



# PA DUTCH COUNCIL

## 2022 Popcorn & Nuts Sale



A Scouting Tradition for over 35 years....  
**PECATONICA RIVER POPCORN**







# WELCOME LETTER

Welcome Kernels,

We appreciate you volunteering for the 2022 Fall Product Sale! Whether you are a new Kernel or a seasoned veteran of the sale, thank you for your dedication and commitment to continue to make this sale one of the main fundraisers for your unit and the PA Dutch Council. The Product Sale is extremely important to funding your unit's Scouting program. It is equally as important to our council. This sale helps fund and maintain camps, provide service to units, develop innovative programs, and much more. With your efforts our Scouts will shine and succeed.

2021, although still challenging was a very productive one for the Product Sale. The lessons learned in 2020 helped everyone to adjust and we continued to excel. Our council goal was met, and we greatly appreciate your efforts! Our communities are continuing to open, and I believe that we will have even more opportunities for our units to meet and exceed their goals.

The decision to change to Pecatonica River Popcorn has proven to be a good one. We did have a supply chain issue, but they were in constant contact with us and took the steps needed to make things right. We look forward to partnering with them for many years to come. We will resume our relationship with Whitley's Nuts who continues to provide us with excellent products and customer service. Last year we worked in concert with New Birth of Freedom Council and Hawk Mountain Council. This year Chester County Council joins our team, offering all of us even more efficiencies and a benefit to our bottom line.

Please take the time to review this Guidebook carefully. You will find highlights of the program for 2022, the products, some new selling techniques, prize options, and a calendar with all the important dates. Please also visit the Fall Product Sale tab on the PA Dutch Council website for additional resources, and the opportunity to reserve a popcorn machine and/or the prize sampler for your unit kick off.

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 what you do for Scouting and for your support of the 2022 Fall Product Sale.

Joe Flaim, Fall Product Council Chair  
and the 2022 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





# FALL PRODUCT CALENDAR

## 2022 FALL PRODUCT SALE CALENDAR

SU	M	T	W	TH	F	SA	JUNE
			1	2	3	4	1st - Commitment Signups Open
5	6	7	8	9	10	11	
12	13	14	15	16	17	18	
19	20	21	22	23	24	25	20th - Juneteenth - Office Closed
26	27	28	29	30			30th - Commitment Signups Deadline

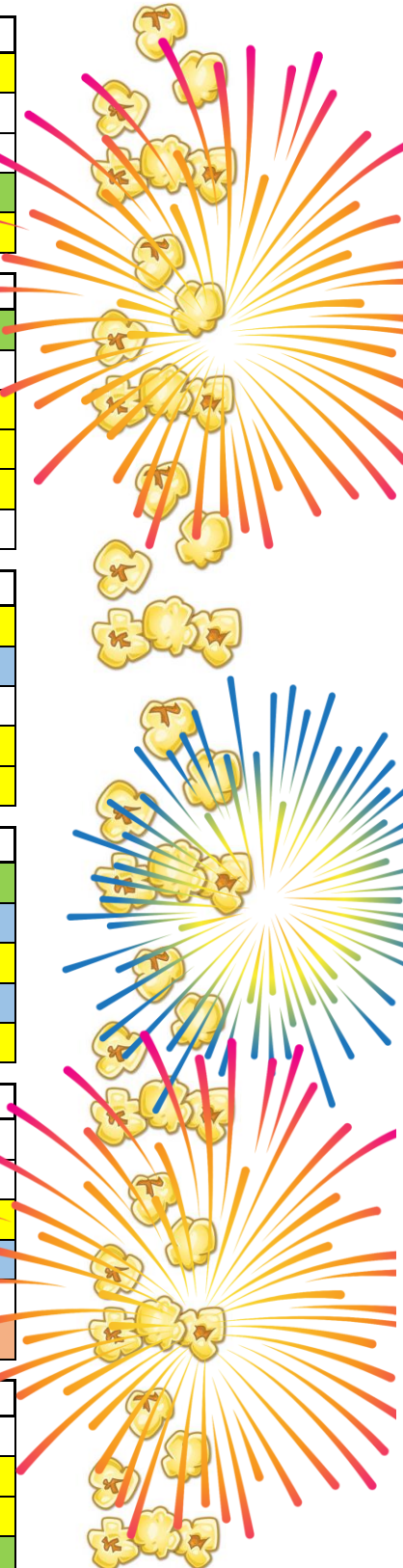
SU	M	T	W	TH	F	SA	JULY
					1	2	4th - Independence Day - Office Closed
3	4	5	6	7	8	9	
10	11	12	13	14	15	16	14th - Fall Product Kickoff
17	18	19	20	21	22	23	21st - Selling Techniques Webinar
24	25	26	27	28	29	30	28th - Ordering Webinar
31							

SU	M	T	W	TH	F	SA	AUGUST
	1	2	3	4	5	6	1st - Sale Begins
7	8	9	10	11	12	13	2nd - S&S Order Deadline
14	15	16	17	18	19	20	
21	22	23	24	25	26	27	22nd - S&S Delivery
28	29	30	31				24th & 25th - S&S Sort/Distribution

SU	M	T	W	TH	F	SA	SEPTEMBER
				1	2	3	5th - Labor Day - Office Closed
4	5	6	7	8	9	10	8th - Additional Product Requests Due
11	12	13	14	15	16	17	16th - Deliver 1st Supplemental Order
18	19	20	21	22	23	24	22nd - Additional Product Requests Due
25	26	27	28	29	30		30th - Deliver 2nd Supplemental Order

SU	M	T	W	TH	F	SA	OCTOBER
						1	
2	3	4	5	6	7	8	
9	10	11	12	13	14	15	13th & 14th - S&S Returns Due
16	17	18	19	20	21	22	17th - Take Order Due/Prize Order Due
23	24	25	26	27	28	29	
30	31						31st - S&S Money Due

SU	M	T	W	TH	F	SA	NOVEMBER
		1	2	3	4	5	
6	7	8	9	10	11	12	7th - Take Order Delivery
13	14	15	16	17	18	19	9th & 10th - Take Order Sort/Distribution
20	21	22	23	24	25	26	24th & 25th - Thanksgiving Office Closed
27	28	29	30				28th - 30th - Take Order Money Due














# PATH TO ADVANCEMENT




## TIGERS

	GAMES TIGERS PLAY	For req. 2 – Bring a nutritious popcorn or nut snack to a den meeting. Share why you picked it and what makes it a good snack choice.
	TIGER BITES	For req. 5 – Talk with your parent, guardian, or leader about foods you can eat with your fingers. Practice your manners when eating them.
	CURIOSITY, INTRIGUE, AND MAGICAL MYSTERIES	For req. 3 – Create a secret code to use during the popcorn and nut sale. For req. 5 – Perform the “Dancing Popcorn” experiment.
	STORIES IN SHAPES	For req. 3 – Create a piece of art advertising your popcorn and nut 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 and nut sale.
	CODE OF THE WOLF	For req. 4 – Create a secret code to use during your popcorn and nut sale.
	FINDING YOUR WAY	For req. 1 – Draw a map of your neighborhood to use while selling popcorn and nuts to your neighbors.





## BEARS

	BALOO THE BUILDER	For req. 2 – Select, plan, define the materials for requirement 3. For Req. 3 – Select and build one useful and one fun project for your popcorn and nut sale. For req. 4 – Apply a finish to one of your projects.
	ROARING LAUGHTER	For req. 2 – Practice reading tongue twisters to prepare for your sales pitch. For req. 3 – Create your own story about selling popcorn and nuts and then complete the exercise.
	SUPER SCIENCE	For req. 3 – Perform the “Dancing Popcorn” experiment and explain why it dances.

## WEBELOS / AOL

	ART EXPLOSION	For req. 3 – Create a piece of art advertising your popcorn and nut sale and/or create an original logo or design to display during your popcorn and nut sale.
	BUILD IT	For req. 2 – Create and build a carpentry project to advertise your popcorn and nut sale. For req. 3 – List all the tools you used to build it and check off which tools you used for the first time.
	ENGINEER	For 2a – Examine a set of blueprints or specifications then prepare your own set to design a project. For 2b – Use your blueprints or specifications to complete your project. For 2c – Share your project during your popcorn and nut sale.

## SCOUTS BSA

	ART	For req. 2,4,5 – Produce a popcorn and nut sale poster for local display.
	COMMUNICATIONS	For req. 2b – Make a popcorn and nut sales presentation For req 6 – Show your counselor how you would teach others to sell popcorn and nuts.
	DIGITAL TECHNOLOGY	For req. 6b – Draft a letter inviting parents to your unit’s kickoff. For req. 6d – Report on your unit’s fundraiser. For req. 6e – Take pictures of your unit’s kickoff and sale.
	ENTREPRENEURSHIP	For req. 4,5,6 – With council permission and merit badge counselor’s guidance, use the sale to meet many requirements for this merit badge.
	GRAPHIC ARTS	For req. 3,4 – Design a poster for use during the 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 sale.
	MOVIE MAKING	For req 2 – Create a storyboard and video designed to show how to sell popcorn and nuts.
	PERSONAL MANAGEMENT	For req 3,8,9 – Discuss money concepts with your counselor. Define your sales goal. Create a plan and make a calendar for how you will achieve your goal.
	PHOTOGRAPHY	For req. 5a,b,f – Take photographs of activities related to the sale. Arrange the prints with captions to tell the story.
	PUBLIC SPEAKING	For req. 2 – Prepare and give a speech to your troop describing the benefits of participating in the sale.
	SALESMANSHIP	All requirements of this merit badge may be completed through the popcorn and nut sale.
	TRUCK TRANSPORTATION	For req. 2 – Discuss the importance of trucking in the supply chain. For req. 8 – Describe the truck needed to ship popcorn or nuts. Discuss the packaging, time to transport, and delivery of 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 17<sup>th</sup> is the responsibility of the unit and will need to be paid to the council.

**Show and Sell product must be paid before October 31<sup>st</sup>. 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 1<sup>st</sup> – November 30<sup>th</sup>. 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 check out 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 DATE 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.)

2. **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.

- The unit receives a **commission of 31%** with the prize option.
- Keller Marketing offers 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)
- At the end of the sale, the unit representative orders the appropriate prizes through the Pecatonica River system.
- In addition to the incentive prizes offered by Keller Marketing, Pecatonica River offers Winner's Circle prizes for those Scouts who sell more than \$3,000.00 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 \$3,000.00 in popcorn sales. (\$6,000.00 = 2 prizes, \$9,000.00 = 3 prizes, etc.)
- 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.
- Top Salesmen** – For the top sellers in your unit, the unit representative can order pins under the Pecatonica River system to recognize those Scouts.
- 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.

- The unit receives a **commission of 34%** with the no prize option.
- Pecatonica River offers Winner's Circle prizes for those Scouts who sell more than \$3,000.00. 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 \$3,000.00 in popcorn sales. (\$6,000.00 = 2 prizes, \$9,000.00 = 3 prizes, etc.)
- The Winner's Circle incentive includes Scouts of units who choose the no prize option.
- Military, Top Salesmen, and Online Sales Pins may be ordered by units using guidelines e, f, and g above.

**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%**.

*Incentive prizes will be delivered to the council office and the unit representative will be contacted.*  
Winner's Circle prizes will be delivered directly to the address indicated in the Winner's Circle order.



A Scouting Tradition for over 25 years....

**PECATONICA RIVER POPCORN**







## FIVE KEYS TO A SUCCESSFUL SALE

### 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.



### 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?”***

### 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.

### 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!

### PARTICIPATE IN ALL METHODS OF SELLING

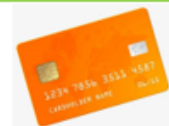
- Use all the methods of selling: Show & Sell, Wagon Draggin’,
- Drive Through, Take Order and Online Sales.

#### CREDIT CARD \$ALE\$ OPTIONS

Because an increasing number of people do not carry cash, accepting credit card payments can increase your sales significantly. Many units have reported increased sales of more than \$5,000.00 when they accepted credit card payments.

**Square** readers work with the free Square Point of Sale app to allow someone to take payment on a smartphone or tablet. If your unit does not have credit card sales as an option, this is an easy, free way to make that happen. *Fast Setup – Free card reader & app – Load your inventory & track sales.* Visit [square.com/i/PRPOPCORN2](https://square.com/i/PRPOPCORN2) to sign up.

**NOTE: Any alternate form of collecting funds must be tied directly to the unit’s bank account!** Units may use any form of credit card payment already set up (Intuit, PayPal, Square, Venmo, etc.).



*PA Dutch Council does not endorse any specific alternate payment 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.



## 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.

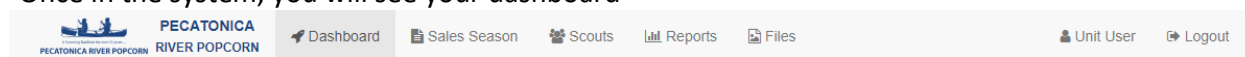


# THE PECATONICA RIVER SYSTEM

## HOW TO ACCESS THE POPCORN SYSTEM

- Go to [www.PRPopcorn.com](http://www.PRPopcorn.com)
- Click on "My Account"
- Enter in your username and password (If you forgot your password, use the "Forgot your password?" option or contact Myrna Walker or Robin Kotzmoyer to reset your password.)
- Update Profile Details
  - Complete the profile fields and Click on Update
- Order Commitment
  - Select how your unit plans to sell and Click on Continue
- Commission Commitment
  - Select Prizes or No Prizes and Click on Submit

Once in the system, you will see your dashboard



### Dashboard

Dashboard

+ New Order Manage Orders Scout Seller IDs Winner's Circle Worksheet Tool Kernel Tracker

Order Summary

Current Season -  
No records found

Prior Season Comparison - Fall 2021  
Download data

Order Type ▲	Total Containers	Total Retail Dollars	Total Unit Cost	Unit Commission
Re-Order	90	\$1,500.00	\$1,035.00	\$465.00
Unit to Council	- 90	(\$1,500.00)	(\$1,035.00)	(\$465.00)
Total	0	\$0.00	\$0.00	\$0.00

## HOW TO UPDATE YOUR PROFILE

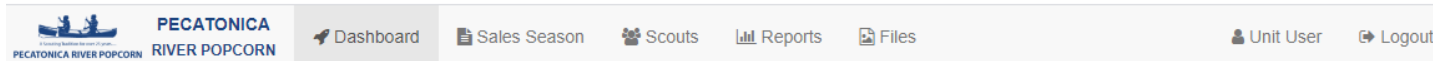
- Click on "Unit User" in the top right hand corner of the screen
- Your profile information will display
- To update or change your profile, click "Edit Profile"
- If you would like to change your password, click "Change Password"







# THE PECATONICA RIVER SYSTEM



## WHAT IS INCLUDED IN THE TOP HEADER

1. Dashboard – Select this anytime to go back to the dashboard
2. Sales Season
  - 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](mailto:Robin.Kotzmoyer@scouting.org)).)

## BUTTON FUNCTIONS



1. New Order – Place your popcorn order  
(More information under "HOW TO ORDER PRODUCT")
2. Manager Orders – Edit your current popcorn order prior to approval  
(More information under "HOW TO ORDER PRODUCT")
3. Scout Seller IDs – Add/edit/view Scout information regarding Online Sales  
(More information under "SET UP SCOUTS ONLINE")
4. Winner's Circle – Order prizes for qualified Scouts  
(More information under "PRIZE ORDERING")
5. Worksheet Tool – A spreadsheet designed by Pecatonica River to track sales by Scout  
Download this spreadsheet to enter each Scout's sales information. It is set up to track by Show & Sell and Take Order. This spreadsheet can aid in calculating the popcorn sales information for you.
6. Kernel Tracker – The button is a link to set up / use Kernel Tracker  
This tool can track inventory by Scout and Show & Sell booth information.  
(More information on the Pecatonica River Popcorn page – go to Helpful Hints > Tutorial Video Links)





# HOW TO ORDER PRODUCT

## PECATONICA RIVER POPCORN

1. Go to [www.PRPopcorn.com](http://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 08/02/22)
  - b. Take Order (Due by 10/17/22)
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](http://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	

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



### Scouting Values

- Communication skills
- Scouts learn to earn their own way
- Salesmanship skills
- Scouts learn responsibility
- Self Confidence builder
- Scouts learn perseverance

Enhanced Scouting Programs  
Provide needed equipment  
Reduce program costs  
Camp improvements



# HOW TO ORDER PRODUCT

## WHITLEY'S NUTS

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 08/02/22)
  - b. Take Order (Due by 10/17/22)
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"

Order your Show&Sell Nut Products

Order your Take Order Nut Products

*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.***



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

**Scouts who implement a mixture of sales methods usually exceed their goal.**





## PRODUCT PICK UP & RETURNS

### WAREHOUSES

You chose your warehouse during registration. Please note that your unit's popcorn and nuts will be delivered to the warehouse you chose. Should you change your mind after making your selection, please contact Robin Kotzmoyer ([Robin.Kotzmoyer@scouting.org](mailto:Robin.Kotzmoyer@scouting.org)) and CC Myrna Walker ([Myrna.Walker@scouting.org](mailto:Myrna.Walker@scouting.org)). Pick up times will be scheduled through "Sign Up Genius". You will receive an email with a link to your warehouse schedule with instructions about pick up.

#### Lebanon Warehouse:

Ziegler's Distribution (Lebanon Valley Business Park)

27 Lebanon Valley Parkway

Lebanon, PA 17042

District Kernel – Vacant

District Executive – Nicole Welch ([Nicole.Welch@scouting.org](mailto:Nicole.Welch@scouting.org))

#### Lancaster Warehouse:

TBD

Lancaster, PA 17601

District Kernel – Roger Harvey ([rharvey1300@yahoo.com](mailto:rharvey1300@yahoo.com))

District Executive – Sheila Fasig ([Sheila.Fasig@scouting.org](mailto:Sheila.Fasig@scouting.org))



### IMPORTANT DATES

Show & Sell product delivery dates: *(Pick up times will be scheduled using "Sign Up Genius")*

Monday; 08/22/22 – Product delivery to warehouse

Wednesday; 08/24/22 – Product sort for distribution

Thursday; 08/25/22 – Product pick up from warehouse

Show & Sell Returns: *(Returns from both Districts will be accepted ONLY at one location - TBD)*

Sunday; 10/17/22 *(Return times will be scheduled using "Sign Up Genius")*

Returns apply only to original Show & Sell product orders. Should a unit order additional product for Show & Sell or more than the 80% allowance, that additional product cannot be returned. Refer to the **2022 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 using "Sign Up Genius")*

Monday; 11/07/22 – Product delivery to warehouse

Wednesday; 11/09/22 – Product sort for distribution

Thursday; 11/10/22 – 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.*



## 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.

**\*Capacity information is based on empty vehicles.\***

- 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.

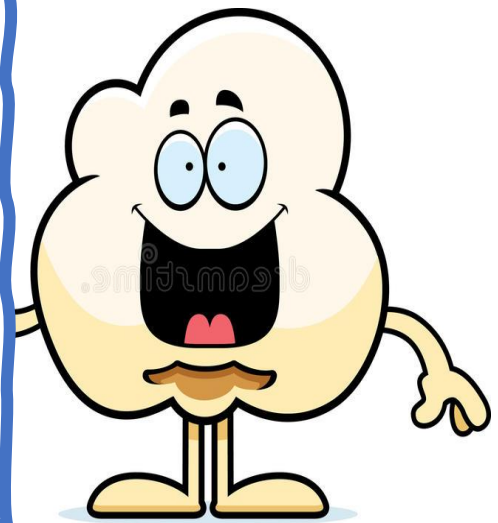
### INSPECT YOUR PRODUCT FOR DAMAGE!

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 **2022 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.



A Scouting Tradition for over 35 years...  
PECATONICA RIVER POPCORN

### FLYERS VS ONLINE SALES

Pecatonica River popcorn sold online is totally different from what is on the sales flyer. They feature duos and trios of favorites, double butter microwave, coffee, trail mix, pretzels, and fine chocolates.

Visit [www.prpopcornstore.com](http://www.prpopcornstore.com) to view their Scout themed selections. Online sales must be purchased before November 30, 2022 to count towards the 2022 sale.



### FLYERS VS ONLINE SALES

Whitley's Nut Factory product sold online is a mixture of the product in the sales flyer plus other items. They feature sweet and savory favored peanuts, brittles, crunch, chocolate peanuts and almonds, cashews, pecans, pistachios, mixes and gift packs.

Visit [www.whitleyspeanut.com](http://www.whitleyspeanut.com) to view their varied selection. Online sales must be purchased before November 30, 2022 to count towards the 2022 sale.



## ADDITIONAL PRODUCT OPTIONS

### SHOW & SELL CONSIGNMENT

Show & Sell Consignment is being offered for the following:

Units new to the sale

Units with a plan to do only 1 or 2 Show & Sells

Units who have not previously done Show & Sell and want to try without risk

Units with a history of low sales not allowing for a good Show & Sell order

Units in need of more product for Show & Sell



Units have 3 choices for Consignment packages.

(Popcorn = 8 items per case (except classic trio) and nuts = 12 items per case)

**Package 1** – 2 cs caramel corn, 2 cs butter microwave, 1 cs honey roasted peanuts, 1 cs cashews (\$ 1,032.00 retail)

**Package 2** – 1 cs popping corn, 3 cs caramel corn, 2 cs butter microwave, 1 cs kettle corn microwave, 1 classic trio, 1 cs salted peanuts, 1 cs honey roasted peanuts, 2 cs cashews, 1 cs whit's party mix (\$ 2,374.00 retail)

**Package 3** – 1 cs popping corn, 5 cs caramel corn, 3 cs butter microwave, 1 cs kettle corn microwave, 1 cs caramel w/sea salt, 4 classic trio, 1 cs salted peanuts, 2 cs honey roasted peanuts, 2 cs cashews, 1 cs whit's party mix (\$ 3,220.00 retail)



### HOW TO ORDER

Units complete the 2022 Fall Product Consignment Sale form (on the PA Dutch Council Fall Product Sale page).

Units may make multiple consignment requests during the popcorn and nut sale by completing a separate form for each order. Units are allowed to have only one consignment at a time. Consignments can be picked up Thursday or Friday from the Council Office and must be returned with payment by the following Wednesday before noon.

Units will pick up product in full cases and will be given an inventory sheet. Unsold product should be returned in the original cases. Units will check in the returned product using the inventory sheet and the inventory sheet information will be rung through the store register. **Units will pay for the sold product, less commission.**



### 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 with that unit to deliver/pick up the transfer product.
- Print out and complete the Product Transfer form found 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](mailto: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.*





# ORDERING PRIZES

## PRIZE ORDER ONLINE INSTRUCTIONS

1. Go to [www.PRPopcorn.com](http://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 may be shipped to the council office to save freight charges.
7. Select "View Cart" and review the items in the cart.
8. Select "Checkout" and then "Submit"

*Units who chose the No Prize Option – You may order the Popcorn sale patch, the Military Pin, the Top Seller Pin, and the Online Sales Pin using the instructions above.*

## WINNER'S CIRCLE PRIZE ORDER ONLINE INSTRUCTIONS (\$3,000 Sales Level or more)

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

1. Go to [www.PRPopcorn.com](http://www.PRPopcorn.com)
2. Click "Winner's Circle" on the Dashboard
3. Select the name of the Scout who achieved the \$3,000 level. Scouts earn 1 prize for each \$3,000 of popcorn sold. (Scouts are added to the dropdown through the Seller ID process)
4. Enter the following information:
  - a. Invoice Period (Fall Product 2022)
  - 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 = unit representative
  - g. Pickup Email = unit representative's email
5. Click "Submit"

*The Email address entered in "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.*



## SUPER SATURDAY PRIZE!!

- Pick a Saturday or a full week during your sale.
- Decide if most sales equals number of items sold or dollar amount sold.
- Announce to your youth that during the designated time frame, the Scout with the most sales wins the Super Saturday Prize!
- Award the Saturday Prize to the Scout!



*Thank you from the youth – the  
reason we volunteer!*

