

Ozark Trails Council

2024 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	tahrens101@gmail.com
Frontier	District Kernel	Michelle Love	love.michelle.113@gmail.com
Frontier	Asst Scout Executive	Michael Widman	michael.widman@scouting.org
MoKan	District Kernel	Matt Dickinson	mokanpopcorn@gmail.com
MoKan	District Kernel	Seth Needham	sethneedham@yahoo.com
MoKan	District Executive	Jacob Bakker	jacob.bakker@scouting.org
NKGH	District Kernel		
NKGH	District Executive	Jacob Bakker	jacob.bakker@scouting.org
Ozark Howler - East	Popcorn Committee	Lisa Clifford	Lclifford@mg.k12.mo.us
Ozark Howler - South	Popcorn Committee	Sharon Luce	S.luce321@gmail.com
Ozark Howler - South	Popcorn Committee	Paul Luce	p.luce321@gmail.com
Ozark Howler	Popcorn Committee	Jason Raikos	jraikos82@yahoo.com
Ozark Howler	Popcorn Committee	Michael Bean	Mrbean_ppi@yahoo.com
Ozark Howler	District Executive	Cheyenne Benson	cheyanne.benson@scouting.org

Ozark Howler	District Executive	Aaron Puffer	aaron.puffer@scouting.org
River Trails	District Kernel	Julie Hirtz	rivertrailspopcorn@gmail.com
River Trails	Asst Scout Executive	Michael Widman	michael.widman@scouting.org
Council	Popcorn Advisor	Martin Barbie	martin.barbie@scouting.org
Council	Popcorn Assistant	Heather Bryant	heather.bryant@scouting.org

***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

2024 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 1st - Online Sales Open

Tuesday, August 27th – Unit Orders Due at 5:00 p.m.
Show n’sell orders that need filled at that time

Thursday, September 18th -19th – Popcorn Distribution

Saturday, September 21st – Sale Begins!!! SUPER SATURDAY!!!

Sunday, September 29th – First Reorder Due by 11:59 p.m.

Thursday, October 10th – Popcorn Distribution for First reorder

Sunday, October 13th – Second Reorder Due by 11:59 p.m.

Thursday, October 24th – Popcorn Distribution for Second reorder

Sunday, October 27th – Sale Ends (Online Sales can continue)

Tuesday, October 29th - Unit Orders Due at Noon (Take Orders)

Wednesday, November 13th or Thursday 14th – Unit pick-up popcorn.

Sunday, November 24th – Online Sale Ends

Wednesday, December 4th - Prize Order Form Deadline

Wednesday, December 4th – Unit Payment Deadline.

Saturday, January 11th – Top Seller Event at Grand Country Water Park

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>BOOTH / STOREFRONT SALES</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 TWO Scouts and TWO parents at each shift to cover more shifts during the sale.</p>
<p>WAGON SALES</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 sizable 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>TAKE ORDER</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>ONLINE SALES</p>	<p>Online sales are easier than ever, you make the same commission as any other sale, and all online orders ship FREE! Scouts can sell to out-of-town friends and family. Scouts set up their online account at www.myprpopcorn.com 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 so that they can sell online! Online Sales start August 1st!
4. Start securing storefronts at local grocery stores, hardware stores, etc.
5. Online Sale starts on August 1st.



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 2024

District	Date	Time	Location	Address
Ozark Howler – East	Tuesday, August 6	6:30 PM	Willow Springs Lions Club	2532 CR 5800, Willow Springs, Mo 65793
Ozark Howler - South	Tuesday, August 6	6:30 PM	First Presbyterian Church	420 W. Main St. Branson, Mo 65616
Nih-Ka-Ga-Hah	Tuesday, August 13	6:30 PM	Frank Childress Scout Reservation	5250 Jamboree Ln, Joplin, Mo
River Trails	Tuesday, August 13	7:00 PM	St Robert Bellarmin Catholic Church	367 Old Route 66, St Robert, Mo 65584
Ozark Howler	Thursday, August 1	6:30 PM	Schweitzer Church	2747 E Sunshine St, Springfield, Mo 65804
Frontier	Thursday, August 1	7:00 PM	Buffalo DAV	1100 Maple St, Buffalo, Mo 65622
MoKan	Thursday, August 1	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 valuable 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 27th. Your Units Popcorn Order **MUST BE ORDERED** in the Pecatonica River Popcorn system, full cases ordered at this time.

DISTRIBUTION - INITIAL ORDER: On September 18 or 19 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 (September 29 and October 13 for delivery on October 10 and 24). 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 29th at noon. Individual items may be ordered at this time.

DISTRIBUTION – TAKE ORDER: Distribution will happen several times during the sale (See Calendar). 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.

NEW THIS YEAR – Units can complete an online Transfer form in the Pecatonica System. The giving unit must initiate the transfer and the receiving unit must accept.

PLEASE ONLY DO THE PAPER FORM OR THE ONLINE FORM. DO NOT DO BOTH.

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 2024. 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 award will be offered to Units that reach their sales goals for 2024.

1. Pizza Party for the unit that achieves its 2024 unit popcorn goal. Each unit that achieves its goal will be eligible for reimbursement up to \$5.00 for every Scout listed participating in the sale on the popcorn prize form. Popcorn prize forms must be received by December 4th. Once a unit has their pizza party they will submit a copy of their receipt to Martin Barbie at martin.barbie@scouting.org. Once it is verified up to \$5.00 per scout from the prize form will be deposited into the units account. This must be redeemed by February 28, 2025.

2. Unit Kernel Incentive – Each unit kernel that reaches its unit's goal will receive a popcorn portfolio as a recognition for their success in 2024.

Special Incentive for Scouts Doing Online Sales

- For Scouts participating in online sales Pecatonica has a special incentive for 2024.
- The scout would need to create a full profile in MYPRP which includes their sales goal, picture, video about why they are selling.
- The profile needs to be created in full by September 1st
- Pecatonica will run a report on September 1st and those scouts will receive a "Stomp Rocket" which will be delivered to the Council for distribution to the Scouts.

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 2024 Popcorn Order Form.

2024 Gift Card - Prize Program	
Amazon Gift Cards	
Prize Level	Gift Card Amount
\$0 - \$399	\$0
\$400 - \$599	\$10
\$600 - \$899	\$20
\$900 - \$1199	\$25
\$1000 and Up	Grand Country Water Park Day on January 11th
\$1,200 - \$1,499	\$45
\$1,500 - \$1,799	\$55
\$1,800 - \$2,199	\$65
\$2,200 - \$2,599	\$75
\$2,600 - \$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 2024 popcorn sellers who sell \$1000 or more and are reported on the prize form by December 4th, the scout and a parent will be invited to attend a day (January 11th) at Grand Country Water Park 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 4th at 5 p.m. For questions on form of payment or invoices, please contact Heather Bryant at heather.bryant@scouting.org or call 417-883-1636.

In 2024 the sales for all online commissions will be posted as payments against their unit’s respective traditional invoice as the sales are happening.

2024 Product Line-up and Pricing

2024 Products and Sale Prices

Product	Sale Price
Yellow Popcorn	\$10.00
Classic Caramel	\$15.00
Microwavable Butter	\$25.00
Microwavable Kettle Corn	\$25.00
Cheddar Cheese	\$25.00
Jalapeno Cheese	\$25.00
Trail Mix	\$25.00
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 24th with additional products available!

Tips for Success:

1. Scouts create their own online accounts by going to 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.

A best practice among some units is to ask the customer if they would be willing to add \$1.00 per transaction to help cover the credit card processing fees.

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

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

Square Reader Sign-up: 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

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 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!