

# Ozark Trails Council

## 2023 Popcorn Kernel Guidebook

*\*This is meant to be a resource for all Popcorn Kernels. For questions, please reach out to your District Executive and/or District Kernel, they are here to help!*

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## KEY CONTACTS

District	Position	Name	Email
Council	Council Popcorn Kernel	Tracie Ahrens	<a href="mailto:tahrens101@gmail.com">tahrens101@gmail.com</a>
Blazing Trails	District Kernel	Sharon Luce	<a href="mailto:S.luce321@gmail.com">S.luce321@gmail.com</a>
Blazing Trails	District Executive	Sara Earnhart	<a href="mailto:sara.earnhart@scouting.org">sara.earnhart@scouting.org</a>
Frontier	District Kernel	Lee Roberts	<a href="mailto:leeroberts64@gmail.com">leeroberts64@gmail.com</a>
Frontier	District Executive	Autumn Reiter	<a href="mailto:autumn.reiter@scouting.org">autumn.reiter@scouting.org</a>
MoKan	District Kernel	Matt Dickinson	<a href="mailto:mokanpopcorn@gmail.com">mokanpopcorn@gmail.com</a>
MoKan	District Kernel	Seth Needham	<a href="mailto:sethneedham@yahoo.com">sethneedham@yahoo.com</a>
MoKan	District Executive	Michelle Smith-Puckett	<a href="mailto:Michelle.Smith-Puckett@scouting.org">Michelle.Smith-Puckett@scouting.org</a>
NKGH	District Kernel	Christy Spencer	<a href="mailto:NKGHpopcornchair@gmail.com">NKGHpopcornchair@gmail.com</a>
NKGH	District Executive	Jacob Bakker	<a href="mailto:jacob.bakker@scouting.org">jacob.bakker@scouting.org</a>
Osage Hills	District Kernel	Lisa Clifford	<a href="mailto:Lclifford@mg.k12.mo.us">Lclifford@mg.k12.mo.us</a>
Osage Hills	District Executive	Sara Earnhart	<a href="mailto:sara.earnhart@scouting.org">sara.earnhart@scouting.org</a>
Pathfinder	District Kernel	Gary Toles	<a href="mailto:gary.toles@gmail.com">gary.toles@gmail.com</a>

Pathfinder	District Director	Carl Peterson	<a href="mailto:carl.peterson@scouting.org">carl.peterson@scouting.org</a>
Pathfinder	District Executive	Tom Crosby	<a href="mailto:thomas.crosby@scouting.org">thomas.crosby@scouting.org</a>
River Trails	District Kernel	Julie Hirtz	<a href="mailto:rivertrailspopcorn@gmail.com">rivertrailspopcorn@gmail.com</a>
River Trails	District Executive	Autumn Reiter	<a href="mailto:autumn.reiter@scouting.org">autumn.reiter@scouting.org</a>
Council	Popcorn Advisor	Martin Barbie	<a href="mailto:martin.barbie@scouting.org">martin.barbie@scouting.org</a>
Council	Popcorn Assistant	Heather Bryant	<a href="mailto:heather.bryant@scouting.org">heather.bryant@scouting.org</a>

**\*EACH DISTRICT HAS THEIR OWN METHOD OF COMMUNICATION. PLEASE, CONTACT YOUR DISTRICT EXECUTIVE OR DISTRICT KERNEL TO MAKE SURE YOU ARE RECEIVING THE MOST UP-TO-DATE INFO!**

Please reach out to the Pecatonica River Popcorn Support team for questions regarding the Unit Kernel system, Scout Boss. Questions can be sent to the following email:

[pops@prpopcorn.com](mailto:pops@prpopcorn.com)

# 2023 Master Popcorn Sale Calendar

**August** – District Kick-Offs (please contact your District Executive or District Kernel for details on when your District’s Kick-Off is being hosted).

**Tuesday, August 1<sup>st</sup>** - Online Sales Open

**Tuesday, August 29<sup>th</sup>** – Unit Orders Due at 5:00 p.m.  
\*\*\*Show n’sell orders that need filled at that time\*\*\*

**Thursday, September 20<sup>th</sup> -21<sup>st</sup>** – Popcorn Distribution

**Saturday, September 23<sup>rd</sup>** – Sale Begins!!! SUPER SATURDAY!!!

**Sunday, October 1<sup>st</sup>** – First Reorder Due by 11:59 p.m.

**Friday, October 13<sup>th</sup>** – Popcorn Distribution for First reorder

**Sunday, October 15<sup>th</sup>** – Second Reorder Due by 11:59 p.m.

**Friday, October 27<sup>th</sup>** – Popcorn Distribution for Second reorder

**Sunday, October 29<sup>th</sup>** – Sale Ends (Online Sales can continue)

**Tuesday, October 31<sup>st</sup>** - Unit Orders Due at Noon (Take Orders)

**Wednesday, November 15<sup>th</sup> or Thursday 16<sup>th</sup>** – Unit pick-up popcorn.

**Monday, November 20<sup>th</sup>** – Online Sale Ends

**Friday, December 1<sup>st</sup>** - Prize Order Form Deadline

**Wednesday, December 6<sup>th</sup>** – Unit Payment Deadline.

**Saturday, January 13<sup>th</sup>** – Top Seller Event

## UNIT KERNEL TRAINING

Pecatonica River Popcorn offers Unit Kernels step-by-step instructions on use of their Unit Kernel Tools. Find those tutorials by clicking on the link:

<https://pecatonicariverpopcorn.com/tutorialVideoLinks.html>

## BEST WAYS TO SELL

<p><b>BOOTH / STOREFRONT SALES</b></p>	<p>Involves coordinating booths at storefronts or other high foot traffic locations throughout your community. Many units start the reservation process early to reserve the best locations. It is best practice to have <b>TWO Scouts and TWO parents at each shift</b> to cover more shifts during the sale.</p>
<p><b>WAGON SALES</b></p>	<p>Involves the Scout bringing product door-to-door to customer residences to ask for support. This method is preferred for neighborhoods close to home. A large percentage of homeowners say that no Scout has ever come to their door, missing this great opportunity. Product is brought along (in a wagon or vehicle), making it a quick and easy process for the customer.</p>
<p><b>TAKE ORDER</b></p>	<p>Scouts collect orders on their order forms. The Scout turns in the order form to the unit's popcorn team, to be ordered and delivered later. This can also be taken through neighborhoods, but is great for parent's co-workers, friends, and family. It is at the unit's discretion whether money is collected up front or upon delivery.</p>
<p><b>ONLINE SALES</b></p>	<p>Online sales are easier than ever, you make the same commission as any other sale, and <b>all online orders ship FREE!</b> Scouts can sell to out-of-town friends and family. Scouts set up their online account at <a href="http://www.myprpopcorn.com">www.myprpopcorn.com</a> and share their fundraising page via email, social media, and text message. Customers pay securely online, and the product is shipped directly to them AT NOT COST. The unit is not involved in the ordering or shipping process and online sales are open year-round!</p>

# Getting Started

1. Sign up your Unit!
  - a. Steps:
    - i. Go to <https://pecatonicariverpopcorn.com/>
    - ii. Click “My Account”
    - iii. Click “Create Unit Profile”
    - iv. Council Key: 306OTC
    - v. Fill out the remaining information to complete your Unit Account Set-Up
2. Once your Unit is signed up, you can create your Unit Kernel Account on “Scout Boss” and input the Scouts selling in your Unit. (Refer to the “Scout Boss Guide for Units” for questions)
3. Have all participating Scouts (or their parents) create their online accounts at [www.myprpopcorn.com](http://www.myprpopcorn.com) so that they can sell online! Online Sales start August 1<sup>st</sup>!
4. Start securing storefronts at local grocery stores, hardware stores, etc.
5. Online Sale starts on August 1<sup>st</sup>.



## Kick-Offs

**DISTRICT KICK-OFF:** Each District will host a District Kick-off for Unit Kernels. Attend your District's Kick-Off along with several other members from your Unit's committee.

### District Kickoffs 2023

District	Date	Time	Location	Address
Osage Hills	Monday, August 7	6:30 PM	Willow Springs Lions Club	2532 CR 5800, Willow Springs, Mo 65793
Blazing Trails	Tuesday, August 8	6:30 PM	First Presbyterian Church	420 W. Main St. Branson, Mo 65616
Nih-Ka-Ga-Hah	Tuesday, August 8	6:30 PM	Frank Childress Scout Reservation	Diamond, Mo
River Trails	Tuesday, August 1	7:00 PM	Waynesville United Methodist	301 Highway T, Waynesville, Mo 65583
Pathfinder	Thursday, August 3	6:30 PM	Schweitzer Church	2747 E Sunshine St, Springfield, Mo 65804
Frontier	Thursday, August 3	7:00 PM	Buffalo DAV	1100 Maple St, Buffalo, Mo 65622
MoKan	Thursday, August 10	6:30 PM	First United Methodist Church	415 N Pine St, Pittsburg, KS

**UNIT KICK OFF:** After the District Kick-Offs, each Unit hosts their own Kick-Off to deliver important information to parents and to get their Scouts excited about selling Popcorn! Be sure to secure a time, date, and location for your Unit Kick-off. Market your Unit Kick-off to all parents and Scouts. Make it fun, entertaining and keep it simple. Parents just need the basics to sell.



## Ordering & Distribution

**INITIAL ORDER:** The initial order is due Tuesday, August 29<sup>th</sup>. Your Units Popcorn Order **MUST BE ORDERED** in the Pecatonica River Popcorn system, full cases ordered at this time.

**DISTRIBUTION - INITIAL ORDER:** On September 20<sup>th</sup> Popcorn is Distributed to your Unit. Please, contact your District Kernel or District Executive for pick-up location and times.

**ADDITIONAL PRODUCT THROUGHOUT THE SALE:** The Council will have additional product on hand if your Unit needs additional product throughout the Sale. Also, there are 2 opportunities to order additional popcorn (October 1<sup>st</sup> and 15<sup>th</sup> for delivery on October 13<sup>th</sup> and 27<sup>th</sup>). If you need to order additional product from the Council, you can do so by using the Scout Boss Unit Kernel system and ordering the same way the initial September order was placed.

**TAKE ORDER:** The last time to order popcorn will be on Tuesday, October 31<sup>st</sup> at noon. Individual bags and containers may be ordered at this time.

**DISTRIBUTION – TAKE ORDER:** On Thursday, November 16<sup>th</sup> Popcorn is Distributed to your Unit. Please, contact your District Kernel or District Executive for pick-up location and times.

\*\*\*Your District Kernel and District Executive are here to help you order, but please reach out to them with plenty of time\*\*\*

## Returns & Trades

**RETURNS:** There will be **NO RETURNS** for popcorn ordered by the Unit.

**TRADES:** Units can trade with other Units. Please consult your District Kernel or District Executive to get help in locating Units that may have the product your Unit needs. To complete a trade the form on the council website must be submitted and filled out by **BOTH** Units participating in the transaction. Once the form is submitted to the Council office each unit's invoice will be changed.



## Unit Commissions

Unit Commission on all sales (show n' sell, take orders, online sales) will be 25%. **Units will earn an additional 5% if they order on time, pick up on time, and pay on time.**

## Unit Prize Program

\*The Ozark Trails Council would like to recognize Unit level success of popcorn sales in 2023. The Volunteer Popcorn Team has come up with attainable Unit Sales Goals which the following Unit Prizes will be based on. Please, contact your District Executive or District Kernel to obtain your Unit's sales goal. The following awards would be offered to Units that reach their sales goals for 2023.

1. Cabin Camping – The Unit will receive one complimentary weekend of Cabin Camping at Camp Arrowhead.

- Requirements: The Unit must achieve an agreed upon “per scout sales average” to receive this prize. The goal will be based on an average sale per registered Scout in the Unit. The Unit's District Executive will have a conversation with each Unit to agree on a sales goal for 2023.

- Example: Pack 000 has 20 Scouts registered in the Unit. The Unit agrees to sell \$350 per Scout or \$7,000 in total popcorn sales.

2. Mini-Day Camp – The top 2 selling Units in each District will be recognized. Packs will receive a fully funded 1-day “mini day-camp” for their Unit and families. For Troops a pizza party will be offered.

\*The top 2 selling Units in the District will be determined by the average sale per registered Scouts, not the total of popcorn sales.

Example: If Pack 000 sells \$10,000 in popcorn with 5 Scouts (\$2,000 per Scout average) and Pack 12345 sells \$25,000 in popcorn with 90 Scouts (\$279 per Scout average). Pack 000 will be considered the higher selling Unit.

3. Unit Kernel Incentive – Each unit kernel that reaches its unit's goal will receive a stainless-steel heated travel mug as a recognition for their success in 2023.

## Scout Prize Program

Scouts who sell at the following levels are eligible for the prize indicated next to the level. Pecatonica River Popcorn also provides prizes at higher levels, “Winner’s Circle.” These prizes include items such as video game devices, scooters, smart T.V.s, etc. More information about the Winner’s Circle is provided in on the 2023 Popcorn Order Form.

2023 Gift Card - Prize Program	
Amazon Gift Cards	
Prize Level	Gift Card Amount
\$0 - \$349	\$0
\$350 - \$499	\$10
\$500 - \$749	\$20
\$750 - \$999	\$25
\$800 and Up	Wonderworks Day on January 13th
\$1,000 - \$1,249	\$45
\$1,250 - \$1,499	\$55
\$1,500 - \$1,749	\$65
\$1,750 - \$1,999	\$75
\$2,000 - \$2,999	\$95
\$3,000 - \$5,999	P.R. Winner's Circle and \$95
\$6,000 and Up	P.R. Winner's Circle and \$95

For all 2023 popcorn sellers who sell \$800 or more and are reported on the prize form by December 1<sup>st</sup>, the scout and a parent will be invited to attend a day (January 13<sup>th</sup>) at Wonderworks in Branson with lunch provided. Scouts can begin arriving at 10:00 am and stay as long as they like or until closing at 9:00 pm.

## Council Payment/ Online Payments

Deadline for Units to pay the Council is Wednesday, December 6<sup>th</sup> at 5 p.m. For questions on form of payment or invoices, please contact Heather Bryant at [heather.bryant@scouting.org](mailto:heather.bryant@scouting.org) or call 417-883-1636.

Online Commissions will go against what a Unit owes the Council for ordered popcorn. If a Unit owes the Council \$1,000 for ordered popcorn, but has \$800 in online commission, the Unit will only owe the Council \$200.

## 2023 Product Line-up and Pricing

### 2023 Products and Sale Prices

Product	Sale Price
Yellow Popcorn	\$10.00
Classic Caramel	\$10.00
Microwavable Butter	\$20.00
Microwavable Kettle Corn	\$20.00
Cheddar Cheese	\$20.00
Jalapeno Cheese	\$20.00
Trail Mix	\$20.00
Peanut Butter Cup	\$25.00
Caramel w/ Sea Salt IN CHIEF'S TIN	\$30.00
Milk Chocolate Pretzels in CARDINAL'S Tin	\$30.00
Hometown Heroes Trio	\$30.00
Cheese Lover's 4-way	\$40.00
Chocolate Lover's 5 Way	\$60.00
Military Donations	\$30/\$50

## ONLINE SELLING

**\*\*\*FREE SHIPPING ON EVERY ONLINE ORDER\*\*\***

**Online Sales: August 1st – November 20th with additional products available!**

### Tips for Success:

1. Scouts create their own online accounts by going to [www.myprpopcorn.com](http://www.myprpopcorn.com)
2. Share with Friends, Family, Neighbors, etc.
3. Encourage those who have already bought from the page to share that Scout's page with their friends, family, and neighbors.

**\*\*\*All online commissions go against what the Unit owes the Council\*\*\***

## CREDIT CARD TRANSACTIONS

Credit Card Transactions and fees will be the responsibility of each Unit. Please, make sure to educate parents and Unit leaders on how your Unit will decide to conduct credit card transactions and receive payments from Store Fronts.

Before the Sale starts, please have a discussion with your committee regarding processing of credit cards and what merchant processing company you will choose to use for the sale.

Below is some helpful information regarding merchant processing companies. Choose the one that is right for you and your Unit.

### Credit Card Processing Options

Square Can assign scouts to make sales direct to the square account.	2.6% +\$0.10 per swipe.	Square Readers are free, BUT some phones need adaptors. For example, any Android without a headphone jack. IOS reader has connection through charge port.
Paypal Did not find a way to make multiple POS	Payments through QR code are 1.9% + \$0.10 per transaction Paypal digital payment fee = 3.49% + \$0.49 In person Credit Card = 2.29% + \$0.09 You can apply for an unknown charity rate.	Free card reader accepts chips and swipes. QR code available too. Can also use paypal user name for transactions.
Venmo for Business - Must be attached to a non business account. Payers can look up your username and transfer \$\$ on the spot.	1st 30 days have no seller transaction fees. After 30 days, 1.9% + \$0.10 per transaction.	No card reader needed. It's a person to business pay app.
Cheddar Up - Can preload items to sell. Can add Managers to account for multiple POS by subscribing to Team access at \$30/month. Can downgrade month to month as needed.	Collecting is free. Payers pay fee of 3.5% plus \$0.45.	\$59 for 1 card reader accepts all types of transactions

\*\*For all of these, you will need your EIN and possibly proof of 501c3 status.

# TOOLS/ HELPFUL LINKS AND REFERENCES

\*\*\*P.R. = Pecatonica River Popcorn Company\*\*\*

P.R. Website (log-in for sellers/ kernels): <https://pecatonicariverpopcorn.com/>

P.R. Store (popcorn purchases): [www.prpopcornstore.com](http://www.prpopcornstore.com)

P.R. Tutorial/ Help Videos: <https://pecatonicariverpopcorn.com/Tutorials.html>

Square Reader Sign-up: [https://squareup.com/signup/en-us?signup\\_token=PRPOPCORN5](https://squareup.com/signup/en-us?signup_token=PRPOPCORN5)

## **Helpful and Fun Tools to Boost YOUR Scouts' Sales**

Mike's Amazing Dad Blog (Scout Popcorn Sales Videos)

<https://mikecooney.net/category/scouting/fundraising-scouting/>

Zoey's Sales Video (2020): [https://youtu.be/-H0GqorFr\\_0](https://youtu.be/-H0GqorFr_0)

Gracen's video... This is a Girl Scout cookie sales video... but can work for popcorn too!

<https://www.youtube.com/watch?v=t5W1qo6LhW0>

## **Online Sales – Hints and Tips!**

Scouts should be encouraged to make videos and share via social media, e-mail, and text in order to increase online sales.

Online sales do best with repeated communication with potential clients. It takes multiple offerings to convert someone to a customer. After the customer buys, e-mail, or text, again with a thank you and the link! Encourage customers to also share with their friends and family!