



PENNSYLVANIA DUTCH COUNCIL

2026 Popcorn & Nut Sale

Guidebook





Kernels,

Welcome to the 2026 Fall Product Sale!

Whether you are a first-time Kernel or a seasoned volunteer, thank you for your dedication to making the Fall Product Sale one of the most important fundraisers for both your unit and the Pennsylvania Dutch Council.

The success of this sale directly supports your unit's Scouting program while also helping the Council maintain camps, provide unit services, develop innovative programs, and deliver quality Scouting experiences. Your efforts make a lasting impact on the lives of our Scouts.

Beyond fundraising, the Fall Product Sale provides valuable opportunities for Scouts to develop important life skills, including goal setting, money management, communication, perseverance, and handling rejection. While Scouts may be selling popcorn and nuts, they are truly promoting Scouting and the values it represents. Community members support the sale because they believe in the positive impact Scouting has on young people.

Please take time to review this Guidebook carefully. Inside, you will find program highlights, product information, sales strategies, prize details, and a calendar of important dates. Additional resources can also be found on the Fall Product Sale page of the Pennsylvania Dutch Council website.

We wish you a successful sale and a rewarding year in Scouting. If you are interested in helping shape future Fall Product Sales, we welcome new members to join our Product Sale Committee. If you have questions at any time during the sale, please reach out to our team—we are happy to help.

Thank you for your continued support of the 2026 Fall Product Sale and the Scouts we serve.

Joe Flaim, Fall Product Sale Council Chair and the 2026 Fall Product Sale Team

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OTHER RESOURCES ON THE FALL PRODUCT SALE PAGE

PLANNING/GOAL SETTING
WORKSHEET

KERNEL CHECKLIST

POPCORN MACHINE RESERVATION
FORM

PRIZE SAMPLE RESERVATION FORM

YOUR FUN-RAISER KICKOFF

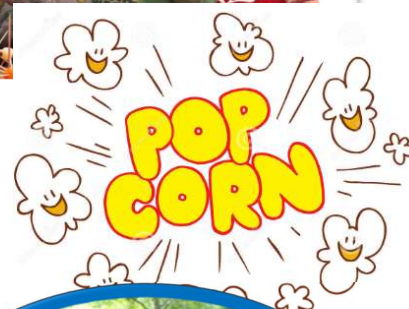
WAYS TO MAKE YOU KICKOFF FUN

ADVERTISING IDEAS

FREQUENTLY ASKED QUESTIONS

UNIT TO UNIT TRANSFER FORM

AND MORE...



FALL PRODUCT CALENDAR



SU	M	T	W	TH	F	SA	JULY
			1	2	3	4	3rd - Independence Day Holiday- Service Center Closed
5	6	7	8	9	10	11	9th - Fall Product Kickoff at Camp Mack 6:30 PM
12	13	14	15	16	17	18	13th - Show & Sell Sign-ups for Lowe's Open
19	20	21	22	23	24	25	23rd - Show & Sell Order Due
26	27	28	29	30	31		

SU	M	T	W	TH	F	SA	AUGUST
						1	1st - Sale Begins
2	3	4	5	6	7	8	3rd - Consignment System Open for Orders
9	10	11	12	13	14	15	12th - Tentative - Show & Sell Order Arrives & Sort
16	17	18	19	20	21	22	13th - Tentative - Show & Sell Orders Picked Up
23	24	25	26	27	28	29	14th - Consignment Orders Available for Pick Up
30	31						

SU	M	T	W	TH	F	SA	SEPTEMBER
		1	2	3	4	5	7th - Labor Day- Service Center Closed
6	7	8	9	10	11	12	
13	14	15	16	17	18	19	
20	21	22	23	24	25	26	
27	28	29	30				

SU	M	T	W	TH	F	SA	OCTOBER
				1	2	3	13th & 14th - Show & Sell Product Returns
4	5	6	7	8	9	10	15th - Take Orders Due/Prize Order Due
11	12	13	14	15	16	17	30th- Show & Sell Money Due
18	19	20	21	22	23	24	
25	26	27	28	29	30	31	

SU	M	T	W	TH	F	SA	NOVEMBER
1	2	3	4	5	6	7	4th - Tentative -Take Order Arrives & Sort
8	9	10	11	12	13	14	5th - Tentative -Take Order Pick Up
15	16	17	18	19	20	21	19th - Late Orders Due
22	23	24	25	26	27	28	26th & 27th- Thanksgiving Holiday- Service Center Closed
29	30						30th - Final Payments Due

SU	M	T	W	TH	F	SA	DECEMBER
		1	2	3	4	5	Week of December 14th - Late Order Pick Up
6	7	8	9	10	11	12	24th - 26th - Christmas Holiday-Service Center Closed
13	14	15	16	17	18	19	
20	21	22	23	24	25	26	
27	28	29	30	31			

SU	M	T	W	TH	F	SA	JANUARY
					1	2	1st - New Years Holiday - Service Center Closed
3	4	5	6	7	8	9	TENTATIVE DATE - Fall Product Celebration at Penn Cinema
10	11	12	13	14	15	16	
17	18	19	20	21	22	23	
24	25	26	27	28	29	30	
31							



WAYS TO PARTICIPATE

DECIDE HOW YOUR UNIT WILL PARTICIPATE

As part of the registration process, you were asked how your unit plans to participate in the Fall Product Sale. Units can choose from several participation options and are welcome to use any combination of them. Experience has shown that the most successful units utilize multiple sales methods to maximize their results. Units can add ways to participate in the sale at any point.

SHOW & SELL

Show & Sell sales allow units to sell products directly at locations such as grocery stores, community events, retail businesses, banks, and other high-traffic venues. While lower-priced items, such as Caramel Corn, are often popular, offering a broad product selection typically leads to greater sales success. The most successful Show & Sell events combine a strong location with enthusiastic Scouts who can confidently share how Scouting benefits them and their community.

Units may order up to 80% of their 2025 retail sales volume for Show & Sell and must order products by the full case. All Show & Sell orders are subject to adjustment at the Council's discretion. Unsold product should first be used to fulfill Take Order sales, with any remaining inventory returned to the Council. Units may retain product for additional Show & Sell opportunities after the initial sale period; however, any product not returned by **October 14th** becomes the financial responsibility of the unit and must be paid for in full.

Payment for all Show & Sell product is due by **October 30th**. Please note that payments made by credit card are subject to a **3% processing fee**.

DRAGGIN' WAGON (SHOW & DELIVER)

Draggin' Wagon product is ordered as part of your Show & Sell order. This sales method allows Scouts to bring product directly to neighborhoods and make sales door-to-door. Customers can view, purchase, and receive products immediately from the convenience of their homes.

Scouts should also promote additional purchasing options. Be sure to let customers know about products available through the Take Order form and online sales platform by sharing your sales sheet or online ordering information. For homes where no one answers the door or residents are unable to come outside, use the door hangers provided by Pecatonica River. Units are encouraged to make additional copies of the door hangers to expand neighborhood coverage and increase sales opportunities.

CONSIGNMENT

Show & Sell Consignment is designed for units that are new to the Fall Product Sale, want to try Show & Sell without assuming the risk of purchasing inventory, or need access to additional product. This option may also provide access to products not available through the standard Show & Sell order.

To participate, units must complete the **2026 Fall Product Sale Consignment Form** available on the Pennsylvania Dutch Council website. Products are issued by the full case along with an inventory sheet to track sales.

Units may use consigned product for Show & Sell events or Draggin' Wagon sales for a period of one to two weeks. At the end of the consignment period, unsold product must be returned in its original cases. Units are responsible only for the product sold and will be billed for those sales, less the applicable commission.

TAKE ORDER SALES

The Take Order method is a traditional and effective way for Scouts to sell products. Scouts visit customers, record orders on their order forms, collect payment, and deliver the products once they arrive.

A handwritten thank-you note should accompany each order. This simple gesture shows appreciation for the customer's support and helps build lasting relationships, often leading to repeat sales year after year.

ONLINE SALES (POPCORN ONLY)

Online Sales are available from **August 1 through November 30** and provide Scouts with an easy way to reach family, friends, and supporters beyond their local community.

Scouts create an account through Pecatonica River and set up a personalized online profile that can be shared via email, text message, or social media. Supporters can visit the Scout's page to learn about their Scouting goals, purchase products, pay securely by credit card, and have products shipped directly to their homes.

Scouts who participated in the online sale previously may update their existing account rather than create a new one.

Note: Whitley's products are not available through the online sales platform.



Units have a choice to use the GCC/Keller Marketing incentive prize program or to opt out of the prize program to earn a higher commission.

COMMISSION OPTION 1 – PRIZE PROGRAM – The unit chooses to use the prize incentive option.

- a. The unit receives a base **commission of 32%** with the prize option.
- b. GCC/Keller Marketing offers a 14-level prize selection. The Scout chooses an incentive prize from the flyer based on the total popcorn and nut sales for the Scout. (Show & Sell + Take Order + Online)
- c. The unit kernel orders the appropriate prizes through the Pecatonica River system.

COMMISSION OPTION 2 – NO PRIZE PROGRAM – The unit chooses the **no prize option**.

- a. The unit receives a base **commission of 35%** with the **no prize option**.
- b. Scouts in units that select this option are still eligible for council specific prizes, see the prizes section

ONLINE SALES COMMISSION (Applies to both options)

All online popcorn sales are under a different commission structure. Any sale placed online, regardless of the prize option, generates a **commission of 30%**.

ADDED COMMISSION INCENTIVE

To be eligible for the added commission incentives your unit must do the following:

1. Attend Popcorn Kickoff on July 9th
2. Attend Program Midway on May 7th or Recruitment Preparedness Training on August 5th or August 11th
3. Pay on Time and make Final Payment on or before November 30th

Units that sell \$2,500 or Increase Unit Sales by 30% from 2025: Receive an Additional 1% Commission and Unit is entered in a drawing for a **Day at Camp Mack's Pool**.

Units that sell \$7,500 or Increase Unit Sales by 40% from 2025: Receive an Additional 2% Commission and Unit is entered in a drawing for a **Day at Camp Mack's Pool**.

Units that sell \$12,500 or Increase Unit Sales by 50% from 2025: Receive an Additional 3% Commission and Unit is entered in a drawing for a **Day at Camp Mack's Pool**.

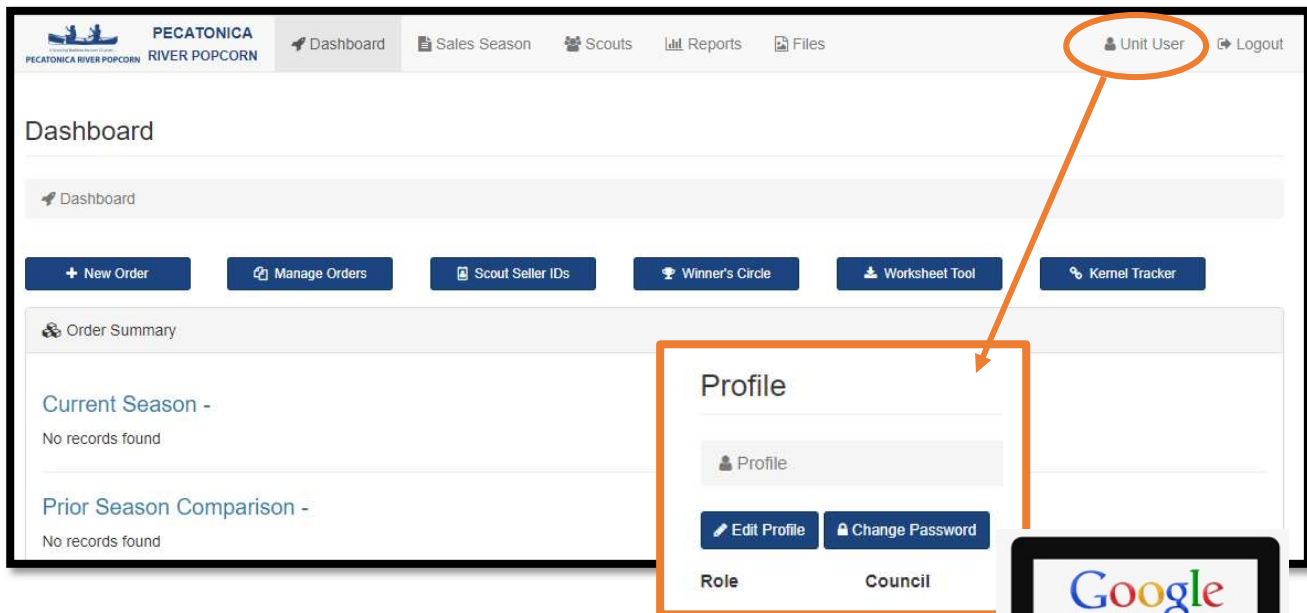
THE PECATONICA RIVER SYSTEM



HOW TO ACCESS THE POPCORN SYSTEM

- Go to www.PRPopcorn.com
- Click on “My Account” (Do not create a Unit Profile.)
- Enter in your username and password – the one provided on your packet (If you have trouble accessing your unit account, contact Lauren Bowen for assistance.)
- Update Profile Details
 - Complete the profile fields and Click on Update
- Order Commitment
 - Select how your unit plans to sell and Click on Continue
- Commission Commitment
 - Select Prizes or No Prizes and Click on Submit

Once in the system, you will see your dashboard.

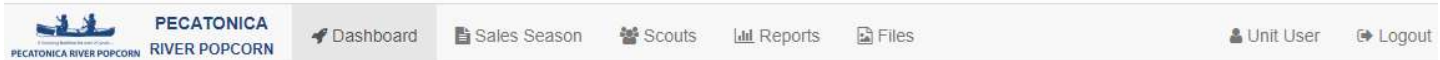


HOW TO UPDATE YOUR PROFILE

- Click on “Unit User” in the top right-hand corner of the screen.
- Your profile information will display.
- To update or change your profile, click “Edit Profile.”
- If you would like to change your password, click “Change Password.”



THE PECATONICA RIVER SYSTEM



WHAT IS INCLUDED IN THE TOP HEADER

1. Dashboard – Select anytime to return to dashboard.
2. Sales Season
 - a. Orders - Add / edit / view orders in current fundraiser year.
 - b. Order Types - Commit to each order type (S&S, TO, Online)
3. Scouts
 - a. Add / view your unit's Scouts
 - b. Edit Scout's information
 - c. Enter in Winner's Circle prize
 - d. Activate / Inactivate Scouts
4. Reports – Generate the following reports:
 - a. Tickets - Pick Tickets
 - b. Online Invoices (online sales per Scout)
 - c. Remaining balance
 - d. Sales Summary
 - e. Commission Matrix – From Unit Commitment – contact Lauren.Bowen@Scouting.org and Robin.Kotzmoyer@Scouting.org to change.



BUTTON FUNCTIONS



1. New Order – Place your popcorn order
(More information under "HOW TO ORDER PRODUCT")
2. Manager Orders – Edit your current popcorn order prior to approval
(More information under "HOW TO ORDER PRODUCT")
3. Scout Seller IDs – Add/edit/view Scout information for Online Sales
(More information under "SET UP SCOUTS ONLINE")
4. Winner's Circle – Order prizes for qualified Scouts
(More information under "PRIZE ORDERING")
5. Worksheet Tool – A spreadsheet designed by Pecatonica River to track sales by Scout
Download this spreadsheet to enter each Scout's sales information. It is set up to track by Show & Sell and Take Order. This spreadsheet can aid in calculating the popcorn sales information for you.
6. Kernel Tracker – The button is a link to set up / use Kernel Tracker
This tool can track inventory by Scout and Show & Sell booth information.
(More information on the Pecatonica River Popcorn page – go to Helpful Hints > Tutorial Video Links)



HOW TO ORDER PRODUCT

Popcorn & Nut products will be ordered through the PECATONICA RIVER POPCORN site.

1. Go to www.PRPopcorn.com and access your account
2. Click "New Order" on the Dashboard
3. Choose "Order Type".
 - a. Show & Sell (**Due by 07/23/26**)
 - b. Take Order (**Due by 10/15/26**)
4. Enter your order in the fields
 - a. Show & Sell (CASES ONLY)
 - b. Take Order (Cases and Containers)
5. At the bottom of the order page, you may add notes or comments
6. Click "Update" to place your order – ***If you do not click "Update" your order will not move forward for approval.***

HOW TO VIEW/EDIT AN ORDER

1. Go to www.PRPopcorn.com and access your account
2. Click "Manage Orders" on the Dashboard ***Orders can only be edited if the status states "Submitted by Unit" – an approved order cannot be edited*** (To change order status – Lauren.Bowen@Scouting.org and Robin.Kotzmoyer@Scouting.org)
3. To edit – click on "Details" and then "Edit Order" – you can change quantities and notes.
4. Once finished, click "Update" – ***If you do not click "Update" your order will not move forward for approval.***

Order ID	Order Type	Location	Status	Added Date	Retail Total	Product Order Notes
1836295	Show & Sell	Pennsylvania Dutch Council	Approved by Council	5/11/2021	\$6,550.00	test. please call me.
Total					\$6,550.00	

NOTE: During Show & Sell, additional popcorn and nut can be ordered using the "Consignment Package Order" button on the Fall Product Sale page of the Council website.

CONSIGNMENT ORDERS & UNIT TRANSFERS

SHOW & SELL CONSIGNMENT

Show & Sell Consignment is being offered for the following:

Units new to the sale

Units who have not previously done Show & Sell and want to try without risk

Units with a history of low sales not allowing for a good Show & Sell order

Units in need of more product for Show & Sell



Ala Carte Consignment

(Popcorn = 8 items per case (except classic trio) and nuts = 12 items per case)

The following items will be available through consignment:

Caramel Bucket	Microwave Butter	Microwave Kettle
Classic Trio	Cheddar Bucket**	Caramel w/ Sea Salt**
Jalapeno Cheddar**	Yellow Popping Corn**	
Salted Peanuts (12oz)	Honey Roasted Peanuts (12oz)	Jumbo Cashews
Peanut Brittle	Whit's Party Mix (10.5oz)	Virginia Trail Mix (14oz)
Salted Peanuts in Shell (12oz)**	Hot Honey Virginia Peanuts (12oz)**	

To have a diverse consignment selection for everyone, please keep your request to what you are confident you can sell in one weekend.

**Quantities may be limited to availability.

HOW TO ORDER

Unit Kernels complete the 2026 Fall Product Consignment Sale form (on the Pennsylvania Dutch Council Fall Product Sale page). Units may make multiple consignment requests during the popcorn and nut sale by completing a separate form for each order. **Units may have only ONE consignment at a time.** Consignments are picked up from the Council store and returned **with payment** within 1-2 weeks.

Units pick up products in full cases and will be given an inventory sheet.

Return unsold product in the original cases. Units check in the returned product using the inventory sheet and the inventory sheet information is rung through the store register. **Units pay for the sold product, less commission.**

UNIT TO UNIT TRANSFERS

Units may find that they do not need a full case of product. In this instance, units may choose to work with another unit to transfer product.

- Contact another unit that has a surplus of the product you need. Your District Kernel or your District Executive can help you find that unit.
- Plan with that unit to deliver/pick up the transfer product.
- Print out and complete the Product Transfer form found on the Council website.
- Obtain signatures on the form. Each unit gets a copy of the signed document.
- Send a copy of the transfer form to Lauren.Bowen@Scouting.org and Robin.Kotzmoyer@Scouting.org as soon as possible. Sending the information to Lauren and Robin is the responsibility of the unit requesting the transfer.



****Until the form is submitted and recorded by the Council Office, the transfer is not official and will result in an incorrect invoice amount due to Council. Your unit is responsible for the invoiced amount so be sure your form is submitted to the Council ON TIME!**

UNIT TO UNIT

Please contact Lauren Bowen and Robin Kotzmoyer if you believe your invoice is incorrect.

PRODUCT PICK UP & RETURNS



WAREHOUSES

Your unit's popcorn and nuts will be delivered to the warehouse. Pick up times will be scheduled through "Sign Up Genius". You will receive an email with a link to the warehouse schedule with instructions about pick up.

Warehouse:

155 Arrowhead Drive, Manheim, PA 17545

Council Kernel – Joe Flaim

Council Staff Advisor – Chris Styers Chris.Styers@scouting.org

District Executive – Aidan Tayler Aidan.Taylor@scouting.org

District Executive – Sheila Fasig Sheila.Fasig@scouting.org



IMPORTANT DATES

Show & Sell product dates: *(Pick up times will be scheduled using "Sign Up Genius")*

Wednesday: 08/12/26 – Product sort for distribution (Sort Volunteers leave with product order)

Thursday: 08/13/26 – Product pick up from warehouse

Show & Sell Returns:

Tuesday, 10/13/26 and Wednesday, 10/14/26 *(Return times will be scheduled using "Sign Up Genius")*

Returns apply only to original Show & Sell product orders. **Do not return S&S products to the Council Office.**

Take Order product dates: *(Pick up times will be scheduled using "Sign Up Genius")*

Wednesday: 11/04/26 – Product sort for distribution (Sort Volunteers leave with product order)

Thursday: 11/5/26 – Product pick up from warehouse

Please gather as many volunteers as possible from your unit to assist with sorting and distribution at the warehouse. Each unit is expected to have at least one volunteer help to allow for adequate coverage.

TIPS FOR PICK UP:

Bring enough people and vehicles to carry your entire order in ONE trip. Use the number below to estimate the number of vehicles needed.

Capacity information is based on empty vehicles.

- Mid-size sedan – approximately 25 cases
- SUV's – approximately 40 cases
- Mini-van (no seats) – approximately 60 cases
- Full size pick-up truck – approximately 80 cases

Bring your order documents with you to verify your order before it is loaded.

INSPECT YOUR PRODUCT FOR DAMAGE!

Damaged product **MUST** be returned to the Council Office within 7 days of pick up. Product not returned within 7 days becomes the responsibility of the unit.

TIPS FOR SHOW & SELL RETURNS:

Collect and tabulate your unit's Take Order forms. Use your Show & Sell inventory to fill parts of your Take Order need.

- ✓ Return product in original cases
- ✓ Do not tape opened cases – opened case contents must be verified
- ✓ Place nut product on side in case for ease of identification
- ✓ Damaged product will not be accepted during returns

****Verify that your returned product paperwork is correct – this information will affect your Show & Sell invoice.**



PRIZES

KELLER/GCC PRIZE PROGRAM – AVAILABLE FOR ALL PRODUCTS

For units that opt-in to the prize program, 14 levels of prizes are available to the Scouts. It is a great incentive for Scouts to reach their goal. Having the prize samples at your kickoff is a great way for Scouts to see exactly what they can earn if they reach their goal. Prizes are all ordered through the Pecatonica River system. All prize orders need to be submitted by October 15, 2026.

WINNER'S CIRCLE – AVAILABLE FOR POPCORN SALES ONLY

Pecatonica River offers Winner's Circle prizes for those Scouts who sell more than \$3,000.00. Winner's Circle prizes are based **solely on popcorn sales. NUT SALES DO NOT COUNT**. Totals are based on popcorn sold during Show & Sell, Take Order, and Online Sales. The Winner's Circle incentive includes Scouts of units who choose the no prize option. Winner's Circle prizes will be delivered directly to the address indicated in the Winner's Circle order.

MISCELLANEOUS AWARDS (Applies to both options) (Order through Pecatonica River System)

Patch – For any Scout who sold at least one item.

Military Pin – For any Scout who sells at least one Military Donation.

Top Salesmen Pin – For the top selling Scouts in your unit.

Online Sales Pin – For Scouts who have sold through online sales.

COUNCIL PRIZES!

Top Scout Sellers based on Dollar Amount Sold

1st - \$400 Amazon Gift Card

2nd - \$300 Amazon Gift Card

3rd - \$200 Amazon Gift Card

4th – 10th - \$100 Amazon Gift Card

11th -21st - \$50 Amazon Gift Card

Kernels go to <http://padutchbsa.org>, click on the "Fall Product Sale" then click on "Council Prizes" button.

Top Pack and Troop in each District will receive a free weekend at a Council Camp!!!

Top 3 Scouts will get a Free week at summer camp at either Camp Mack or Camp Bashore (non-transferrable)

Special Military Patch for Military Sales of \$120.

Scouts that sell \$700 or more will be invited to an End of Sale Celebration!!

See flyers in unit packet.



ORDERING PRIZES

PRIZE ORDER ONLINE INSTRUCTIONS (Orders due 10/15/26)

1. Go to www.PRPopcorn.com, log in and click on "Click Here to Claim Your Prize"
2. Select "Choose Your Prizes" and enter the quantities of the each of the items you are ordering
3. Click on "Add to Cart"
4. Select "Shipping Info" button and enter the address for the prize delivery. Please note that orders that do not qualify for free freight will be shipped to the council office to save freight charges.
5. Select "View Cart" and review the items in the cart, then select "Checkout" and "Submit"

Units who chose the No Prize Option – You may order the Popcorn sale patch, the Military Pin, the Top Seller Pin, and the Online Sales Pin using the instructions above.

WINNER'S CIRCLE PRIZE ORDER ONLINE INSTRUCTIONS (\$3,000 Sales Level or more)

Winner's Circle Prizes are based solely on popcorn sales (Show & Sell, Take Order, and Online)

1. Go to www.PRPopcorn.com
2. Click "Winner's Circle" on the Dashboard
3. Select the name of the Scout who achieved the \$3,000 level. Scouts earn 1 prize for each \$3,000 of popcorn sold. (Scouts are added to the dropdown through the Seller ID process)
4. Enter the following information:
 - a. Invoice Period (Fall Product 2026)
 - b. Amount sold (popcorn only) (Show & Sell + Take Order + Online)
 - c. Prize type
 - d. Attach worksheet verification (This can be a photo of the Take Order sheet, an excel document of the sales, a report from the PR Kernel Tracker system for the Scout.)
 - e. Zip Code
 - f. Pickup Name = unit representative
 - g. Pickup Email = unit representative's email
5. Click "Submit"

The Email address entered in "Pickup Email" will be notified when and how the prizes will be delivered. The Gift Cards will be sent via email from Amazon and Best Buy. Those who chose a physical prize, will be notified by Best Buy. Please let you Winner's Circle families know to be on the look-out for an email from Amazon or Best Buy.



MILITARY DONATIONS

BACK BY POPULAR DEMAND! Military Patches for Scouts.

Each Scout who sells \$120.00 in Military Donations will earn the Military patch. The design is being finalized.

ONLINE SALES

Pecatonica River uses an Online Sales System that allows Scouts to sell Popcorn and other snacks to friends and family anywhere in the country. This is a great way for your Scouts to grow their Popcorn Sale. Products in the online sale include some of the same products sold locally as well as coffee, chocolate products, pretzels, and more. You can check out the full store at

In order for Scouts to sell online, the Unit Kernel needs to add their Scout(s) or reactivate their Scouts in the Pecatonica Order System. Once added, Scouts will be assigned a Seller ID number and will be emailed tools to help promote their sale electronically. Scouts can use this to contact friends and family.

ADD YOUR SCOUTS

1. Log into the Pecatonica River Popcorn System at www.prpopcorn.com.
2. At the top of your unit screen click "Scouts."
3. You should get a list of all of your Scouts who have participated in online sales previously. If you have no Scouts listed then you will need to add them.
4. Enter the Scout's First Name, Last Name and their parent's email address. Then click 'Add.'
5. The Scout will then get an email from Pecatonica River.

Scouts

[Districts](#) / [Units](#) / [Scouts](#)

District	Unit Type	Unit
Susquehanna	Pack	0093

Scout Name	Email	Seller ID

Seller ID	First Name	Last Name	Email	Date Added	Inactive	Email Sent
					☐	

RENEW YOUR SCOUTS

1. Log into the Pecatonica River Popcorn System at www.prpopcorn.com.
2. At the top of your unit screen click "Scouts."
3. You should get a list of all of your Scouts who have participated in online sales previously.
4. Each Scout's Seller ID remains active as long as the Scout is marked Active in the system.
5. To regenerate the email to the Scout, Click "Edit" next to the Scout's name. Then click "Update" and the email confirmation date should update to the current date.

Scouts will receive an email at their parent's email address that looks like this with information to access their account as well as easy copy and paste for friends and family to purchase.

My PR Popcorn is a secure, web based platform that helps Scouts and their parents sell more popcorn by easily promoting their sale to family and friends online using your own custom profiles. Scout profiles can be setup and managed using any device with access to a web browser.

With the My PR Popcorn tool, simply select "Share Profile" at the top of the My Profile page to share it using any email or social media account set up on your phone. When customers visit a Scout's profile, they can select the "Support Me Now" button on your profile page that will take them to the online Pecatonica River store.



1. Click [here](#) to access the My PR Popcorn Tool.
2. Create your Scouts Profile being sure to use the Seller ID **MHBAX0**.
3. Share with family and friends.

Want to reach those not on Social Media?



1. Copy the content in the box below.
2. Paste the copied content into an email message (Including the shop now button).
3. Add a custom message and sign your name.

Please support me and Scouting by ordering some of our finest flavor combinations. Pecatonica River Popcorn allows you to 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 denominations from \$10-\$100 and ship direct from Pecatonica River Popcorn to men and women in the U.S. Military.

60% 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 over 100 years.

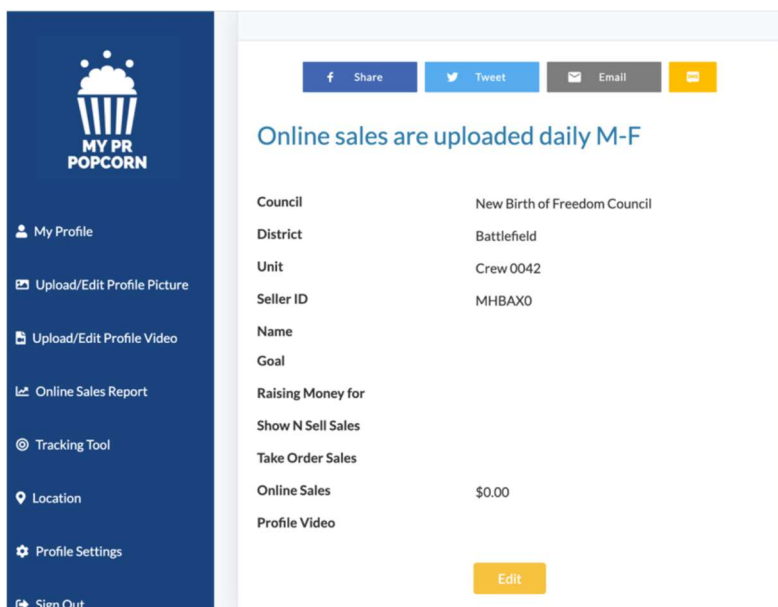
Thank you for your support,

Test Scout
Seller ID: MHBAX0

SHOP NOW

SET UP YOUR ACCOUNT FOR ONLINE SELLING

1. Each Scout will follow the emailed instructions to go to the My PR Popcorn System. This is best set up using a Google browser. <https://pecatonicariverpopcorn.com/myprpopcorn/>
2. Once logged in upload a profile picture, set goals, and track progress.
3. For ideas, check out the training video at: <https://pecatonicariverpopcorn.com/training-videos/>
4. Use email and social media to invite people to support your Scouting Adventures!



COMMUNICATION WITH YOUR UNIT



COMMUNICATION IS KEY TO A SUCCESSFUL SALE

Communication with your unit is not once and done. You need to constantly remind leaders, parents, and Scouts of important dates and keep them knowledgeable about key information. Find different methods of communicating with your unit – printed reminders, face to face contact, information through emails, etc. Constant communication about the sale throughout the sale will impress upon your leaders, parents, and Scouts the importance of the Fall Product Sale. Be sure to share successes and praise the individual youth and dens for their accomplishments. Keep an open line of communication.

PUBLISH THE SALES DATE IN YOUR UNIT'S CALENDAR

One item to remember is that while planning your unit calendar for the fall, make sure you include the Fall Product Sale in those plans. Putting your sale dates into your unit calendar allows your parents and leaders to plan without conflict. Any Show and Sell dates that you have set up should be included as well as your unit kickoff, order deadlines, and distribution dates and of course your celebration.

Plan Show & Sell booths on weekends that are not already busy with campouts and weekend activities. Keeping the “Outing” in Scouting is important to the Scout program. However, you will want to plan as many Show & Sell and Wagon Draggin’ sales as possible, since an average Show & Sell can generate about \$110.00 per hour. If during a weekend you have 3 Show & Sell locations that are each 4 hours long, your unit could earn over \$1320.00 in one weekend.

HAVE A UNIT KICKOFF

The Unit Kickoff is one of the most important parts of having a successful sale. Kickoffs should be scheduled for one of the unit’s first meetings in August or September. Kickoffs can happen as soon as you have your sale forms or later in September if the unit is only going to participate in Take Order and/or Online Sale.

OBJECTIVES OF THE KICKOFF

1. Emphasize what the Scouts will receive for obtaining their goal; prizes, Scouting programs, camp, etc.
2. Educate parents so they know:
 - a. The purpose of the sale
 - b. How the money raised by the sale will be used
 - c. What the unit expects from the parents and the youth.
 - d. What is the “per-Scout goal”?(They will be much more interested when they know this information.)
2. **Get Scouts and families excited!** Consider using some of the Unit’s commissions to offer additional incentives that your Scouts would enjoy. If you have selected the “No Prize Option” this will give you even more flexibility.

For some fun Kickoff ideas and for help in planning your unit’s Kickoff, check out the following links on the Council website – “Your Fun-Raiser Kickoff” and “Fun Unit Kickoff Ideas”.



HAVE A CELEBRATION

Be sure to have a celebration with your unit to recognize their efforts for the sale. Think about recognizing your top sellers. This is a great time to distribute any prizes earned through the Keller Marketing program. Be sure to share the results of your sale with everyone.

FIVE KEYS TO A SUCCESSFUL SALE



SET YOUR SALES GOALS

- **Dream Big!** Determine what it is your unit would like to do in Scouting for the year. What will be your **"Scouting Adventure"**, and how much will it cost?
- Set the overall sales goal to fund your Ideal Year of Scouting.
- Assign every Scout Family a "Scout Goal" so you can achieve your **"Scouting Adventure"** – example 15 containers or \$250.00 in sales.



CONDUCT A FUN AND EXCITING UNIT KICK-OFF

- Make it a fun-filled event!
- Share important dates and deadlines.
- Announce the overall goal, Scout Family goal and what activities your unit plans to do for the year.
- Do some role playing – Teach your Scouts a sales speech and have them practice it!

"Hi sir/ma'am, my name is _____, and I'm a Scout with Pack/Troop/Crew _____. We are trying to raise money to pay for _____. Won't you please help us by trying some of our delicious popcorn or nuts?"

COMMUNICATE WITH YOUR SCOUT FAMILIES

- Contact your Scout Families weekly throughout the sale.
- Share selling and safety tips.
- Share benefits Scouts receive through the sale: value of earning their own way, salesmanship skills, self-confidence, savings on out-of-pocket expenses, public speaking skills, how to manage money, how to set and achieve a goal.

USE UNIT INCENTIVES

- Be sure Scouts know about all prizes available through the prize program if your unit is participating.
- Offer your own incentives that will excite and motivate your sales force, THE SCOUTS!

PARTICIPATE IN ALL METHODS OF SELLING

Show & Sell Wagon Draggin'
Take Order Online Sales

CREDIT CARD SALES OPTIONS

Because an increasing number of people do not carry cash, accepting credit card payments can increase your sales significantly. Many units have reported increased sales of more than \$5,000.00 when they accepted credit card payments.

Square readers work with the free Square Point of Sale app to allow someone to take payment on a smartphone or tablet. If your unit does not have credit card sales as an option, this is an easy, free way to make that happen. *Fast Setup – Free card reader & app – Load your inventory & track sales.* Visit square.com/j/PRPOPCORN2 to sign up.

NOTE: Any alternate form of collecting funds **must** be tied **directly** to the unit's bank account! Units may use any form of credit card payment already set up (Intuit, PayPal, Square, Venmo, etc.).



PA Dutch Council does not endorse any specific alternate payment system.



STAYING SAFE DURING SALES



POPCORN AND NUT SAFETY TIPS

- When selling popcorn and nuts in your neighborhood have an adult or a buddy with you.
- Never enter a stranger's house.
- Keep checks and cash in a separate envelope with your name on it.
- Always walk on the sidewalk whenever possible.
- Never sell at night.
- Always be courteous.



ADDITIONAL SAFETY TIPS

- When speaking to customers, keep a safe distance between you and them.
- You can laminate your order form and bring sanitizing wipes after sharing the form with each customer.
- If you do not laminate, you can hold the order form for *them* to view.
- The Scout or parent can fill out the vital information on the order form, or on the Pecatonica River App, as the customer shares the information.
- Utilize a credit card payment option so that you do not have to collect any money from your customer.

TIPS TO MAKE YOUR SALES POP!

Allow your Scouts to have input into the sale.

Have your Scouts practice a sales pitch!

Make the sales event fun.

Keep the subject of the pitch about a trip or camp or about personal accomplishment through the sale.

Sell Scouting and the product will sell itself.

Be professional and use your manners. Always say thank you.

Numbers matter – the more people you ask, the more product you sell.

Show & Sell, Wagon Draggin', Drive Through Sales all allow the customer to see the product.

Set up at a local university. College students love snacks!

Work on the Salesmanship Merit Badge during the popcorn sale.

Thank you notes go a long way to building repeat customers.



LEARNING THROUGH FUNDRAISING



"It's not about selling popcorn and nuts, it's supporting Scouting." But what does that mean? How does it impact each individual Scout?

Scouting serves to help children become ethical adults who make good decisions. The Fall Product Sale serves a significant role in this mentorship. It's a learning activity designed to build important skills towards this goal.

ASSOCIATION WITH ADULTS

Kids can sometimes be shy or fearful around adults, even ones they know. Fundraising gives them the opportunity for exposure to adults of different ages. It provides time to practice communicating with adults. Through this exposure they build confidence that will help with future challenges – college essays, job interviews, and talking to a coworker or boss. It sounds like a simple interaction, but it's a way for them to overcome a tough barrier and learn how to navigate an adult-run world.

SALESMANSHIP AND ENTREPRENEURSHIP

Setting and reaching goals through action helps Scouts develop important business skills. They learn how to best represent themselves and persuade others. They also learn that rejection is just another step to success and that resilience and perseverance can build strength of character. They will gain tools to become a strong and respected team leader.

GROW AND SUSTAIN SCOUTING

Scouting is not just an activity, but also a future career path. The mission of the organization needs strong leader to carry the mentorship and impact forward into future generations. Everything they learn by participating prepares them to teach others what they know in Scouting or whatever future career they choose. The Fall Product Sale also brings Scouting to the attention of many others who may not be familiar with all that Scouting has to offer.

RANK ADVANCEMENT THROUGH FUNDRAISING

Cubs Scouts can earn pieces of Rank Advancement through the Fall Product Sale.

Team Tiger – The den can work together during a Show & Sell or Wagon Draggin'.

Stories in Shapes – Create a piece of art to advertise your sale.

Paws On The Path – Tell What the buddy system is and why you need to use it during the sale.

Finding Your Way – Draw a map of your neighborhood - use it while selling products to your neighbors.

Baloo The Builder – Build a useful item and a fun item that can be used during the sale.

Roaring Laughter – Use 2 thru 5 to learn to speak and feel comfortable in front of people.

Art Explosion – Create a piece of art advertising the sale and/or create an original logo/design to display.

Build It – Build something to use during the sale that fits the requirement.

Scouts can use the Fall Product Sale to earn a Merit Badge.



Entrepreneurship



Personal Management



Salesmanship

Participating in the sale can help a Scout earn pieces of the following merit badges:

Art

Communications

Digital Technology

Graphic Arts

Journalism

Movie Making

Photography

Public Speaking

Truck Transportation

IMPORTANT DATES TO REMEMBER

Thursday, July 23	Show & Sell Order Due
Monday, August 3	Consignment System Opens
Wednesday, August 12 (tentative)	Show & Sell Sorting
Thursday, August 13 (tentative)	Show & Sell Order Pick-Up
Friday, August 14	Consignment Order Pick Up Begins
Tuesday, October 13 & Wednesday, October 14	Show & Sell Product Return
Wednesday, October 15	Take Order Due/Prize Order Due
Friday, October 30	Show & Sell Money Due
Wednesday, November 4 (tentative)	Take Order Sorting
Thursday, November 5 (tentative)	Take Order Pick-Up
Thursday, November 19	Late Orders are Due
Monday, November 30	Final Payments Due
Thursday, January 14 or 21, 2027 (tentative)	End of Sale Celebration




Scouting America
 Pennsylvania Dutch Council

<https://padutchbsa.org/popcorn/>