



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!

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



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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.

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

Online selling benefits:

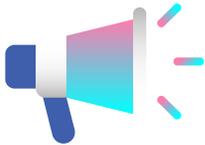


- **FREE shipping!** That's right! Free shipping for every online order!
- **Different product selections!** New popcorn combinations along with candies and coffee - online only.
- **Expand your territory!** Product is shipped directly to the customer so relatives across the country can still support 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 prpopcornstore.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/

Sample online text

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:



PRIZE PROGRAM

As part of the sales materials, your Scouts received the prize program sheets. Prizes are a major motivator for Scouts. Scouts should set a sales goal and identify which prizes they would like to earn.

- Two or more Scouts, regardless of their relationship, may not combine their sales to earn prizes.
- Prize orders are DUE before October 18, 2021. Check with your Unit Popcorn Kernel for your unit's order deadline.
- Cash certificates will be totaled and one check will be mailed directly to the Unit Popcorn Kernel. It is the responsibility of the Unit Popcorn Kernel to distribute the cash to the Scouts of their unit.
- 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.

ADDITIONAL PRIZES

In addition to the Prize Program, there are additional prizes a Scout may earn:

UNIT PRIZE

Each unit received an Air Hunterz Zano in your Unit Popcorn Kernel's Kick-off Kit. This prize is up to unit discretion on how it is given away. Check with your Unit Popcorn Kernel to find out how you can win this prize.



FIRST WEEKEND SUPER SATURDAY PRIZE

The Council's top selling Cub Scout will receive an Osprey Day Pack with a water reservoir and the "six essentials". The Council's top Scouts BSA youth will receive Apple AirPods Pro. Unit Popcorn Kernels will submit the unit's top seller (in-person/phone orders on order forms) for the weekend of September 18-19 to Pam **before noon** on Monday, September 20th. Check with your Unit Popcorn Kernel on how to submit your information.



MYSTERY HOUSES

Calling all Scout Detectives! It has just been discovered that there are 8 Mystery Houses located within the Northeast Iowa Council. Starting Saturday, September 25, 2021, 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.



PRIZES CONTINUED...



ONLINE SALES TOTALS

The top online selling Cub Scout in the Council will receive a LEGO Harry Potter Chess set and a Fawkes-Dumbledore's Phoenix set. The top online selling Scouts BSA youth will receive a Jetboil Personal Cook System with fuel. (Online Sales Prize Promotion ends October 15)

HOMETOWN HEROES

The Council top sellers of the Hometown Heroes Trio Tin in each District for Cub Scouts and Scouts BSA will win a GoPro WiFi Action Camera with touch screen 4X Zoom, and external mic. Unit Popcorn Kernels will submit their units top seller on the "2021 Top Sellers Sheet" at the conclusion of the sale.



NEW!!

IOWA VS IOWA STATE SALES CONTEST

Which team do you root for? Sell your favorite popcorn team tin to your fans and you could win an incredible Iowa or Iowa State prize package valued at \$200.00.



The top seller of University of Iowa tins in the Northeast Iowa Council will win a Hawkeye prize package.



The top seller of Iowa State tins in the Northeast Iowa Council will win a Cyclone themed prize package.

****For all prize promotions****

In the event of a tie the Council reserves the right to implement a tie breaking system.

TOP PRIZES

WINNER CIRCLE

Scouts that sell \$2,000 or more qualify to receive an additional prize from the Winner Circle. Unit Popcorn Kernels will submit this information on the "Winner Circle sheet" at the conclusion of the sale. If you qualify, submit your selection to your Unit Popcorn Kernel with your order forms.

Winner Circle prizes are provided by Peconica River Popcorn.



**\$200 AMAZON
GIFT CARD**



**\$200 BEST BUY
GIFT CARD**



**40" SMARTCAST
TV**



**QUADCOPTER
DRONE**



**NINTENDO
SWITCH LITE**



**AMAZON FIRE
10" TABLET**



ZIP LINE



**ELECTRIC
SCOOTER**

NEW THIS YEAR

POPCORN JAM TOON SQUAD

Scouts that sell \$4,000 or more qualify to receive an additional prize from the Popcorn Jam Toon Squad. Unit Popcorn Kernels will submit this information on the "Popcorn Jam Toon Squad sheet" at the conclusion of the sale. If you qualify, submit your selection to your Unit Popcorn Kernel with your order forms.

Toon Squad prizes are provided by Northeast Iowa Council.

**Nintendo
Switch 32GB**



**Microsoft
XBox**

POPCORN



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 they reach their goal. Have your Scout share their 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.
- Remind your Scout to tell the customer their goal, what prize they're trying to reach, and what fun things the unit has planned. (Example to pay for camp, high adventure, etc.)
- Your Scout should always wear their 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!



POPCORN



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

NEXT STEPS:

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).

