UNIT POPCORN KERNEL

The Popcorn Kernel is responsible for the overall organization and implementation of the Unit’s Popcorn Season. This person ensures promotion, timely reporting of Unit sales and order(s), Popcorn payment, and prizes.

Responsibilities Include:

**Developing A Plan:**
Establish a plan to utilize ALL methods of popcorn fundraising: Online, Show-n-Deliver, Take Order, and Show-n-Sell. Online Blasts, Show-n-Deliver blitzes, Take Order canvassing, Show-n-Sell site booking that is both comprehensive and easy for Scouts and Scout parents to execute.

**Setting Unit Popcorn Fundraising Goals:**
Determine an overall Popcorn fundraising goal for the Unit, and Popcorn goal per Scout with help from your Unit Leaders through your Unit program planning session.

**Promoting Popcorn:**
Market the 2020 Popcorn Program Fundraiser to the Unit’s Scout parents via informational flyers, weekly emails, and meeting notices throughout the Popcorn Season.

**Attending Popcorn Trainings:**
Learn valuable information and skills for the 2020 Popcorn Program Fundraiser.

**Holding a Unit Popcorn Kickoff:**
Schedule a Unit Popcorn Kickoff to get your Scouts and Scout parents excited for the 2020 Popcorn Season!

**Keeping Records:**
Use the Popcorn System to organize accurate records of each Scout’s Popcorn sales, each Scout’s prizes earned, and payments due and made by the Scouts in your unit.

**Organizing Popcorn:**
Keep track of placing orders, Popcorn inventory, picking up Popcorn, distributing Popcorn to Scouts, and returning excess popcorn, if necessary, by the return date.

**Attending Popcorn Trainings:**
Work with Scouts to choose a prize level goal, order prizes, and distribute upon delivery.

CONTACT US

<table>
<thead>
<tr>
<th>SKC LDC</th>
<th>Chillicothe</th>
<th>Portsmouth</th>
</tr>
</thead>
<tbody>
<tr>
<td>614.436.7200</td>
<td>740.772.6887</td>
<td>740.354.2811</td>
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KEY POPCORN DATES

<table>
<thead>
<tr>
<th>DATE</th>
<th>ACTIVITY</th>
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<tbody>
<tr>
<td>August 4</td>
<td>Digital Popcorn Training @ 6:30 PM</td>
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<tr>
<td>August 13</td>
<td>Digital Popcorn Training @ 6:30 PM</td>
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<tr>
<td>August 15</td>
<td>Online Sales System Opens</td>
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<tr>
<td>August 21</td>
<td>Show &amp; Sell Orders Due</td>
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<tr>
<td>September 10, 11, 12</td>
<td>Show &amp; Sell Distribution</td>
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<tr>
<td>September 12</td>
<td>Show &amp; Sell Sale Starts</td>
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<tr>
<td>October 30</td>
<td>Popcorn Sale Ends</td>
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<td>October 31</td>
<td>Super Saturday</td>
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<tr>
<td>November 2</td>
<td>Take Orders Due</td>
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<tr>
<td>November 18, 19, 20</td>
<td>Take Order Distribution</td>
</tr>
<tr>
<td>November 27</td>
<td>Online Sales System Closes</td>
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<tr>
<td>December 7</td>
<td>Last Day to Place Prize Order &amp; Invoices Paid in Full</td>
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POPCORN MENU

$50 Chocolate Lover’s*
$30 Classic Trio
$40 Cheese Lover’s
$25 Milk Chocolate Pretzels (Sports tin)*
$20 Peanut Butter Cup*
$20 Sea Salt Splash*
$20 Trail Mix*
$20 Double Butter
$20 Cheddar Cheese
$20 Jalapeno Cheese
$20 Mic. Butter (16PK)
$20 Mic. Kettle Corn (16PK)
$10 Classic Caramel
$10 Popping Corn
$25 Military Donation / Foodbank Donation

*We will not being accepting returns on chocolate products

For more information, check out: www.skscouts.org/popcorn
UNIT POPCORN COMMISSIONS AND INCENTIVES

FOR TRADITIONAL SALES
(Show-n-Sell, Show-n-Deliver, Take Order)
32% BASE COMMISSION

FOR ONLINE SALES
35% ONLINE COMMISSION

WINNER’S CIRCLE

★ SELL $2,500 PICK A PRIZE FROM THE WINNER’S CIRCLE

- 43” SMART TV
- ELECTRIC SCOOTER
- KARAOKE SYSTEM
- TABLET
- REMOTE CONTROLLED CAMERA DRONE
- SIT ON TOP KAYAK
- $200 AMAZON GIFT CARD
- $200 BEST BUY GIFT CARD

★ SELL $5,000 CHOOSE PRIZE FROM ABOVE OR ONE OF THE FOLLOWING

- NINTENDO SWITCH
- PLAYSTATION 5
- XBOX SERIES X

**ONE PRIZE PER SCOUT AND SUBJECT TO AVAILABILITY**

POPCORN SELLING TIPS

A scout is

- TRUSTWORTHY... be honest when telling a customer how great the popcorn really is.
- LOYAL... never give up!
- FRIENDLY... always smile!
- COURTEOUS... always be polite; wear a smile and introduce yourself.
- KIND... always say “Thank you,” even if the customer does not place an order.
- CHEERFUL... call the customer by his or her name, if you know it.
- CLEAN... make sure you always wear your uniform.
- Always have an extra pen or pencil to keep your Take Order Form as neat as possible.
- When you are selling the popcorn, tell the people what the money goes toward.
- Make sure you know all the different types of products you are selling.

FIRST DAY TO SELL: ____________________________
ORDERS DUE: ____________________________
DELIVERY DATE: ____________________________

For more information, check out: www.skscouts.org/popcorn
POPCORN - TOP 10 LIST

PLAN your Unit’s Popcorn Season & SET Unit Popcorn Goals
HOLD a Unit Popcorn Season Kickoff (role play the Popcorn Script)
ATTEND Digital Popcorn Trainings
INVOLVE & INFORM Scouts and Scout Parents about Popcorn Program
DEFINE a Unit Reward & Prize Program
ENGAGE all Unit Scouts in the Popcorn Program Fundraiser
ADVERTISE Popcorn Season within your Unit and community
RECOGNIZE Scouts with Popcorn achievements at each Unit meeting
UTILIZE all Popcorn fundraising methods: Online, Show-n-Deliver, Take Order, Show-n-Sell
CONTACT your Popcorn Team for guidance and questions

Suggested Scout Script
“Hi, my name is (first name ONLY). I’m a Scout with Pack/Troop/Crew ________. I’m selling POPCORN to help fund ________. Would you like to support my Scouting activities? Thank You!

Be safe, courteous & successful!

SCOUT POPCORN INCENTIVES

$5,000 - Choice of Winner’s Circle Prize (thanks to Pecatonica River Popcorn)
$2,500 - Choice of Winner’s Circle Prize (thanks to Pecatonica River Popcorn)
$1,500 - CBJ Experience. Details will be released at a later date.
$650 - Bonus Prize
Popcorn Patch - All Scouts are eligible to earn their 2020 Popcorn Season Patch.
Weekly Drawings - Scouts have the opportunity to complete Popcorn Challenges and have a chance to earn a prize including drones, a TV, tablets, and more!

We will be using the GCC/Keller Prize Program again this year.

For more information, check out: www.skcscouts.org/popcorn