



PA DUTCH COUNCIL 2021 Popcorn and Nuts Sale



WELCOME LETTER

Welcome Kernels,

It's the 2021 Fall Product Sale! Whether you are a new Kernel or a seasoned veteran of the sale, we acknowledge and appreciate your dedication and commitment to continue to make this sale one of the main fundraisers for your unit and the PA Dutch Council. The Fall Product Sale is extremely important to funding your unit's Scouting program. It is equally as important to our council. We can fund and maintain camps, provide service to units, develop new programs, and much more with your efforts.

Last year was challenging in all aspects of our lives. We learned how to do a lot of things differently during the year. In anticipation of those challenges, we lowered our council goal for 2020 and we were unsure what would happen. What we found was that you adapted, and your units helped us reach that goal! For that we are extremely grateful.

As of the writing of this letter, it looks like our communities have worked hard to get to a point where things are opening. As we come out of this pandemic, I am confident that our units will have the opportunity to meet and exceed their goals.

We have made the decision to change our popcorn vendor. We are excited to now be selling Pecatonica River Popcorn. Our neighboring Councils, New Birth of Freedom and Hawk Mountain also changed to Pecatonica River Popcorn. This will allow us to improve efficiencies and to keep costs in check. Our nut vendor, Whitley's, has consistently provided us with excellent service and their product quality remains unchanged.

Please take the time to review this Guidebook carefully. You will find highlights of the program for 2021, information about the products, some new selling techniques, prize options, and a calendar with all the important dates.

We hope you have a great sale and an even better year in Scouting. If you have any questions during the sale, please reach out to the members of the team and we will be happy to assist.

Thank you again for your efforts and support of the 2021 Fall Product Sale.

Joe Flaim, Fall Product Council Chair
and the 2021 Popcorn Sale Team



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*Link on PA Dutch Council Website Fall Product Sale Page

OTHER RESOURCES ON THE FALL
PRODUCT SALE PAGE

- Product Sale Inventory Transfer Form
- Drive Through Sales
- Individual Scout Pick Up & Settlement Form
- Kernel Checklist
- Planning & Goal Setting Worksheet
- Ways to Make the Kickoff Fun
- Your Fun-Raiser Kickoff
- Advertising Ideas
- And More



2021 FALL PRODUCT CALENDAR

2021 Popcorn Calendar							
							July
				1	2	3	4th - Independence Day - Office Closed
4	5	6	7	8	9	10	
11	12	13	14	15	16	17	
18	19	20	21	22	23	24	22nd - Fall Product Kickoff at Camp Mack
25	26	27	28	29	30	31	
							August
1	2	3	4	5	6	7	3rd - Show & Sell Order Deadline
8	9	10	11	12	13	14	
15	16	17	18	19	20	21	24th - Show & Sell Product delivery to warehouse
22	23	24	25	26	27	28	25th - Show & Sell product delivery & sort
29	30	31					26th - Show & Sell product pick up
							September
			1	2	3	4	3rd - S&S Reorder #1 Deadline
5	6	7	8	9	10	11	6th - Labor Day - Office Closed
12	13	14	15	16	17	18	17th - S&S Reorder #2 Deadline
19	20	21	22	23	24	25	18th - Super Saturday
26	27	28	29	30			
							October
					1	2	1st - S&S Reorder #3 Deadline
3	4	5	6	7	8	9	
10	11	12	13	14	15	16	15th - S&S money due (Units with no returns)
17	18	19	20	21	22	23	17th - Show & Sell returns & money due
24	25	26	27	28	29	30	19th - Take Order Deadline
31							
							November
	1	2	3	4	5	6	9th - Take Order Product delivery & sort
7	8	9	10	11	12	13	10th - Take Order Product pick up (12th optional)
14	15	16	17	18	19	20	11th - Veteran's Day - Office Closed
21	22	23	24	25	26	27	19th - Take Order money due
28	29	30					25th & 26th - Thanksgiving - Office Closed
							December
			1	2	3	4	
5	6	7	8	9	10	11	
12	13	14	15	16	17	18	
19	20	21	22	23	24	25	24th & 25th - Christmas - Office Closed
26	27	28	29	30	31		27th - 31st - Year End Inventory - Office Closed
							January
						1	1st - New Year's Day
2	3	4	5	6	7	8	

PATH TO ADVANCEMENT WITH THE FALL SALE



Cub Scout Advancement Opportunities

TIGERS

	Games Tigers Play	For req. 5 – Bring a nutritious snack to a den meeting. Share why you picked it and what makes it a good snack choice
	Curiosity, Intrigue and Magical Mysteries	For req. 4 – Create a secret code to use during your popcorn sale.
	Stories in Shapes	For req. 1b – Create an art piece advertising your popcorn sale
	Tiger Tales	For req. 2 - Create your own Tall Tale about your popcorn sale

WOLVES

	Paws on the Path	For req. 2 – Tell what the Buddy System is and why you need to use it during your popcorn sale
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BEARS

	Baloo the Builder	For req. 2 – Select, plan and define the material for the projects you will complete in requirement 3. For req. 3 – Select and build one useful and one fun project for your popcorn sale. For req. 4 – Apply a finish to one of your projects.
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WEBELOS

	Art Explosion	For req. 3f – Create a popcorn sale poster or a T-shirt or hat for display at your Show and Sell.
	Build It	For req. 2 – Create and build a carpentry project to advertise your popcorn sale. For req. 3 – List all the tools you used to build it. For req. 4 – Check which ones you used for the first time.
	Movie Making	For req. 1-3 – Create a story about your popcorn sale and do ALL requirements

Merit Badge Opportunities

	Art	For req. 2,4,5 —Produce a popcorn sale poster for local display.
	Communication	For req. 2b —Make a popcorn sales presentation to your counselor. For req. 6 —Show your counselor how you would teach others to sell popcorn.
	Digital Technology	For req. 6b — Draft a letter inviting parents to your unit's Popcorn Kickoff. For req. 6d —Report on your unit's popcorn fundraiser. For req. 6e —Take pictures of your unit's Popcorn Kickoff and sale.
	Entrepreneurship	For req. 4,5,6 —With council permission and merit badge counselors guidance, use the popcorn sale to meet many of the requirements for this merit badge.
	Graphic Arts	For req. 3 & 4 — Design a poster for use during the popcorn sale and follow the various steps described for ONE of the printing methods to produce copies of the poster.
	Journalism	For req. 3d —Create a 200-word article about your troop's popcorn sale.
	Movie Making	For req. 2 —Create a storyboard and video designed to show how to sell popcorn.
	Personal Management	For req. 5,8,9 —Define your popcorn sales goal. Create a plan and make a calendar for how you will achieve your goal with all your activities.
	Photography	For req. 5a,b,f —Take photographs of popcorn, Scouts selling popcorn and other activities related to the sale. Then arrange the prints with captions to tell a story of the sale.
	Public Speaking	For req. 2 – Prepare and give a speech to your troop describing the benefits of the popcorn sale to the troop.
	Salesmanship	All requirements for this merit badge may be completed through the popcorn sale.
	Truck Transportation	For req. 10 – Describe what kind of truck would be needed to ship popcorn from the factory to your council. Tell how the popcorn would be packed, estimate the time for the trip and explain what would be the best way to unload the shipment.



WAYS TO PARTICIPATE

Decide How Your Unit Will Participate

As a part of the registration process, you will be asked how your unit plans to participate. Units have multiple options to participate in the sale. Units can use any or all of these methods, but the most successful units use a combination of all of the options below.

Show & Sell

Show & Sell is designed for units to set up at locations such as grocery stores, local events, retail stores, banks, etc... where they can display and sell product directly. Lower dollar items like the Caramel Corn sell well, but a good selection of product normally increases your sales. Show & Sell successes are determined by location and enthusiastic youth who share how they will benefit from the sale. Units must order full cases for Show & Sell and any leftover product can and should be used to fill your Take Order sale or return it for credit. (Product ordered above the approved percentage for your unit cannot be returned.) Units may keep product to hold additional Show & Sells, but any product not returned by Sunday, October 17th is the responsibility of the unit and will need to be paid to the council.

Show and Sell product must be paid before October 17th. Your Take Order will not be approved until your unit has paid the Show & Sell invoice(s). Any unit choosing to pay council via credit card will incur a 3% processing fee.

Draggin' Wagon (Show & Deliver)

Product for Draggin' Wagon is ordered as part of the Show & Sell order. Using this method works by selecting a neighborhood and traveling door-to-door with the product. The customer can view, purchase, and get the product from the comfort of their home. Don't forget that these customers may also want to place an order via the sale sheets or online. Mention that different items are for sale on your sale sheet or give them your online sale information. For people who are not home or are unable to come to the door, use the door hanger supplied by Pecatonica River and Whitley's Nuts. Feel free to make copies of the door hangers to increase your neighborhood coverage.

Drive Through Sales

Product for Drive Through Sales is also ordered as part of the Show & Sell order. This method is a new concept for the PA Dutch Council. Find a large parking lot with street access, get permission to use it and then plan out the set up to move customers through the parking lot. Once the date has been set, contact the council office with the details of your Drive Through. The council will post your event on the Council Facebook page.

Take Order Sales

Very simply, this method of participation involves visiting with your customers, taking orders on your sales sheets, collecting payment, then delivering the product to your customers. Don't forget a thank you note with each sale. A thank you note goes a long way to gather repeat customers.

Online Sales

This method of participation is available from August 1st – November 30th. Scouts set up an account under Pecatonica River for popcorn orders and create an online profile to share with friends and family members via e-mail, phone or social media. Then the Scout invites them to visit his/her page where they can read about the Scout and his/her goals, order product, pay by credit card, and have the product delivered to the customer's home. Whitley's also provides an opportunity for online sales. When the customer goes through the checkout process on the Whitley's Nut online store, they will enter the Scout's information.

Advantage: Allows Scouts to easily sell to friends and family who do not live locally.

COMMUNICATION WITH YOUR UNIT

Communication is Key to a Successful Sale

Communication with your unit is not once and done. You need to constantly remind leader, parents, and Scouts of important dates and keep them knowledgeable about key information. Find different methods of communicating with your unit – printed reminders, face to face contact, information through emails, etc. Constant communication about the sale throughout the sale will impress upon your leaders, parent, and Scouts the importance of the Fall Product Sale. Be sure to share successes and praise the individual youth and dens for their accomplishments. Keep an open line of communication.

Publish the Sales Dates in Your Unit's Calendar

One item to remember is that while planning your unit calendar for the fall, make sure you include Popcorn into your plans. By putting your sale dates into your calendar, you let your parents and leaders know what they need to plan around. Any Show and Sell dates that you have set up should be included as well as your unit kickoff, order deadlines, and distribution dates and of course your celebration.

Plan Show & Sell booths on weekends that are not already busy with campouts and weekend activities. Keeping the “Outing” in Scouting is important to the Scout program. However, you will want to plan as many Show & Sell, Wagon Draggin’, and Drive Through sales as possible, since an average Show & Sell can generate about \$110.00 per hour. If during a weekend you have 3 Show & Sell locations that are each 4 hours long, your unit could earn over \$1320.00 in one weekend.

Have a Unit Kickoff

The Unit Kickoff is one of the most important parts of having a successful sale. Kickoffs should be scheduled for one of the unit's first meetings in August or September. Kickoffs can happen as soon as you have your sale forms or later in September if the unit is only going to participate in Take Order and/or Online Sale.

Objectives of the Kickoff

1. Emphasize what the Scouts will receive for hitting their goal; prizes, Scouting programs, camp, etc.
2. Educate parents so they know:
 - a. The purpose of the sale
 - b. How the money raised by the sale will be used
 - c. What the unit expects from the parents and the youth.
 - d. What is the “per-Scout goal”.(They will be much more interested when they know this information.)
3. Get Scouts and families excited! Consider using some of the Unit's commissions to offer additional incentives that your Scouts would enjoy. If you have selected the “No Prize Option” this will give you even more flexibility.

For some fun Kickoff ideas and for help in planning your unit's Kickoff, check out the following links on the Council website – “Your Fun-Raiser Kickoff” and “Fun Unit Kickoff Ideas”.

Have a Celebration

Be sure to have a celebration with your unit to recognize their efforts for the sale. Think about recognizing your top sellers. This is a great time to distribute any prizes earned through the Keller Marketing program. Be sure to share the results of your sale with everyone.

COMMISSION & PRIZE OPTIONS

Units have a choice to use the Keller Marketing incentive prize program or to opt out of the prize program to earn a higher commission.

Option 1 – The unit chooses to use the prize incentive option.

- a. The unit receives a **commission of 31%** with the prize option.
- b. Keller Marketing is offering a 14-level prize selection. The incentive prizes on the Keller Marketing flyer are chosen based on the total popcorn and nut sales for the Scout. (Show & Sell sales + Take Order Sales + Online sales)
- c. At the end of the sale, the unit representative orders the appropriate prizes through the Pecatonica River system.
- d. In addition to the incentive prizes offered by Keller Marketing, Pecatonica River is offering Winner's Circle prizes for those Scouts who sell more than \$2,500.00 in popcorn. Winner's Circle prizes are based solely on popcorn sales. (Show & Sell sales + Take Order Sales + Online sales) Winner's Circle prizes are ordered through the Pecatonica River system. Scouts can choose 1 Winner's Circle prize for each \$2,500.00 in popcorn sales. (\$5,000.00 = 2 prizes)
- e. **Military Pin** – For any Scout who sells at least one Military Donation, the unit representative can order pins under the Pecatonica River system, to recognize those Scouts.
- f. **Top Salesmen** – For the top three sellers in your unit, the unit representative can order pins under the Pecatonica River system to recognize those Scouts.
- g. **Online Sales** – For those who have sold through online sales, the unit representative can order pins under the Pecatonica River system to recognize those Scouts.

Option 2 – The unit chooses the no prize option.

- a. The unit receives a **commission of 34%** with the no prize option.
- b. Pecatonica River is offering Winner's Circle prizes for those Scouts who sell more than \$2,500.00. Winner's Circle prizes are based solely on popcorn sales. (Show & Sell sales + Take Order Sales + Online sales) Winner's Circle prizes are ordered through the Pecatonica River system. Scouts can choose 1 Winner's Circle prize for each \$2,500.00 in popcorn sales. (\$5,000.00 = 2 prizes)
- c. The Winner's Circle incentive includes Scouts of units who choose the no prize option.

Online Sales Commission (Applies to both options 1 and 2)

All online popcorn and nut sales are under a different commission structure. Any sale placed online, regardless of the prize option, generates a **commission of 30%**.

Top Salesman – The Pennsylvania Dutch Council is interested in recognizing your top sellers. Complete the Email Me form – “Unit Top Salesman Report” – on the Council website to report your unit's top sellers to Council.

Incentive prizes ordered through the Pecatonica River system will be delivered directly to the unit representative.



FIVE KEYS TO A SUCCESSFUL SALE

1. SET YOUR SALES GOALS

- **Dream Big!** Determine what it is your unit would like to do in Scouting for the year. What will be your “Scouting Adventure”, and how much it will cost?
- Set the overall sales goal to fund your Ideal Year of Scouting.
- Assign every Scout Family a “Scout Goal” so you can achieve your “Scouting Adventure” – for example 15 containers or \$250.00 in sales.



2. CONDUCT A FUN AND EXCITING UNIT KICK-OFF

- Make it a fun-filled event!
- Share important dates and deadlines.
- Announce the overall goal, Scout Family goal and what activities your unit plans to do for the year.
- Do some role playing – Teach your Scouts a sales speech and have them practice it!

“Hi sir/ma’am, my name is _____, and I’m a Scout with Pack/Troop/Crew _____. We are trying to raise money to support our Scouting Program. Won’t you please help us by trying some of our delicious popcorn and nuts?”

3. COMMUNICATE WITH YOUR SCOUT FAMILIES

- Contact your Scout Families weekly throughout the sale.
- Share selling and safety tips.
- Share with parents the benefits their Scouts will receive through the sale: value of earning their own way, salesmanship skills, self-confidence, savings on out-of-pocket expenses, public speaking skills, how to manage money, how to set and achieve a goal.

4. USE UNIT INCENTIVES

- Be sure Scouts know about all prizes available through the prize program if your unit is participating.
- Offer your own incentives that will excite and motivate your sales force, THE SCOUTS!

5. PARTICIPATE IN ALL METHODS OF SELLING

- Use all the methods of selling: Show & Sell, Wagon Draggin’, Drive Through, Take Order and Online Sales.



SQUARE CREDIT CARD READERS

Pecatonica River Popcorn is supplying a Square Card reader to each unit. They have committed to covering the credit card fees for all new Square accounts on the first \$1,000.00 in popcorn sales for the unit.

Because an increasing number of people do not carry cash, accepting credit card payments can increase your sales. Some units throughout the United States have reported increased sales of over \$5,000.00 when they accepted credit card payments.

Units may use any form of credit card payment they already have set up (PayPal, Venmo, Intuit, etc.) PA Dutch Council does not endorse any specific credit card system.



STAYING SAFE DURING SALES

POPCORN AND NUT SAFETY TIPS

- When selling popcorn and nuts in your neighborhood always have an adult or buddy with you.
- Never enter a stranger's house without an adult.
- Keep checks and cash in a separate envelope with your name on it.
- Always walk on the sidewalk whenever possible.
- Never sell at night.
- Always be courteous.

ADDITIONAL SAFETY TIPS

- Wear a mask and when speaking to customers, keep a safe distance between you and them.
- You can laminate your order form and bring sanitizing wipes after sharing the form with each customer.
- If you do not laminate, you can show the order form to your customer but do not give them the order form to hold.
- The scout or parent can fill out the important information on the order form, or on the Pecatonica River App, as the customer shares the information
- Utilize a credit card payment option so that you do not have to collect any money from your customer.



ONLINE SELLING TIPS & TRICKS

- Create a sense of urgency. After all, popcorn and nut season only comes around once a year! Countdowns to the last dates to order are a great motivator for driving sales. Use language that will encourage potential customers to buy from you right now.
- Make an impression. Use clear, eye-catching photos in your marketing materials. This may include pictures of the different popcorn and nuts you are selling, Scouts in uniform, or something tied to the sales goal.
- Highlight products. Share the top-selling products in your lineup! Do you have a new flavor available for purchase?
- Unit Seller ID. Consider creating a generic Seller ID for your unit. Utilize Facebook ads, neighborhood posters, etc. to promote sales in markets individual Scouts might not be able to reach.
- Door Hangers. Add your Seller ID information on each door hanger so customers can purchase and have the product delivered directly to their door!

Scouts who sell to other homes in their neighborhood tend to have the highest positive response from customers. This is usually the BEST way to sell popcorn.

REGISTER YOUR UNIT & SCOUTS

How to Get Started on the Popcorn Website

1. Go to www.PRPopcorn.com
2. Click on "My Account"
3. Click on "Create Unit Profile"
4. Enter you Council Key – **524PDC**
5. Choose your District from the drop-down menu
6. Choose your unit type from the drop-down menu
7. Choose your unit number from the drop-down menu
8. Enter a username for the account (Does not need to be an email address) if you have more than one unit, you will need to create another user name – email and password can be the same)
9. Enter a Password for the account
10. Enter the remaining profile information including the email address where all confirmation emails for the account will be sent
11. Click "Submit"

How to Access My Account

1. Go to www.PRPopcorn.com
2. Click on "My Account"
3. Enter in your username and password
4. Once in the system, you will see your dashboard

The screenshot displays the PRPopcorn.com dashboard. At the top, there are navigation buttons: "New Order", "Manage Orders", "Scout Seller IDs", and "Worksheet Tool". Below these is an "Order Summary" section, updated every 2 hours, for the "Current Season - Fall 2021". A table shows the following data:

Order Type	Total Containers	Total Retail Dollars	Total Unit Cost	Unit Commission
Show & Sell	305	\$6,550.00	\$4,519.50	\$2,030.50
Total	305	\$6,550.00	\$4,519.50	\$2,030.50

Below the table, it states "Prior Season Comparison - No records found". There are also sections for "Important Dates" (No records found) and "Council Info" for the Pennsylvania Dutch Council, located at 630 Janet Ave, Lancaster, PA 17601, with phone number 717-394-4063. A prominent button at the bottom center says "CLICK HERE to place your prize order".

REGISTER YOUR UNIT & SCOUTS

How to Update My Profile

1. Click on “Unit User” in the top right hand corner of the screen
2. Your profile information will display
3. To update or change your profile, click “Edit Profile”
4. If you would like to change your password, click “Change Password”



What is Included in the Top Header

1. Dashboard – Select this anytime to go back to the dashboard
2. Sales Season – Here you can:
 - a. Add / edit / view any orders placed during the fundraiser year
 - b. Commit to each order type (Show & Sell or Take Order)
 - c. Print an invoice
3. Scouts – Here you can:
 - a. Add / view all you unit’s Scouts
 - b. Edit Scout’s information
 - c. Enter in Winner’s Circle prize
 - d. Activate / Inactivate Scouts
4. Reports – Here you can generate the following reports:
 - a. Pick Tickets
 - b. Online Invoices (online sales per Scout)
 - c. Remaining balance
 - d. Sales Summary
 - e. Commission Matrix – shows the commission percent assigned to your unit

(If there is a mistake with your percentage, contact Robin Kotzmoyer (Robin.Kotzmoyer@scouting.org)).

Setting a Goal – the Impact on the Unit and the Council

Unit and Council Impact

- Scouting Values
 - ✓ Scouts learn to earn their own way
 - ✓ Scouts learn responsibility
 - ✓ Scouts learn perseverance
 - ✓ Salesmanship
 - ✓ Communication
 - ✓ Self Confidence
 - ✓ Enhance Scouting Programs
 - ✓ Provide needed equipment
 - ✓ Reduce program costs



SET UP SCOUTS ONLINE

How to Set Up Scouts for Pecos River Online Sales

1. Click "Scout Seller IDs" on the dashboard
2. To add a new Scout, enter in the required fields
 - a. First Name
 - b. Last Name (or the first 2 letters of the last name)
 - c. Parent/Guardian email address
3. Click "Add". A random Seller ID will populate in the field and an email will be sent to the parent/guardian email with instructions and the Scout's Seller ID.
4. To "Edit" a Scout's information, click on "Edit" – the Scout's name and email can be changed – **the Seller ID cannot be changed**
5. A Scout can be made inactive to hide the account information. To view that Scout's information, click on "Inactive Scouts".
6. If the Seller ID email needs to be resent, in the Scout's file, click "Edit" without making a change.

Scouts

Scouts

Unit Number	Scout Name	Seller ID	Email		
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	Filter	Reset

Active Scouts Inactive Scouts All Scouts

Download data

Inactive	First Name	Last Name	Email	Seller ID	Date Added	
<input type="checkbox"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>			Add
No	Brian	Arndt	briana@	CDK2JA	5/11/2021	Edit
No	Johnny	Scout	js@xcast.com	FNRUYK	5/29/2021	Edit



A Scouting Tradition for over 35 years....

PECATONICA RIVER POPCORN



Whitley's Nuts Online Sales Information

1. Instruct your customer to go to <https://www.whitleysfundraising.com>.

Registration is Not Required. Organization Credit Captured in Checkout.

2. After the customer chooses items for the cart, from the cart select "Checkout".
3. Under Guest Checkout, the customer enters his/her email address and selects "Continue As Guest".
4. Choose Organization to Receive Credit:
 - a. Region = Pennsylvania
 - b. Organization/Council Name = Pennsylvania Dutch Council
 - c. Unit/Other = Scout's Unit (select from drop-down)
 - d. Participants Name = Scout's name (Customer needs to type Scout's name in box)
5. Customer finishes the Check Out process.

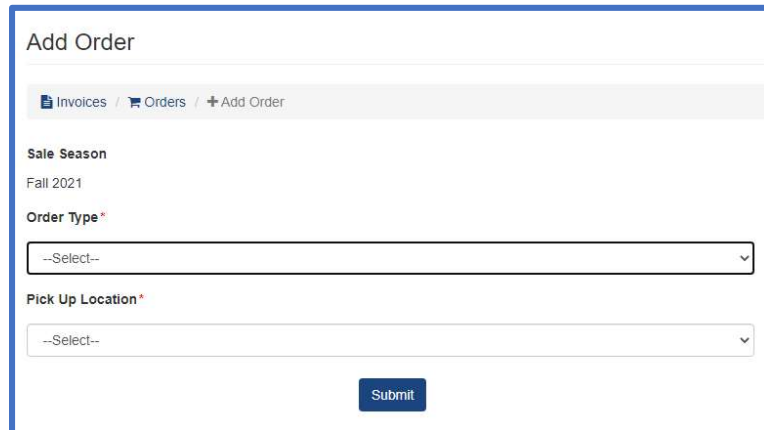
Council will email Whitley's Nut sales reports to units with online sales.

HOW TO ORDER PRODUCT

PECATONICA RIVER POPCORN

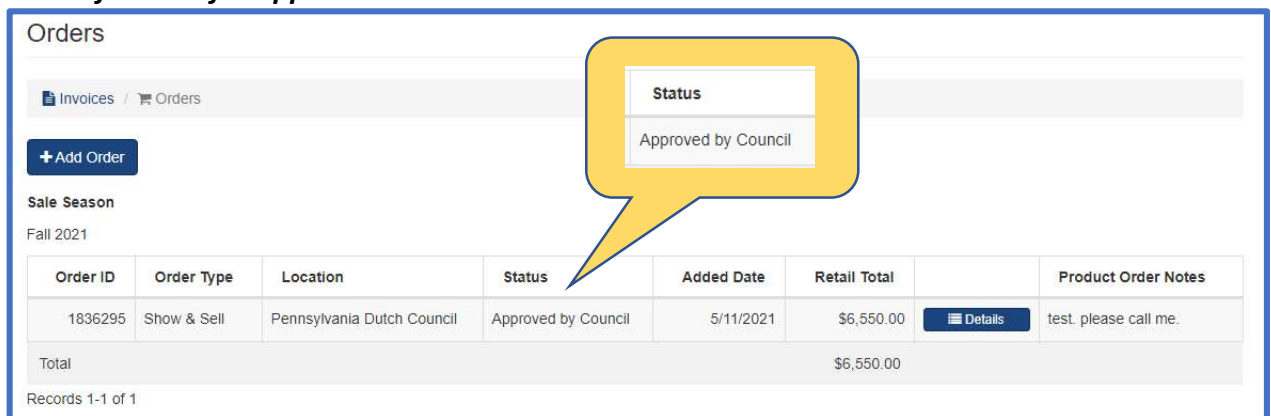
How to Place a Popcorn Order

1. Go to www.PRPopcorn.com and access your account
2. Click “New Order” on the Dashboard
3. Choose what type of order you are entering and warehouse
 - a. Show & Sell (Due by 08/03/21)
 - b. Take Order (Due by 10/19/21)
4. Enter your order in the fields
 - a. Show & Sell (CASES ONLY)
 - b. Take Order (Cases and Containers)
5. At the bottom of the order page, you may add notes or comments
6. Click “Update” to place your order – ***If you do not click “Update” your order will not move forward for approval.***



How to View / Edit an Order

1. Go to www.PRPopcorn.com and access your account
2. Click “Manage Orders” on the Dashboard
Orders can only be edited if the status states “Submitted by Unit” – an approved order cannot be edited
3. To edit – click on “Details” and then “Edit Order” – you can change quantities and notes.
4. Once finished, click “Update” – ***If you do not click “Update” your order will not move forward for approval.***



Order ID	Order Type	Location	Status	Added Date	Retail Total	Product Order Notes
1836295	Show & Sell	Pennsylvania Dutch Council	Approved by Council	5/11/2021	\$6,550.00	test. please call me.
Total					\$6,550.00	

HOW TO ORDER PRODUCT

WHITLEY'S NUTS

Order your Show&Sell Nut Products

Order your Take Order Nut Products

How to Place a Nut Order

1. Go to <http://padutchbsa.org> and click on "Fall Product Sale"
2. Look for the Order Your Nuts buttons
 - a. Show & Sell (Due by 08/03/21)
 - b. Take Order (Due by 10/19/21)
3. Enter your unit information and choose the same warehouse as the popcorn order.
4. Enter your order in the fields
 - a. Show & Sell (CASES ONLY)
 - b. Take Order (Cases and Containers)
5. Click "Submit"

*Please note that during Show & Sell, you will be able to place additional Show & Sell popcorn and nut orders using the same steps used in the "How to Place an Order" sections. All Show & Sell orders must be ordered by the case. Initial Show & Sell order product and Take Order product will be delivered to your chosen warehouse. For additional Show & Sell orders, Council will contact you with delivery/pick-up information. Additional Show & Sell orders must be **paid at pick up**.*

WHITLEY'S ONLINE PRODUCT LINE UP



Salted Peanuts



Unsalted Peanuts



Seasoned Peanuts



Sweet Peanuts



Support Our Troops Tins



Nut Wrap



Heavenly Duo



Dynamic Duo



24 oz. Tin Homemade Peanut Brittle



24 oz. Tin Milk Chocolatey Peanut Clusters



24 oz. Tin Dark Chocolatey Covered Peanut Clusters



16 oz. Tin Dark Chocolatey Covered Almond Clusters



18 oz. Tin Salted Jumbo Cashews



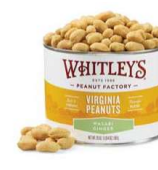
18 oz. Tin Unsalted Jumbo Cashews



22 oz. Tin Honey Cinnamon Almonds



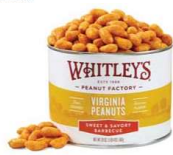
NEW! 20 oz. Tin Thai Sweet Chile Virginia Peanuts



NEW! 20 oz. Tin Wasabi Ginger Virginia Peanuts



NEW! 20 oz. Tin Fire Roasted Garlic & Onion Virginia Peanuts



NEW! 20 oz. Tin Sweet & Savory Barbecue Virginia Peanuts



18 oz. Tin Whit's Party Mix



24 oz. Tin Virginia Trail Mix

PRODUCT PICK UP & RETURNS

Show & Sell pick up and Take Order pick up will be located at two warehouses. Units will choose the warehouse where they want to pick up product.

You will choose your warehouse during registration in the Pecatonica River system. Please note that your unit's popcorn and nuts will be delivered to the warehouse you choose. Should you change your mind after making your selection, please contact Robin Kotzmoyer (Robin.Kotzmoyer@scouting.org) and CC your District Executive and both District Kernels. Pick up times will be scheduled through the District Kernel in charge of the warehouse you chose, so please look for an email from your warehouse team with instructions about pick up.

Lebanon Warehouse:

Ziegler's Distribution (Lebanon Valley Business Park)
27 Lebanon Valley Parkway
Lebanon, PA 17042

District Kernel – Myrna Walker (hstpopcorn@gmail.com)

District Executive – Nicole Welch (Nicole.Welch@scouting.org)

Lancaster Warehouse:

Sears Auto Center (West parking lot of Park City)
805 Plaza Boulevard
Lancaster, PA 17601

District Kernel – Roger Harvey (rharvey1300@yahoo.com)

District Executive – Sheila Fasig (Sheila.Fasig@scouting.org)

Show & Sell product delivery dates: *(Pick up times will be scheduled)*

Tuesday; 08/24/21 – Product delivery to warehouse

Wednesday; 08/25/21 – Product sort for distribution

Thursday; 08/26/21 – Product pick up from warehouse

Show & Sell Returns: *(Returns from both Districts will be accepted ONLY at the Lancaster warehouse)*

Sunday; 10/17/21 *(Return times will be scheduled)*

Bring payment for Show & Sell product sold/kept with your returns.

Returns apply only to original Show & Sell product orders. Should a unit order additional product for Show & Sell, that additional product cannot be returned. *Refer to the **2021 Product Sale Show & Sell Order Return Policy** for details.*

Do not return product to the Council Office.

Take Order product delivery dates: *(Pick up times will be scheduled)*

Tuesday; 11/09/21 – Product delivery to warehouse and sort for distribution

Wednesday; 11/10/21 – Product pick up from warehouse

Friday; 11/12/21 – If needed - Optional second product pick up from warehouse

More details about deliveries will be sent out in What's Poppin'.

Please gather as many volunteers as possible from your unit to assist with sorting and distribution at one of the two warehouses. Each unit is expected to have at least one volunteer help to allow for adequate coverage.

**Schedule is subject to change.



PRODUCT PICK UP & RETURNS



Tips for Pick Up:

Bring enough people and vehicles to carry your entire order in one trip. Use the numbers below to estimate the number of vehicles needed.

- Mid-size sedan – approximately 25 cases
- SUV's – approximately 40 cases
- Mini-van (no seats) – approximately 60 cases
- Suburban (no seats) – approximately 75 cases
- Full size pick-up truck – 80 cases

Bring your order documents with you to verify your order before it is loaded.

Bring help with you to load your order after it is verified.

INSPECT YOUR PRODUCT FOR DAMAGE!

Any damaged product **MUST** be returned to the Council Office within 7 days of pick up. Product not returned within 7 days becomes the responsibility of the unit.

Tips for Show & Sell Returns:

You have finished your Show & Sell sales and you have collected and tabulated the Take Order forms. Take an inventory of what remains and use that to fill what you can for your Take Order. You will only be able to return product from the original Show & Sell order that has not been increased by an additional order. See the **2021 Product Sale Show & Sell Orders and Returns Policy** for details.

Damaged product will not be accepted during returns.

Do not tape opened cases. Staff need to inspect and verify all opened cases.

You may return cases and individual items.

Return product in the original cases.

WELCOME TO THE PECATONICA RIVER ONLINE STORE!

 TRUSTWORTHY TRIO Cheese, Caramel, Natural \$30.00	 LOYAL ASSORTMENT Butter, Kettle, Sea Salt Light Microwave \$30.00	 HELPFUL MIX Caramel, Cheese, Sea Salt Splash \$35.00	 FRIENDLY BUNDLE Caramel, Cheese, Peanut Butter Cup \$35.00	 COURTEOUS CLUSTER Sea Salt Splash, White Ruby, Cheese, Caramel \$40.00	 KIND COMBO Sea Salt Splash, Caramel, Cheese, Peanut Butter Cup \$40.00	 OBEDIENT BLEND Trail Mix, Cheese, Caramel \$40.00
 CHEERFUL VARIETY Milk Chocolate Pretzels, Peanut Clusters, Cherry Cordials \$45.00	 THRIFTY BREW Coffee, English Toffee, Caramel \$45.00	 CLEAN CLASSIC White Ruby \$50.00	 BRAVE MEDLEY Peanut Clusters, English Toffee, Cashew Clusters, Cherry Cordials \$50.00	 REVERENT COLLECTION Caramel, Cheese, Trail Mix, Sea Salt Splash, Coffee, Peanut Clusters \$60.00	 MILITARY DONATION \$10.00	

FREE SHIPPING ON ALL ORDERS!!! pops@prpopcorn.com **FREE SHIPPING ON ALL ORDERS!!!**

ADDITIONAL S&S PRODUCT REQUESTS & TRANSFERS

ADDITIONAL PRODUCT REQUESTS:

Units who are participating in the Show & Sell portion of the Fall Product sale may find themselves in need of additional popcorn or nuts for Show & Sell booths or Draggin' Wagon or Drive Throughs.

Popcorn: Additional Show & Sell Popcorn can be ordered on the Pecatonica River site using the same steps as the original Show & Sell order. Below are additional order deadlines.

Nuts: Additional Show & Sell Nuts can be ordered using Order Your Show & Sell Nut Products on the PA Dutch Council website – the same form used for the initial Show & Sell nut order.

Below are additional order deadlines.

Order your Show&Sell Nut Products

Reorder Deadlines:

- a. Reorder 1 deadline – Friday, 09/03/21
- b. Reorder 2 deadline – Friday, 09/17/21
- c. Reorder 3 deadline – Friday, 10/01/21

Delivery can take up to 7 days. You will be emailed information regarding product pick up, so watch your email for the information. At pick up, the unit representative will need payment for the product, will be required to sign an additional product form, and will receive a copy of the form. *This form must be given to the person in your unit tracking product sales to allow for accurate inventory figures.*

UNIT TO UNIT TRANSFERS:

Units may find that they do not need a full case of product. In this instance, units may choose to work with another unit to transfer product.

Contact another unit that has a surplus of the product you need. Should you need assistance in finding a unit to work with, reach out to your District Kernel or your District Executive.

Make arrangements to deliver/pick up the transfer product.

Print out and complete the Product Transfer form on the Council website.

Obtain signatures on the form. Each unit gets a copy of the signed document.

Send a copy of the transfer form to Robin Kotzmoyer as soon as possible.

(Robin.Kotzmoyer@scouting.org) Sending the information to Robin is the responsibility of the unit requesting the transfer. *This form must be given to the person in your unit tracking product sales to allow for accurate inventory figures.*

****Until the form is submitted and recorded by the Council Office, the transfer is not official and will result in an incorrect invoice showing payment due to Council. If the transfer is not reflected on your invoice, your unit is responsible for adjusting your invoice to pay the correct amount. If your invoice is incorrect because of a transfer, put an approved, signed copy of the transfer with your invoice.**

Regarding units that have the same representative in charge of the popcorn and want to transfer product, Council highly recommends that a leader other than the representative sign the transfer form.

PRIZE ORDERING

PRIZE ORDER ONLINE INSTRUCTIONS

1. Go to www.PRPopcorn.com
2. Click on "Click Here to Claim Your Prize"
3. Select "Choose Your Prizes"
4. Enter the quantities of the each of the items you are ordering
5. Click on "Add to Cart"
6. Select "Shipping Info" button and enter the address for the prize delivery. Please note that your prizes will be shipped directly to you.
7. Select "View Cart" and review the items in the cart.
8. Select "Checkout" and then "Submit"

Please note that the Military Pin, the Top Seller Pin, and the Online Sales Pin are all ordered under Pecatonica River with the incentive prizes.

WINNER'S CIRCLE PRIZE ORDER ONLINE INSTRUCTIONS (\$2,500 & \$5,000 Sales Levels)

Winner's Circle Prizes are based solely on popcorn sales (Show & Sell, Take Order, and Online)

1. Go to www.PRPopcorn.com
2. Click "Winner's Circle on the Dashboard"
3. Select the name of the Scout who achieved the \$2,500 or \$5,000 level
(Scouts are added to the dropdown through the Seller ID process)

The image shows two parts of the PR Popcorn website interface. On the left is the 'Dashboard' with a navigation bar containing 'Dashboard', 'Scout Seller IDs', 'Winner's Circle', 'Add New Unit', and 'Add Scout'. On the right is the 'View Winners Circle' panel, which includes a 'Select Sale Season' dropdown menu currently set to 'Fall 2021' and a 'Submit' button.

Click "Submit".

The image shows the 'Add Prize' form. It includes fields for 'District' (Caspio District 1), 'Unit' (0003), and 'Scout' (test test). There are also fields for 'Invoice Period', 'Amount Sold', 'Prize Type', and 'Worksheet Verification'. At the bottom, there are fields for 'Zip', 'Pickup Name', and 'Pickup Email' (testtest@caspio.com), along with a 'Submit' button.

**PR POPCORN
WINNER'S CIRCLE
ONLINE SALES INCLUDED!**
\$2,500 Winner's Circle
Seller can select their prize



PRIZE ORDERING

4. Enter the following information:
 - a. Invoice Period (Fall Product 2021)
 - b. Amount sold (popcorn only) (Show & Sell + Take Order + Online Sales)
 - c. Prize type
 - d. Attach worksheet verification (This can be a photo of the Take Order sheet, an excel document of the sales, a report from the PR Kernel Tracker system for the Scout.)
 - e. Zip Code
 - f. Pickup Name = family representative
 - g. Pickup Email = family representative's email
5. Click "Submit"

The Pickup email will be notified when and how the prizes will be delivered.

The Gift Cards will be sent via email from Amazon and Best Buy. Those who chose a physical prize, will be notified by Best Buy. Please let you Winner's Circle families know to be on the look out for an email from Amazon or Best Buy.

Tips To Make Popcorn Sales Pop!

- 1. It is a numbers game. The more houses visited; the more product sold.**
- 2. Set up at a local university. College students love popcorn!**
- 3. Give the Scouts ownership of the sale. The more input a Scout has, the more he/she will be excited about selling.**
- 4. Sell Scouting and the product will sell itself.**
- 5. Make it fun. Give an incentive to help the unit.**
- 6. Show & Sell, Wagon Draggin', Drive Through allows customers to see the product and be more apt to purchase.**
- 7. Let the boys who sell the most throw a pie in a leader's face! It is amazing how much a Scout can sell with that kind of incentive.**
- 8. Remind the Scouts to be professional and use manners. They should introduce themselves and explain what they are doing.**
Always say thank you.
- 9. Work on the Salesmanship merit badge during the popcorn sale.**
- 10. When Scouts deliver the product, a thank you note should accompany the product. That thank you note can build next year's sales.**

2021 COUNCIL SHOW & SELL

ORDER & RETURN POLICY



To ensure a successful sale for your Unit and for the Council, the 2021 Council Committee established the following Show & Sell/Return Policy for 2021.

Show & Sell Allotments

Show & Sell order allotments will be based on 2019 or 2020 Fall Product Sale sales figures. The committee determined that the 2020 sales figures, for most units, could impact your percentage.

Units can potentially order up to 80% of their total sales order for 2019 and/or 2020 for Show & Sell. Units may make returns to the council of any unsold product covered by the approved percentage by warehouse closing time October 17th. If your unit did not have sales in 2019 or 2020, contact your District Kernel or District Executive to assist you in planning what your order figure can be. Your District Kernel or District Executive will also assist you in what to order if you are new to the Fall Product Sale and need some guidance.

If extra product is required during Show & Sell, you will have the opportunity to order more product. Additional orders will be scheduled for pick up and **cannot be returned**. Pick up location will be determined by the volume of the delivery.

(Example: Your unit's initial Show & Sell order was 1 case of Kettle Corn and 2 cases of Caramel Corn Buckets. You are close to selling out of the Caramel Corn Buckets and order another case. Your unit would be able to return any unsold Kettle Corn but not any unsold Caramel Corn Buckets.)

Any product ordered over the 80% of the Show & Sell limit as well as all supplemental Show & Sell orders must be paid **in advance**.

Any unit choosing to initially order more than the approved percentage for Show & Sell will need to submit the Return Waiver and will not be able return any unsold product during the 2021 sale.

This form must be signed by your unit's Committee Chair.

Please read and sign below if initially ordering over 80% of your 2019 or 2020 total sales.

Return Waiver

District Executive _____

I _____, **Committee Chair** of Pack/Troop/Crew _____, understand that by ordering over 80% of my unit's 2019 or 2020 total sales, we are opting out of the council's return program and the ability to return any unsold product and agree to the payment terms of the 2021 Sale.

Signed _____ Date _____

- No Show and Sell orders above the 80% threshold will be approved unless a signed copy of this form is filed at the Council Office.