



# Leader Guide

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# PTAC Popcorn Sale Timeline

<b>Saturday, July 19</b>	New Unit Chair Training - Zoom
<b>Saturday, August 2</b>	Leader Training (Robert J. Welsh Center for Scouting)
<b>Sunday, August 3</b>	Leader Training (Arlington Heights Center for Scouting)
<b>Wednesday, August 6</b>	Leader Training (Moose Lodge), Berwyn
<b>Thursday, August 7</b>	Online store opens & selling begins
<b>Monday, August 11</b>	Show-n-Sell orders due in popcorn system <b>BY NOON</b>
<b>Saturday, August 23</b>	Show-n-Sell product distribution at District location
<b>Monday, September 8</b>	Re-order #1 due in popcorn system <b>BY NOON</b>
<b>Friday, September 12</b>	Re-order #1 product pick up at assigned District location
<b>Monday, September 15</b>	First sale quest due in google form <b>BY NOON</b> <i>Record your first sale and earn entry to win amazon gift card</i>
<b>Monday, September 22</b>	Re-order #2 due in popcorn system <b>BY NOON</b>
<b>Friday, September 26</b>	Re-order #2 product pick up at assigned District location
<b>Monday, September 29</b>	Online sale quest due in google form <b>BY NOON</b> <i>Set up online popcorn account, make online sale, be automatically entered to win amazon gift card</i>
<b>Monday, October 6</b>	Re-order #3 due in popcorn system <b>BY NOON</b>
<b>Saturday, October 11</b>	Re-order #3 product pick up at assigned District location
<b>Monday, October 13</b>	Show-n-Sell quest due in google form <b>BY NOON</b> <i>Participate in a Show-n-Sell during 9/25-10/13 to earn entry to win amazon gift card</i>
<b>Saturday, October 18</b>	Council swap (Locations TBD)
<b>Sunday, October 26</b>	Return day for all units
<b>Monday, October 27</b>	Place final order in popcorn system <b>BY NOON</b>
<b>Monday, October 27</b>	Blitz quest due in google form <b>BY NOON</b> <i>Scouts will receive one entry for every \$100 they sell during 10/9-10/27 to win amazon gift card</i>
<b>Saturday, November 8</b>	Final Order pick up at assigned District location
<b>Monday November 10</b>	Bingo quest due in google form <b>BY NOON</b> <i>Scouts will receive one entry for every BINGO they complete between 10/23-11/10 to win amazon gift card</i>
<b>Friday, November 21</b>	Prize & Patch orders due in system; Final Payment due at Council Office

**All Deadlines Need to Be Enforced to Provide the Best Customer Service to our Families and Scouts!!**

# Kernel To Do List

## August

- July 19, August 2, 3, or 6** Attend a Leader Training
- August 11** Place initial show-and-sell popcorn order online **BY NOON**
- August 23** Pick up product at assigned warehouse
- Hold a Unit Kickoff** Let everyone taste the new products!
- Online Seller ID** Create and update your online seller ID

## September

- Hold a Unit Kickoff** Let everyone taste the new products!
- September 8** Place re-order #1 **BY NOON**
- September 12** Pick up re-order #1
- September 22** Place re-order #2 **BY NOON**
- September 26** Pick up re-order #2

## October

- Continue to Sell Pecatonica River Popcorn!! Be creative and have FUN!**
  - o Door to door as a group or individuals
  - o Friends, family, parent's employer
  - o Set up a unit booth
  - o Corporate sales – Employee gifts
  - o Online sales
- October 6** Place re-order #3 **BY NOON**
- October 11** Pick up re-order #3
- October 18** Council Swap (Locations TBD)
- October 26** Return day
- October 27** Place final order in Popcorn system **BY NOON**

## November

- November 8** Final Order pick up at assigned District location
- November 21** Prize & Patch orders due in system;  
Final Payment due at Council Office

## December

- Distribute Prizes to Scouts
- Celebrate the successful sale with the unit

# Need Help or Information?

## Council & District Kernel Contacts / Warehouse Locations

**Popcorn Sale Website:** [www.pathwaytoadventure.org/popcorn](http://www.pathwaytoadventure.org/popcorn)

**Popcorn Team Email:** [PTAC.popcorn@scouting.org](mailto:PTAC.popcorn@scouting.org)

**Pathway to Adventure Council:** 312-421-8800

**Pecatonica River Popcorn:** [www.prpopcorn.com](http://www.prpopcorn.com)

**Popcorn Staff Advisors:** Alex Beaton (312) 421-8800 ext.212 or [alexandria.beaton@scouting.org](mailto:alexandria.beaton@scouting.org)  
Mike Hornung (312) 421-8800 ext. 252 or [michael.hornung@scouting.org](mailto:michael.hornung@scouting.org)

**Council Popcorn Kernel:** Anne Romani [medicalmom05@hotmail.com](mailto:medicalmom05@hotmail.com)

### District Information:

**TriStar**  
**Five Creeks**  
**Trailblazer**  
**Checaugau**  
**Calumet**  
**Prairie Dunes**  
**Thunderbird**  
**Iron Horse**  
**Tall Grass**  
**Portage Creek**

Anne Romani  
Kathy Daloia  
Michael Hornung  
Steve Willuweit  
Juanita Robinson  
Rebecca McIntosh  
Carole Fremouw  
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cjfremouw@gmail.com  
tmyoung2385@comcast.net  
charej30@gmail.com  
tim.strudeman@scouting.org

### Warehouse Locations:

#### Assigned Districts:

Checaugau  
Five Creeks  
Trailblazer  
Tristar

#### Warehouse:

Prologis  
951 Thorndale Ave, Bensenville, IL 60106

#### Assigned Districts:

Calumet  
Portage Creek  
Iron Horse  
Tall Grass

#### Warehouse:

Prologis  
900 Carlow Dr, Bolingbrook, IL 60490

#### Assigned Districts:

Thunderbird  
Prairie Dunes

#### Warehouse:

Robert J. Welsh Center for Scouting  
8751 Calumet Ave, Munster, IN 46321

# Popcorn Sale Product Lineup

- Initial order and add-on orders must be ordered as whole cases
- Final Take Order you can order individually
- Products (except the three combo tins and Double Butter case) come in cases of 8
- Chocolate products are non-returnable

## YOUR FAVORITE POPCORN and MORE!

### YELLOW POPPING CORN



America's healthiest snack food in a re-sealable Adventure tub! Pops up tender for that fresh popcorn taste you're craving.

Net Wt. 2 lbs. ▲ \$15 Ⓛ ⓘ

### CLASSIC CARAMEL CORN



Glazed to perfection with real butter and brown sugar to create a flavor to remember, with a crunch you can't forget.

Net Wt. 8 oz. ▲ \$15 ⓘ

### CHEDDAR CHEESE



Made with real cheddar cheese. Each freshly popped kernel is a savory blend of cheeses that will keep you coming back for more.

Net Wt. 5.5 oz. ● \$20 ⓘ

### JALAPEÑO CHEESE



The unmistakable zip of jalapeño pepper gives this feisty popcorn flavor its heat. Perfect for those who like their snacks with a little kick.

Net Wt. 5.5 oz. ■ \$20 ⓘ

### TRAIL MIX



This flavorful treat has roasted peanuts, raisins, butter toasted peanuts, chocolate candies, sunflower seeds, and almonds.

Net Wt. 14 oz. Ⓛ \$20 ⓘ

### BUTTER MICROWAVE (15 PACK)



Take advantage of this convenient way to enjoy a freshly popped taste with a rich butter flavor. 0 grams of trans fat.

Net Wt. 37.5 oz. Ⓛ \$25 ⓘ ⓘ

### KETTLE CORN MICROWAVE (15 PACK)



Experience the combination of the sweet, yet salty flavor of Kettle Corn anytime. 0 grams of trans fat.

Net Wt. 37.5 oz. ⓘ \$25 ⓘ ⓘ

### MUD PUDDLES



A sweet combination of our buttery caramel corn and crushed peanuts coated in rich creamy fudge.

Net Wt. 15 oz. ⓘ \$25 ⓘ

### PEANUT BUTTER CUP



Two classic flavors that taste great together. A melt in your mouth combination of milk chocolate and peanut butter.

Net Wt. 15 oz. ⓘ \$25 ⓘ

### MOUNTAIN MUNCH



Classic Caramel Corn mixed with Pecans, Cashews, and Almonds all drizzled in chocolate.

Net Wt. 14 oz. ⓘ \$25 ⓘ



### CARAMEL SEA SALT



Caramel corn made with real butter, brown sugar, and the perfect amount of sea salt. The crunchy, sweet, and salty combination will leave you wanting more.

Net Wt. 15 oz. ⓘ \$30 ⓘ



### MILK CHOCOLATY PRETZELS



If you like sweet and salty flavors, then you'll love these chocolaty covered pretzels!

Net Wt. 15 oz. ⓘ \$30 ⓘ

### DOUBLE BUTTER MICROWAVE (28 PACK)



### DOUBLE BUTTER

### MICROWAVE (28 PACK)

Bring the taste of the theater home with this buttery popcorn snack. Each package is bursting with twice the butter flavor.

Net Wt. 70 oz. Ⓛ ⓘ \$35 ⓘ ⓘ

### CLASSIC TRIO



Everyone's favorite blend of sweet and savory, a snack you won't be able to put down. Mix them together for a Chicago style treat, or enjoy them individually.

Caramel Corn, Cheddar Cheese, Butter

Net Wt. 17.75 oz. ⓘ \$35 ⓘ

### CHEESE LOVERS



Cheese, cheese, and more cheese! A combination that will satisfy any cheese lover's appetite.

Cheddar Cheese, Jalapeño Cheese, Buffalo Ranch, White Cheddar

Net Wt. 15 oz. ⓘ \$45 ⓘ

### CHOCOLATE LOVERS



Our Chocolate Lovers tin features 5 sweet treats that you can't resist!

Milk Chocolaty Pretzels, White Chocolaty Pretzels, White Ruby, Peanut Butter Cup, Sea Salt Splash

Net Wt. 55 oz. ⓘ \$55 ⓘ

### MILITARY DONATION



Send the gift of popcorn to our military men and women, their families, and veterans' organizations. The popcorn will be shipped directly and is not available for local delivery.

ⓘ \$1 ⓘ

★ Item is non-returnable



A Scouting Tradition for over 35 years....

PECATONICA RIVER POPCORN

# Online Offerings

These products can be ordered from the Scouts account at [prpopcornstore.com](http://prpopcornstore.com)

## 2025 ONLINE SALE



Shop our product mixes today - or support the military with [our](#) **MILITARY DONATION**



					
Trustworthy Duo \$30.00	Loyal Favorite \$30.00	Friendly Bundle \$35.00	Kind and Spicy Combo \$35.00	Courteous Cluster \$40.00	Helpful Mix \$40.00
					
Obedient Blend \$45.00	Cheerful Variety \$45.00	Thrifty Brew \$45.00	Brave Medley \$50.00	Clean Classic \$55.00	Reverent Collection \$60.00

**WWW.PRPOPCORNSTORE.COM**



### Packaging of Online Products

All popcorn bought online is coming in printed film this year - like a chip bag!

M. MILITARY DONATION  
\$10.00

### Chocolate Shipped Separately

This is to prevent chocolate from melting in transit.

### Online Offerings are Different

The online products are a supplement to the traditional mix

**No Tins**  
**Free Shipping**

# Product Information

Product		Length	Width	Height	Weight	Items Per Case	Nutrition	
2 lb. Yellow Popping Corn	▲	12 1/2"	12 1/2"	9 1/2"	18 lbs.	8	(GF) (U)	
8 oz. Classic Caramel Corn	▲	12 1/2"	12 1/2"	12 1/2"	6 lbs.	8	(GF)	D F
15 Pack Butter - Microwave	⊕	16 1/2"	11 1/8"	12 1/8"	25 lbs.	8	(GF) (U)	D
15 Pack Kettle Corn - Microwave	✓	16 1/2"	11 1/8"	12 1/8"	25 lbs.	8	(GF) (U)	
5.5 oz. Cheddar Cheese	●	25"	13"	9 1/4"	5.85 lbs.	8	(GF)	D F
5.5 oz. Jalapeño Cheese	■	25"	13"	9 1/4"	5.85 lbs.	8	(GF)	D F
14 oz. Mountain Munch	▲	12"	12"	15 1/4"	12.34 lbs.	8		D N
14 oz. Trail Mix	○	11"	11"	13"	11.5 lbs.	8		D N
15 oz. Mud Puddles	☾	12"	12"	15 1/4"	13 lbs.	8	(GF)	D N
15 oz. Peanut Butter Cup	♥	12"	12"	15 1/4"	13 lbs.	8	(GF)	D N
15 oz. Caramel w/ Sea Salt	◇	12"	12"	15 1/4"	13 lbs.	8	(GF)	D F
15 oz. Milk Chocolaty Pretzels	Ⓐ	12"	12"	15 1/4"	13 lbs.	8		D F
17.75 oz. ClassicTrio	③	9 1/4"	9 1/4"	7 1/2"	2.44 lbs.	1	(GF)	D F
15 oz. Cheese Lovers	④	11"	11"	8 1/2"	2.75 lbs.	1	(GF)	D F
55 oz. Chocolate Lovers	⑤	10 3/4"	11"	12 1/2"	6 lbs.	1		D N
28 Pack Double Butter	DB	12 1/4"	10 1/2"	4"	6 lbs.	1	(GF) (U)	D

(GF) Gluten Free

(U) Kosher

D Contains Dairy

F Facility w/ Nuts

N Nuts

# Unit Incentives & Commission

## Base Commission 30% or 33% without Prizes

Every Unit will start with a base commission of 30%

If a unit opts out of the prize program, they will start with a base of 33%.

## Earn 1% for Attending a Training - [scoutingevent.com/456-102213](https://scoutingevent.com/456-102213)

Returning kernels may attend any of the five in-person trainings.

New kernels will attend the virtual New Unit Kernel Training on July 19.

## Earn 1% for Paying on Time

There is only one payment in 2025 and it is due by Friday November 21.

## Earn 1% for Hosting a Unit Kickoff - [tinyurl.com/unitkickoff](https://tinyurl.com/unitkickoff)

Host a Unit Kickoff by September 15 and submit pictures to the google form link located on [pathwaytoadventure.org/popcorn](https://pathwaytoadventure.org/popcorn)

## Earn 1% for Scouts with an Online Profile

Have 90% of your August 1<sup>st</sup> Scouts registered with an online profile and email sent since 7/1/25 by September 15.

## Popcorn Patch

All patches are ordered through the prize program.



# PTAC Incentives



## \$15 Club

Any Scout that sells at least \$15 (1 item) will receive 1 ticket to the Chicago Wolves game on 2/14/26  
- To redeem, at least 1 ticket needs to be purchased at \$20

## \$1,000 Club

Scouts that sell at least \$1,000 will receive 2 tickets to the Chicago Wolves game on 2/14/26, at the Allstate Arena  
- Additional tickets will be available for purchase at \$27 each



## Dragon's Horde Prize

Any Scout that sells \$5,000 will receive 1 entry into a drawing for a Medieval Times package for 4. For every \$2,500 sold after the initial \$5,000, they will receive another entry.

## Unit Commission Incentive

Returning for 2025 - Units can earn an additional 2% commission through the sales incentive program.

### Units who sold in 2024

If your sales were \$5,000 or under - increase your sale by **40%**

If your sales were between \$5,001 and \$10,000 - increase your sale by **35%**

If your sales were between \$10,001 and \$20,000 - increase your sale by **30%**

If your sales were \$20,001 or higher - increase your sale by **25%**

### New Selling Units in 2025

A new selling unit in 2025 must sell \$5,000 to earn the 2% bonus.

# Popcorn

**\$1,200**  
Level 8

- 28 - Rubik's Cube Mega Gift Set
- 29 - HEXBUG Remote Control Dragon
- 30 - Zing Assorted Bows
- 31 - 2-Person Waterproof Tent
- 32 - Grab Bag G



32

**\$900**  
Level 7

- 23 - Hydration Pack - 2L
- 24 - Telescope - 40X Magnification
- 25 - LEGO City F1 Williams Racing & F1 Haas Race Cars
- 26 - Camp Chair w/ Case
- 27 - Grab Bag F



27

**\$650**  
Level 6

- 18 - Red Wood Knife w/ Clip & Scouting America™ Branding
- 19 - USB Rechargeable Headlamp
- 20 - Adventure Duffle Bag w/ Scouting America™ Branding
- 21 - Dinosaur Egg (Assorted Colors/Styles)
- 22 - Grab Bag E



22

**\$450**  
Level 5

- 13 - Multi-Tool with Hammer & Case
- 14 - Sticky Stress Ball w/ Scouting America™ Branding
- 15 - White Handle Lock Blade Knife & Case w/ Scouting America™ Branding
- 16 - Sluban Model Bricks - Cobra GT40 Car
- 17 - Grab Bag D



17

**\$350**  
Level 4

- 9 - Dry Bag - 5 liter - Assorted Colors w/ Scouting America™ Branding
- 10 - Knife Fork Spoon Combo w/ Bottle Opener
- 11 - Brass Compass
- 12 - Squat Lock Blade Knife w/ Clip & Scouting America™ Branding



12

**\$250**  
Level 3

- 5 - Plus Plus Creepy Critter
- 6 - Cinch Backpack w/ Scouting America™ Branding
- 7 - Magic Sand Set w/ 6 Molds
- 8 - Watch/Pedometer



8

**\$150**  
Level 2

- 1 - Fire Starter and Steel
- 2 - Flashing Crystal Putty Slime Assorted Colors
- 3 - Compass Thermometer Whistle
- 4 - Highlighter Scout - 4 Color Highlighter w/ Retractable Computer Brush



4

Level 1

- 0.1 - Popcorn Sale Patch  
Sell any item
- 0.2 - Military Sale Pin  
Sell One Military Donation
- 0.3 - Online Sale Pin  
Sell One Online Order
- 0.4 - Top Seller Pin  
Sell over \$1,000



- 0.1
- 0.2
- 0.3
- 0.4



Scan the QR Code to the left  
for a detailed description of  
the prizes or visit  
[www.kellerprizeprogram.com](http://www.kellerprizeprogram.com)



# Pecatonica Winner's Circle

## Bonus Prizes

### **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**



**TELESCOPE**



**DRAWING TABLET**



**40" SMARTCAST TV**



**GAME TABLE**



**LAPTOP**

# Selling Methods

## Show-and-Sell Sale

Scouting units order popcorn and set up locations where customers purchase the products directly or Scouts go door-to-door taking orders for product and then deliver immediately from their inventory. This method eliminates the follow-up trip.

## Unit Retail Store "Booth Sales"

Scouts, as a group, sell product in front of retail stores, churches, etc. This is one of the best ways to Show-n-Sell.

## Online Sales

Scouts can go to [prpopcornstore.com](http://prpopcornstore.com) or use "My PR Popcorn" App and customize an account to sell product online to friends and family members who live far away. Online sales will count toward Scout sales totals and prizes during the sales period. (Popcorn Kernels must first enter Scouts into Scout Boss before they can sell online.)

## Take Order Sale

Scouting families receive order forms. Scouts go door-to-door and take orders from family, friends and co-workers. The popcorn arrives in November, and Scouts then deliver and collect the money.

## Top 10

Scouts should put together their list of the 10 people they know will be their easiest sales. Parents, grandparents, other family across the country (using the online offerings), and their closest neighbor. These should be the first people they reach out to when the sale starts.

## Unit Blitz

Assemble as many of your Scouts as you can (in uniform) and cover multiple blocks in your neighborhood in one time frame. Make it a competition, if possible, for whomever can sell the most in that time frame. Great time to use the door hangers as well if a person is not home.

# Storefront Reservations

Returning in 2025, Pecatonica has reserved storefront hours for units to utilize throughout the council. We have 2,000 hours and counting of booked hours at various locations. Units can book an unlimited number of shifts to supplement their sale. Scouts are Courteous, so only reserve what you will use.

These hours are meant to supplement and support your existing storefront reservations that you do as a unit. Please continue to use those venues as site sales.

To see the storefront locations that have been reserved and book shifts, go to:

[tinyurl.com/PopcornStorefront25](https://tinyurl.com/PopcornStorefront25)

## Selling Quests

Returning in 2025 are our PTAC Selling Quests. Each Selling Quest will run for approximately 2 weeks, giving Scouts and leaders more time to complete the quest and enter for submission to the raffle.

Submissions are completed here:

[tinyurl.com/PopcornChallenge25](https://tinyurl.com/PopcornChallenge25)

### First Sale Challenge: Aug. 28 - Sept. 15

- Record your first sale and earn entry to win amazon gift card

### Online Sale Challenge: Sept. 11 - Sept. 29

- Set up online popcorn account, make online sale, be automatically entered to win amazon gift card

### Show-n-Sell Challenge: Sept. 25 - Oct. 13

- Participate in shownsell during 9/25-10/13 and submit entry to earn entry to win amazon gift card

### Blitz Challenge: Oct. 9 - Oct. 27

- For every \$100 in sales a scout makes during 10/9-10/27 will be entered to win amazon gift card

### Popcorn Bingo Challenge: Oct. 23 - Nov. 10

- Scouts will receive one entry for every BINGO they complete between 10/23-11/10 to win amazon gift card

# Square Credit Card Reader



**Small credit card reader, big possibilities! Take-in-person card payments anywhere with Square.**

Accept credit cards anywhere! Square readers work with the free Square Point of Sale app to allow everyone to take payments on their smartphone or tablet. Increase your popcorn sales with the latest technology.



**Increase  
Sales!**

- ✓ Fast setup
- ✓ Next day funding
- ✓ Free card reader & app
- ✓ Load your inventory and track sales
- ✓ Live customer service support
- ✓ No commitments

**Signing up is simple!**

Just head to [squareup.com/i/PRPOPCORN1](http://squareup.com/i/PRPOPCORN1) to sign up for Square for FREE.

# Helpful Information

## Helpful Loading Tips

- 25 cases or less will fit into most standard 4 door sedans
- Most truck boxes will hold between 25 - 50 cases
- Up to 40 cases will fit into most SUV's (Explorer, Blazer)
- A topper or a tarp is strongly suggested for truck boxes
- Up to 60 cases will fit into most Mini Vans with no seats
- For orders larger than 75 cases, enclosed trailers are best
- Up to 75 cases will fit into a Suburban with no seats

**• COMING WITH AN EMPTY CAR IS BEST!**

## Pecatonica River Popcorn History

In 1983, Rural Route 1 Popcorn was approached by the U.S. Grant District Boy Scouts of America to produce pails of popcorn to be used as a fundraiser. Pecatonica River Popcorn was established as an exclusive brand solely for Scouting use. Upon a successful fall sale in 1983, the Blackhawk Area Council of Rockford, IL joined with Pecatonica River for the fall sale of 1984.

Since that initial Council sale in 1984, Pecatonica River has had numerous plant and production expansions. In 1992, a new plant was built in the Livingston Industrial Park, in 1998 expansion doubled the original plant size, in 1999 additional warehousing was constructed, in 2004 that warehouse was doubled, and we continue to expand our facility to this day.

These expansions are driven by more and more Councils joining the Pecatonica River team. Currently we serve (25) Scouting America Councils. Pecatonica River's niche has been to provide an individualized program for each Council, capitalizing on their strengths and assets. Everything from specific container designs, to unique products and specialized forms create a program unique to each Council.

Our goal at Pecatonica River has been and always will be to make the best popcorn possible, consistently, efficiently and with high attention to detail. This goal is what keeps us in business year after year.

# Setting A Unit Goal

## What's in it for us?

Use this as a "cheat sheet" and write all this information down and have the leaders and parents give input. Be able to discuss each item under each category. The approach is to discover shared goals between the unit, the Scout, the parents, and the Council.

### Scouts

- Recognition
- Earn Advancements
- Quality Program
- Retention
- Advancements
- Fun
- Learn Responsibility
- Association with Friends
- Winner's Circle
- Legacy Scholarships

### Parents

- To raise money
- Less out of pocket expense
- One fundraiser-more time for Scouting
- Quality program
- More volunteer leaders
- Spending time with their child

### Unit

- Money for program
- Retention of Scouts
- Parent Participation
- Quality Unit
- Membership Growth
- All financial needs of the Unit are met
- Volunteer Leadership
- Scouts to advance

### Council

- Council Income
- Retention of Scouts
- Increase membership
- Start-up of new units
- Open up more resources
- Look at more programs to develop
- Getting Scouting out in the public eye
- Quality Program
- Scouts attend camp
- Scouts advancing

# Suggested Unit Incentives

## For your Scouts & Families

An effective way to grow your unit's popcorn sale is to offer incentives that excite both Scouts and parents! The Scouts will get excited to sell popcorn so they throw a pie in their Den Leader's Face, but will that motivate the parent to get their Scout out to a booth sale at 7AM on a Saturday? Here are some ideas to consider:

- If a Cub Scout sells \$300, the Pack will pay for \_\_\_\_\_
- If a Scout sells \$400, the unit will pay for their yearly dues.
- If a Cub Scout sells \$1,000, the pack will pay for Day Camp
- If a Scout sells \$2500, the unit will pay for Resident Camp
- Consider a weekly prize for that week's Scout with the most sales
  - Baked Goods, Coupon for Ice-cream, Gift Card, etc.
- For every 5 containers sold, scouts get a raffle ticket to win tents, lanterns, sleeping bags, etc.
- Ice Cream/Pizza Party
- Trips to National or State Parks, Wisconsin Dells or Saint Louis`
- Top Den gets outing choice: bowling, skating, etc.
- Weekly draw for anyone over minimum sale \$.
- Weekly draw for anyone reporting their weekly sales.

### Selling Tips

- **Be Neat** – always wear your uniform
- **Be Prepared** – know your products and what you are going to say
- **Maintain Eye Contact** – be confident
- **Speak Loudly and Clearly**
- **Always Be Polite & Courteous**
- **Thank Everyone** – even the people who don't buy anything
- **Keep Moving** – the more people you approach and talk to, the more popcorn you will sell
- **Keep Smiling**

### Safety Tips

- **Buddy System** – always have a buddy or adult with you when selling
- **House Rules** – politely decline to enter a stranger's house unless an adult is with you
- **Money Matters** – keep checks and cash in a popcorn sale envelope with your name on it
- **Road Rules** – walk on the sidewalk whenever possible and always look both ways when crossing the street
- **Curfew** – never sell after dark

# Answers to Objections at Point of Sale

## I cannot eat popcorn...

That's ok. You can still support us and the military by sending popcorn to troops overseas. Popcorn also makes a great gift for someone else. We also have chocolate covered pretzels that you may like. Which one works best for you?

## Popcorn is not healthy...

Many snack foods have lots of fat, but many of our products have less than half the calories of potato or corn chips, plus popcorn is high in fiber! Which one would you like?

## The price is too high...

The price is about the same as buying popcorn at the movies, however, 70% of the cost is going to help our Scouting program, so you can feel good about buying and helping. Think of it this way: you are donating to Scouting and this popcorn is your thank-you gift. Which one would you like?

## We already bought popcorn...

Great! Thank you! After trying the product, many of my customers find that they would like to send some to family, friends, or to military members overseas. Do you have someone in mind that would like some delicious popcorn?

## I don't have any money on me...

That's ok. We take all major debit and credit cards. Which one would you like?

## I am allergic...

I'm sorry to hear that. Our popcorn is Gluten Free, and some is made in a nut-free facility. Would you consider sending some popcorn to military members overseas and in VA hospitals? You can support both Scouting and the military that way.

## I don't support the Scouts...

Thank you very much for your time. I hope you have a good day.



A Scouting Tradition for over 35 years.....

**PECATONICA RIVER POPCORN**

# Geo-Fencing & How to Create and Boost an Event on Facebook

**Geo-fencing** is a tool on Facebook to help your unit advertise your Popcorn Site Sale in your area, and to boost the awareness of your Unit's activity within your community. To guarantee advertisement success, please follow the steps below.

**Step 1: Create a Community Facebook page.** There are different kinds of pages on Facebook. There are also pages for businesses and organizations which have a broader set of tools. Community pages are ideal for Scouting units and councils. These pages have calendars and communications tools that allow them to create and promote events and reach a broader audience.

*To create a 'Community' nonprofit page, use the link:*

<https://www.facebook.com/pages/create> and select the box on the top row, center column titled Company, Organization, or Institution, and follow the prompts.

**Step 2: Create an event.** Once your page is up, create an event. The event could be for a Popcorn Site Sale, an open house, joining night, outing, fundraising event, or any other occasion. For instructions on creating an event, use the link:

[https://www.facebook.com/help/210413455658361?helpref=about\\_content](https://www.facebook.com/help/210413455658361?helpref=about_content)

**Step 3: 'Boost' the event.** 'Boosting' means paying money to have your event seen by a broader number of people. (Think advertising.) For your Site Sale, it is best to geofence your event around the actual location of your Site Sale. "Boosting" your event for \$2/day and up to 21 days **prior** to your event. For instructions use the following link:

<https://www.facebook.com/business/help/347929565360250?id=300360584271273> and follow the prompts.

We suggest using the following parameters for your event, but feel free to adjust them as appropriate for your event or area.

**Gender:** Both Male and Female

**Age:** Adults 33-49

*Note: You can be very specific with your targeting, but this will eliminate people who see your message. For advertising your Site Sale, we recommend broad targeting (larger age range).*

**Location:** This is the location of your Popcorn Site Sale. For example, Pack 374 will be selling Popcorn at Stonegate Grocery Mart, on this date and during this timeframe. Please use the physical address of the location of your Popcorn Site Sale.

**You can geofence multiple locations.** In case your pack would want to advertise your Site Sale to the families in your school(s), you can geofence multiple locations by entering additional addresses. For example, the Site Sale is at Stonegate Grocery Mart, so geofence Stonegate and your nearby school(s) inviting those families to come and support your pack's Site Sale at Stonegate Grocery Mart.

**Set the size of the geofence:** In general, we recommend 2 miles around our Site Location and schools, if using multiple locations. You can always increase the size of your fence if you want to reach more people.

**Step 4: Cost.** You can spend as much or as little as your budget allows on boosting an event. We recommend \$2 per day per unit. This may vary depending on the population density of the area. Feel free to experiment. Because we typically target a relatively small area, \$2 per day per unit has been effective. You can invest more, depending on your situation.



This information and more can be found at:

[www.PathwayToAdventure.org/Popcorn](http://www.PathwayToAdventure.org/Popcorn)

[www.PRPopcorn.com](http://www.PRPopcorn.com)

**Scouting America**  
Pathway to Adventure Council