



# Make Your Fundraising POP!

## Popcorn Begins With a Kernel

The Unit Popcorn Kernel is the lead volunteer who coordinates the unit's popcorn sale. Funds raised can go towards anything your unit needs, like registration fees, summer camp, high adventure treks, equipment and supplies, and more!

## You're Not Doing This Alone!

PTAC leadership and your District Kernel will help answer questions, provide guidance, and support your unit's success. No Popcorn Experience Required!

## Questions?

Contact the PTAC Popcorn Team at [ptac.popcorn@scouting.org](mailto:ptac.popcorn@scouting.org)


**Scouting America**  
Pathway to Adventure Council

## What Does a Popcorn Kernel Do?

- 1. Commit to Sell and Set a Sales Goal**  
Set unit expectations and a goal to keep everyone on track!
- 2. Determine How your Unit will Sell (Choose One or Multiple)**  
*Payment is due at the end of the season.*
  - A. Show n' Sell – Highest Earning Potential**  
*Scouts canvas their communities with product for direct purchase*
    - Order initial product, manage reorders, store and manage inventory, track returns and monitor sales.
  - B. Storefront – High Visibility**  
*Scheduled shifts at local businesses selling on-hand product*
    - Reserve and assign storefront shifts, order product, manage reorders, store and manage inventory, track returns and monitor sales.
  - C. Online – Perfect for First Timers**  
*Scouts share a personal link for customers to purchase online*
    - Distribute materials to Scouts, Setup online profiles, monitor communications and sales.
    - No inventory or money handling.
  - D. Take Orders – Limited Inventory**  
*Scouts collect orders, deliver later*
    - Distribute materials to Scouts, manage final order, coordinate final product distribution.
- 3. Attend a Leader Training**  
Hosted by PTAC & Pecatonica leadership, learn about the sale, ask questions, and pick up your tasting kit and materials.
- 4. Host a Unit Kickoff**  
Use a unit meeting to prepare your Scouts for the sale, introduce products, and pass out materials.
- 5. Communicate with your Unit and Stay Organized!**  
Stay on track with key deadlines, keep your unit informed, monitor orders and inventory, coordinate product pickup from warehouses.
- 6. Close out the Season!**  
Wrap up order deliveries and product returns, submit Scout prizes and patch orders, and submit final payment.



## How to Register Your Unit to Participate

1. Go to [PRPopcorn.com](http://PRPopcorn.com) 
2. Click "Scout Boss" from the "Account Login" drop down in the top right corner of the page
3. Click on "Create Unit Profile"
4. Enter your Council Key (118PTAC)
5. Choose your District
6. Choose your unit type
7. Choose your unit number
8. Enter a username for the account
9. Enter a Password for the account
10. Fill out the remaining profile info. The email used will receive all account notifications.
11. Click "Submit"

## Popcorn Season at a Glance

### July: Get Started

- Register to participate
- Attend a Training
- Host unit kickoff

### August: Kick Off the Sale

- Online sales open
- Submit your Show n' Sell order

### September - October: Selling Season

- Submit reorders as needed
- Manage inventory and monitor sales progress
- Return excess product during return window

### Late October - November: Final Orders & Wrap Up

- Submit Take Order sales
- Distribute final popcorn orders
- Submit final payments, prizes, and patch orders

## Tips for Success

### Host a Fun Unit Kickoff -

*A kickoff helps everyone feel prepared and excited for the sale.*

1. Explain how popcorn funds adventures and activities
2. Share your unit sales goal
3. Review how Scouts can sell
4. Pass out selling materials
5. Share prizes and incentives
6. Use your tasting kit. Scouts who try the product are more confident selling it.

### Best Practices:

1. Every Scout should have the option to sell online
2. Schedule and reserve storefronts early
3. Keep inventory organized from the beginning
4. Share reminders and deadlines often
5. Celebrate milestones and Scout achievements

For Full Information, Visit:

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

Detailed deadlines, order schedules, pickup information, and contact information are typically finalized in June before the popcorn season starts and shared at the Kernel trainings, Popcorn Leader Guide, weekly communications, and on the PTAC Popcorn page!

