

Scouting  America
Pathway to Adventure Council



Leader Guide



About Pecatonica

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.



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Season Timeline

July

- Saturday, July 11** New Leader Training (**Zoom**)
- Saturday, July 25** Training - Munster
- Sunday, July 26** Training - Arlington Heights
- Wednesday, July 29** Training - Berwyn Moose Lodge

August

- Saturday, August 1** Online Store Opens
- Monday, August 10** **Show N' Sell Due By Noon**
- Friday, August 21** Show N' Sell Warehouse Sort
- Saturday, August 22** Show N' Sell Unit Pickup
- Friday, August 28** **Online Challenge Due**

September

- Friday, September 4** Popcorn Replenish Day
- Tuesday, September 8** **Reorder #1 Due By Noon**
- Monday, September 14** **Unit Kickoff 1% Proof Due**
- Friday, September 18** **First \$250 Challenge Due**
- Saturday, September 19** Reorder #1 Sort & Unit Pickup
- Monday, September 21** **Reorder #2 Due By Noon**

October

- Friday, October 2** Reorder #2 Sort & Unit Pickup
- Monday, October 5** **Reorder #3 Due By Noon**
- Friday, October 9** **Storefront Challenge Due**
- Friday, October 16** Reorder #3 Sort & Unit Pickup
- Saturday, October 24** **Return Day**
- Monday, October 26** **Take Order Due By Noon**
- Friday, October 30** **Blitz Challenge Due**

November

- Monday, November 2** **Storefront 1% Proof Due**
- Friday, November 6** Take Order Warehouse Sort
- Saturday, November 7** **Take Order Unit Pickup**
- Friday, November 13** **Bingo Challenge Due**
- Friday, November 20** Online Store Closes
- Saturday, November 21** **Final Payment, Patch Order, & Prizes Due by Noon**

Kernels

- ☐ **Register Your Unit**
- ☐ **Attend A Training For 1%**
- ☐ Pick Up Tasting Kit & Materials
- ☐ Set Goal & Selling Methods
- ☐ Set Up Scout Online Profiles

- ☐ **Submit Show N' Sell Order By Noon**
- ☐ Host A Unit Kickoff
- ☐ Finish Scout Online Profiles
- ☐ Begin Storefront Scheduling
- ☐ Volunteer At Show N' Sell Warehouse Sort
- ☐ **Pickup Show N' Sell Order**

- ☐ **Track Sales & Inventory**
- ☐ Swap Product With Other Units As Needed To Balance Inventory
- ☐ Continue Storefront & Online Sales
- ☐ **Submit Reorder #1 By Noon**
- ☐ **Submit Kickoff Proof For 1%**
- ☐ Volunteer At Reorder #1 Warehouse Sort
- ☐ **Pickup Reorder #1**
- ☐ **Submit Reorder #2 By Noon**

- ☐ Volunteer At Reorder #2 Warehouse Sort
- ☐ **Pickup Reorder #2**
- ☐ **Submit Reorder #3 By Noon**
- ☐ Volunteer At Reorder #3 Warehouse Sort
- ☐ **Pickup Reorder #3**
- ☐ Continue Storefronts & Online Sales
- ☐ Swap Product With Other Units As Needed To Balance Inventory
- ☐ Gather Take Orders from Scouts
- ☐ **Return Excess Product**
- ☐ **Submit Take Orders By Noon**

- ☐ **Submit Storefront Proof For 1%**
- ☐ Volunteer At Take Order Warehouse Sort
- ☐ **Pickup Take Order**
- ☐ Distribute Take Order Product
- ☐ **Submit Prizes & Patch Orders**
- ☐ **Submit Final Payment**
- ☐ Close Out With Your Unit

- ☐ **Attend Unit Kickoff**
- ☐ Try The Product
- ☐ **Prepare For Online Challenge**
- ☐ Share Online Store
- ☐ **Submit Online Challenge**

- ☐ **Prepare For \$250 Challenge**
- ☐ Canvas Your Neighborhood
- ☐ Share Online Store With Family, Friends, & Social Media
- ☐ **Prepare For Storefront Challenge**
- ☐ Sell At Storefronts
- ☐ **Submit \$250 Challenge**

- ☐ **Prepare For Blitz Challenge**
- ☐ Canvas Your Neighborhood
- ☐ Share Online Store With Family, Friends, & Social Media
- ☐ **Submit Storefront Challenge**
- ☐ **Return Unused Product**
- ☐ **Submit Final Take Order Forms**
- ☐ **Submit Blitz Challenge**

- ☐ Online Store Last Call
- ☐ **Submit Bingo Challenge**
- ☐ **Choose Your Prizes**
- ☐ **Deliver Take Order Products**

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Pecatonica Resources

Training Videos:



Step-by-step platform guides for Kernels and tool videos for Scouts to sharpen sales skill.

pecatonicariverpopcorn.com/training-videos

Sales Tools:



Downloadable resources, payment tools, helpful loading tips, and product information.

pecatonicariverpopcorn.com/resources

Pecatonica Contact:



Have questions or need assistance? The Pecatonica team is here to help.

pecatonicariverpopcorn.com/contact-us



For More Info & Resources, Visit:

PathwayToAdventure.org/Popcorn

Need Help or Information?

Council & District Kernel Contacts / Warehouse Locations

Popcorn Sale Website: www.pathwaytoadventure.org/popcorn

Popcorn Team Email: PTAC.popcorn@scouting.org

Pathway to Adventure Council: 312-421-8800

Pecatonica River Popcorn: www.prpopcorn.com

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

Council Popcorn Kernel: Anne Romani medicalmom05@hotmail.com

District Kernels:

Calumet	Juanita Robinson	sochdr@aol.com
Checaugau	Patti Rios	montecarlo1025@aol.com
Five Creeks	Kathy Daloia	katherine.daloia@scouting.org
Iron Horse	Therese Young	tmyoung2385@comcast.net
Portage Creek	Maria Chiappetta	mchiap99@yahoo.com
Prairie Dunes	Rebecca McIntosh	mcintoshrebecca@hotmail.com
Tall Grass	Christine Harej	charej820510@gmail.com
Thunderbird	Carole Fremouw	cjfreouw@gmail.com
Trailblazer	Michael Hornung	michael.hornung@scouting.org
TriStar	Anne Romani	medicalmom05@hotmail.com

Warehouse Locations:

ASSIGNED DISTRICTS:

Checaugau Trailblazer
Five Creeks TriStar

WAREHOUSE:

560 Supreme Drive,
Bensenville, IL, 60106



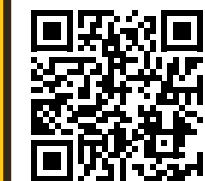
Scan for Map

ASSIGNED DISTRICTS:

Calumet Iron Horse
Portage Creek Tall Grass

WAREHOUSE:

Location to be determined.
Once finalized, email will be sent and
digital materials will be updated.



For updates, visit:
pathwaytoadventure.org/popcorn

ASSIGNED DISTRICTS:

Thunderbird
Prairie Dunes

WAREHOUSE:

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



Scan for Map

Popcorn Sale Products



▲ **Yellow Popping Corn** Net Wt. 2 lbs. – 8 Per Case

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

\$15 (GF) (U) D



✓ **Kettle Corn Microwave 15 Pack** Net Wt. 37.5 oz. – 8 Per Case

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

\$25 (GF) (U)



DB **Double Butter Microwave 28 Pack** Net Wt. 70 oz. – 1 Per Case

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

\$35 (GF) (U) D



▲ **Classic Caramel Corn** Net Wt. 8 oz. – 8 Per Case

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

\$15 (GF) (U) D F



⚓ **Sea Salt Splash** Net Wt. 15 oz. – 8 Per Case

Caramel popcorn dunked in dark fudge & sprinkled with sea salt. If you have never tried this combo, you don't know what you're missing.

\$25 (GF) (U) D N ★



③ **Classic Trio** Net Wt. 17 oz. – 1 Per Case

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

\$35 (GF) (U) D F



● **Cheddar Cheese** Net Wt. 5 oz. – 8 Per Case

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

\$20 (GF) (U) D F



♥ **Peanut Butter Cup** Net Wt. 15 oz. – 8 Per Case

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

\$25 (GF) (U) D N ★



④ **Cheese Lovers** Net Wt. 13 oz. – 1 Per Case

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

Cheddar Cheese, Jalapeño Cheese, Buffalo Ranch, White Cheddar

\$45 (GF) (U) D N



■ **Jalapeño Cheese** Net Wt. 5 oz. – 8 Per Case

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

\$20 (GF) D F



⚓ **Mountain Munch** Net Wt. 14 lbs. – 8 Per Case

Caramel Sea Salt popcorn drizzled in milk and white chocolate.

\$25 (GF) (U) D N ★



⑤ **Chocolate Lovers** Net Wt. 52 oz. – 1 Per Case

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

Mountain Munch, Firecracker Crunch, White Ruby, Peanut Butter Cup, Sea Salt Splash

\$55 (GF) (U) D N ★



◎ **Trail Mix** Net Wt. 15 oz. – 8 Per Case

This flavorful treat has peanuts roasted and salted, M&M's, almonds, and cashews roasted and salted

\$20 (GF) (U) D N



◇ **Caramel Sea Salt** Net Wt. 15 oz. – 8 Per Case

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.

\$30 (GF) (U) D F



⊕ **Butter Microwave 15 Pack** Net Wt. 37.5 oz. – 8 Per Case

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

\$25 (GF) (U) D



⚔ **Freedom Pretzels** Net Wt. 15 oz. – 8 Per Case

This patriotic blend made of crunchy pretzels coated in a rich layer of white chocolate colored red, white, & blue to celebrate America's 250th

\$30 (U) D ★



🇺🇸 **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.

\$30

Key

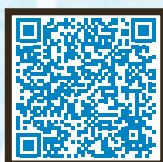
(GF) Gluten Free
(U) Kosher
★ No Returns
D Contains Dairy
N Contains Nuts
F Facility w/ Nuts

Scan Code For
Nutrition
Information



Has/Needs Form

Have extra containers or looking for specific product between re-orders? Use the Has/Needs form to ask your fellow units.



Important Disclaimers

For Show n' Sell & Reorders #1-3, must order by the case.
For Take Order, order by the case & individual containers.

For Returns:

- ★ Chocolate products are non-returnable.
- Returns won't be accepted after 10/24/26
- Full cases only. No opened containers.
- If item comes in a case of multiple: no single containers.
- If item comes as a single container (double butter, classic trio, cheese lovers): must return in its original case.

Online Offerings



Trustworthy Duo - \$30



Loyal Favorite - \$30



Friendly Bundle - \$35



Kind & Spicy - \$35



Courteous Cluster - \$40



Helpful Mix - \$40



Obedient Blend - \$45



Cheerful Variety - \$45



Thrifty Treat - \$45



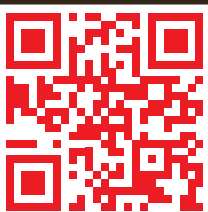
Brave Medley - \$50



Clean Classic - \$55



Reverent Collection - \$60



www.prpopcornstore.com

**Shop our product mixes today —
or support the military with our Military Donation**



**Military Donations
also Available for
Online Purchase**

Packaging of Online Products

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

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 Direct Shipping!

Setting a Unit Goal

What's in it for us?

Use this worksheet to identify shared goals between Scouts, families, and leaders. The strongest popcorn sales happen when everyone understands how the sale benefits them.

Scouts

- Earn prizes & rewards
- Pay their way towards adventures
- Receive recognition for effort
- Learn goal setting & responsibility
- Build confidence & communication skills
- Help choose future adventures

Parents

- Lower registration costs
- Spend less on uniforms and gear
- More time Scouting and less time fundraising
- Watch their Scout grow and succeed

Unit

- Pay for camping and activities
- Purchase equipment and supplies
- Fund advancements and awards
- Increase family involvement
- Support membership growth
- Build a stronger annual budget

Unit Goal Worksheet

Before setting your goal, determine what your unit needs to fund this year.

Program Expense:

Registration Fees

Camping & Treks

Activities & Events

Advancement & Awards

Equipment & Supplies

Other Expenses:

Estimated Cost:

\$ _____

\$ _____

\$ _____

\$ _____

\$ _____

\$ _____

\$ _____

\$ _____

\$ _____

\$ _____

Total Program Cost: \$ _____

Unit Goal: \$ _____

Unit Commission Structure

Base Commission 30% or 33% without Prizes

Every unit starts with a base of 30%, but If the unit opts out of the prize program, they will start with a base of 33%.

Earn 2% for Hitting Sales Goal

Units who sold in 2025

\$5,000 or under - increase your sale by 40%	\$30,001 and \$40,000 - increase your sale by 10%
\$5,001 and \$10,000 - increase your sale by 35%	\$40,001 and \$50,000 - increase your sale by 5%
\$10,001 and \$20,000 - increase your sale by 30%	\$50,001 or higher - match last year's sales
\$20,001 and \$30,000 - increase your sale by 20%	

New Selling Units in 2026

A new selling unit in 2026 **must sell at least \$5,000** to earn the 2% bonus.

Earn 1% for Attending a Training

Kernels attending any of the Kernel Kickoff Trainings will receive 1% towards their unit's commission.

Earn 1% for Hosting a Unit Kickoff - Must Submit Proof by Sept. 14

Host a Unit Kickoff for your Scouts. Proof can include pictures of the kickoff, email invitation, or presentation materials.

Earn 1% for Participating in a Storefront - Must Submit Proof by Nov. 2

Reserve and participate in any storefront, either provided by Pecatonica or organized by the unit. Proof must be pictures of your storefront display.



Scan QR Code to Submit
Commission Proof

tinyurl.com/Commission26

Suggested Unit Incentives

For your Scouts & Families! Consider a mix of individual, weekly, and unit-wide incentives to keep Scouts and families engaged throughout the sale.

Individual Incentives:

- Top Seller recognition
- Sales Raffle
- Gift Cards or Treats

Scout sells \$___, then Unit pays for _____.

- Sell \$500, then Unit covers registration fees
- Sell \$1,000, then Unit covers Day Camp fees
- Sell \$2,500, then Unit covers Resident Camp fees

Group Incentives:

- Pizza Party
- Ice Cream Social
- Game Night
- Special Campfire Event
- Unit Cookout

Adventures:

- Day Camp
- Betz or Owasippe
- Museum or Zoo Trip
- Sporting Event
- Overnight Adventure



**\$1,200
LEVEL 8**

- 28 - Hydration Pack - 2L
- 29 - 2-Person Waterproof Tent
Assorted Colors
- 30 - Rubik's Cube 3pc Set - 2, 3, & 4 Tile
- 31 - Hip Shot Spiral Bomber
- 32 - Grab Bag G



**\$900
LEVEL 7**

- 23 - Telescope - 40X Magnification
- 24 - LEGO City F1 Williams Racing &
F1 Haas Race Cars
- 25 - Walkie Talkie Set w/ Facetime Ability
- 26 - 5-in-1 Survival Tool w/ Shovel
- 27 - Grab Bag F



**\$650
LEVEL 6**

- 18 - 5pc Stainless Steel Mess Kit
- 19 - Light Saber w/ Stand
- 20 - Adventure Duffle Bag w/
Scouting America™ Branding
- 21 - Dinosaur Egg
(Assorted Colors/Styles)
- 22 - Grab Bag E



**\$450
LEVEL 5**

- 13 - Catapult Plane w/ Stickers
- 14 - White Handle Lock Blade Knife w/ Case
& Scouting America™ Branding
- 15 - Zing Air Zooperball
- 16 - Zing Air Hunterz Zano Bow w/ 2 Zarts
- 17 - Grab Bag D



**\$350
LEVEL 4**

- 9 - Dry Bag - 5 liter - Assorted Colors
w/ Scouting America™ Branding
- 10 - Brass Compass
- 11 - 4x30 Binoculars
- 12 - Stuffed Animal Grab Bag



**\$250
LEVEL 3**

- 5 - Cinch Backpack w/ Scouting America™
Branding - Assorted Colors
- 6 - Magic Sand Set w/ 6 Molds
- 7 - Mini Dual LED Dynamo Flashlight
w/ Scouting America™ Branding
- 8 - Mini Multi-Tool



**\$150
LEVEL 2**

- 1 - Fire Starter and Steel
- 2 - Compass Thermometer Whistle
- 3 - Tony Hawk Box Boarders - Assorted
- 4 - Fidget Spinner w/ Scouting America™
Branding



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



0.2

0.3

0.4

\$5,000
LEVEL 14

- 48 - LEGO Harry Potter Hogwarts Castle:
The Main Tower #76454
49 - Carrera Evolution Nascar Champions at
Homestead
50 - 100 Foot Zip Line



\$4,000
LEVEL 13

- 45 - Klymit Cross Canyon 2 Tent
& Footprint
46 - Adventure Camp Package
47 - LEGO Police Train Heist #60508



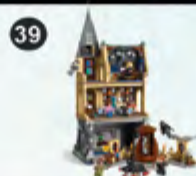
\$3,000
LEVEL 12

- 42 - Eagle Claw Fishing Set
43 - LEGO Family Vacation Beach Resort
#42673
44 - Case Bonestag Folding Hunter Knife
w/ Leather Sheath



\$2,500
LEVEL 11

- 39 - LEGO Hogwarts Castle: Hospital
Wing #76463
40 - Foldable Drone w/ WiFi Camera
41 - HEXBUG Battlebots Arena Max



\$2,000
LEVEL 10

- 36 - Youth Pickleball Set
37 - Lego Planet Earth and Moon in Orbit
#42178
38 - NorthFace Backpack



\$1,500
LEVEL 9

- 33 - Transformers Rise of the Beast -
Bumblebee
34 - Snoopy Snow Cone Machine
35 - Lego Ninjago Kai's Mech Storm Rider
#71830



Scan the QR Code to the right for a detailed description of the prizes
or visit www.kellerprizeprogram.com



Pathway to Adventure Council

Council Code: 456PTAC
www.pathwaytoadventure.org

For Sale Related Questions:
Council Office (630) 487-3373

For Prize Related Questions:
GCC/Keller Marketing (888) 351-8000

How to Select Your Prizes

- Sell any item and receive the Popcorn Sale Patch.
- Sell \$150 or more and receive a Popcorn Sale Patch AND any Level 2 Prize.
- Sell \$250 or more and receive a Popcorn Sale Patch AND a prize from the level you achieve; or select a combination of prizes from lower levels, as long as the total prize value does not exceed the **Level Achieved**.

Example: Sales of \$650 choose one prize from Level 6 ...OR...
ONE prize from Level 2 & ONE prize from Level 5; etc.

All prizes are subject to substitution by Keller Marketing after consultation with your local Council. All substitutions will be for an equal or greater value prize.

Scout Name: _____ Pack/Troop: _____ Total Sales: _____

Prize #	Prize Description	Quantity

2026 Challenges

Online Sale: Due August 28

Share your unique online store code, make online sale, and be automatically entered—**no form submission needed!**

First \$250: Due September 18

Sell your first \$250 of product (about 10 items). Submit proof of sales in the form below for a chance to win.

Storefront: Due October 9

Participate in a storefront sale! Submit a photo of your display, table, or booth in the form below for chance to win.

Blitz: Oct. 1 - Oct. 30

During the month of October, every \$100 in sales earns you 1 entry into the raffle! Submit proof of sales in the form below for a chance to win.

BINGO: Due November 13

Fill out your card throughout the Popcorn season! Earn 1 entry for every BINGO you complete! Submit a photo of your completed BINGO card in the form below for a chance to win.



**Submit Challenges
Using This Form**

tinyurl.com/Challenges2026

PTAC Seller's Club



Game Details

February 27, 2027
Chicago Wolves vs. Wilkes-Barre Scranton Penguins
Allstate Arena
Game begins at 7pm

\$15 Club

Any Scout that sells at least \$15 (1 item) will receive 1 ticket to the 2/27/27 Chicago Wolves Game. 1 ticket needs to be purchased to redeem earned ticket.

\$1,000 Club

Scouts that sell at least \$1,000 will receive 2 tickets to the 2/27/27 Chicago Wolves game. Additional tickets will be available for purchase.

Wolves Top Sellers

Top selling Scouts in the council will be able to present colors & ride the Zamboni at the 2/27/27 Chicago Wolves game! No form submission needed, sales will be tallied at the close of the Popcorn season.



Catch 'Em All

Scouts who sell at least \$5,000 will earn 1 raffle entry for a Family Package to the Field Museum's Pokémon Fossil Exhibit! Every additional \$2,500 sold beyond the initial \$5,000 will earn another entry.



**Submit Proof
Using This Form**

tinyurl.com/SellersClub26

Pecatonica 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



Game Table



Laptop



43" Smart TV



Drum Set



3D Printer

How To Submit Winner's Circle Prizes:

For every \$3,000 sold, Scouts can choose any of these prizes (subject to availability). Kernels can submit Winner's Circle prizes through the Scout Boss dashboard.

1. Login to your Scout Boss
2. Navigate to the "Winner's Circle" button on your dashboard
3. Fill out the request

Answers to Objections at Point of Sale



A Scouting Tradition for over 35 years....

PECATONICA RIVER POPCORN

"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.

Selling Methods

Show-and-Sell

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.



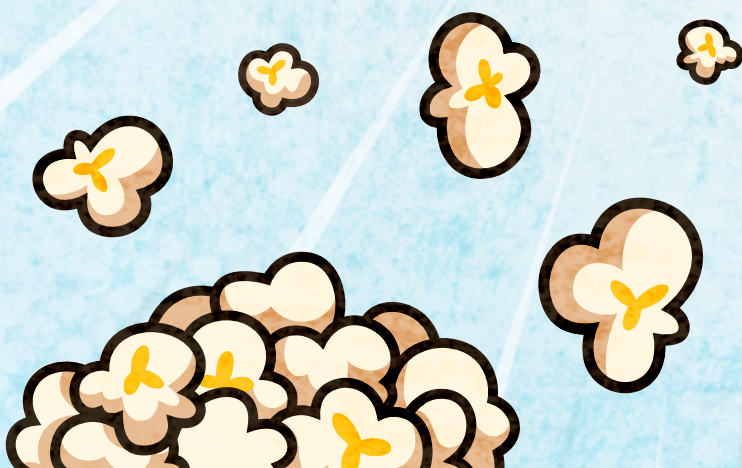
Storefront Sales

Scouts sell product in front of retail stores, churches, etc. This is one of the best ways to reach a lot of people with high visibility.



Online Sales

Scouts can go to prpopcornstore.com or use "My PR Popcorn" App and customize an account to sell product online to friends and family members. 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.)



Selling Methods

Take Order Sale

Scouting families receive order forms. Scouts go door-to-door and take orders in their communities. 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 **4,000 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.

Units are not limited to these locations, you can work with any appropriate business, location, or organization to schedule your own storefront shifts.

New this year! Southland Oasis, Woodfiled Mall, and Orland Park Mall!



To see the storefront locations that have been reserved and book shifts, scan the QR code or visit the Kernel Tracker app.
pecatonicariverpopcorn.com/kernel-tracker/

Square Credit Card Reader



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

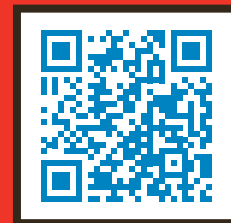
Accept credit cards anywhere! Square readers works with the free Square Point of Sale app to allow everyone to take payments on their smartphone or tablet. Increase your popcorn sales with the latest technology.



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

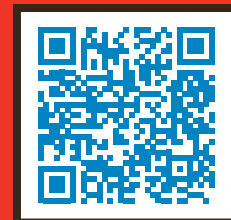
Signing Up is Simple!

Scan the QR code to sign up for Square for **FREE**



squareup.com/i/PRPOCORN1

Visit the Pecatonica resources page to find more information on how to use Square.



pecatonicariverpopcorn.com/resources/

Geofencing

How to Create & 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.



Create Community Page

Select the box on the top row, center column titled Company, Organization, or Institution, and follow the prompts.

facebook.com/pages/create

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.

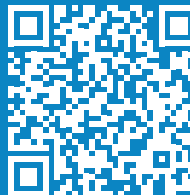


Scan QR Code for Instructions on Creating an Event

tinyurl.com/GeofenceEvent

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 per day and up to 21 days prior to your event.



Scan QR Code for Instructions on How to Boost Your Event

tinyurl.com/GeofenceBoost

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.

Geofencing Parameters

Gender: Both Male and Female

Age: Adults 33-49

Location: Please use the physical address of the location of your Popcorn Site Sale.

You can geofence multiple locations by entering additional addresses

Set the size of the geofence: 2 miles around your Site Location

Helpful Tips

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!**



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



This image shows a single sheet of white paper with horizontal blue or grey ruling lines, typical of notebook paper. The lines are evenly spaced and run across the width of the page. There is no handwriting or other markings on the paper.



Scouting America™

Pathway to Adventure Council



This Information & More Can Be Found At

PathwayToAdventure.org/Popcorn