

## NEW KERNEL FAST START

Welcome to your role as a New Product Kernel! Thank you for joining our ranks! Your role in the popcorn and nut sale, also known as the Fall Product Sale, is an especially important one and you are not alone! Below is some valuable information to try to help you through your first year! Do not forget about our fantastic team of volunteers and staff who will be working with you and available to assist every step of the way!

### What does the Unit Kernel do?

The Unit Kernel is the person who coordinates a unit's Fall Product Sale. Being a good kernel simply means being organized, having lots of energy, being creative, and giving Scouts the tools to have a successful sale!

### How does the sale work?

The sale begins August 1<sup>st</sup> with flyers Scouts receive in the mail. Units can choose one or all five options for selling popcorn and nuts. Unit's that participate in all options typically have a great sale.

1. **Show and Sell** — A unit can order up to 80% of the previous year's sale to sell face to face. This is typically done at a storefront but be creative. Look for Show & Sell ideas on the Council website Fall Product Sale tab. Product is ordered by August 2, picked up by August 22, and unsold product can be returned October 14 or 15.
2. **Show and Deliver a.k.a. Wagon Draggin' (a Show & Sell option)** — Going door to door in neighborhoods usually gives you the largest success in face-to-face sales. Not only will you sell product from what you have on hand, but you also can take orders to be turned in with your Take Order.
3. **Consignment** — Units can select product and schedule pick up of orders to sell during Show & Sell options with no risk to the unit. The unit pays for only what is sold. See the guidebook for more information on consignment sales.
4. **Take Order** — Collect your orders and place your unit order by October 15. Product is picked up by November 7 for delivery.
5. **Online Sales** — A terrific way for your unit to make money without handling the product.

### Steps to Success

Finding success in the Fall Product Sale comes by following some key steps including:

- Setting a sales goal for your Unit and for each Den and Patrol.
- Communicating the Unit's plan to unit leaders and committee members and together, determining a sales goal for each Scout based on the Unit's goal.
- Conducting a "fun-filled" kickoff event for Scouts and their parents.
- Encouraging ALL Scouts to go out and sell!
- Communicating with unit leadership and families as to how the sale is going during the sale.
- Having a victory celebration!



### Additional Information and Resources

- The 80% rule — When you order your Show and Sell product you may order up to 80% of your total sale from last year. If you have a great plan and want to order more speak with Lauren Bowen or Robin Kotzmoyer and we will work with you. Remember you also have consignment as an option to boost your sales during Show & Sell.
- Check out the link to the sale calendar on the Council webpage Fall Product Sale tab.
- What we mean by 70% return to Scouting — 32% of your sale automatically returns to you. By taking the “No Prize Option”, your unit can earn 35%. Units that excel during the sale, attend the Popcorn Kickoff on July 11th, attend the Program and Recruitment Night on August 8th, pay on time, and make their final payment by December 5th, at the conclusion of the sale, can earn additional commission up to 3%. (For more information on the added commission incentive, refer to page 7 of the Guidebook.) The remainder of the sale profit, after we pay for prizes and support materials goes to Pennsylvania Dutch Council to support our camps, Council and District programs, as well as leader and youth training throughout the year.
- Online resources — Check out the Council Website Fall Product Sale tab to see other resources — Each District has a dedicated District Executive to help answer any questions.