

PARENT GUIDE

TO POPCORN

Hello Scout Parents!

Whether you are brand new to Scouting and the annual popcorn sale, or have participated before, this guide will help answer some questions you may have. Every year the popcorn sale is a vital component in the ability for the Northeast Iowa Council to serve youth and parents throughout Eastern Iowa and Jo Daviess county.

This packet contains tips, questions and many resources to help make your popcorn sale a success!



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FREQUENTLY ASKED QUESTIONS

Why is my unit selling popcorn?

The Northeast Iowa Council Popcorn Sale is an important part of your Scouting experience. It provides necessary funding for the great programs you receive from your unit and the Northeast Iowa Council. It is also an opportunity to reduce the cost of Scouting to your family by paying for camp, Scouting equipment, awards, registration fees, high adventures, pinewood derby cars, blue & gold banquets, etc.

Why should my Scout sell popcorn?

Participating in the popcorn sale teaches valuable life lessons; responsibility, follow-through, customer service, and setting goals and working to achieve them. As a parent, you have the opportunity to teach life lessons while accompanying your Scout on his/her entrepreneurial journey. The popcorn sale provides unique experiences in marketing, distribution, customer service and personal skills. Your Scout can earn great prizes for participating in sales, too!

What about our unit's other fundraisers?

The proceeds from the annual popcorn sale are shared between your unit and the Northeast Iowa Council. So, your participation provides important funds for programs benefiting your Scout, whereas your Unit's fundraiser does not cover any council camp subsidies, program support, training for Scouters or maintaining a Council Trading Post.

Does my Scout earn any money on the sale?

Each unit develops their own plan on how those funds are allotted. Most units set aside part of those funds to be used at the discretion of individual Scouts (for Scouting expenses) and the rest for use by the unit as a whole. Ask your unit's Popcorn Kernel how your unit divides the money and how it can be used.

Are sales areas assigned to individual units?

Once the sale starts, it's first-come-first-serve, so get out there early and often. Remember that even though a neighborhood has already been canvassed, there are still opportunities from people who were not home, or reorders. Online sales can reach beyond our council's borders or your local neighborhood, so be creative in your ask list.

Can parents help with the sale of items?

Yes! But don't lose sight of the goals of teaching your Scout entrepreneurial skills. Parents can be influential at their places of business and social groups. Work with your Scout to develop a plan on maximizing his/her sales while teaching valuable skills.



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ONLINE SALES

Pecatonica River Popcorn offers an online store that allows Scouts to sell popcorn to family and friends across the country.



Online selling benefits:

- **FREE shipping!** That's right! Free shipping for every online order!
- **Different product selections!** New popcorn combinations along with candies and coffee - online only.
- **Expand your territory!** Product is shipped directly to the customer so relatives across the country can still support you.
- **You don't have to deliver product!**
- **Limit your exposure!** Keep your family safe by encouraging online sales.
- **Sales count towards prize levels.**



Setup your Scout's online selling site:

- **1st Step - Obtain your online seller ID** - contact your unit popcorn kernel to get this.
- **Login to myprpopcorn.com** (or download the My PR Popcorn app)
- **Create your profile video** - dress in Scout uniform and explain why you are selling popcorn.
- **Share your site with friends & family!**



Promote your sale:

- **Click "Share Profile"** to share your page on social media or email. (app only)
- **Use the sample text** (or make it your own) with your seller ID and link to your selling site.
- **Post frequently** on your parents social media and email to those not on social media.
- **Combine online sales with door-to-door selling.** Download the "online Popcorn QR template" from scoutsiowa.org/popcorn. Then update the template by creating your own QR code at www.qr-code-generator.com/

Please support me and Scouting by ordering some of our finest flavor combinations. You can choose from popcorn, pretzels, candy, trail mix or coffee all with FREE shipping. You may also choose to send a taste of home to our U.S. Military men and women by purchasing a Popcorn Military Donation. These donations are available in increments of \$10 and ship direct to men and women in the U.S. Military.

Part of your purchase goes back to my Unit and Council to help instill the very values that have made Scouting a time-honored tradition for more than 100 years.

Thank you for your support,

Name

Seller ID:



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GREAT PRIZES



Popcorn Kickoff Weekend Winner Prize

This year's top selling weekend winner in
Cub Scouts & Scouts BSA
have the chance to win a great prize!



How it works: you sell as much as you can over the weekend of **September 19 & 20**, and submit copies of your in-person/phone orders to your popcorn kernel before the end of Sunday night. Your popcorn kernel will submit your unit's top seller to the council before noon on Monday, September 21st (no exceptions). The council's top selling Cub Scout will receive a Pirates of Barracuda Bay LEGO Set and the top council's Scouts BSA youth will receive AirPods with wireless charging.

**Please note this is in addition to prize level gifts and any other bonus prizes.
In the event of a tie the Council reserves the right to implement a tie breaking system**

Mystery Houses



Calling all Scout Detectives!

It has just been discovered that there are
12 mystery houses located within the
Northeast Iowa Council.

Starting **Saturday, September 26** the first Scout who knocks on the door at each mystery house will receive
a popcorn sale AND an Amazon Gift Card valued at \$25- \$50.

A series of clues will be released on the Council's Facebook page, **Northeast Iowa Council #178**, until all mystery houses have been visited.

Please note this is in addition to prize level gifts and any other bonus prizes.



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MORE GREAT PRIZES

Winners Circle

Sell \$2,000

Pick a prize from the Winner's Circle

**Please note this is in addition to prize level gifts and any other bonus prizes.



43" Smart TV



Electric Scooter

*Style and Color subject to availability



Karaoke System



Tablet



Sit on Top Kayak

*Style and Color subject to availability



\$200 Amazon Gift Card



\$200 Best Buy Gift Card



RC Camera Drone



Hometown Heroes

The Council top sellers of the **Hometown Heroes Trio Tin** in each District for Cub Scouts and Scouts BSA will win an *Amazon Echo Show*.



**Please note this is in addition to prize level gifts and any other bonus prizes.

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Online Sales Totals

The top online selling Cub Scout and Scouts BSA youth *in the Council* will receive a Yoda LEGO set.

**Please note this is in addition to prize level gifts and any other bonus prizes.

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TIPS

Encourage your Scout to establish an independent achievable goal (Example: Selling 10% more than last year should be achievable). Be encouraging to continue selling until he/she reaches their goal. Have your Scout share his/her goal with the unit leader.

How to make your first 40 sales

Help your Scout make a list of the "Perfect 10" Customers:

- 10 sales to family and friends
- 10 sales to Mom's friends, work, clubs, etc.
- 10 sales to Dad's friends, work, clubs, etc.
- 10 sales to closest neighbors

With an average \$20 sale - your Scout sold \$800 in less than a week!



More Tips for Success:

- Help your Scout use the online order system for those family members who live far away.
- Remind those buying that popcorn can be used as gifts for teachers, co-workers, neighbors, babysitters, beauticians, relatives, etc. You may want to use the gift guide found at www.scoutsiowa.org/popcorn.
- Parents can take an order form to work.
- Don't forget local banks, businesses, service clubs, etc.
- When contacting your customers from last year, ask them if they have any friends or family that have not been asked to purchase popcorn and would like to purchase this year to give you a call.
- Remind your Scout to tell the customer his/her goal, what prize he/she is trying to reach, and what fun things the unit has planned. (Example to pay for camp, high adventure, etc.)
- Your Scout should always wear Class A/field uniform when selling popcorn.
- All customer checks should be made out to your unit (never to the Scout or parent).
- Please remember the Scout Law. A Scout is...Trustworthy, Loyal, Helpful, Friendly, Courteous, Kind, Obedient, Cheerful, Thrifty, Brave, Clean and Reverent.
- Be Cheerful! Always say "Please" and "Thank you" and SMILE!



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RESOURCES

To assist you in your popcorn sale, we have put together many resources you can use. Check out www.scoutsiowa.org/popcorn to find all these items!

Videos:

- Door-to-door sales example
- Phone call sales example
- General sales script example

Selling Tips:

- Holiday Gift Giving Guide
- Tips for "*Selling From Your Couch*"

Templates:

- Thank you leave-behind - after you get an order leave this behind so the customer has your contact information and knows delivery dates
- Military donation receipt
- Door hanger sticker template - use address labels to quickly stick your contact information on the door hangers



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If you are interested in being a part of the 2020 popcorn sale and having your Scout earn his or her own way, while helping the Scouting community, here's how you do so:

1. If your unit is signed up to sell, make sure your Unit Popcorn Kernel knows you are ready to take on the challenge!
2. Make sure your Unit Popcorn Kernel has set a seller ID up for your Scout so you'll be able to get started with online sales as well (the Unit Popcorn Kernel will need your email address).

For more information and full calendar details, please call your Unit Popcorn Kernel or call the Council Service Center to receive your Unit Popcorn Kernel's contact information.

The Northeast Iowa Council, Dubuque & Dellaykee Districts, and your community thank you for your continued support!! You are very much appreciated!

