from Council and then return bundles to Council
- Units need to quickly handle large cash transactions



Consignment - Details

- Popular with smaller units or units that only want to do one or two Show and Sells
- ► 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 Camp Tuckahoe.
- Camp Tuckahoe requires a scheduled appointment through Sign Up Genius
- Units may make multiple requests
- ▶ 100% of product can be returned as long as it is returned on time

Consignment Package

- ▶ 1 case (12 containers) Homemade Peanut Brittle
- ► 1 case (12 containers) Salted Virginia Peanuts
- ▶ 1 case (12 containers) Honey Roasted Virginia Peanuts
- ▶ 1 case (12 containers) Whit's Party Mix
- ▶ 1 case (12 containers) Salted Jumbo Cashews
- ▶ 1 case (12 containers) Trail Mix
- 2 cases (24 containers) 15pk Butter Microwave Popcorn
- 2 cases (24 containers) 15pk Kettle Microwave Popcorn
- 2 cases (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

Scout Deliver

Individuals purchase popcorn and nuts via the Council website. The individual designates a unit and scout, the scout then receives the product to deliver to the individual. Local deliveries only.

- Pros
 - No-Contact method of selling
 - ► All money is handled virtually via the Council and credits are applied
 - Individuals do not pay shipping charges (as products are not shipped)
 - Door hangers will be used for this option
- Cons
 - ► Requires units to deliver product
 - Some individuals may forget to tag the scout



Scout Deliver - Details

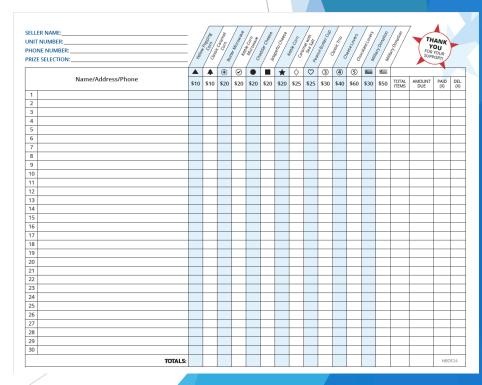
- Product mix is the same as local sale
- Commission is credited to final invoice
- Units will be able to track sales
- Scout Deliver will be delivered with your Take Order in November



Take Order

Scouts go door-to-door, visit family/friends, parents take to work.

- Pros
 - Scouts are responsible for individual fundraising
 - Scouts can engage friends and neighbors to obtain their order
- Cons
 - Scouts must collect funds and units must aggregate collections
 - Units must place an accurate order for filling the take order
 - Sales are driven by the scout



Online Sales

Individuals purchase popcorn and nuts via the Pecatonica website. Product is shipped directly to the customer.

- Pros
 - No-Contact method of selling
 - All money is handled virtually via the Council and credits are applied
 - Different product mix from the local sale
- Cons
 - Requires unit kernel to setup online website and assign codes to each scout
 - Shipping costs apply

Unit Preparation and Running the Sale

Timeline

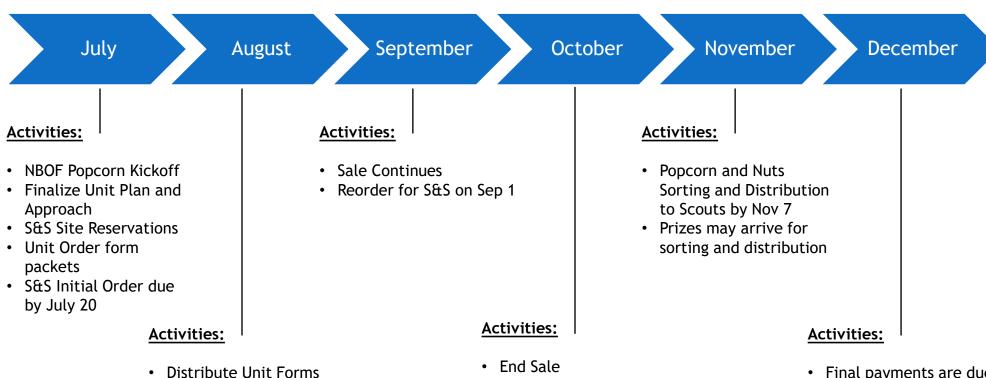
Kickoff Unit

• Sale Begins!

Order Consignment

Pickup Product on Aug 8

• Reorder for S&S on Aug 17



· All Take Orders are due to

Complete prize orders for

· Complete any outstanding

seller prizes by Oct 8
• Return unsold product

Council by Oct 8

scouts by Oct 8

Oct 9-11

- Final payments are due to Council by Dec 1
- Final prize distribution

July Activities

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 Cash Option: Retain 4% of all sales if unit chooses to not participate in the prize program

- Attend District popcorn and nuts kickoff
 - Obtain packets of fundraising forms for unit
 - If you cannot attend, arrange a time to pick up your packet from the council office
- As a Unit:
 - ▶ Plan out the scout year and identify the Unit Budget.
 - ▶ What activities do we want to do as a unit and how much money do we need to raise to make them affordable to participating families?

Commissions

- ▶ Using the commission guidance, what is my targeted sales goal for fundraising? Will I do this with popcorn/nuts or will I do other fundraising throughout the year?
- Determine Popcorn/Nut goal

July Activities continued

- As a Unit:
 - Determine Popcorn/Nut objectives
 - Do you have targets for families/individuals?
 - ▶ Will you participate in Show and Sells? Consignment? Etc.
 - Will you offer prizes or take the additional cash option for units?
 - ▶ Will there be a blitz weekend?
 - ▶ If participating in Show and Sell or Consignment
 - ▶ Begin site reservations by contacting local stores and asking if they will allow your unit to sell in front of the store. Identify timeframes for the store. Be courteous.
 - ▶ Leverage council site reservations with Karns, Rutters, and others.
 - ▶ Share sites with your neighboring units
 - ▶ Identify where product will be stored and accessed

Show and Sell Partners - July 1

- ► Karns 1 slot per unit until 7/12
 - ► All Karns locations
 - ▶ ½ Day Timeslots
- Rutters 1 slot per unit
 - Local Rutters
- Capitol City Mall 1 slot per unit until 7/12

July Activities continued

- As a Unit:
 - Begin preparing for your unit popcorn kickoff
 - Prepare popcorn bundles for your scouts
 - ▶ Do you have an opening kickoff/registration event combined with your popcorn launch?
 - ▶ Do you have a way to track signups for participating scouts in show and sells? (Website, signupgenius, or excel)
 - ▶ Will you accept electronic payments? (Square, AnyPay, etc.)
 - Prepare a calendar of locations and timeframes for tracking
 - Register with Council through the Scout Boss system to submit your initial order if participating in traditional Show and Sell by July 20th. Details are in the unit guidebook.
 - ▶ Remember, orders are in FULL CASES. Units are limited to 75% of their sale total in 2024.

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://pecatonicariverpopco rn.com/Tutorials.html



Bullet Board

Kickoff Training Aid

10 Key Points Of The Sale

Back Doubles As A Sales Sign

Go to Video



Envelopes

Unit & Individual Seller Envelopes

Tips For Keeping Payment Organized

1 Envelope Per Unit/Seller

Go to Video



Tote Bag

Keep All Popcorn Items Together

Unit Kernel Tool

Popcorn Branded

Go to Video



Tasting Kit

Educate Sellers On Popcorn Flavors

Vote On Unit's Favorite(s)

Use Tasting Tents To Show Allergens

Go to Video



Sales Flyer

2 Sales Flyers Per Seller Lists Flavors and Pricing Take Door to Door

Go to Video



Take to Work Tents

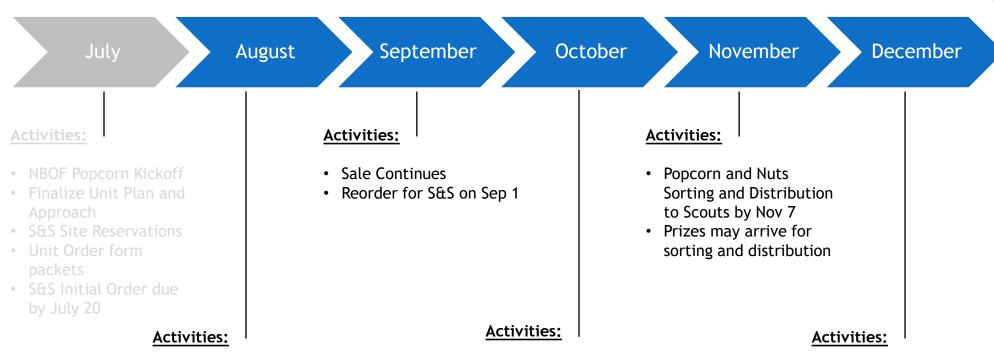
Silent Seller

Placed on Break Room Table

30 Lines Per Flyer

Go to Video

Timeline



- Distribute Unit Forms
- Kickoff Unit
- Order Consignment
- Pickup Product on Aug 8
- Sale Begins!
- Reorder for S&S on Aug 17

- End Sale
- All Take Orders are due to Council by Oct 8
- Complete prize orders for scouts by Oct 8
- Complete any outstanding seller prizes by Oct 8
- Return unsold product Oct 9-11

- Final payments are due to Council by Dec 1
- Final prize distribution

August Activities

- Unit Fundraising Kickoff
 - Distribute your fundraising forms to your scouts
 - Talk to parents about the importance of fundraising to run your unit
 - Leverage your tasting kits or reserve the prize bundle from Council at the kickoff
 - Make sure the scouts understand the prize program, especially the Pecatonica Winner's Circle, which is Popcorn ONLY
 - Make it fun!
- If participating in consignment
 - Reserve your bundle from Council and arrange for pickup the week before your sell date

- Out of Product, No Problem!
 - Multiple Reorder Points:
 - ▶ Reorder #1: August 17th with pickup on August 29th
 - Consignment, continue to order via website

Placing Your Popcorn & Nuts Order

The Show & Sell phase of the popcorn and nuts sale will begin the weekend of August 10. This is where Scouts interact with the community in front of storefronts selling products. Ordering will open July 5 and all traditional Show & Sell orders need to be placed by July 21. Please refer to the Guidebook for further details. Follow these links to place your Unit's Show & Sell or Consignment Package order here:

SHOW & SELL ORDER

CONSIGNMENT ORDER

By participating in this product sale, your unit helps build a strong and healthy local unit and the local council, which will build strong and healthy Scouts who will become tomorrow's leaders!

Show & Sell Community Partners

We are excited to announce partnerships with Karns, Rutter's, and Capitol City Mall for Show& Sell locations again in 2024. Units can sign up for these locations starting on July 1. The New Birth of Freedom Council will coordinate the Certificate of Insurance at these locations for all participating Units. If your Unit hasn't participated in Show & Sell, consider placing a risk-free consignment order and booking a location at one of these sites.

RUTTER'S

KARNS

CAPITAL CITY MALL

Consignment Orders

The Consignment Program is a wonderful opportunity for Units that want to add a Show & Sell

- If participating in Show and Sell
 - Pick up your unit popcorn on August 8th
 - ▶ Begin preparing your unit distribution kits for show and sell sites
 - ► A kit may include:
 - Popcorn and Nut cases
 - ▶ Folding table
 - Cash box with \$50 starting cash
 - > Square reader (charged) with instructions for parents on how to sync
 - Square reader is updated with the latest library of products and costs
 - Signs
 - Pop-up canopy for shade
 - ▶ Sign In/Sign out sheet for scouts with time blocks
 - Inventory In/Out sheet for tracking product sales
 - ▶ Pens, extra paper, and duct tape
 - ► A list of volunteers by time blocks
 - Emergency contact phone numbers

- Conduct the sale
 - ► If Show and Sell/Consignment
 - ▶ Make sure all products are counted at setup
 - ▶ Make sure all products are counted at tear down
 - ► Thank families and scouts. Take them out for ice cream or Italian ice, or plan an ice cream social at end of sale
 - ▶ Ask what worked, what didn't work. Take notes.
 - ▶ Make sure you have time set aside to head to the bank. I recommend a counting reconciliation sheet to assist the bank in recording the deposit.

- Show and Sell/Consignment Tips
 - ➤ 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.
 - ▶ 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



Timeline

September October November December **Activities: Activities: Activities:** NBOF Popcorn Kickoff Sale Continues Popcorn and Nuts Reorder for S&S on Sep 1 Sorting and Distribution to Scouts by Nov 7 • S&S Site Reservations • Prizes may arrive for sorting and distribution Unit Order form • S&S Initial Order due

Activities:

- Distribute Unit Forms
- Kickoff Unit
- Order Consignment
- Pickup Product on Aug 8
- Sale Begins!
- Reorder for S&S on Aug 17

Activities:

- End Sale
- All Take Orders are due to Council by Oct 8
- Complete prize orders for scouts by Oct 8
- Complete any outstanding seller prizes by Oct 8
- Return unsold product Oct 9-11

Activities:

- Final payments are due to Council by Dec 1
- Final prize distribution

September Activities

- Out of Product, No Problem!
 - ► Multiple Reorder Points:
 - ▶ Reorder #2: September 1st with pickup on September 12th
 - Consignment, continue to order via website if available

Placing Your Popcorn & Nuts Order

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Timeline

July August September October November December

Activities:

NBOF Popcorn Kickoff
Finalize Unit Plan and Approach
S&S Site Reservations

Activities:

Popcorn and Nuts
Sorting and Distribution
to Scouts by Nov 7
Prizes may arrive for

Activities:

Unit Order form

• S&S Initial Order due

- Distribute Unit Forms
- Kickoff Unit
- Order Consignment
- Pickup Product on Aug 8
- Sale Begins!
- Reorder for S&S on Aug 17

Activities:

- End Sale
- All Take Orders are due to Council by Oct 8
- Complete prize orders for scouts by Oct 8
- Complete any outstanding seller prizes by Oct 8
- Return unsold product Oct 9-11

Activities:

sorting and distribution

- Final payments are due to Council by Dec 1
- Final prize distribution

October Activities

- ► All sales end
- Collect and aggregate all Take Order forms for your unit
 - ► Even though these are not due until October 8th, if you participated in Show and Sell, you should target to get these back before returns are due to Council for Show and Sell. Use your remaining Show and Sell inventory to fill your take orders first before placing your Take Order in the system.
- ► If you participated in Show and Sell, return all unsold product between October 9-11. Remember you can only return up to 25% of your initial order.

October Activities continued

- ► When collecting your Take Orders, you should also be collecting your Prize Forms, if you participated in prizes. These are also due on Oct 8th.
- Validate your prize forms:
 - 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
- Validate Pecatonica River Winner's Circle Program
 - ► All Scouts are eligible regardless of whether the unit chooses prizes or cash
 - ► Sell \$3,000 or more in POPCORN ONLY

October Activities continued

- Validate patches and pins order
 - 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

October Activities continued

- Validate NBOF Prize awards
 - ▶ \$650 Club For every \$650 sold, a Scout earns at \$20 Gift Card to the Scout shop or camp
 - ▶ \$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, 2nd Place \$400, 3rd Place \$300, 4th Place \$200, 5th Place \$100.
 - NOTE: Scouts are eligible for these prizes regardless of whether the unit chooses the cash or prize option
- ► The Council must receive a list of these prizes and the selection of the Hershey Bears Game by October 8th.

October Activities continued

- ► There's a lot of counting and math with this.
 - ▶ I recommend using Excel to help keep track of your unit prizes and inventory.
 - ▶ If anyone needs assistance, please reach out to Mark Fahnestock or other district and unit kernels. We are here to help.

Timeline

July August September October November December

Activities:

NBOF Popcorn Kickoff
Finalize Unit Plan and

Reorder for S&S on Sep 1

November

Activities:

Popcorn and Nuts
Sorting and Distribution

Activities:

• S&S Site Reservations

• S&S Initial Order due

Unit Order form

- Distribute Unit Forms
- Kickoff Unit
- Order Consignment
- Pickup Product on Aug 8
- Sale Begins!
- Reorder for S&S on Aug 17

Activities:

- End Sale
- All Take Orders are due to Council by Oct 8
- Complete prize orders for scouts by Oct 8
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- Return unsold product Oct 9-11

Activities:

to Scouts by Nov 7Prizes may arrive for

sorting and distribution

- Final payments are due to Council by Dec 1
- Final prize distribution

November Activities

- Plan for Popcorn Pickup on November 7th
- Units should have a site identified to sort popcorn into individual scout orders.
 - ▶ If your unit participates in Scouting for Food, you can combine popcorn pick up with Scouting for Food
- Prizes will be sent directly to the unit kernel. You should be prepared to sort prizes by scout and deliver at your next meeting.

Timeline

July August September October November December

Activities:

- NBOF Popcorn Kickoff
- Finalize Unit Plan and Approach
- S&S Site Reservations
- Unit Order form packets
- S&S Initial Order due by July 20

Activities:

- Sale Continues
- Reorder for S&S on Sep 1

Activities:

- Popcorn and Nuts
 Sorting and Distribution to Scouts by Nov 7
- Prizes may arrive for sorting and distribution

Activities:

- Distribute Unit Forms
- Kickoff Unit
- Order Consignment
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Activities:

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Activities:

- Final payments are due to Council by Dec 1
- Final prize distribution

December Activities

► Council will provide a final invoice showing the unit commission and proceeds, including the amount due to council. All payments are due by December 1st.

Scout Boss

New Popcorn System - Scout Boss



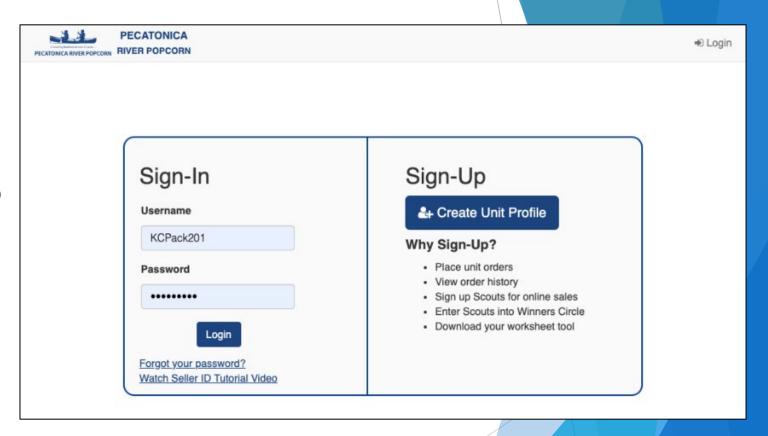


PECATONICA RIVER POPCORN°

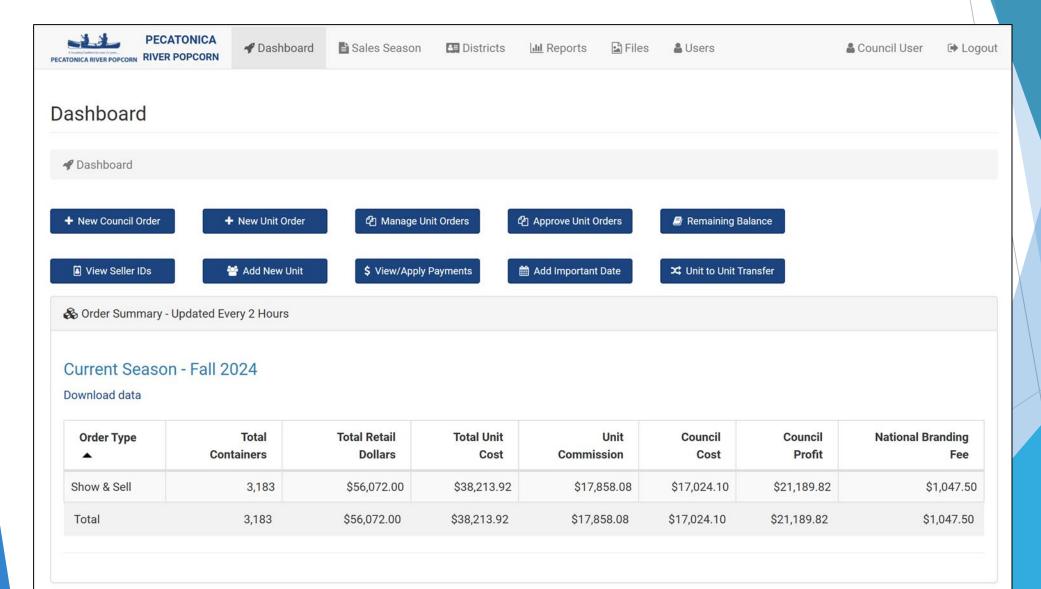


New Popcorn System

- www.PRpopcorn.com
- "My Account"
- First time users will have to "Create Unit Profile"



New Popcorn System



Nuts in the Order System

Total			Γ	Data table		0	\$0.0
27	76	Roasted Salted in Shell 12 oz.	\$13.00	0	0	0	\$0.0
26	(Salted Virginia Peanuts - 12 oz.	\$20.00	0	0	0	\$0.0
25		Honey Roasted Virginia Peanuts - 12 oz	\$21.00	0	0	0	\$0.0
24	*	Homemade Peanut Brittle - 10 oz.	\$22.00	0	0	0	\$0.0
23	•	Milk Chocolatey Peanut Clusters - 10 oz.	\$22.00	0	0	0	\$0.0
22	A	Dark Chocolatey Peanut Clusters - 10 oz.	\$22.00	0	0	0	\$0.0
21	•	Virginia Trail Mix	\$25.00	0	0	0	\$0.0
20	*	Whit's Party Mix - 10.5 oz.	\$25.00	0	0	0	\$0.0
19	•	Dark Chocolatey Almond Clusters - 10 oz.	\$27.00	0	0	0	\$0.0
18	•	Salted Virginia Peanuts - 20 oz.	\$28.00	0	0	0	\$0.0
17	•	Salted Jumbo Cashews - 12 oz.	\$30.00	0	0	0	\$0.0
16	•	Honey Cinnamon Almonds - 13 oz.	\$30.00	0	0	0	\$0.
15	•	Honey Roasted Virginia Peanuts - 20 oz.	\$33.00	0	0	0	\$0.0

Helpful Resources

District Teams

Position	Name	Email	Phone
Battlefield Executive	Barbara Hanna	barbara.hanna@scouting.org	(717) 620-4524
Battlefield Kernel	Ernie Frinfrock	erniefinfrock@gmail.com	(717) 451-7511
Conococheague Director	Cory Kercher	cory.kercher@scouting.org	(717) 590-5454
Conococheague Kernel	Alix Rouby	alixrouby@gmail.com	(717) 262-5232
Heritage Trails Executive	Tyler Roman	tyler.roman@scouting.org	(717) 620-4518
Heritage Trails Chair	Gina Kreh	gpkreh@gmail.com	(717) 683-9068
Keystone Capital Senior Executive	Roger Chatell	roger.chatell@scouting.org	(717) 620-4515
Keystone Capital Finance Chair	Clinton Cullison	clint.cullison@gmail.com	(717) 773-5573
Pioneer Director	Sal Franqui	sal.franqui@scouting.org	(717) 620-4527
Council & Pioneer Kernel	Mark Fahnestock	mark.fahnestock@gmail.com	(717) 418-0259
Council Advisor	Brian DeBease	brian.debease@scouting.org	(717) 620-4520
Council Support	Christina Stout	christina.stout@scouting.org	(717) 620-4519

Questions