



2026 Popcorn & Nuts District Kickoff

Scouting America · New Birth of Freedom Council

2026 SEASON

Welcome



2025 Sales Results

\$652,000

in gross sales

\$259,000

back to unit treasuries to fund local programs

2026 Outlook

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

THE PLAN

What's Continuing in 2026?

Popcorn 101

New kernel? We've got you.

- There is a lot of information for a new kernel and last year there was even more so.
- We are inviting all new kernels and any kernels to a special session on July 14th
- Can email any of our team at any time for help

PARTNERS

Our Vendors



A Scouting Tradition for over 35 years...

PECATONICA RIVER POPCORN

Popcorn Vendor

VIRGINIA DINER
legendary since 1929

Nuts Vendor — Virginia Diner

Sale Changes

- Camp Tuckahoe and the new Service Center will be our main hub for Popcorn & Nuts
- Council product restocking and returns will be handled at the Camp Tuckahoe Service Center by scheduled appointment
 - Camp Tuckahoe
 - Work through your District Executive if accommodations are needed
- Popcorn
 - New flavors from Pecatonica River, including Cinnamon Roll and Mountain Munch
- Nuts
 - New nuts vendor: Virginia Diner, straight from the Peanut Capital of the World
 - New gourmet nut lineup at lower pricing this year
 - Price changes

Scout Boss

- All but Consignment Orders will be placed in the Online Order System
- The order system will track all elements of the sale including consignment results and Online Sales.
- Units will be able to see results from the 2025 sale as well

GET READY

Planning Your Sale

How Do I Get There?

- What is your Unit Budget for this year?
What do you need to raise to do all of the things that you want to do for the year?
Awards? Registration? Camp(s)?
Activities?
- How much popcorn do you need to sell to achieve this goal?

Create Your Sales Plan

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

Commission Structure

Higher sales, higher return to your unit.

Level	Sales	Commission
Bronze	\$0 – \$3,000	30%
Silver	\$3,001 – \$9,999	34%
Gold	\$10,000 – \$19,999	39%
Platinum	\$20,000+	44%

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

Payments due Nov 30. Late payments lose 2% commission per week (down to 26%).

Card fee: Paying the final invoice by credit/debit card adds a 3% service fee.

Unit Kickoff

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

Prize Program

- A great way to motivate Scouts, especially Cub Scouts
- Units can choose the prize program OR the cash option
- Prize Vendor is GCC/Keller Marketing; prizes ship directly to units
- All sales count toward prizes (except Pecatonica's Winner's Circle, which is popcorn sales only)
- **Patches and Pins**
 - sell at least 1 popcorn item
 - make at least 1 Military Sale
 - make at least 1 Online Sale
 - combined popcorn and nut sales of \$1,000 or more

Prize Program

How prizes work

➤ **October 12**

➤ 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

Council Prizes

NBOF Council

- **\$650 Club** – \$20 Scout Shop Gift Card
- **\$1,250 Club** – two tickets to a Sporting Event (Hershey Bears or Harrisburg Senators)
 - For Bears tickets, choose your Scout Night Game by October 12 with the prize submission
- **\$1,650 Club** – two HersheyPark passes OR a \$50 Amazon Gift Card
- **Top 5 Sellers** – \$500, \$400, \$300, \$200, and \$100 Amazon Gift Cards
- Submit the Outstanding Sellers Form by October 12 listing every Scout who sells \$650+

Pecatonica Winner's Circle

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**



**\$200 AMC
GIFT CARD**



AIRPODS



**AMAZON FIRE
10" TABLET**



**42" SMARTCAST
TV**



**ELECTRIC
SCOOTER**



**QUADCOPTER
DRONE**

Take Order

- Most traditional way to sell
- Scouts go door-to-door, visit family/friends, parents take to work to take orders that are filled at the end of the sale
- Usually, higher dollars raised per customer
- Provides a personal connection with customers
- Scouts deliver the products to customers
- Products ordered by container, only order what you need

Show and Sell

- Show and Sell is traditionally one of the most successful sale methods
- Products are ordered in full cases
- **July 19**
- Types of Show and Sell
 - Traditional Show and Sell
 - Sold at storefronts and community events; ordered by full cases
 - Initial orders can be 75% of your 2025 total order; reorder during the sale
 - Unsold product fills Take Order or is returned (up to 25%)
 - Show and Deliver
 - Consignment

Show & Sell: Popcorn

Available products

- Butter Microwave
 - Caramel Sea Salt
 - Cheddar Cheese
 - Cinnamon Roll
 - Classic Caramel Corn
 - Classic Trio*
 - Kettle Corn Microwave
-
- Any unsold Classic Trio must be returned in their original box still sealed. Any open boxes will be ineligible to be returned.

Show & Sell: Nuts



OLD BAY® SEASONED VIRGINIA PEANUTS ^U
Everyone's favorite seafood seasoning with our crunchy gourmet Virginia peanuts.
#1811 9 oz. \$19

Old Bay® is a registered trademark owned by McCormick & Company.



HONEY ROASTED PEANUTS ^U
Our roasted peanuts are carefully cooked with honey, sugar, and salt.
#1131 9 oz. \$19



ZESTY GARLIC VIRGINIA PEANUTS ^U
Our famous Virginia peanuts coated with a savory garlic seasoning.
#1145 9 oz. \$19



SALTED VIRGINIA PEANUTS ^U
Our legendary XL Virginia peanuts are small-batch cooked, then lightly salted.
#1111 9 oz. \$19



OLD FASHIONED PEANUT SQUARES ^U
The well-loved flavor of old fashioned brittle in bite-size pieces.
#2054 9 oz. \$22



BUFFALO WING SNACK MIX ^U
Buffalo seasoned Virginia peanuts, butter toasted peanuts, almonds, everything seasoned sticks, and guacamole bites.
#2126 9 oz. \$22



HONEY ROASTED CASHEWS ^U
Jumbo cashews cooked with light amber honey, sugar, and salt.
#5117 9 oz. \$28

Show & Deliver

- Combines Show and Sell and Take Order
- Scouts go door-to-door with a selection of product and an order form
- Essentially a mobile Show and Sell
- Transaction is instant with instant fulfillment
- No need to come back months later after orders were taken
- Have a laminated order form ready so customers can also order the wider product selection

Consignment

- Popular with smaller units or units that only want to do one or two Show & Sells
 - Units planning more than three consignment orders should participate in the Traditional Show & Sell Program
- Units can request a consignment bundle
- All products are 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
- Units may make multiple requests
- 100% of the products can be returned as long as it is returned on time

Consignment Package

- 1 case (12 containers) Old Fashioned Peanut Squares
- 1 case (12 containers) Old Bay® Seasoned Virginia Peanuts
- 1 case (12 containers) Salted Virginia Peanuts
- 1 case (12 containers) Honey Roasted Peanuts
- 1 case (12 containers) Zesty Garlic Virginia Peanuts
- 1 case (12 containers) Buffalo Wing Snack Mix
- 1 case (12 containers) Honey Roasted Cashews
- 2 cases (16 containers) 15pk Butter Microwave Popcorn
- 2 cases (16 containers) 15pk Kettle Microwave Popcorn
- 2 cases (16 containers) Caramel w/ Sea Salt
- 2 cases (16 containers) Cheddar Cheese Bucket
- 2 cases (16 containers) Cinnamon Roll Bucket
- 5 cases (40 containers) Classic Caramel Corn Bucket

Online Sales

- Online Sales through Pecatonica River
 - For friends and family who live outside our 5-county footprint
 - Products are shipped directly to the customer

Online Sales

Pecatonica River

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

Tips from the Pros

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

Tips from the Pros

- Be in uniform and smile.
- Be outgoing!
- No more than 2-3 scouts at a shift
- Be respectful. Do not block people from coming and going.
- Say “Thank You” often

OPERATIONS

Logistics

Timeline

June – July

- July 1 - Karns, Rutter's, and Capitol City Mall
- July 6 - Scout Boss System Opens for unit orders
- July 6 - Consignment System Opens for unit orders
- July 14 - Popcorn 101 Session – 7:00pm
- July 19 - Show and Sell Sale Orders Due

Timeline

August – November

- August 1 - Online Sales Open
- August 7 - Show and Sell Sale orders distributed
- August 16 - Reorder #1 Due
- August 28 - Reorder #1 Pick up
- August 31 - Reorder #2 Due
- September 11 - Reorder #2 Pick up
- October 12 - Take Order, Prize Orders, and Outstanding Seller Forms Due
- October 15-17 - Return unsold products to Camp Tuckahoe during scheduled hours
- November 6 - Take Order Sale orders distributed to units
- November 30 - Payments postmarked or due at Camp Tuckahoe

Popcorn System

Sign-In

Username

KCPack201

Password

••••••••

Login

[Forgot your password?](#)

[Watch Seller ID Tutorial Video](#)

Sign-Up

 Create Unit Profile

Why Sign-Up?

- Place unit orders
- View order history
- Sign up Scouts for online sales
- Enter Scouts into Winners Circle
- Download your worksheet tool

Credit Card Readers

- Highly recommended
- Units choose what works best for them
- Most readers are free and charge a small fee per transaction
- Review the terms, reporting features, and how you access your proceeds before signing up
- **NEW:** Paying your final Council invoice by credit or debit card adds a 3% service fee

Pecatonica Tutorial Library



Bullet Board Tutorial

© Pecatonica River Popcorn, Inc. 2023

Bullet Board

Kickoff Training Aid
10 Key Points Of The Sale
Back Doubles As A Sales Sign

[Go to Video](#)



Envelopes Tutorial

© Pecatonica River Popcorn, Inc. 2023

Envelopes

Unit & Individual Seller Envelopes
Tips For Keeping Payment Organized
1 Envelope Per Unit/Seller

[Go to Video](#)



Tote Bag Tutorial

© Pecatonica River Popcorn, Inc. 2023

Tote Bag

Unit Kernel Tool
Keep All Popcorn Items Together
Popcorn Branded

[Go to Video](#)



Tasting Kit Tutorial

© Pecatonica River Popcorn, Inc. 2023

Tasting Kit

Educate Sellers On Popcorn Flavors
Vote On Unit's Favorite(s)
Use Tasting Tents To Show Allergens

[Go to Video](#)



Sales Flyer Tutorial

© Pecatonica River Popcorn, Inc. 2023

Sales Flyer

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

[Go to Video](#)



Take to Work Tents Tutorial

© Pecatonica River Popcorn, Inc. 2023

Take to Work Tents

Silent Seller
Placed on Break Room Table
30 Lines Per Flyer

[Go to Video](#)

Famous PR Popcorn Tasting Kit



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

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

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

District Teams

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	Justin Wilkins	jwilkins@gettle.com	(717) 881-8847
Keystone Capital Sr. Executive	Roger Chatell	roger.chatell@scouting.org	(717) 620-4515
Keystone Capital Kernel	Amber Carmo	ambercarmo@gmail.com	
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

Roundtable & Trainings

- We will be conducting other trainings throughout the summer and into the fall
- Popcorn 101 Session Webinar July 14 for New Kernels Must sign up in advance.
- August Roundtable for District Workshops and more information!

Questions?

Thank you for supporting Scouting!