

2025 UNIT POPCORN GUIDE



**Scouting America
Samoset Council**

Samoset.org | 715-355-1450 | support@samoset.org

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KEY DATES

July 28 – Early Show & Sell Orders Due
August 25 – Show and Sell Orders Due
September 20 – Take Order Begins
October 19 – Popcorn Sale Ends
October 21 – Popcorn & Prize Orders Due
November 7 & 8 - Take Order Delivery Pickup
December 1 - Unit Popcorn Checks Cashed

CONTACTS & HELP

For general popcorn questions:

- Visit our website at: www.samoset.org/popcorn for popcorn resources and information.
- Call the Samoset Customer Support team at 715-355-1450 or email support@samoset.org.
- Your district executive is also a resource; contact information is listed below.

District / Units	District Executive	PHONE	EMAIL
Ahdawagam - 100s	Sam Hanson	319-404-3790	sam.hanson@samoset.org
Muskodany - 200s	Phoenix Bise	715-409-6487	Phoenix.Bise@samoset.org
Ojibwa - 300s	Phoenix Bise	715-409-6487	Phoenix.Bise@samoset.org
Rib Mountain - 400s	John Overland	715-490-2734	John.Overland@samoset.org
Northwoods - 500/600s	Kristin Tobin	715-574-2351	Kristin.Tobin@samoset.org

ONLINE RESOURCES

There are many resources available on our website that expand on topics covered in this guide. Visit the Pecatonica River Popcorn site to place orders, sign up Scouts for online sales, and view historical unit information. The Pecatonica website requires a username and password. This can be reset by calling the Samoset Council office at 715-355-1450.

Samsoet.org/popcorn
PecatonicaRiverPopcorn.com

UNIT KERNEL RESPONSIBILITIES

1. Follow Popcorn Dates and schedule for unit leaders.
2. Attend the Council Popcorn Kickoff in your area to obtain sales materials, get trained, and answer your questions.
3. Attend a unit committee meeting to:
 - a. Set a unit sales goal striving to meet or exceed the unit program budget for the year and earn the highest possible commission percentage.
 - b. Involve parents and leaders to help each scout set a personal goal.
 - c. Promote participation in the sale.
 - d. Plan a unit kick off meeting in September.
 - e. Promote participation of “Fill it Up” incentive. Consider having a “Fill it up First” challenge.
4. Determine Show & Sell participation and opportunities. Two opportunities in 2025.
 - a. July 28: Orders due for pickup the week of August 11. Distribution locations will be determined (and communicated) based on orders submitted.
 - b. August 25: Orders due for pickup the week of September 15. Distribution locations will be determined (and communicated) based on orders submitted.
5. Tabulate your unit’s order and submit to the Council Service Center. **Take-Orders & Prize** orders are due online **October 21, 2025**
6. Turn-in council forms (by email or in person) by **October 21, 2025**
7. Coordinate pick up of your unit’s popcorn from local distribution center.
 - a. Show and Sell pick-up details will be communicated by email.
 - b. Take-order pick-ups are available **November 7 & 8, 2025** by location schedule
 - c. Please bring a single unit check to pay for your popcorn at time of pickup. Checks can be postdated for the following dates:
 - For Show & Sell Orders: Cashed on October 15, 2025
 - For Take Orders: Cashed on December 1, 2025
8. If customers are paying by check - make sure they are made payable to your local Unit and not the Council or Scouting America.
9. Recognize and thank all who helped with the sale (including store front locations).
10. Recognize the Scouts with prizes and awards.

Show & Sell Sale: You must order product by the case so order amount you know you can sell.
Take Order Sale: You order product by containers needed.

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UNIT COMMISSIONS

PRIZE BROCHURE PROGRAM (option 1)

30% **Base Commission – Prize Brochure Program** - Units who participate in this option will receive a Base Commission of 30% of their total sales. Example: If a unit sells \$1,000 then \$300 will go back to the unit.

BONUS COMMISSIONS – Your unit will receive additional accumulative Bonus Commissions for completion of the following requirements:

+ 1% * ***Participate in Show & Sell and order product by August 25.***
(Minimum \$500 order needed to qualify)

+ 1% * ***Increase Unit Sales over 2024 by 10%***
(Example: Unit who sold \$8,000 in 2024 will qualify if they sell \$8,800 in 2025)

= 32% **Total Commission 32% (With PRIZES)**

The total commission a unit can earn is **32%** if a unit qualifies for **ALL** the bonus commissions and elects to order popcorn prizes.

STRAIGHT COMMISSION (option 2)

34% **Base Commission - Straight Commission Only Plan** – Units who participate in this option and elect not to take part in the national prize program (not order prizes) will receive a Base Commission of 34% of their total sales. Please note, all the youth in your unit will still qualify for the council's prize incentives.

BONUS COMMISSIONS – Your unit will receive additional accumulative Bonus Commissions for completion of the following requirements:

+ 1% * ***Participate in Show & Sell and order product by August 25.***
(Minimum \$500 order needed to qualify)

+ 1% * ***Increase Unit Sales over 2024 by 10%***
(Example: Unit who sold \$8,000 in 2024 will qualify if they sell \$8,800 in 2025)

= 36% **Total Commission 36% (No PRIZES)**

The total commission a unit can earn is **36%** if a unit qualifies for **ALL** the bonus commissions and elects to **NOT** order popcorn prizes.

If your unit elects to do the Straight Commission Only Plan – your unit popcorn kernel must notify the Council no later than September 15, 2025.

ONLINE SALES COMMISSIONS

Increase your profit through internet sales! Pecatonica River Popcorn gives you the ability to sell to relatives and friends via the internet! Reaching sales goals are that much more attainable as you are no longer confined geographically. The product line up is different as the online sale is marketed for the whole country not our individual council.

Customers can order using an emailed link or by going to the site and searching the Scouts name.

PRPopcornSore.com

>>> Open August 1 – November 23 <<<

YOU HAVE NOT SELECTED A SCOUT YET - [CLICK TO SEARCH BY NAME, COUNCIL, OR UNIT](#)

PECATONICA RIVER POPCORN™

[HOME](#) [OUR STORY](#) [NUTRITIONAL INFORMATION](#) [CONTACT](#) [Cart](#)

SUPPORTING US IS EASY...

STEP 1
SHOP DELICIOUS PRODUCTS

STEP 2
ENTER YOUR SELLER'S ID AT CHECKOUT

STEP 3
TAKE JOY IN MAKING A DIFFERENCE

Trustworthy Duo
Cheddar Cheese, Classic Caramel

\$30.00

+ Add to Cart

FREE SHIPPING

Loyal Favorite
Butter Microwave

\$30.00

+ Add to Cart

FREE SHIPPING

Friendly Bundle
Cheddar Cheese, Classic Caramel, Honey Roasted Peanuts

\$35.00

+ Add to Cart

FREE SHIPPING

Online Sales Notes & Tips

- Units will receive 30% commission for all online sales during. Online sales commissions will be credited toward your unit's final invoice or your units Scout Shop Account (for orders after the sale end).
- **Free Shipping!** No deliveries to worry about. All product ships directly from Pecatonica. Chocolate products will not ship until mid-fall 2025.
- **All online sales count toward prize levels.**
 - Prizes through Keller Marketing – online sales count only from 8/1 – 10/19.
 - Pecatonica Winner's Circle Prizes only – online sales count until 11/23 closing date.

POPCORN PRIZE PROGRAM

Prizes earned are based on *individual* Scout sales. **No combining of sales with other Scouts.** Each Scout is eligible to earn an individual prize of their choice from the sales level they achieve.

*Example: Scout sells \$450 worth of popcorn so they can choose one prize from that prize level **OR** they can choose a combination of prizes from lower levels, as long as the total prize value does not exceed the level achieved: Scout chooses one prize from the \$200 level and one prize from the 250 level = \$450 original sales achieved.*

Prizes will be shipped directly to the unit. Units will place their prize orders using the website below. **Prizes are released to ship as soon as the unit's final popcorn invoice is paid in full.** Scouts with online sales made between August 1 and October 19, 2025 will also be eligible for prize brochure prizes.

>>> Orders Due October 21, 2025 <<<
KellerPrizeProgram.com (Council ID: 627SAM)

Prize Brochure

RACE 2 SCOUTING

Prizes by Level:

- Level 1 - Sell \$75**
 - 1 - Fire Starter and Steel
 - 2 - Flashing Crystal Putty Blime Assorted Colors
 - 3 - Compass Thermometer Whistle
 - 4 - Highlighter Scout - 4 Color Highlighter w/ Retractable Computer Brush
- Level 2 - Sell \$200**
 - 5 - Plus Plus Creepy Critter
 - 6 - Cinch Backpack w/ Scouting America™ Branding
 - 7 - Magic Sand Set w/ 6 Molds
 - 8 - Watch/Pedometer
- Level 3 - Sell \$250**
 - 9 - Dry Bag - 5 liter - Assorted Colors w/ Scouting America™ Branding
 - 10 - Knife Fork Spoon Combo w/ Bottle Opener
 - 11 - Brass Compass
 - 12 - Squat Lock Blade Knife w/ Clip & Scouting America™ Branding
- Level 4 - Sell \$350**
 - 13 - Multi-Tool with Hammer & Case
 - 14 - Sticky Stress Ball w/ Scouting America™ Branding
 - 15 - White Handle Lock Blade Knife & Case w/ Scouting America™ Branding
 - 16 - Sluban Model Bricks - Cobra GT40 Car
 - 17 - Grab Bag D
- Level 5 - Sell \$450**
 - 18 - Red Wood Knife w/ Clip & Scouting America™ Branding
 - 19 - Adventure Duffie Bag w/ Scouting America™ Branding
 - 20 - Dinosaur Egg (Assorted Colors/Styles)
 - 21 - Grab Bag E
- Level 6 - Sell \$550**
 - 22 - Hydration Pack - 2L
 - 23 - Telescope - 40X Magnification
 - 24 - LEGO City F1 Williams Racing & F1 Race Cars
 - 25 - Camp Chair w/ Case
 - 26 - Grab Bag F
- Level 7 - Sell \$650**
 - 27 - Rubik's Cube Mega Gift Set
 - 28 - HEXBUG Remote Control Dragon
 - 29 - Zing Assorted Bows
 - 30 - 2-Person Waterproof Tent
 - 31 - 2-Person Waterproof Tent
 - 32 - Grab Bag G

Popcorn Sale Important Dates
Sept. 20th - Sale Starts
Oct. 19th - Sale Ends

Prize Tally Sheet

Prize Ordering Website: www.kellerprizeprogram.com Council ID: 627SAM

Council Name: **Samoset Council** Unit Type: Pack / Troop / Crew / Post Unit # _____
(circle one)

Council Headquarters City: **Weston, WI** Retail Sales Dollars \$ _____

District Name: _____ # of Scouts Selling _____

Shipping Address Mailing Address (If Different than Shipping Address)
Name: _____ Name: _____
Street: _____ Street: _____
City: _____ State: _____ Zip: _____ City: _____ State: _____ Zip: _____
Phone: _____ Email: _____

Description	Tally/Scout	Order	Description	Tally/Scout	Order
Level 1 - Sell \$75					
6.1 Popcorn Sale Patch	_____	_____	Level 8 - Sell \$850		
Level 2 - Sell \$200					
1 Fire Starter	_____	_____	28 Hydration Pack - 2L	_____	_____
2 Carabiner w/ Strap & BSA® Branding	_____	_____	29 125 Piece Tool Set w/ LED Flashlight & Case	_____	_____
3 Compass Thermometer Whistle	_____	_____	30 Zing Assorted Bows	_____	_____
4 Pop Up Phone Standholder	_____	_____	31 2-Person Waterproof Tent	_____	_____
Level 3 - Sell \$250					
5 Knife/Fork/Spoon Combo w/ Bottle Opener	_____	_____	32 Grab Bag G	_____	_____
6 Cinch Backpack w/ BSA® Branding - Assorted Colors	_____	_____	Level 9 - Sell \$1,000		
7 3-Watt 200 Lumen COB LED Headlamp	_____	_____	33 LEGO Batman - Batcycle	_____	_____
8 Watch/Pedometer - Assorted Colors	_____	_____	34 Swiss Army Fieldmaster Knife	_____	_____
Level 4 - Sell \$350					
9 Dry Bag - 5 liter - w/ BSA® Branding - Teal	_____	_____	35 HEXBUG VEX Auro Motorized Robotic Arm	_____	_____
10 Waboba Fly Pies 6" Silicone Flying Disc	_____	_____	Level 10 - Sell \$1,500		
11 4x40 Binoculars	_____	_____	36 HEXBUG HEXMOTOS Pro Series Elite	_____	_____
12 Stuffed Animal w/ BSA® Branding - Polar Bear	_____	_____	37 LEGO Harry Potter Hogwarts Magical Trunk	_____	_____
Level 5 - Sell \$450					
13 Zing Air Zooperball	_____	_____	38 North Face StateWard Backpack	_____	_____
14 Duncan Lineflight Yo-Yo	_____	_____	Level 11 - Sell \$2,200		
15 Stainless Steel Knife w/ White Handle & BSA® Branding	_____	_____	39 LEGO Disney Ariel's Underwater Palace	_____	_____
16 Catapult Plans w/ Stickers	_____	_____	40 Skull Candy Wireless Bluetooth Earbuds	_____	_____
17 Grab Bag D	_____	_____	41 Foldable Drone	_____	_____
Level 6 - Sell \$550					
18 Plus Plus Saturn V Rocket	_____	_____	Level 12 - Sell \$3,000		
19 3pc Stainless Steel Mess Kit	_____	_____	42 Camera DTM High Speed Showdown	_____	_____
20 USB Rechargeable Headlamp w/ Motion Activation	_____	_____	43 LEGO Technic 2022 Ford GT	_____	_____
21 Air Hunter Zano Bow w/ 2 Zarts	_____	_____	44 Coleman 4-Person Tent	_____	_____
22 Grab Bag E	_____	_____	Level 13 - Sell \$4,000		
Level 7 - Sell \$650					
23 B&B® Binoculars w/ Case	_____	_____	45 Adventure Camp Package	_____	_____
24 Telescope - 40x Magnification	_____	_____	46 Dart Zone MK3	_____	_____
Bonus Prizes for ALL Scouts - Contact Council					

*The Prize Tally Sheet is used to keep track of your prizes. Prizes orders must be submitted online.

BONUS PRIZES FOR ALL SCOUTS

Samoset Bonus Prizes

\$600 – Earn a \$30 Camp Certificate for Winter Camp or Summer Camp (2026)


----- or -----

\$850 – Earn a \$50 Camp Certificate for Winter Camp or Summer Camp (2026)









\$1,200 – Earn “Unlimited Slushies at Summer Camp” (2026)

\$3,000 – Pecatonica Winners Circle – Pick a prize for every \$3,000 sold (*see below*)

Pecatonica Winner's Circle Prizes

 **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	\$200 AMC GIFT CARD
		
TELESCOPE	DRAWING TABLET	40" SMARTCAST TV
		
GAME TABLE	LAPTOP	

UNIT TOP SELLER

The “Top Seller” of popcorn in your unit will earn a limited edition – “Top Unit Seller” patch!

PRODUCT PICKUP

All Popcorn Orders are shipped to specific warehouse locations for pickup. **Remember to arrive on the specified date and within the specified time to pick up your units' popcorn.** Ensure you have enough space (larger orders may require several vehicles, trucks, or trailers!).

When picking up product the unit is responsible for checking to make sure product pulled matches their unit packing slip. If the driver is unsure, then stop the loading process and recount. Check any damaged cartons at the distribution site to ensure the product is not damaged. If the product is damaged, exchange it before you leave the pickup location. Adjustments may not be made after your unit leaves the warehouse/pick-up location and has signed off on the product count.

If customers notice something wrong or are not satisfied with the product, please refer them to email Pecatonica Customer Care at: pops@prpopcorn.com and they will arrange for replacement product to be sent directly to the customer.

Show and Sell order pickup will be communicated for each order via email.

TAKE ORDER PICKUP – November 8 and 9

Wisconsin Rapids: RCH Enterprises – 1430 2nd Street S, Wisconsin Rapids

Stevens Point: TBD

Marshfield: TBD

Weston: Crystal Finishing – 2714 Ross Ave, Schofield

Rhineland: Hanna Venture Base – 5231 Crystal Lake Rd, Rhineland

PAPERWORK & PAYMENT

Paperwork

The following forms are due to the Samoset Council Office by **October 21, 2025**.

- **Unit Master Sales Record**—Please make sure all information is complete and legible. An online submission options will be available. This record is used to compile all bonus prizes and ensure your unit is recognized properly.

Payments

- The council will email your unit invoices for popcorn that is ordered for Show & Sell and the Take Order sale.
- **The Samoset Council does not cut checks to units for the commission they earn. During the sale - Scouts and units collect the entire fee for products sold. The unit then pays their popcorn bill less their earned commission.** *As an example—if a unit sells \$1,000 in popcorn and qualifies for 30% commission—they would pay their popcorn bill of \$700 (70%) and keep their commission of \$300 (30%).*
- **Payments are DUE upon all pickups.** Please bring a single unit check payable to Samoset Council for your popcorn orders. Checks are not cashed until December 1.

SELLING METHODS

Several successful sales methods exist for Scouts to sell popcorn:

Show & Sell (Storefront Sales)

- This method involves coordinating booths at high foot traffic locations throughout your community like storefronts, or sporting events.
- You do not have to go back to deliver the product as the customer pays and takes the product.
- Earn increased commissions by participating in Show & Sell sale.
- Show & Sell sales can be counted toward individual Scout prizes.
- Show & Sell product total can **NOT** be applied as a single amount towards prizes (Example: unit who orders \$5,000 worth of popcorn can **NOT** order one \$5,000 bonus prize as well. Prizes are earned by individual Scouts, NOT units.
- You keep whatever you do not sell for the Take Order sale.

Show & Deliver (Door-to-Door Knocking)

- This is the most effective sales method and involves the Scout soliciting orders at the customer's home. This method is preferred for neighbors close to home, parent's coworkers, close friends and family.
- Through this method, the order can immediately be fulfilled as product is brought along (in wagon or vehicle). If the desired product is not on hand, an order can be taken with the product being delivered when the order can be fulfilled.

Take Order (Order Form)

- This method involves Scouts collecting orders and writing them on their order form. A Scout turns in the order form to your Units Popcorn Kernel.
- The product is ordered by the unit, and once received, orders are delivered by the Scout's family. It is at unit's discretion whether money is collected up front or upon delivery.
- Many parents/guardians assist their Scout with this process by soliciting orders at places of employment.

Online Sales

- This method works well for Scouts to sell to out-of-town friends and family. It also works well for tech-savvy older Scouts who are familiar with social networking sites like Facebook.
- Scouts set up their account on the Pecatonica Website with parental approval.
- The customer pays securely online, and the product is shipped directly to the consumer. The unit has no involvement in the ordering or shipping process and receives a commission of **up to 30% from all online sales**.

Corporate Sales

- Focus on companies who give out year-end or holiday gifts to employees or customers. Banks, insurance agents, car dealers, doctors, dentists, and realtors are all good examples.

WAYS TO INCREASE YOUR SALE

1. HAVE A GOAL. Units and Scouts should have goals. Plan your calendar, find out how much it will cost, figure out how much popcorn you have to sell to cover all of your costs, and sell to that goal.
2. Always wear a clean uniform and have a couple of working pens on you at all times.
3. Role Play - Practice a short sales pitch to help you be more confident.
4. Keep your "Take Order" forms from the previous year. This is a good place to start selling the next year. The top sellers in the country use this method.
5. Send or give a thank you card to your customers.
6. Ask to present at a service club (Rotary, Kiwanis, Lions, church, etc.) or chamber of commerce in your area. It is a great way to hit a lot of people at one time.
7. When conducting a "Show and Sell", have a display of the activities that your unit plans on doing next year that Scouts use to can show to customers. Customers are more willing to buy if they know what the funds are going to and how it benefits the Scouts.
8. Have a bucket at your "Show and Sell" location to collect funds for Military Orders. This way people that do not want to buy popcorn for themselves, but still want to support Scouting can do so at any level. Once you have \$25 in donations, have the unit purchase a military donation.
9. Be Organized! Make the sale FUN for the Scouts & families! Don't hesitate to ask your district kernel questions you may have.

SCOUT SAFETY & SELLING TIPS

Safety Tips

- ALWAYS sell with another Scout or with an adult.
- NEVER enter anyone's home.
- NEVER sell after dark unless you're with an adult.
- DON'T carry large amounts of cash.
- ALWAYS walk on the sidewalk and driveway.

Selling Tips

- ALWAYS wear your uniform.
- ALWAYS smile and introduce yourself.
- ALWAYS tell your customers why you are selling popcorn.
- KNOW the different types of popcorn you're selling.
- ALWAYS say "Thank You!"
- ALWAYS make a copy of your order form before you turn it in.

Group - Door to Door Knocking Tips

- Take a den, patrol, or even the whole Scouting Unit out selling popcorn door-to-door.
- Have 2 or 3 youth on each side of the street and leaders following behind in a car. Have the youths take turns asking the homeowners to buy two items to help them with their fundraising.
- Start around 9:00 a.m. and finish around noon.
- Each unit is encouraged to meet after the sale for a Rally Party (i.e., roller rink, bowling, indoor pool, McDonalds, etc.).
- Unit may also recognize those youth who sold the most popcorn that day.

Individual – Door to Door Knocking Tips

Encourage families to go out on their own during the sale of knock for popcorn. Here are some proven door to door knocking for popcorn tips:

- Pick a few nights during the sale to knock on doors between 5:30p.m. and 7:00p.m. (more families are home during the weekday evenings than on the weekends).
- Scouts can average between \$100-\$200 in sales each night knocking on doors.
- Stop at houses with cars in the driveway or open garage doors to maximize your efforts.
- Stop at houses with lights on.