

2017 Popcorn Sale
Guidebook
Simon Kenton Council



BOY SCOUTS
OF AMERICA®

SIMON KENTON COUNCIL

Welcome to the 2017 Simon Kenton Council Popcorn sale! By serving your Scout group this sale, you have committed to delivering the best possible program for your Scouts. A well-funded Scouting program means your Pack/Troop/Crew can do more outdoor activities, purchase better program equipment and generally do cool stuff.

Think of popcorn as the means to engaging your Scouts in the core component of Scouting: Outdoor activities. This is not just hyperbole. Consider these real examples of how local Scout groups spent their popcorn funds in the past:

“Popcorn sets our budget for the year and pays for just about everything we do. It enables us to run a great program without having to go to parents for money to pay for each event.”

“We plan to purchase a new pinewood derby track.”

“Instead of charging for our Blue and Gold Banquet and campouts, we subsidize those costs with popcorn revenue.”

“We pay for summer camp for our top-sellers.”

Fundamentally, Scouting is an organization that thrives only with a growing number of youth participants. The more young people enrolled in Scouting, the better it is for future generations.

So, what’s the simplest way to attract new youth into Scouting? Cool outdoor programming. What’s the simplest way to pay for cool outdoor programming? How about a fundraiser that nets 32% of proceeds for your Scout group. Enter the popcorn sale.

Kernel Responsibilities:

So, you are the Popcorn Kernel. Congratulations! In your leadership role, you must remember to do a few things:

1) Create an account on Prpopcorn.com:

Each Pack/Troop/Crew must complete an online commitment form. This should be completed by the Popcorn Kernel. The purpose of this commitment form is to gather all your contact information for sale communication and **create your account to manage your sale. This is where you will place your orders, track inventory and generally manage your sale! There are detailed directions on creating these accounts at skscouts.org/popcorn under the “unit resource” tab.**

Council Key= 441skc

****All popcorn communication is done through email. It is vital for you to commit to the sale (using an email address you check) and read all of the correspondence. If you don’t do this, you will be hopelessly lost. ****

After you have filled out the commitment form, you will have the keys to actively manage your sale. Make sure you write down your log-in information!

2) Place a show and sell order (optional)

Show and Sell ordering parameters:

When determining your initial Show and Sell order (think of show and sell as a “pre-order” of unsold products for your Scouts to take door-to-door or sell in front of stores), it is important to note a few points:

You must order in full cases for the Show and Sell order. Every product comes eight to a case, with the exception of the \$30, \$40, \$50 items (those are one/case)

The popcorn sale is not designed for a Pack/Troop/Crew to order 100% of its sales goal in Show and Sell product. The reason for this is simple. All Show and Sell product is offered to Packs/Troops/Crews on consignment. This means you can return unsold products to the SKC at no risk; it is simply removed from your invoice. This is not the case with the SKC and its popcorn vendor. Unsold product cannot be returned to the popcorn vendor from the SKC. The SKC must pay for all show and sell popcorn regardless if it is sold or not. So, we all must be responsible in our ordering and inventory control.

The last day to place a Show and Sell order is **Friday, September 1st**. No exceptions. Please don't wait to the last minute to order. Save time, money, and hassle by allowing enough time for someone from the popcorn staff to reach you for clarification on an order.

Here's an example: Say your Pack/Troop/Crew has historically never sold more than \$5,000 total (Show and Sell plus Take-Order) but you submit an initial order of \$10,000. Very likely a popcorn staffer will need to discuss that order with you and the rationale behind its amount. Do you have many more boys selling? Do you have a solid plan with unit-level incentives? Is a kick-off scheduled? Etc. These would all be reasons to approve the order, but it would just need a clarifying conversation, which would take time. **So, don't wait until the last minute!**

3) Hold a Popcorn Kick-off:

This is the single easiest way to increase your Pack/Troop/Crew sale. The concept is simple. A kick-off is nothing more than an event to excite your sellers and educate their parents. Ideally this is a standalone event, (not just a portion of your regular meeting) that is high energy, fun and informative.

Introduce prizes. Have unit-specific prizes; like all \$300 sellers get to toss a pie in the face of a leader. Distribute all of the order forms and other sales materials. You will receive a tasting kit full of popcorn samples at the training session you attend. Your unit kick-off is an excellent time to do a taste test with your Scouts. The popcorn tastes fantastic!! Let your Scouts and their families have a taste to get excited about selling! **Tell families what the money earned will be going towards.** “We are going to buy new tents,” etc. The goal is to have everyone leave the kick-off excited and motivated to sell. Remember, popcorn is program!

4) Manage your inventory (show and sell only):

-Product Swapping. So, you received your show and sell product, sales have been going great, but you are really in need of a case of X product. What do you do? One option is to swap product with another Pack/Troop/Crew.

The concept is simple, get hooked up with a Scouting group that has what you need, fill out the product swap form (available on skscouts.org/popcorn) and email the signed form to **skcswap@gmail.com** Both scout units will have their respective invoices updated by a member of the popcorn staff. After that has occurred, the change will be reflected on your dashboard screen of the popcorn system when you log in.

-“Swap your Pop” message board. To facilitate product swaps, the “Swap your Pop” message board returns for its fourth year. Simply go to skscouts.org/popcorn follow the links to the message board, post what you have, what you need and make arrangements to meet fellow popcorn volunteers to swap the “goods.” Remember to fill out and return (via email) a product swap form for each transaction. **Both parties don’t need to submit the form.** In fact, that just makes things very confusing for us! Just select one person to email it in and remember to get both parties to sign.

Let do an example of a real life inventory control:

So, your first few weeks of selling have gone great (awesome!!), but your garage (where you store your entire Pack/Troop/Crews inventory) is empty. You have a storefront sale right around the corner. What should you do?

This is a good problem to have. It means your Scouting program year is on its way to being fully funded. There are a couple of things you can do to get more product during the sale:

-Shuffle what you have. Contact each selling family and ask them to return unsold item to you. If you gave each boy a “selling kit” of product, let’s be honest, every boy will not sell their full allotment. You could also direct your Scouts to bring some of their product to your storefront sale to have an inventory.

-Hit the product swap message board. See what’s out there. The Troop that meets down the street might be having a rough sale and some unsold items. Ask them for it! (Remember to fill out and submit a product swap form.)

-Come to an exchange Saturday. Each Saturday during the sale (pending inventory levels), our **main warehouse** will be open from 8AM to 9:30AM. You will have the opportunity to get more product plus make any returns for items not selling. Monitor skscouts.org/popcorn each Friday during the sale for what inventory will be available for pick-up the following morning. Each product is **first come- first served** and is distributed at the discretion of the warehouse staff.

-Remember Take-Order. Any and all product needs can be filled using the final take-order. This gives you the ability to use some existing inventory for store front sales, while continuing to sell door to door and to family/friends knowing those sales can be filled via the take order. **Take order should play a role in your sale.** This order is due Monday November, 6th and is placed online using the same procedure as show and sell. **There are no returns on any take-order products, so order just what you need.**

5) **Read your email:**

During the sale, popcorn blast emails will be sent regularly. The emails will contain sales methods and vital information. It's hugely important you read them or you will be hopelessly lost, confused and frustrated. These emails come from the Simon Kenton Council and are sent to the person who commits your Scout group to the sale.

6) **Order Prizes:**

There are two sets of prizes that a Scout can earn selling popcorn. The first are items on the prize forms (attached to the order forms). These prizes are ordered online using your account on prpopcorn.com. Instructions for placing these orders will be posted on skscouts.org/popcorn. These prize orders are due no later than December 11th and typically ship within a week of the order being placed.

The Columbus Blue Jackets "SKC Experience" for \$1,500+ sellers will be Saturday March 17th, 2018. There will be a separate sign-up form for that event. This prize includes two free tickets to the game, seating in a special section and an on-ice event after the game.

7) **Pay your bill:**

All invoicing will be done via email to the unit Kernel. **You must pay for show and sell items and take order items separately.** Payment for Show and Sell will be requested after the sale ends but before take order distribution. All selling units must have a zero-balance invoice no later than December 11th. Most units choose to mail their checks to our office at 807 Kinnear Road Columbus, OH 43212. Attn: Popcorn.

8) **Have fun!**

Sure, Popcorn Kernel might not be the most coveted role in Scouting, but it's one of the most important. Think of it this way, you can properly fund a year's worth of Scouting program for your Pack/Troop/Crew. All the outdoor fun and adventure that costs money is in your control. You can be the hero of your Scout group. Remember, the way to keep young people involved and engaged in Scouting is by offering a cool outdoor program. You can make that happen through the popcorn sale.

Remember to check skscouts.org/popcorn for sale related info and to keep an eye on your email (the address you supplied to the commit to sell form) for updates. Thanks! Have a Great Sale!