

# Welcome to the 2023



## Popcorn Orientation



BOY SCOUTS  
OF AMERICA®

MISSISSIPPI VALLEY COUNCIL



# TODAY'S OBJECTIVES

- **Explain WHY we sell popcorn**
- **Mention the 2022 top sellers and 2023 Goals**
- **2023 Product Lineup**
- **2023 Commission & Incentive Program**
- **Best Practices: Kick Off/Selling/Motivating Families**
- **Unit Campaign Back Dating**
- **Growing your unit while you sell**
- **I'm a new kernel.....PLEASE HELP!!**
- **Managing Inventory**
- **Navigating the Pecatonica Website**
- **Q&A: Ask all questions**



# Why Sell Popcorn?



# UNIT AND COUNCIL IMPACT

- SCOUTING VALUES
  - ✓ SCOUTS LEARN TO EARN THEIR OWN WAY
  - ✓ SCOUTS LEARN RESPONSIBILITY
  - ✓ SCOUTS LEARN PERSEVERANCE
  - ✓ SALESMANSHIP
  - ✓ COMMUNICATION
  - ✓ SELF CONFIDENCE
  
- UNIT SUPPORT
  - ✓ ENHANCE SCOUTING PROGRAMS
  - ✓ PROVIDE NEEDED EQUIPMENT
  - ✓ REDUCE PROGRAM COSTS
  - ✓ VISIBILITY IN THE COMMUNITY





# Top Selling Troops in 2022

## 2022 TOP SELLING TROOPS

### Shoquoquon

□ T 53	\$6,495
□ T 2019B	\$6,425
□ T 40	\$5,030

### Eagle Valley

□ T 1B	\$18,785
□ T 22	\$12,685
□ T 91	\$8,545



**TOP SELLING PACKS IN 2022**

## 2022 TOP SELLING PACKS

### Shoquoquon

□ P 54	\$20,355
□ P 28	\$10,485
□ P 14	\$8,960

### Eagle Valley

□ P1	\$46,245
□ P 39	\$20,485
□ P 7	\$16,080
□ P 33	\$15,925



## UNITS WITH THE BIGGEST SALES INCREASE IN 2022 COMPARED TO 2021

- SH Pack 40:                   +\$4,010
- SH Pack 14:                   +\$4,065
- EV Pack 7:                   +\$4,540
- SH Pack 28:                   +\$7,085
- SH Pack 54:                   +\$14,770



# Top Selling Scouts in 2022

## 2022 TOP SELLING SCOUTS

### Cub Scouts

**38 Scouts sold over  
\$2,500!!**

□ EV P1	Layla D.	\$6,407
□ EV P50	Lyle G.	\$6,295
□ EV P33	Joshua J	\$6,010
□ EV P1	Blake M.	\$5,300
□ EV P1	Kaileb B.	\$5,134

### Scouts BSA

□ EV T1	Ryan D.	\$6,581
□ EV T136	Alex R.	\$6,275
□ EV T1	Noah D.	\$5,814
□ EV T1	Hunter D.	\$3,375
□ EV T17	Ryan P.	\$3,014



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**How did the MVC do in 2022?**



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## 2022 MVC POPCORN SALE

35 to 38 Scouts that sold \$2,500+

19 Scouts who sold \$3,000+

8-9 Scouts who sold \$5,000+

Average Unit Sale: \$6,290.76

34% of the councils' sales came from top 35 Scouts (\$127,231)



# 2022 MVC POPCORN SALE

2019: \$339,497, 72 Units Selling

2020: \$255,990, 59 Units Selling

2021: \$362,497, 63 Units Selling

2022: \$371,155, 59 Units Selling




2023 Goal: \$405,000



65 Units Selling




# 2023 Product Lineup


# 2022 MVC BREAK DOWN BY ITEM

	Mix %	Dollars %
Popping Corn	9.11%	4.81% 
Caramel Corn	26.74% 	14.13% 

Butter - Micro	14.80%	15.64%
Kettle Corn - Micro	9.44% 	9.99% 

Cheddar Cheese	8.88%	3.39% 
Buffalo Ranch	4.00%	4.30%

Caramel Sea Salt	9.12%	12.05%
Peanut Butter Cup	5.85%	7.73%
Mint Chocolate Chip	3.33%	4.44%

Classic Trio	3.37%	5.35% 
Cheese Lovers	2.45%	5.20%
Chocolate Lovers	1.12%	3.57%

\$30 Military Donation	0.90%	1.43%
\$50 Military Donation	0.72%	1.91%

## READY-TO-EAT LINEUP: BUCKETS

### 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. 🌲 \$10.00 (GF)



## “READY-TO-EAT” LINEUP: BUCKETS

### Yellow Popping Corn

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

Net Wt. 2 lbs. ▲ \$10.00 U D GF





# MICROWAVE!!



## BUTTER MICROWAVE (15 PACK)

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

Net Wt. 37.5 oz. ⊕ \$20 GF UD

# MICROWAVE!!

## KETTLE CORN MICROWAVE (15 PACK)

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

Net Wt. 37.5 oz. ✓ \$20 GF UD



## READY-TO-EAT LINEUP: CHEESE!



### 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 <sup>Ⓞ</sup>GF

## READY-TO-EAT LINEUP: ITS BACK!



### 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 (GF)

## READY-TO-EAT LINEUP: TINS



### 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 (GF)



## READY-TO-EAT LINEUP: NEW ITEM!!



### 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 



**READY-TO-EAT LINEUP:**

**THE CHAMPS ARE BACK!!!**

## **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** 

## READY-TO-EAT

### 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. ③ \$30 Ⓞ





## READY-TO-EAT LINEUP: TINS



### 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. ④ \$40 ⓄGF

## READY-TO-EAT LINEUP: TINS



### CHOCOLATE LOVERS

Our Chocolate Lovers tin features  
5 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. ⑤ \$60



# SUPPORTING OUR MILITARY

ALLOWS CUSTOMERS TO PURCHASE POPCORN FOR THE MEN AND WOMEN  
SERVING OUR COUNTRY AND SUPPORT SCOUTING AT THE SAME TIME.



**Military Donations  
\$30/\$50**





# 2023 Commission and Incentive Program

# 2023 COMMISSION STRUCTURE

- **Unit Commission:**
- **Base Commission**                      **22%**
- **Attending Orientation**                      **+2%**
- **Tier 1 (\$5,000-\$7,999)**                      **+3%**
- **Tier 2 (\$8,000-\$10,999)**                      **+5%**
- **Tier 3 (\$11,000+)**                      **+7%**
- **Maximum Commission:**                      **31%**
- **Bonus Commission!!**
- **Unit Sells \$5,000 =**
  - ▣ Receive \$100 towards charter renewal fees\*
- **Scout Sells \$1,000**
  - ▣ Receive \$50 towards 2022 Registration\*
- **\*Money credited in unit account at Scout Office**



## SCOUT REWARDS

Sell 1 item:	Earn a patch
Sell \$400	Earn \$10 Gift Card
Sell \$550	Earn \$20 Gift Card
Sell \$800	Earn \$30 Gift Card
Sell \$1,000	Earn \$45 Gift Card
Sell \$1,500	Earn \$75 Gift Card
Sell \$2,750	Earn \$150 Gift Card
Sell \$3,500	Earn \$225 Gift Card
Sell \$5,000	Earn \$350 Gift Card

“Similar” Rewards as 2022:

- Submit by form
- Kernels will receive physical cards in November for all Scouts in Unit



### Benefits for Scouts:

Scouts can choose the prizes THEY want on Amazon

No preset prize selection

Items for all ages

Receive more reward value at every level

# WEEKLY SPIN AND WIN!



Friday September 15- October 20

3 Scouts will be randomly chosen weekly and will earn a prize from the wheel. Spins will be made by the council and not by the Scout.

Weekly drawings and spins will be played on MVC Facebook Page

\*Scouts must sell at least \$250 in a week to qualify

\*1 entry per week, for a maximum 9 entries (last drawing on Friday, October 20th)

\*Taking applications for guest hosts!!





## IN PERSON SPIN AND WIN!

- FRIDAY, DECEMBER 1, 2023
- TOP 40 SCOUTS WILL SPIN THE WHEEL FOR PRIZES
- LOCATION AND NUMBER OF GUESTS ALLOWED TBD
- MUST SELL AT LEAST \$1,700 TO QUALIFY
- 1 SPIN PER \$750 SOLD
- FORMS DUE ON FRIDAY, NOVEMBER 17TH



# GO TO CAMP FOR FREE!

- SELL \$2,750 IN TOTAL SALES AND GO TO A 2024 MVC CAMP OR NYLT FOR FREE!!
- USE YOUR COMMISSION FOR OTHER SCOUT ACTIVITIES!
- MUST BE USED IN 2024



# SCHOLARSHIP PROGRAM!!

Scouts who sell at least **\$2,750** (online, face-to-face, or combination) in any calendar year will have **5%** of their total sales count towards their own **529 account**. Once enrolled, 5% of their sales each year will go towards the scholarship. Reporting of sales is not automatic, and forms must be submitted to the council each year. Scouts only have to hit the \$2,750 minimum one time, and don't forget **online sales count!**





# How to Motivate your Families to SELL



## FIRST DETERMINE WHY

- FREE CAMP?
- NATIONAL JAMBOREE??
- PRIZES?
- NEED UNIT FUNDS??
- GET SCOUTS IN FULL UNIFORM?
- UNIT TRAILER?
- NO PURPOSE = MINIMAL INTEREST IN SELLING



# NEXT: CREATE GOAL

- PUT POPCORN IN YOUR BUDGET AND CREATE A GOAL
- GET YOUR COMMITTEE ENGAGED WITH THE SALE
- DETERMINE SCOUT/UNIT COMMISSION RATIO:
  - RECOMMENDED AT LEAST 70%/30%
- SCHEDULE AND HOLD A **FUN** KICK OFF
  - SHARE YOUR GOAL WITH YOUR FAMILIES AND SCOUTS
    - CREATE A REWARD IF UNIT REACHES GOAL
  - GET THE SCOUTS TO CREATE A GOAL



# IT STARTS WITH A SUCCESSFUL KICK OFF!

## **DO:**

- Get every Scout and Parent EXCITED!**
- MAKE IT FUN, does not have to be at meeting**
- Share the Unit GOAL and Prizes**
- Families need to know WHY the unit is conducting the fundraiser and WHY it is important they participate**

## **DO NOT:**

- Make it like any other unit announcement**
- Put your Scouts to Sleep!**
- Just pass out the order forms and say “go”**







# WHAT DO YOU NEED FOR A KICK OFF?

- VENUE (PREFERABLY DIFFERENT THAT NORMAL MEETING PLACE)
- SAMPLES AND GIVE A WAYS (PROVIDED BY PR)
- SHEETS FOR SCOUTS TO FILL OUT THEIR SALES GOAL
- QUICK CAMPAIGN FAQ HANDOUT FOR PARENTS
- 2-3 ACTIVITIES-SCOUTS (EXAMPLES)
  - TASTING AREA
  - HOW TO MAKE YOUR SALES PITCH
  - PRICE MATCHING GAME
  - ANYTHING ELSE THAT IS FUN!!

# RESEARCH HIGHLIGHTS

FACT: Sales of Units and Scouts that set sales goals were almost 2X higher than those that did not set goals



## RESEARCH HIGHLIGHTS



FACT: 93% of Units that sold \$6K+ and Scouts that sold \$500+ held/attended a unit kick off



# NEXT: WORK THE PLAN

- ORDER YOUR POPCORN BASED ON YOUR SCOUT/UNIT GOALS
- WORK WITH THE MVC TO SECURE LOCATIONS
  - PARTICIPATE IN ALL LEVELS OF THE SALE (S&S, TO, AND ONLINE)
  - COMMUNICATE AND PROMOTE SALES DATES!
- SHARE WEEKLY UPDATES WITH YOUR SCOUTS AND FAMILIES OF TOP SELLERS AND SUCCESS STORIES
- KEEP THE MOMENTUM WITH A “SELLER OF THE WEEK”



# TAKE ORDER / SHOW AND DELIVER



- Show & Deliver
  - Combines the Show & Sell (Products ordered in advance) and Take Order (Going door-to-door). One Stop Selling!
- Take Order
  - The traditional way for Scouts to sell popcorn is going door-to-door in the community. Customers place their order on the take order form and it gets delivered after the sale.

## **-FULL UNIFORM**

- Do NOT go inside house
- Scouts should go with a parent
- Sell SCOUTING, not POPCORN
- Parents hold the money

**Items needed:** Wagon, popcorn, some cash, and water!

# MASTERING THE SHOW AND SELL

- What to Bring:
  - Table
  - Laminated Order Forms
  - Cash Box and Starting Cash (\$20-\$50 in small bills)
  - Square Reader
  - Unit and/or Popcorn Poster
  - Pens and Unit Business Cards
  - At least \$800 in product
  - DO NOT BRING CHAIRS
- Strategy
  - Scout will be in front of table, never behind
  - No more than 2 Scouts/Shift
  - **FULL UNIFORM**
  - Cub Scouts: 2 hour shifts. SBSA: 2-4 hour shifts
  - Scouts approach customers as they walk in and leave the store
  - “Help me go to Camp”, not “Please buy popcorn”
  - Scouts get customers interested, parents may help close sale
  - Scouts hold product as they sell





# SELLING ONLINE

ONLINE SELLING ALLOWS SCOUTS TO SELL TO FARAWAY FRIENDS AND FAMILY. 70% OF EVERY PURCHASE GOES BACK TO SCOUTING.

## WHY SELL ONLINE?

- **NO DELIVERIES!** PRP SHIPS THE PRODUCT DIRECTLY TO THE CONSUMER.
- **EMAILS SENT OUT EACH TIME AN ORDER SHIPS SO THAT THE UNIT LEADER AND SCOUT CAN TRACK SALES.**
- **IT'S EASY!** SCOUTS REGISTER TO SELL WITH THEIR UNIT LEADER VIA THE UNIT DASHBOARD.
- ONLINE OPTIONS
- SALES COUNT TOWARDS **PRIZE LEVELS.**

# SO....WHEN AND WHAT SHOULD I DO??

1. **June/July:** Have a unit planning meeting that reviews unit budget for 2023-2024 and finalize Scout Commission
2. **July/August:** Hold your kickoff
3. **August:** Set up your SQUARE/VENMO account
4. **August:** Coordinate your product pick up
5. **August:** Sign up your unit for Site Sales on “Sign Up Genius”
6. **September:** Keep your Scouts and families engaged in the sale and reaching their goal/unit goal
7. **October:** Collect order forms, extra product and return to council. Make final order
8. **November:** Coordinate final pick up. Submit all top seller forms and close out balance
9. **Breathe!!**



## Campaign Dates

## 2023 CAMPAIGN DATES

- July/August: Unit Kick Off
- August 2 Show and Sell Order Due
- August 18 Show and Sell Pick Up
- October 28 All Sales End
- October 31 Final Order Due
- November 15 Final Pick Up



**Growing your unit  
while you sell**



# GROWING YOUR UNIT

- SCOUTS READY TO SHARE SCOUTING EXPERIENCES
- HAVING FLYERS AND APPLICATIONS AVAILABLE
- BANNER PROMOTING YOUR UNIT
- BE THE EXAMPLE IN THE COMMUNITY!





**Peck-ah-tohn-ah-kuh  
(Website, app, etc)**

# RESOURCES AND LINKS

MVC Popcorn Resources (Will be updated soon)

<https://www.mississippivalleybsa.org/resources>

Square and Venmo information:

<https://pecatonicariverpopcorn.com/creditCardReaderInformation.html>

Pecatonica User Site:

<https://prpopcorn.com>

Pecatonica training videos found here:

[pecatonicariverpopcorn.com/Tutorials.html](https://pecatonicariverpopcorn.com/Tutorials.html)

Pecatonica helpful tips page (including interactive Scout activity):

<https://pecatonicariverpopcorn.com/helpfultips.html>

# Tutorial Video Links

[www.pecatonicariverpopcorn.com](http://www.pecatonicariverpopcorn.com)

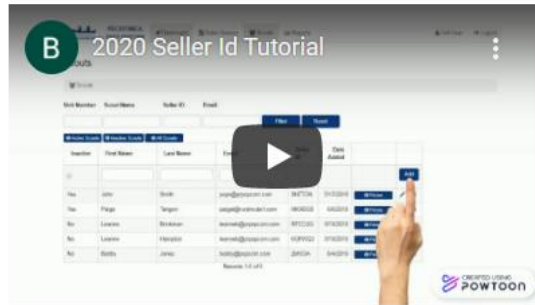
## Kernel Tracker App Tutorial



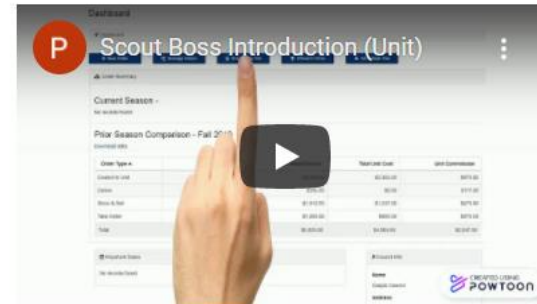
## My PR Popcorn Tutorial



## Scout Seller ID's



## Scout Boss Introduction - Unit





**Collect money any where with no fees!**

Venmo is a free & convenient app that allows users to transfer money to other users in their network via their bank or Venmo account from their cellphone. A QR code can also be used to initiate transfer.



- Free App
- Can use personal or business profiles

Signing up is simple!

Visit **venmo.com** & learn more!

<https://pecatonicariverpopcorn.com/PDF/Venmo.pdf>

- No hardware to sign up for
- Download app
- Link to bank account





In case you were wondering...  
**Leaders Guide and copy of this  
PowerPoint will be shared by  
July 15 thru email and MVC  
website**



**PECATONICA RIVER POPCORN**

Questions??



**Thank you! If you are a new kernel, please stick around for more information.**



I am a NEW  
Kernel....HELP!!

# COMMON QUESTIONS FOR NEW KERNELS

Question #1 Do I have to do this all by MYSELF?

Answer: NO! You have:

- Your District Kernel

- Your Council Kernel (Amanda)

- Council Staff including Ricci and Ryan

Ask us a million questions! This can feel overwhelming



# COMMON QUESTIONS FOR NEW KERNELS

Question #2 Do you have any resource materials or something I can give my Scouts/Parents?

Answer: YES! We have Kick off Kits (available VERY soon)

Samples

Order Forms

Money Envelope

Prizes

Leaders Guide

Council Website

## COMMON QUESTIONS FOR NEW KERNELS

Question #3 A) Do I have to bring everything to the Store Front Sale? B) Does the council coordinate my unit's shifts?

Answer A: NO, but you will need to coordinate the opening and closing of the site with your parent/leaders.

Answer B: No, but the council will coordinate dates and time with several stores in the council. You will have to sign up for a block of time that you will then schedule with your families.

## COMMON QUESTIONS FOR NEW KERNELS

Question #4 What NON-  
Inventory/website questions do you  
have?



# Managing Inventory



## MANAGING INVENTORY-AUGUST

So, I have all this popcorn in my living room or garage....

First: GET IT OUT OF YOUR HOUSE ASAP!!

- \*Allocate some for your S&S (At least \$1,500)

- \*Coordinate a pick up for the rest in the first weekend, or even better, the day you get the product!

# MANAGING INVENTORY-CAMPAIGN

For families doing Show and Deliver:

- Have families check out product in 2-3 week periods, no longer

- Have families physically sign a paper confirming what they have picked up or returned

- How much should I give them? Depends

  - Start small with new families ~\$250

  - Make gut choice on more experienced families

# MANAGING INVENTORY- MONEY!!

Collecting money from families:

Receipt and document! Because we are all busy and getting older!!

And so are the parents who checked out the product. They will forget what they gave you.

Cash checks immediately in case they bounce and you can recover the funds from a parent/customer

## MANAGING INVENTORY-END OF CAMPAIGN

You do not have to return all left-over product and then make the final order in October:

- Collect all orders from your families, determine if you can fill orders with what you have.

- Return your excess, order the product you need



# Managing Inventory-Notes

You can return product to the council at any time.

Try not to hold on to product that is not selling. Others can use it!

You can always get more product, but we might not have all you request

You do NOT have to manage any online orders. That is handled by Pecatonica



# Navigating the Website

# Scout Boss Tutorial



A Scouting Tradition for over 35 years...

PECATONICA RIVER POPCORN®

# Navigating the Website


- Go to PRPopcorn.com
- Click on “My Account”
- Click on “Create Unit Profile”
- Enter your Council Key **(141MVC)**
- Choose your District from the dropdown menu
- Choose your unit type from the dropdown menu
- Choose your unit number from the dropdown menu
- Enter a username for the account (this does not need to be an email address as in previous years, but must be unique)
- Enter a Password for the account
- Enter the remaining profile information including the email address where all confirmation emails for the account will be sent.
- Click “Submit”

# Navigating the Website-Online Sales

## How to Enter/View/Edit a Scout for Online Sales (Seller ID)?

- Click “Scout Seller IDs” on the Dashboard.
- A list of Scouts with current online Seller ID’s will populate.
  - o You do not have to enter a Scout every year for a new Seller ID. Scouts can use the same ID year after year while with this unit.

### Scouts

 Scouts

👤 Active Scouts

👤 Inactive Scouts

👤 All Scouts

✕ Bulk Delete

<input type="checkbox"/>	Inactive	First Name	Last Name	Email	Seller ID	Date Added	
<input type="checkbox"/>		<input type="text"/>	<input type="text"/>	<input type="text"/>			<div>Add</div>
<input type="checkbox"/>	No	John	Doe	johndoe@email.com	0EAX6C	10/13/2017	<div>👤 Prizes</div> <div>✎ Edit</div> <div>✕ Delete</div>
<input type="checkbox"/>	Yes	Joe	Smith	joesmith@email.com	6QJN1C	10/30/2017	<div>👤 Prizes</div> <div>✎ Edit</div> <div>✕ Delete</div>
<input type="checkbox"/>	No	test	test	alisa.proskura@caspio1.com	S0211I	11/28/2017	<div>👤 Prizes</div> <div>✎ Edit</div> <div>✕ Delete</div>
<input type="checkbox"/>	No	Benny	White	bwhite@test.com	XS1U2W	3/22/2018	<div>👤 Prizes</div> <div>✎ Edit</div> <div>✕ Delete</div>



# Online Sales-Continued

- To add a new Scout, enter in the required fields (white boxes next to the Add button):
  - First Name
  - Last Name (we only need the first two letters of his/her last name)
  - Parent/Guardian email address
- Click “Add.” A random Seller ID will be populated and an email will be sent to the parent/guardian letting them know their Scout’s Seller ID.
- You may edit a Scout’s information by clicking on “Edit.”
  - Only a Scout’s first/last name and email can be edited. **\*\*The Seller ID cannot be changed\*\***
- If a Scout is no longer selling popcorn, you may inactivate him/her which will hide all information tied to that Scout. If at any time you need to view that Scout’s information again you simply click on “Inactive Scouts.”



**PECATONICA RIVER POPCORN**

**Questions??**

# Thank you for attending!

