



PENNSYLVANIA DUTCH COUNCIL

2025 Popcorn & Nut Sale

Guidebook



WELCOME LETTER

Welcome Kernels,

To the 2025 Fall Product Sale! Whether you are a new Kernel or a 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 Pennsylvania Dutch Council. The Fall Product Sale is extremely important to funding your unit's Scouting program. It is equally important to our council. We can fund and maintain camps, provide service to units, develop innovative programs, and much more. With your efforts our Scouts can excel and succeed.

In addition to the fundraising aspect, the Popcorn Sale assists in the proactive development of our Scouts. Lessons learned include time and money management skills, how to interact with others, and just as important, how to handle rejection. We call it the Popcorn Sale, but our Scouts really are not selling popcorn and nuts, they are selling Scouting and its principles. People support our sale because of what our programs do and what Scouting represents.

Please take the time to review this Guidebook carefully. You will find highlights of the program for 2025, the products, selling techniques, prize options, and a calendar with all the important dates. Also, look at the Fall Product Sale tab on the PA Dutch Council website for additional resources.

We hope you have a great sale, and an even better year in Scouting. If you would like to be involved in the decision-making process of the Fall Product Sale, we are looking for new members to assist. If you are interested, or 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 and for your support of the 2024 Fall Product Sale.

*Joe Flaim, Fall Product Sale Council Chair
and the 2024 Fall Product Sale Team*



TABLE OF CONTENTS

2025 Fall Product Calendar	3
Ways To Participate	4
Commission & Prize Options	5
The Pecatonica River System	6
How To Order Product	8
Consignment Orders & Unit Transfers	9
Product Pick Up & Returns	10
Ordering Prizes	11
Council Prizes	
Military Donations	12
Online Sales / Online Selling Tips & Tricks	
Communication With Your Unit	13
Five Keys To A Successful Sale	14
Credit Card Sales Options	
Saying Safe During Sales	15
Tips To Make Your Sales Pop!	
Learning Through Fundraising	16

OTHER RESOURCES ON THE FALL
PRODUCT SALE PAGE

PLANNING/GOAL SETTING
WORKSHEET

KERNEL CHECKLIST

POPCORN MACHINE RESERVATION
FORM

PRIZE SAMPLE RESERVATION FORM

YOUR FUN-RAISER KICKOFF

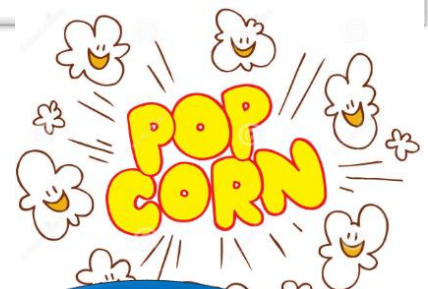
WAYS TO MAKE YOU KICKOFF FUN

ADVERTISING IDEAS

FREQUENTLY ASKED QUESTIONS

INDIVIDUAL SCOUT PICK UP &
SETTLEMENT FORM

UNIT TO UNIT TRANSFER FORM



FALL PRODUCT CALENDAR



SU	M	T	W	TH	F	SA	JUNE
1	2	3	4	5	6	7	1st - Commitment Sign Ups Continue
8	9	10	11	12	13	14	18th - Program Launch at Camp Mack 6:30 PM
15	16	17	18	19	20	21	
22	23	24	25	26	27	28	
29	30						

SU	M	T	W	TH	F	SA	JULY
		1	2	3	4	5	4th - Independence Day Holiday- Service Center Closed
6	7	8	9	10	11	12	10th - Fall Product Kickoff at Camp Mack 6:30 PM
13	14	15	16	17	18	19	24th - Show & Sell Order Due
20	21	22	23	24	25	26	
27	28	29	30	31			

SU	M	T	W	TH	F	SA	AUGUST
					1	2	1st - Sale Begins
3	4	5	6	7	8	9	13th - Tentative - Show & Sell Order Arrives & Sort
10	11	12	13	14	15	16	14th - Tentative - Show & Sell Orders Picked Up
17	18	19	20	21	22	23	
24	25	26	27	28	29	30	
31							

SU	M	T	W	TH	F	SA	SEPTEMBER
	1	2	3	4	5	6	1st - Labor Day- Service Center Closed
7	8	9	10	11	12	13	
14	15	16	17	18	19	20	
21	22	23	24	25	26	27	
28	29	30					

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

SU	M	T	W	TH	F	SA	NOVEMBER
						1	3rd - 7th - Show & Sell Money Due
2	3	4	5	6	7	8	5th- Tentative -Take Order Arrives & Sort
9	10	11	12	13	14	15	6th - Tentative - Take Order Pick Up
16	17	18	19	20	21	22	27th & 28th- Thanksgiving Holiday- Service Center Closed
23	24	25	26	27	28	29	
30							

SU	M	T	W	TH	F	SA	DECEMBER
	1	2	3	4	5	6	1st-5th Take Order Money Due
7	8	9	10	11	12	13	24th - 26th - Christmas Holiday-Service Center Closed
14	15	16	17	18	19	20	
21	22	23	24	25	26	27	
28	29	30	31				

WAYS TO PARTICIPATE



DECIDE HOW YOUR UNIT WILL PARTICIPATE

As a part of the registration process, you were asked how your unit plans to participate. Units have multiple options to participate in the sale. Units can use any method, but the most successful units use a combination of all 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 products directly. Lower dollar items like Caramel Corn sell well, but a broad selection of products normally increases your sales. Show & Sell successes are determined by location and the Scout's enthusiasm to share how they will benefit from the sale. Units may order up to 80% of their 2024 retail sales and must order full cases for Show & Sell. Any leftover product should be used to fill your Take Order sale and the remaining product returned. Units may keep products to hold additional Show & Sells after the Show & Sell portion of the sale, but any product not returned by Tuesday, October 14th is the responsibility of the unit and will need to be paid to the Council.

Show and Sell product must be paid before October 31st. *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 his/her 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. Feel free to make copies of the door hangers to increase your neighborhood coverage.



CONSIGNMENT

Show & Sell Consignment is for units new to the sale, those who have not done Show & Sell and want to try it without the risk and units that need more product. Units can get products that are not available for them to order for Show & Sell. Units complete the 2025 Fall Product Consignment form on the Pennsylvania Dutch Council website. You will pick up products in full cases and will be given an inventory sheet. Units will sell products at Show & Sells or Draggin' Wagons for 1-2 weeks. Unsold products are returned in original cases and units pay for the sold product, less commission.

TAKE ORDER SALES

Very simply, this method of participation involves visiting 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 (POPCORN ONLY)

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. If a Scout had an account last year, the Scout can update that account instead of setting up a new one. NOTE: *Whitley's does not have an online store.*

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



COMMISSION & PRIZE OPTIONS

Units have a choice to use the GCC/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 base **commission of 32%** with the prize option.
 - GCC/Keller Marketing offers a 14-level prize selection. The Scout chooses an incentive prize from the flyer based on the total popcorn and nut sales for the Scout. (Show & Sell + Take Order + Online)
 - The unit kernel orders the appropriate prizes through the Pecatonica River system.
- In addition to the incentive prizes offered by GCC/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 + Take Order + Online) and are ordered through the Pecatonica River system. Scouts can choose 1 Winner's Circle prize for each \$3,000.00 in popcorn sales.

Prizes qualifying for free freight will be delivered to the unit representative. Orders not qualifying for free freight will come 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.

OPTION 2 – The unit chooses the **no prize option**.

- The unit receives a base **commission of 35%** 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**. (See above for details) The Winner's Circle incentive includes Scouts of units who choose the no prize option.

ONLINE SALES COMMISSION (Applies to both options)

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

MISCELLANEOUS AWARDS (Applies to both options) (Order through Pecatonica River System)

Patch – For any Scout who sold at least one item.

Military Pin – For any Scout who sells at least one Military Donation.

Top Salesmen Pin – For the top selling Scouts in your unit.

Online Sales Pin – For Scouts who have sold through online sales.

ADDED COMMISSION INCENTIVE (NEW FOR 2025!)

To be eligible for the added commission incentives your unit must do the following:

1. Attend Popcorn Kickoff on July 10th
2. Attend Program Launch on June 18th
3. Pay on Time and make Final Payment on or by December 5th

Units that sell \$2,000 or Increase Unit Sales by 30% from 2024: Receive an Additional 1% Commission and Unit is entered in a drawing for a **Day at Camp Mack's Pool**.

Units that sell \$7,500 or Increase Unit Sales by 40% from 2024: Receive an Additional 2% Commission and Unit is entered in a drawing for a **Day at Camp Mack's Pool**.

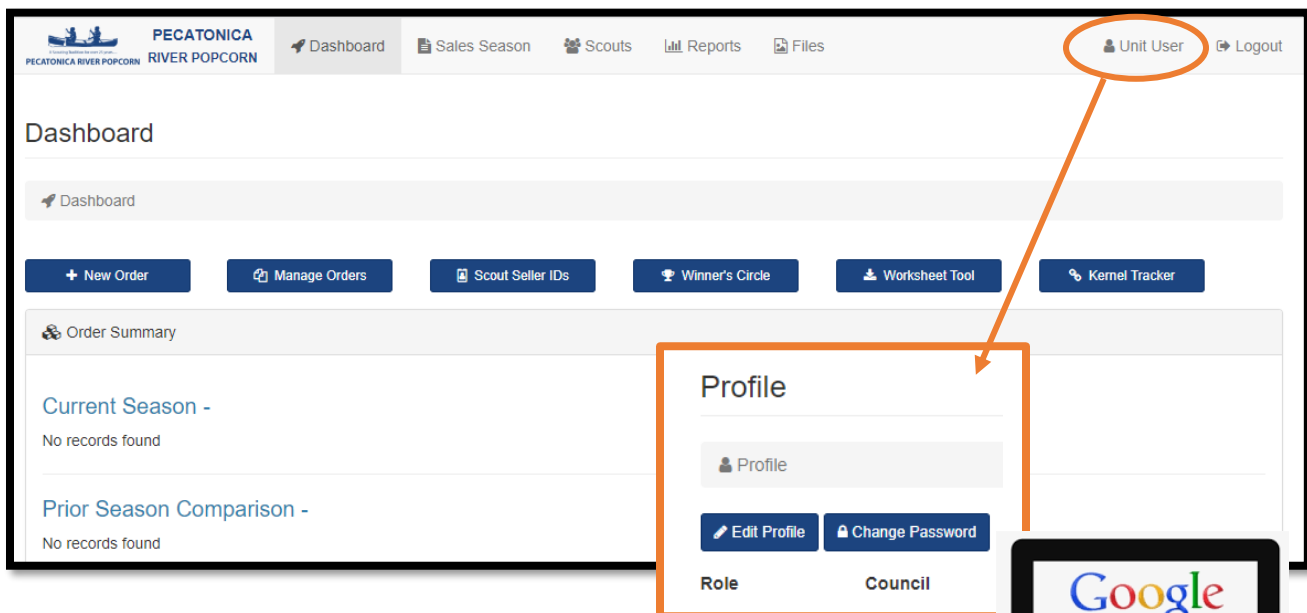
Units that sell \$12,500 or Increase Unit Sales by 50% from 2024: Receive an Additional 3% Commission and Unit is entered in a drawing for a **Day at Camp Mack's Pool**.

THE PECATONICA RIVER SYSTEM



HOW TO ACCESS THE POPCORN SYSTEM

- Go to www.PRPopcorn.com
 - Click on "My Account" (Do not create a Unit Profile.)
 - Enter in your username and password – the same as last year. (If you have trouble accessing your unit account, contact Lauren Bowen and Robin Kotzmoyer for assistance.)
 - 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.



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



PECATONICA
RIVER POPCORN

Dashboard

Sales Season

Scouts

Reports

Files

Unit User

Logout

WHAT IS INCLUDED IN THE TOP HEADER

1. Dashboard – Select anytime to return to dashboard.
2. Sales Season
 - a. Orders - Add / edit / view orders in current fundraiser year.
 - b. Order Types - Commit to each order type (S&S, TO, Online)
3. Scouts
 - a. Add / view your unit's Scouts
 - b. Edit Scout's information
 - c. Enter in Winner's Circle prize
 - d. Activate / Inactivate Scouts
4. Reports – Generate the following reports:
 - a. Tickets - Pick Tickets
 - b. Online Invoices (online sales per Scout)
 - c. Remaining balance
 - d. Sales Summary
 - e. Commission Matrix – From Unit Commitment – contact Lauren.Bowen@Scouting.org and Robin.Kotzmoyer@Scouting.org to change.



BUTTON FUNCTIONS

+ New Order

Manage Orders

Scout Seller IDs

Winner's Circle

Worksheet Tool

Kernel Tracker

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 for 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

Popcorn & Nut products will be ordered through the PECATONICA RIVER POPCORN site.

1. Go to www.PRPopcorn.com and access your account
2. Click "New Order" on the Dashboard
3. Choose "Order Type".
 - a. Show & Sell (**Due by 07/24/25**)
 - b. Take Order (**Due by 10/15/25**)
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*** (To change order status – Lauren.Bowen@Scouting.org and Robin.Kotzmoyer@Scouting.org)
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	

NOTE: During Show & Sell, additional popcorn and nut can be ordered using the "Consignment Package Order" button on the Fall Product Sale page of the Council website.

Consignment Package Order

CONSIGNMENT ORDERS & UNIT TRANSFERS



SHOW & SELL CONSIGNMENT

Show & Sell Consignment is being offered for the following:

Units new to the sale

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



Ala Carte Consignment

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

The following items will be available through consignment:

Caramel Bucket	Microwave Butter	Microwave Kettle
Classic Trio	Cheddar Bucket**	Caramel w/ Sea Salt**
	Yellow Popping Corn**	
Salted Peanuts (12oz)	Honey Roasted Peanuts (12oz)	Jumbo Cashews
Peanut Brittle	Whit's Party Mix (10.5oz)	Virginia Trail Mix (14oz)
Salted Peanuts in Shell (12oz)**	Hot Honey Virginia Peanuts (12oz)**	

To have a diverse consignment selection for everyone, please keep your request to what you are confident you can sell in one weekend.

**Quantities may be limited to availability.

HOW TO ORDER

Unit Kernels complete the 2025 Fall Product Consignment Sale form (on the Pennsylvania 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 may have only ONE consignment at a time.** Consignments are picked up from the Council store and returned **with payment** within a week.

Units pick up products in full cases and will be given an inventory sheet. Return unsold product in the original cases. Units check in the returned product using the inventory sheet and the inventory sheet information is rung through the store register. **Units 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. Your District Kernel or your District Executive can help you find that unit.
- Plan 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 Lauren.Bowen@Scouting.org and Robin.Kotzmoyer@Scouting.org as soon as possible. Sending the information to Lauren and Robin is the responsibility of the unit requesting the transfer.

****Until the form is submitted and recorded by the Council Office, the transfer is not official and will result in an incorrect invoice amount due to Council. Your unit is responsible for the invoiced amount so be sure your form is submitted to the Council ON TIME!**



UNIT TO UNIT

Please contact Lauren Bowen and Robin Kotzmoyer if you believe your invoice is incorrect.

PRODUCT PICK UP & RETURNS



WAREHOUSES

Your unit's popcorn and nuts will be delivered to the warehouse. Pick up times will be scheduled through "Sign Up Genius". You will receive an email with a link to the warehouse schedule with instructions about pick up.

Warehouse:

155 Arrowhead Drive, Manheim, PA 17545

Council Kernel – Joe Flaim

Council Vice Kernel – Chris Styers

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

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



IMPORTANT DATES

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

Wednesday: 08/13/25 – Product sort for distribution (Sort Volunteers leave with product order)

Thursday: 08/14/25 – Product pick up from warehouse

Show & Sell Returns:

Monday, 10/13/25 and Tuesday, 10/14/25 *(Return times will be scheduled using "Sign Up Genius")*

Returns apply only to original Show & Sell product orders. **Do not return S&S products to the Council Office.**

Take Order product dates: *(Pick up times will be scheduled using "Sign Up Genius")*

Wednesday: 11/05/25 – Product sort for distribution (Sort Volunteers leave with product order)

Thursday: 11/6/25 – Product pick up from warehouse

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

TIPS FOR PICK UP:

Bring enough people and vehicles to carry your entire order in ONE trip. Use the number 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
- Full size pick-up truck – approximately 80 cases

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

INSPECT YOUR PRODUCT FOR DAMAGE!

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:

Collect and tabulate your unit's Take Order forms. Use your Show & Sell inventory to fill parts of your Take Order need.

- ✓ Return product in original cases
- ✓ Do not tape opened cases – opened case contents must be verified
- ✓ Place nut product on side in case for ease of identification
- ✓ Damaged product will not be accepted during returns

****Verify that your returned product paperwork is correct – this information will affect your Show & Sell invoice.**

ORDERING PRIZES

PRIZE ORDER ONLINE INSTRUCTIONS (Must be ordered by 10/15/25)

1. Go to www.PRPopcorn.com, log in and click on "Click Here to Claim Your Prize"
2. Select "Choose Your Prizes" and enter the quantities of the each of the items you are ordering
3. Click on "Add to Cart"
4. Select "Shipping Info" button and enter the address for the prize delivery. Please note that orders that do not qualify for free freight will be shipped to the council office to save freight charges.
5. Select "View Cart" and review the items in the cart, then select "Checkout" and "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
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 2024)
 - b. Amount sold (popcorn only) (Show & Sell + Take Order + Online)
 - 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.

COUNCIL PRIZES!

Top Scout Sellers based on Dollar Amount Sold

- 1st - \$400 Amazon Gift Card
- 2nd - \$300 Amazon Gift Card
- 3rd - \$200 Amazon Gift Card
- 4th – 10th - \$100 Amazon Gift Card
- 11th - 21st - \$50 Amazon Gift Card

Kernels go to <http://padutchbsa.org>, click on the "Fall Product Sale" then click on "Council Prizes" button.

Top Pack and Troop in each District will receive a free weekend at a Council Camp!!!

See flyers in unit packet.

Scouts that sell \$500 or more will be invited to an End of Sale Celebration!!

MILITARY DONATIONS



BACK BY POPULAR DEMAND! Military Patches for Scouts.

Each Scout who sells \$120.00 in Military Donations will earn the Military patch. The design is being finalized.

ONLINE SALES.

PRPOPCORNSTORE.COM

- No handling of payments.
- Free shipping directly from Pecatonica River Popcorn.
- All online sale count towards a Scout's goal. Personable emails can be sent to family and friends with customized video messages.
- Online items are different from the product in the sale flyers.



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 the BEST way to sell popcorn

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 leaders, 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, parents, 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 the Fall Product Sale in those plans. Putting your sale dates into your unit calendar allows your parents and leaders to plan without conflict. 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 obtaining 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.

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 will it 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” – 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 pay for _____. Won’t you please help us by trying some of our delicious popcorn or nuts?”

COMMUNICATE WITH YOUR SCOUT FAMILIES

- Contact your Scout Families weekly throughout the sale.
- Share selling and safety tips.
- Share benefits Scouts 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

Show & Sell Wagon Draggin’ Drive Through
Take Order Online Sales



CREDIT CARD SALES 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/j/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 have an adult or a buddy with you.
- Never enter a stranger's house.
- 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

- 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 hold the order form for them to view.
- The Scout or parent can fill out the vital 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 YOUR SALES POP!

Allow your Scouts to have input into the sale.

Have your Scouts practice a sales pitch!

Make the sales event fun.

Keep the subject of the pitch about a trip or camp or about personal accomplishment through the sale.

Sell Scouting and the product will sell itself.

Be professional and use your manners. Always say thank you.

Numbers matter – the more people you ask, the more product you sell.

Show & Sell, Wagon Draggin', Drive Through Sales all allow the customer to see the product.

Set up at a local university. College students love snacks!

Work on the Salesmanship Merit Badge during the popcorn sale.

Thank you notes go a long way to building repeat customers.



LEARNING THROUGH FUNDRAISING



"It's not about selling popcorn and nuts, it's supporting Scouting." But what does that mean? How does it impact each individual Scout?

Scouting serves to help children become ethical adults who make good decisions. The Fall Product Sale serves a significant role in this mentorship. It's a learning activity designed to build important skills towards this goal.

ASSOCIATION WITH ADULTS

Kids can sometimes be shy or fearful around adults, even ones they know. Fundraising gives them the opportunity for exposure to adults of different ages. It provides time to practice communicating with adults. Through this exposure they build confidence that will help with future challenges – college essays, job interviews, and talking to a coworker or boss. It sounds like a simple interaction, but it's a way for them to overcome a tough barrier and learn how to navigate an adult-run world.

SALESMANSHIP AND ENTREPRENEURSHIP

Setting and reaching goals through action helps Scouts develop important business skills. They learn how to best represent themselves and persuade others. They also learn that rejection is just another step to success and that resilience and perseverance can build strength of character. They will gain tools to become a strong and respected team leader.

GROW AND SUSTAIN SCOUTING

Scouting is not just an activity, but also a future career path. The mission of the organization needs strong leader to carry the mentorship and impact forward into future generations. Everything they learn by participating prepares them to teach others what they know in Scouting or whatever future career they choose. The Fall Product Sale also brings Scouting to the attention of many others who may not be familiar with all that Scouting has to offer.

RANK ADVANCEMENT THROUGH FUNDRAISING

Cubs Scouts can earn pieces of Rank Advancement through the Fall Product Sale.

Team Tiger – The den can work together during a Show & Sell or Wagon Draggin'.

Stories in Shapes – Create a piece of art to advertise your sale.

Paws On The Path – Tell What the buddy system is and why you need to use it during the sale.

Finding Your Way – Draw a map of your neighborhood - use it while selling products to your neighbors.

Baloo The Builder – Build a useful item and a fun item that can be used during the sale.

Roaring Laughter – Use 2 thru 5 to learn to speak and feel comfortable in front of people.

Art Explosion – Create a piece of art advertising the sale and/or create an original logo/design to display.

Build It – Build something to use during the sale that fits the requirement.

Scouts can use the Fall Product Sale to earn a Merit Badge.



Entrepreneurship



Personal Management



Salesmanship

Participating in the sale can help a Scout earn pieces of the following merit badges:

Art

Communications

Digital Technology

Graphic Arts

Journalism

Movie Making

Photography

Public Speaking

Truck Transportation

IMPORTANT DATES TO REMEMBER

Thursday, July 24	Show & Sell Order Due
Thursday, August 14 (tentative)	Show & Sell Order Pick-Up
Monday, October 13 and Tuesday October 14	Show & Sell Product Return
Tuesday, October 15	Take Order Due/Prize Order Due
Thursday, November 6 (tentative)	Take Order Pick-Up
Thursday, November 7	Show & Sell Money Due
Thursday, December 5	Take Order Money Due
Date to be Determined	End of Sale Celebration

