

PECATONICA RIVER POPCORN



A Scouting Tradition for over 35 years.....

**2023
KICKOFF**

SIMON KENTON COUNCIL APPRECIATES YOUR SUPPORT

A large graphic for a popcorn sale. It features a background of popcorn popping over a campfire. In the center is a white banner with the Boy Scouts of America logo and the text "BOY SCOUTS OF AMERICA". Below this is a blue banner with "POPCORN SALE" in white. Underneath is a light blue banner with the text "ADVENTURE, FAMILY, FUN, CHARACTER, LEADERSHIP AND SO MUCH MORE...". To the right, there is a red starburst graphic with the text "★ OVER 70% ★ GOES BACK TO SCOUTING".

POPCORN SALE

ADVENTURE, FAMILY, FUN, CHARACTER,
LEADERSHIP AND SO MUCH MORE...

★ OVER 70% ★
GOES BACK TO SCOUTING



Unit and Council Impact

SCOUTING VALUES

Scouts learn to earn their own way

Scouts learn responsibility

Scouts learn perseverance

Salesmanship

Communication

Self Confidence

Enhance Scouting programs

Provide needed equipment

Reduce program costs

Order, Distribution and Return Information:

Pecatonica River Online Store is Open:
Tuesday, August 1 – Monday, November 20

Show & Sell Orders Due:
Friday, August 18

Show & Sell Distribution:
Wednesday, September 6 – Saturday, September 9
*Specifics vary by District

Show & Sell Sale Starts:
Saturday, September 9

1st Swap Day: Saturday, September 23
2nd Swap Day: Saturday, October 7
3rd Swap Day: Saturday, October 21

2023 Simon Kenton Council Popcorn Calendar

Final Swap Day/Super Saturday/Last Day of Show-n-Sell:
Saturday, October 28

*Final opportunity to return popcorn ****no returns on chocolate products**

Take-Orders Due:
Monday, October 30

Take Order Distribution:
Wednesday, November 15 – Saturday, November 18
*Specifics vary by District

Last Day to Place Prize Orders & Invoices Paid in Full:
Friday, December 8

****The Simon Kenton Council will not be accepting returns of Chocolate Products. The list of chocolate products for 2023 includes Sea Salt Splash, Peanut Butter Cup, Chocolate Pretzels, and the Chocolate Lover's Collection.**

YOUR FAVORITE POPCORN and MORE!



YELLOW POPPING CORN

America's healthiest snack food in a resealable tub! Pops up tender for that fresh popcorn taste you're craving.

Net Wt. 2 lbs. ▲ \$10 ③ ⑩



CLASSIC CARAMEL CORN

Glazed to perfection with real butter and brown sugar to create a flavor to remember, with a crunch you can't forget.

Net Wt. 8 oz. ▲ \$10 ③



BUTTER MICROWAVE (15 PACK)

Take advantage of this convenient way to enjoy a freshly popped taste with a rich buttery flavor. 0 grams of trans fat.

Net Wt. 37.5 oz. ⬆ \$20 ③ ⑩



KETTLE CORN MICROWAVE (15 PACK)

Experience the combination of the sweet, yet salty flavor of Kettle Corn anytime. 0 grams of trans fat.

Net Wt. 37.5 oz. ⬆ \$20 ③ ⑩



CHEDDAR CHEESE

Made with real cheddar cheese. Each freshly popped kernel is a savory blend of cheeses that will keep you coming back for more.

Net Wt. 7 oz. ● \$20 ③



JALAPEÑO CHEESE

The unmistakable zip of jalapeño pepper gives this feisty popcorn flavor its heat. Perfect for those who like their snacks with a little kick.

Net Wt. 7 oz. ■ \$20 ③



KETTLE CORN

Experience a taste of treat, sure to satisfy your sweet and salty craving.

Net Wt. 10 oz. ★ \$20 ③



TRAIL MIX NEW!

This flavorful treat has roasted peanuts, raisins, butter roasted peanuts, chocolate candies, sunflower seeds, and almonds.

Net Wt. 14 oz. ⬆ \$20



SEA SALT SPLASH

Caramel popcorn dunked in dark fudge and sprinkled with a splash of sea salt. If you have never tried this combination, you don't know what you're missing.

Net Wt. 15 oz. ▲ \$25 ③



PEANUT BUTTER CUP

Two classic flavors that taste great together. A melt in your mouth combination of milk chocolate and peanut butter.

Net Wt. 15 oz. ♥ \$25 ③



CARAMEL WITH SEA SALT

Caramel corn made with real butter, brown sugar, and the perfect amount of sea salt. The crunchy, sweet, and salty combination will leave you wanting more.

Net Wt. 15 oz. ⬆ \$25 ③



MILK CHOCOLATY PRETZELS

If you like sweet and salty flavors, then you'll love these chocolaty covered pretzels!

Net Wt. 15 oz. ⬆ \$25



DOUBLE BUTTER MICROWAVE (28 PACK)

Bring the taste of the theater home with this buttery popcorn snack. Each package is bursting with twice the buttery flavor.

Net Wt. 70 oz. ⬆ \$30 ③ ⑩



CLASSIC TRIO

Everyone's favorite blend of sweet and savory, a snack you won't be able to put down. Mix them together for a Chicago style treat, or enjoy them individually.

Caramel Corn, Cheddar Cheese, Natural

Net Wt. 19 oz. ⬆ \$35 ③



CHEESE LOVERS

Cheese, cheese, and more cheese! A combination that will satisfy any cheese lover's appetite.

Cheddar Cheese, Jalapeño Cheese,

Buffalo Ranch, White Cheddar

Net Wt. 20 oz. ⬆ \$45 ③



CHOCOLATE LOVERS

Our Chocolate Lovers tin features five sweet treats that you can't resist!

Milk Chocolatey Pretzels, White Chocolatey Pretzels,

White Ruby, Peanut Butter Cup, Sea Salt Splash

Net Wt. 55 oz. ⬆ \$55



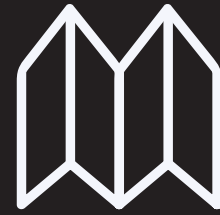
MILITARY DONATION

Send the gift of popcorn to our military men and women, their families, and veterans' organizations. The popcorn will be shipped directly and is not available for local delivery.

☰ \$25

SALES MATERIALS

SALES FLYERS



TAKE-TO-WORK TENTS



TOTES



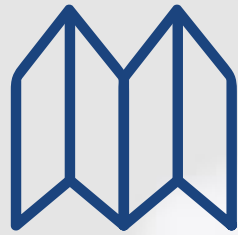
DOOR HANGERS



TASTING KITS



HOW TO SELL



SALES FLYER

Scout takes the flyer door to door to collect orders. Form has spaces for up to 30 names.



TAKE TO WORK TENTS

Setup a display of your popcorn at a high traffic area, such as place of employment. Easy way to increase your sale!



DOOR HANGERS

Best utilized for those customers requesting social distance or as a way to allow more time to make a decision. Leave the door hanger with customer and return to collect the order at a later date. One customer per hanger



SALES BANNER

Use to draw attention to your display or location



FAMOUS PR POPCORN TASTING KIT (It's Free!)

The purpose of a tasting session is to have each Scout try 1-2 kernels of each flavor. Let the Scouts vote on their favorites - have fun with it!

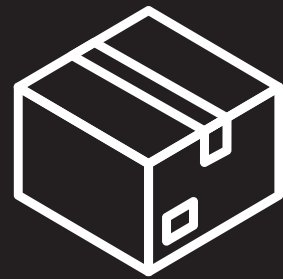
Boost your sales with a tasting session. Foster familiarity and product knowledge. Encourage the Scouts to share their tasting experience with potential buyers.

WHERE TO SELL



Show & Sell

Set up in high traffic area
Popcorn is ordered in
advance on consignment
from Council



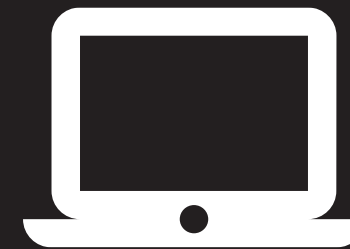
Show & Deliver

Combine Show & Sell
and Take Order
Popcorn is taken door
to door & sold on the
spot



Take Order Traditional way of going door to door

Popcorn is delivered
after the sale



Online Store Customers can support all across the country

Each Scout gets credit
for sales

Show & Sell 🎪

Unit Kernels order popcorn in advance (S&S orders due XXXXXXXXX) to set up in a high traffic area. Scouts sell popcorn and hand it to customer at time of purchase.

Sample Show-and-Sell Script

Hello sir/ma'am. My name is _____.
(first name only) I'm a Scout with Pack/Troop
_____ here in _____ (city). We're selling
popcorn to raise money to _____. By buying
popcorn today, you'll help me earn my way and
do fun things with my Pack/Troop all year-long.
This product is my favorite (point to a product on
the table) Can you help us today?



Show & Deliver “Wagon Sales”

One of the most effective sales methods! In this case, a unit signs out popcorn to a Scout who takes it throughout their neighborhood, selling as he/she goes.

Product is brought along (in wagon or vehicle), making it a quick and easy process for the customer. So, it is like a mobile show & sell booth.

Units should order for this as part of their show & sell order or use product left over from your Show & Sell locations.

A large percentage of homeowners say that no Scout has ever come to their door, missing this great opportunity. If the desired product is not on hand, an order can be taken, and product delivered later.



Take Order

This method is where Scouts go to friends, family, and neighbors door-to-door to sell popcorn using an order sheet.

Parents can also help by taking the “take to work” order forms to work.

Later, at the end of the sale, the Scouts deliver the ordered products to the customers who ordered them.

TIP: Use leftover inventory from your Show & Sell to fill these orders.

Sample Take Order Script

Hi. My name is

_____. (first name only) I'm a Cub/Boy Scout with Pack/Troop _____.

We're raising money to. (trip, event, purchase, etc.) You can support us by buying some of our delicious popcorn. (hand customer Take Order form and a pen) Will you help me?

ONLINE STOREFRONT

PRPOPCORNSTORE.COM

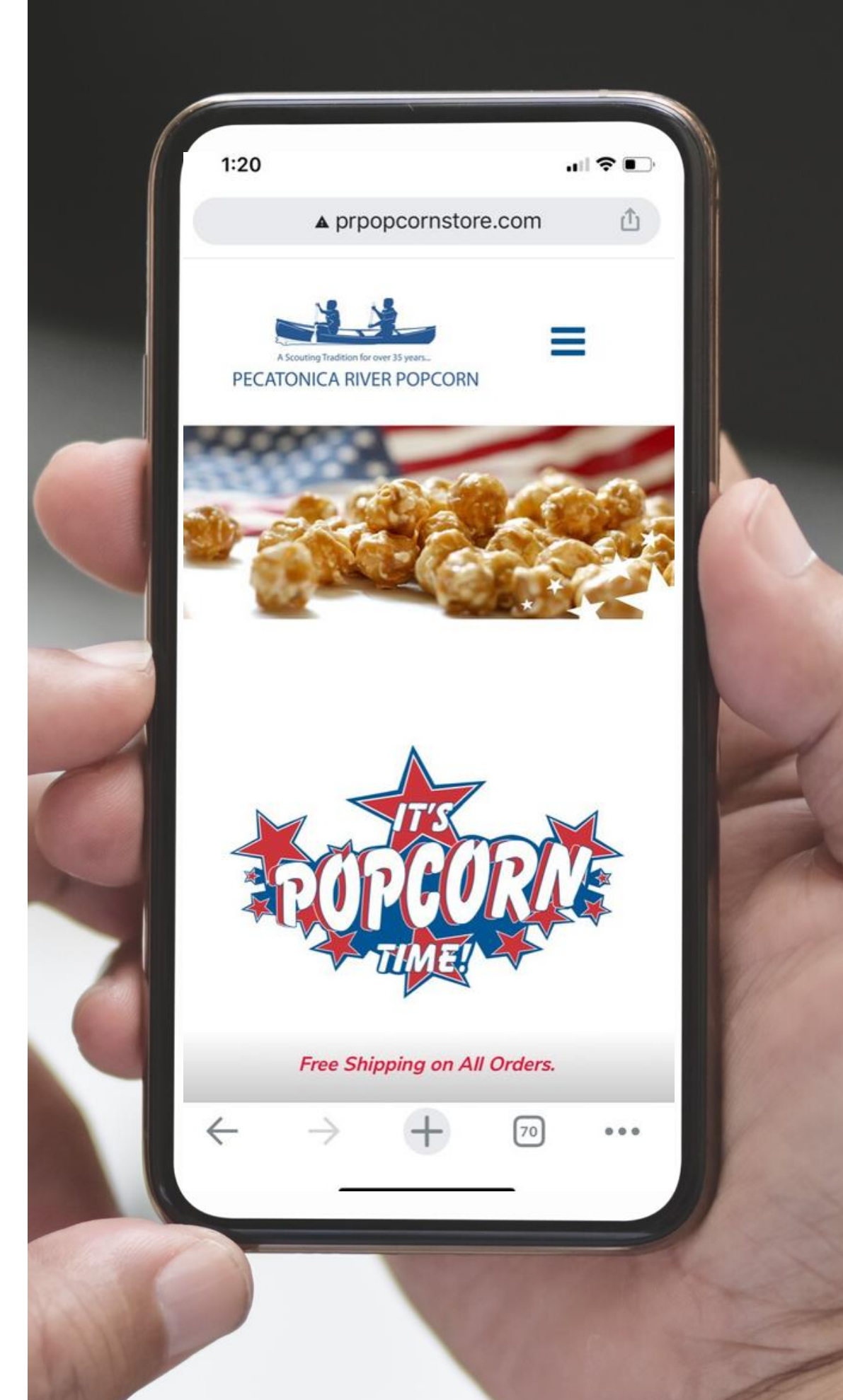
60% of every purchase goes to the Scout's unit and Council in their name

FREE SHIPPING

No deliveries to worry about - all ships from PRP

ALL SALES COUNT TOWARDS PRIZE LEVELS

Personable email can be sent to family & friends with customized video message





A. TRUSTWORTHY DUO

Caramel, Cheese

\$30.00

B. LOYAL FAVORITE

Butter

\$30.00

C. FRIENDLY BUNDLE

Caramel, Cheese, Honey Roasted Peanuts

\$35.00

D. KIND AND SPICY COMBO

Jalapeno Cheese, Buffalo Ranch, Cajun Crunch

\$35.00

E. COURTEOUS CLUSTER

Caramel, Cheese, Sea Salt Splash

\$40.00

F. HELPFUL MIX

Caramel, Cheese, Pecan Caramel Clusters

\$40.00

Opens: August 1st
Closes: November 20th



M. MILITARY DONATION

\$10.00



G. OBEDIENT BLEND

Caramel, Cheddar, Cashew Caramel Clusters

\$40.00



H. CHEERFUL VARIETY

Pecan Clusters, Cashew Clusters, Sea Salt Caramels

\$45.00



I. THRIFTY BREW

Caramel, Coffee, Mocha Chocolate Cups

\$45.00



J. BRAVE MEDLEY

Pecan Clusters, Cashew Clusters, Mocha Cups, Sea Salt Caramels

\$50.00



K. CLEAN CLASSIC

White Ruby

\$50.00



L. REVERENT COLLECTION

Caramel, Cheddar Cheese, Sea Salt Splash, Coffee, Cashew Caramel Clusters

\$60.00

TECHNICAL SUPPORT & SERVICES

KERNEL TRACKER TOOL

WEB BASED (NO APP STORE)
LINK AVAILABLE ON UNIT DASHBOARD
LIST SHOW-N-SELL LOCATIONS SHIFTS
MANAGE SIGN UPS FOR S&S SHIFTS
LIMIT SCOUTS
REMOVE SCOUTS
CLOSE LOCATION

MYPRPOPCORN TOOL

ONLINE SELLING APP FOR SCOUT
SHARE VIA SOCIAL PLATFORMS
TRACK SALES PROGRESS
SIGN UP FOR SHOW-N-SELL SHIFTS

SCOUT BOSS

VIEW HISTORICAL SALES
SIGN UP SCOUTS FOR ONLINE SALES
VIEW ONLINE SALES
ENTER SCOUTS INTO WINNERS CIRCLE

SQUARE

INCREASE SALES
ACCEPT CREDIT CARDS ANYWHERE
UPLOAD PRODUCT MIX FROM PR WEBSITE

CARD READER

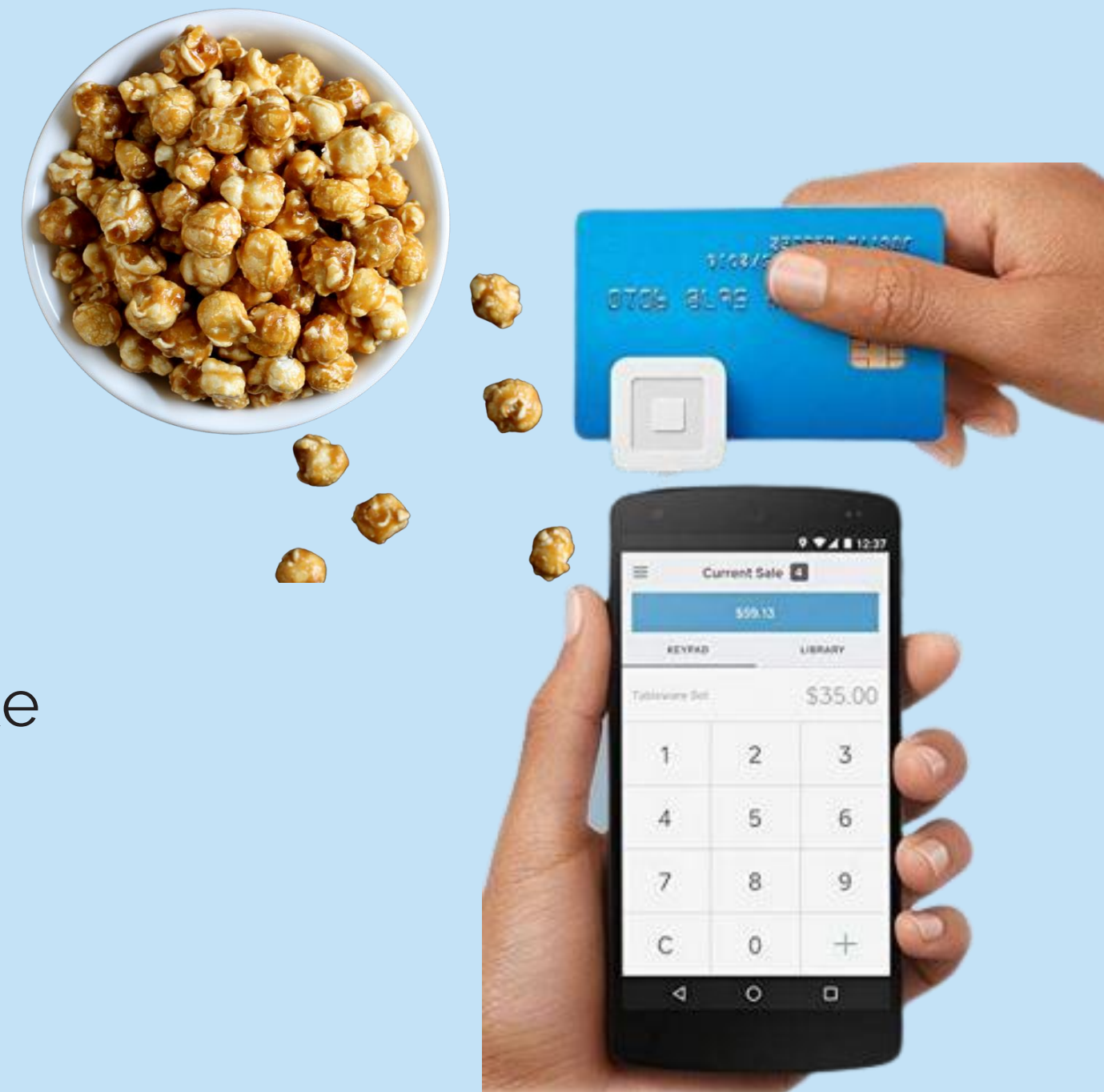
SQUARE

Accept credit cards anywhere! Square readers works with the free Square Point of Sale app to allow everyone to take payments on their smartphone or tablet. Increase your popcorn sales with the latest technology.

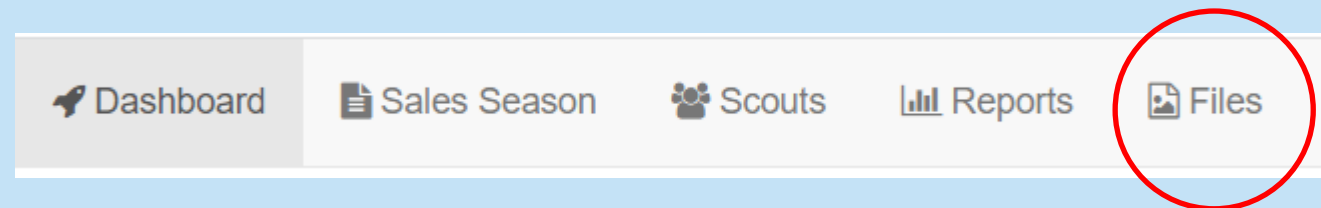
FREE

squareup.com/i/prpopcorn5

- 2.6% + \$0.10 per swipe applies



CARD READER



SQUARE

Save time by uploading a file containing all products and pricing to your Square library. Images also available for upload.

Both files can be found by clicking the files link once logged into your unit's account at www.prpopcorn.com.



CARD READER

SQUARE ACCOUNT SETUP

Just head to squareup.com to sign up for Square for FREE.

- Type of merchant – Business
- Business information - When applying for a merchant processing account you should use your Chartering Organizations (TIN).
- Type of business – Charitable Organization
- Enter personal information (including SSN) to verify that you are a real person, does not perform a credit check.



TUTORIALS

SALES TUTORIALS

www.pecatonicariverpopcorn.com/Tutorials.html

Kernel Tracker
My PR Popcorn

Seller ID

Scout Boss (unit)

Sales Banner

Envelopes

Tote Bag

Tasting Kit

Sales Flyer

Take to Work Tent


Door Hanger



Kernel Tracker Tutorial

Unit Inventory Tool
Web Based
Use On Any Device With Browser

[Go to Video](#)



My PR Popcorn Tutorial

Online Selling Tool for Scout
Share Via Social Platforms
Sign Up for Show-N-Sell Shifts

[Go to Video](#)



Seller ID Tutorial

Used to Sell Online
Unit Kernel Signs up Seller
Seller Id Never Expires

[Go to Video](#)




Scout Boss Tutorial

Scout Boss

Place Unit Orders
Sign Up Scouts for Online Sales
View Historical Sales For Unit

[Go to Video](#)




Sales Banner Tutorial

Sales Banner

Vinyl Banner with Grommets
Reusable and Durable
Draw Attention to Booth Sales

[Go to Video](#)



Signing Up For Square Tutorial

Square Sign Up

Accept Credit/Debit Cards
Free Card Reader
Boost Unit Sales

[Go to Video](#)

1099-K

“Under the new rules set forth by the IRS, if you got paid more than \$600 for the transaction of goods and services through third-party payment platforms, you will receive a 1099-K for reporting the income. This rule is aimed at individuals who run a side hustle, small business or do part-time work and receive payments through a business account on third-party payment platforms. So, if you don’t have a business account and you’re just sending money to friends for a restaurant bill or a vacation, this won’t apply to you and your transactions won’t trigger a 1099-K form.”

[WWW.IRS.GOV](https://www.irs.gov)

“As of January 1, 2022, the IRS introduced new reporting requirements for payments received for goods and services, lowering the threshold to \$600. Third party settlement organizations, such as PayPal and Venmo, will be required to provide customers with a 1099-K form if they receive \$600 or more in goods and services transactions during the 2022 tax year. Charter Organization Units and Council Registered Units utilizing PayPal or Venmo should ensure they are using appropriate EINs and following all policies and procedures. Parents of/Groups of Citizens Units should consult their own tax advisors.”

BSA Unit Guide for Fiscal Policies & Procedures

GCC/BSA PRIZE PROGRAM

\$5,000 LEVEL 14	48 - LEGO Technic 4X4 Mercedes-Benz Zetros Trial Truck 49 - Carrera Evolution Supercars 50 - Lionel Junction North Pole Central LionChief Set w/ Bluetooth
\$3,500 LEVEL 13	45 - Adventure Camp Package 46 - Dart Zone Pro MK 3 47 - LEGO Star Wars The Justifier
\$3,000 LEVEL 12	42 - Carrera DTM High Speed Showdown 43 - LEGO Technic 2022 Ford GT 44 - Coleman Sundome 4 Person Tent
\$2,000 LEVEL 11	39 - LEGO Ariel's Underwater Palace 40 - Skullcandy Wireless Earbuds 41 - Foldable Drone
\$1,650 LEVEL 10	36 - HEXBUG HEXMODS Pro Series Elite 37 - LEGO Hogwarts Magical Trunk 38 - NorthFace Stalwart Backpack
\$1,250 LEVEL 9	33 - LEGO Batman - Batcycle 34 - Swiss Army Fieldmaster Knife 35 - HEXBUG VEX Motorized Robotic Arm

Descriptions of Prizes available at www.kellerprizeprogram.com

Simon Kenton Council
Council Code: 441SKC
www.skscouts.org/popcorn
For Sale Related Questions:
Council Office (614) 436-7200
For Prize Related Questions:
GCC/Keller Marketing (888) 351-8000

Popcorn Sale Important Dates

Online Store Open
August 1st - November 20th

Show-N-Sell & Take-Order
Sale Runs
September 9th - October 28th

How to Select Your Prizes

- Sell any item and receive the Popcorn Sale Patch.
- Sell \$75 or more and receive a Popcorn Sale Patch AND any Level 2 Prize.
- Sell \$125 or more and receive a Popcorn Sale Patch AND a prize from the level you achieve; or select a combination of prizes from lower levels, as long as the total prize value does not exceed the Level Achieved.

Example: Sales of \$575 choose one prize from Level 7 ...OR... TWO prizes from Level 4 AND ONE prize from Level 2; etc.

All prizes are subject to substitution by Keller Marketing after consultation with your local Council. All substitutions will be for an equal or greater value prize.



Grab Bags - Be surprised - Each Grab Bag is valued at 50% more than the other prizes within that level. The prizes included in each Grab Bag may not be pictured on this brochure. Grab Bags within each shipment to each Unit will be identical.



Simon Kenton Council Columbus, OH



\$825 LEVEL 8	28 - Hydration Pack - 2L 29 - 126-piece Tool Set 30 - Zing Bow w/ 4 Arrows Assorted Colors 31 - 2-Person Waterproof Tent Asst Colors 32 - Grab Bag G
\$575 LEVEL 7	23 - 80x80 Binocular w/ Case 24 - Telescope - 40X Magnification 25 - 5-in-1 Multi-Tool w/ Shovel & Ax 26 - Isee Freeze Pop w/ Syrup 27 - Grab Bag F
\$425 LEVEL 6	18 - PlusPlus Saturn V Rocket 19 - 5pc Stainless Steel Mess Kit 20 - USB Recargeable Headlamp w/ Motion Activation 21 - Air Hunterz Zano Bow w/ 2 Zarts 22 - Grab Bag E
\$325 LEVEL 5	13 - Zing Air ZooperBall 14 - Duncan Limelight Yo-Yo 15 - Lock Blade Knife w/ BSA® Branding 16 - Catapult Plane w/ Decorative Stickers 17 - Grab Bag D
\$250 LEVEL 4	9 - Dry Bag - 5 liter - Teal 10 - Waboba Fly Pies 6" Silicone Flying Disc 11 - 4x30 Binocular 12 - Stuffed Animal w/ BSA® Branding
\$125 LEVEL 3	5 - Knife, Fork, Spoon Combo w/ Bottle Opener 6 - Cinch Backpack w/ BSA® Branding Assorted Colors 7 - 3 Watt-200 Lumen COB LED Headlamp 8 - Watch/Pedometer - Assorted Colors
\$75 LEVEL 2	1 - Fire Starter and Steel 2 - Carabiner w/ Strap & BSA Branding 3 - Compass Thermometer Whistle 4 - Pop Up Phone Stand Holder (Phone not Included)
LEVEL 1	0.1 - Popcorn Sale Patch Sell any item 0.2 - Online Sale Pin Sell One Online Order 0.3 - Military Sale Pin Sell One Military Donation 0.4 - Top Seller Pin Sell over \$1,000
\$650 Bonus Club	Scouts who sell \$650 in product will receive their choice of 0.5 - Hanging Hammock w/ Hardware 0.6 - Sluban Model Bricks Cobra GT40 Car 0.7 - LEGO Friends Lego Set - Assorted



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under license
from the Boy
Scouts of
America®.
All rights
reserved

Prize Unboxing Video Contest

K KELLER
MARKETING
A Division of General
Commercial Corp.
888-351-8000



**Win a Table Top Icee Machine (makes 64oz)
and 4-pack of Syrup (Retail Value \$175).**

Who: Unit Leaders

What: Take a video of your Unit opening their prizes. Show us how excited they are to receive their prizes for selling popcorn.

When: Deadline December 31, 2023

**Where: Upload your video to Keller Prizes Facebook Page.
Be sure to include your Prize Order Number, Council
Name and Unit Number in your Post to confirm eligibility.**

The winning Unit will be notified by January 31, 2024

\$2,000 Sellers Bonus Prize!

- Free CBJ Game Tickets
 - Saturday, March 9th @ 12:30PM
- Exclusive Experiences
- Free Scout-Themed CBJ Gift
- Top 10 Sellers Get Bonus Experiences



PR POPCORN WINNER'S CIRCLE ONLINE SALES INCLUDED!

For every \$3,000 sold a Scout will have their choice of prize from Pecatonica River's "Winner Circle". Unit leader will enter their Scout's into the Winner Circle.

WINNER'S CIRCLE

★ **SELL \$3,000**

PICK A PRIZE FROM THE WINNER'S CIRCLE FOR EVERY \$3,000 SOLD

Prizes subject to availability



**\$200 AMAZON
GIFT CARD**



**\$200 BEST BUY
GIFT CARD**



**32" SMARTCAST
TV**



AIRPODS



**AMAZON FIRE
10" TABLET**



LASER TAG



**ELECTRIC
SCOOTER**



**QUADCOPTER
DRONE**

Getting Started

Sign-In

Username

Password

Login

[Forgot your password?](#)

[Watch Seller ID Tutorial Video](#)

Sign-Up

 Create Unit Profile

Why Sign-Up?

- Place unit orders
- View order history
- Sign up Scouts for online sales
- Enter Scouts into Winners Circle
- Download your worksheet tool

- Go to PRPopcorn.com
- Click “My Account”
- Click “Create Unit Profile”
- Council Key = 441SKC

Getting Started

Unit Signup

Council Key*

Council* District* Unit Type* Unit*

First make your select ▼ First make your select ▼ First make your selec ▼ First make your selec ▼

Username* Password* Confirm Password*

6+ characters with 1 number

First Name* Last Name*

Address*

City* State* Zip*

--Select-- ▼ #####

Phone* Email*

###-###-####

- **Council Key = 441SKC**
- Choose District, Unit type and number from drop downs
- Username must be unique
- Can use same email if managing multiple units
- Click "Next" to commit to the sale.

Dashboard

Dashboard

+ New Order

Manage Orders

Scout Seller IDs

Winner's Circle

Worksheet Tool

Kernel Tracker

Order Summary

Current Season - Fall 2021

Download data

Order Type ▲	Total Containers	Total Retail Dollars	Total Unit Cost	Unit Commission
Return	0	\$0.00	\$0.00	\$0.00
Show & Sell	158	\$3,010.00	\$2,107.00	\$903.00
Take Order	0	\$0.00	\$0.00	\$0.00
Total	158	\$3,010.00	\$2,107.00	\$903.00

Prior Season Comparison - Fall 2020

Download data

Order Type ▲	Total Containers	Total Retail Dollars	Total Unit Cost	Unit Commission
Show & Sell	142	\$2,880.00	\$2,016.00	\$864.00
Total	142	\$2,880.00	\$2,016.00	\$864.00

Important Dates

Event Date	End Date	Event Name	Event Details
8/1/2022	8/1/2022	Popcorn Kickoff	
8/15/2022	8/15/2022	Show & Sell Order Due	
8/25/2022	8/26/2022	Show & Sell Distribution	
10/21/2022	10/21/2022	Take Order Due	
11/8/2022	11/8/2022	Take Order Distribution	

Council Info

Name

Pecatonica River Council

Address

105 E Tama St

City State Zip

Livingston 53554

Phone No.

608.943.8283

Dashboard

- New order
- Manage Orders
- Prior Year's Sales
- Scout Seller IDs
- Winners Circle
- Worksheet Tool
- Kernel Tracker

Effective Kick-offs and Sale Resources

Explain how the popcorn sale benefits...

- *...your Unit:* Funds our Ideal Year of Scouting—pays for special activities, awards, equipment, and Camp.
- *...your Scouts:* Builds a personal sense of responsibility, sales, and leadership skills, and supports the program.
- *...your Council:* Raises money for improving activities and camping programs.

Review the prizes and incentives:

Review sales goals and techniques:

Go over delivery and money collection process:

Review safety rules for youth and adults:

- Youth should be selling with a buddy or accompanied by a chaperone.
- **Emphasize that youth do not enter homes.**

Unit Commissions

Popcorn

32% Base Commission

35% online sales

Information/Communication

Council Kernel

Rob Recker -recker0824@gmail.com



District Kernels

Polaris – Nataria Scales natljones_20@yahoo.com

Gateway – Roger Bauer rxbauer@netscape.net

Frontier – Natalie Knore faerychick27@yahoo.com

Daybreak –



James.Dockter@Scouting.org

614.310.1327

THANK YOU



A Scouting Tradition for over 35 years.....

PECATONICA RIVER POPCORN