

2026

UNIT POPCORN GUIDE



Scouting America
Samoset Council

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

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KEY DATES

July 27 – Early Show & Sell Orders Due
August 24 – Show and Sell Orders Due
September 19 – Take Order Begins
October 18 – Popcorn Sale Ends
October 20 – Popcorn & Prize Orders Due
November 6 & 7 - 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	Brock Erdman		
Muskodany - 200s	Sam Hanson	319-404-3790	sam.hanson@samoset.org
Ojibwa - 300s	Pete Carteaux	605-592-6173	pete.carteaux@scouting.org
Rib Mountain - 400s	Pete Carteaux	605-592-6173	pete.carteaux@scouting.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.

Samoset.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 2026.
 - a. July 27: Orders due for pickup the week of August 10. Distribution locations will be determined (and communicated) based on orders submitted.
 - b. August 24: Orders due for pickup the week of September 14. 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 20, 2026**
6. Turn-in council forms (by email or in person) by **October 20, 2026**
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 6 & 7, 2026** by location schedule
 - c. Please bring a single unit check to pay for your popcorn at time of pickup. Checks can be postdated to December 1, 2026.
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.

2026 PECATONICA PRODUCT MIX

Product	Price	Items /Case	Packaging
Yellow Popping Corn (2 lbs.)	\$12	8:1	Bucket
Classic Caramel Corn (8 oz)	\$12	8:1	Bucket
Cinnamon Roll (7oz) <i>New</i>	\$15	8:1	Tin
Butter Microwave – 15 Pack (37.5 oz)	\$22	8:1	Box
Kettle Corn Microwave – 15 Pack (37.5 oz)	\$22	8:1	Box
Cheddar Cheese Corn (5 oz)	\$22	8:1	Bucket
Jalapeno Cheese Corn (5 oz)	\$22	8:1	Bucket
Trail Mix (15oz)	\$22	8:1	Tin
Mountain Munch (14oz)	\$25	8:1	Tin
Peanut Butter Cup (15 oz.)	\$25	8:1	Tin
Maple Pecan (15oz)	\$30	8:1	Tin
Mud Puddles (15 oz.) <i>New</i>	\$30	8:1	Tin
Caramel Sea Salt (15 oz.)	\$30	8:1	Bag
Freedom Pretzels (15 oz.) <i>New</i>	\$30	8:1	Tin
Double Butter Microwave – 28 Pack (70 oz.)	\$35	1:1	Box
Classic Trio (19 oz.)	\$35	1:1	Tin
Cheese Lovers (20 oz.)	\$45	1:1	Tin
Chocolate Lovers (55 oz.)	\$60	1:1	Tin
Military Donation	\$25	1:1	-----

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.

YOUR FAVORITE POPCORN and MORE!



CHOCOLATE LOVERS
Our Chocolate Lovers tin features 5 sweet treats that you can't resist! Mountain Munch, Firecracker Crunch, White Ruby, Peanut Butter Cup, Sea Salt Splash
Net Wt. 52 oz. ☎ \$60 @ UD



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. 13 oz. ☎ \$45 @ UD



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, Butter
Net Wt. 17 oz. ☎ \$35 @ UD



DOUBLE BUTTER MICROWAVE (28 PACK)
Bring the taste of the theater home with this buttery popcorn snack. Each package is bursting with twice the buttery flavor. 0 grams of trans fats.
Net Wt. 70 oz. DB \$35 @ UD



FREEDOM PRETZELS *NEW!*
These limited edition red-white-and-blue chocolate pretzels are the perfect salty-sweet treat.
Net Wt. 15 oz. ☎ \$30 @ UD



CARAMEL 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. ☎ \$30 @ UD



MAPLE PECAN
Caramel corn made with a hint of real maple syrup and pecans.
Net Wt. 15 oz. ☎ \$30 @ UD



MUD PUDDLES *NEW!*
A sweet combination of our buttery caramel corn and crushed peanuts coated in rich creamy fudge.
Net Wt. 15 oz. ☎ \$30 @ UD



MOUNTAIN MUNCH
Caramel Sea Salt drizzled in milk and white chocolate.
Net Wt. 14 oz. ☎ \$25 @ UD



PEANUT BUTTER CUP
Two great flavors that taste great together. A melt in your mouth combination of milk chocolate and peanut butter.
Net Wt. 15 oz. ♥ \$25 @ UD



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. 5 oz. ■ \$22 @ UD



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. 5 oz. ◆ \$22 @ UD



TRAIL MIX
This flavorful treat has peanuts roasted and salted, raisins, M&M's, almonds, and cashews roasted and salted.
Net Wt. 15 oz. ☎ \$22 @ UD



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. ☎ \$22 @ UD



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. ☎ \$22 @ UD



CINNAMON ROLL *NEW!*
Get your hands on this sweet, buttery blend of cinnamon and sugar!
Net Wt. 7 oz. ▲ \$15 @ UD



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. ▲ \$12 @ UD



YELLOW POPPING CORN
America's healthiest snack food in a re-sealable Adventure tub! Pops up tender for that fresh popcorn taste you're craving.
Net Wt. 2 lbs ▲ \$12 @ UD



MILITARY DONATION
Send the gift of popcorn to our military men and women, their families, and veterans' organizations. The popcorn will be shipped directly and is not available for local delivery.
☎ \$25

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.
	<u>BONUS COMMISSIONS</u> – Your unit will receive additional accumulative Bonus Commissions for completion of the following requirements:
+ 1%	* Participate in Show & Sell and order product by August 24. (Minimum \$500 order needed to qualify)
+ 1%	* Increase Unit Sales over 2025 by 10% (Example: Unit who sold \$8,000 in 2025 will qualify if they sell \$8,800 in 2026)
= 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 <u>will still qualify for the council's prize incentives.</u>
	<u>BONUS COMMISSIONS</u> – Your unit will receive additional accumulative Bonus Commissions for completion of the following requirements:
+ 1%	* Participate in Show & Sell and order product by August 24. (Minimum \$500 order needed to qualify)
+ 1%	* Increase Unit Sales over 2025 by 10% (Example: Unit who sold \$8,000 in 2025 will qualify if they sell \$8,800 in 2026)
= 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, 2026.

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.

PRPopcornStore.com

>>> Open August 1 – November 24 <<<

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 2026.
- **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 11/24 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 18, 2026 will also be eligible for prize brochure prizes.

>>> Orders Due October 20, 2026 <<<
KellerPrizeProgram.com (Council ID: 627SAM)

Prize Brochure



The brochure features a header with the Scouting America 250th Anniversary logo and the text "Description of Prizes Available at www.kellerprizeprogram.com". It lists prizes for various sales levels, each accompanied by an image of the prize. The prizes include hydration packs, tents, telescopes, LEGO sets, walkie-talkies, survival tools, grab bags, stainless steel mess kits, light sabers, adventure duffel bags, dinosaur eggs, catapult planes, white handle lock blades, Zing Air Zooperballs, Zing Air Hunter Zano bows, dry bags, cinch backpacks, magic sand sets, mini dual LED dynamo flashlights, mini multi-tools, fire starters, compass thermometers, Tony Hawk box boards, fidget spinners, popcorn sale patches, and binoculars. The bottom of the brochure includes the "Popcorn Sale Important Dates" (Sept. 19th - Sale Starts, Oct. 18th - Sale Ends) and a small circular logo.

LEVEL 8 - \$850

- 28 - Hydration Pack - 2L
- 29 - 2-Person Waterproof Tent - Assorted Colors
- 30 - Rubik's Cube 3pc Set - 2, 3, & 4 Tile
- 31 - Hip Shot Spiral Bomber
- 32 - Grab Bag G

LEVEL 7 - \$650

- 23 - Telescope - 40X Magnification
- 24 - LEGO City F1 Williams Racing & F1 Hyper Race Cars
- 25 - Walkie Talkie Set w/ Facetime Ability
- 26 - 5-in-1 Survival Tool w/ Shovel
- 27 - Grab Bag F

LEVEL 6 - \$450

- 19 - 3pc Stainless Steel Mess Kit
- 19 - Light Saber w/ Stand
- 20 - Adventure Duffel Bag w/ Scouting America™ Branding
- 21 - Dinosaur Egg (Assorted Colors/Styles)
- 22 - Grab Bag E

LEVEL 5 - \$350

- 13 - Catapult Plane w/ Stickers
- 14 - White Handle Lock Blade Knife w/ Case & Scouting America™ Branding
- 15 - Zing Air Zooperball
- 16 - Zing Air Hunter Zano Bow w/ 2 Zarts
- 17 - Grab Bag D

LEVEL 4 - \$250

- 9 - Dry Bag - 5 liter - Assorted Colors w/ Scouting America™ Branding
- 10 - Brass Compass
- 11 - 4x30 Binoculars
- 12 - Stuffed Animal Grab Bag

LEVEL 3 - \$200

- 5 - Cinch Backpack w/ Scouting America™ Branding - Assorted Colors
- 6 - Magic Sand Set w/ 6 Molds
- 7 - Mini Dual LED Dynamo Flashlight w/ Scouting America™ Branding
- 8 - Mini Multi-Tool

LEVEL 2 - \$75

- 1 - Fire Starter and Steel
- 2 - Compass Thermometer Whistle
- 3 - Tony Hawk Box Boards - Assorted
- 4 - Fidget Spinner w/ Scouting America™ Branding

LEVEL 1 - 0.1 - Popcorn Sale Patch
Sell any item

Popcorn Sale Important Dates
Sept. 19th - Sale Starts
Oct. 18th - 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					
0.1 Popcorn Sale Patch	_____	_____			
Level 2 - Sell \$200					
1 Fire Starter	_____	_____			
2 Carabiner w/ Strap & BSA® Branding	_____	_____			
3 Compass Thermometer Whistle	_____	_____			
4 Pop Up Plane Stickerholder	_____	_____			
Level 3 - Sell \$250					
5 Knifefork Spoon Combo w/ Bottle Opener	_____	_____			
6 Cinch Backpack w/ BSA® Branding - Assorted Colors	_____	_____			
7 3 Watt 200 Lumen COB LED Headlamp	_____	_____			
8 Watch/Pedometer - Assorted Colors	_____	_____			
Level 4 - Sell \$250					
9 Dry Bag - 5 liter - w/ BSA® Branding - Teal	_____	_____			
10 Waboba Fly Pies 6" Silicone Flying Disc	_____	_____			
11 4x30 Binoculars	_____	_____			
12 Stuffed Animal w/ BSA® Branding - Polar Bear	_____	_____			
Level 5 - Sell \$350					
13 Zing Air Zooperball	_____	_____			
14 Duncan Lineflight Yo-Yo	_____	_____			
15 Stainless Steel Knife w/ White Handle & BSA® Branding	_____	_____			
16 Catapult Plane w/ Stickers	_____	_____			
17 Grab Bag D	_____	_____			
Level 6 - Sell \$450					
18 Plus Plus Saturn V Rocket	_____	_____			
19 3pc Stainless Steel Mess Kit	_____	_____			
20 USB Rechargeable Headlamp w/ Motion Activation	_____	_____			
21 Air Hunter Zano Bow w/ 2 Zarts	_____	_____			
22 Grab Bag E	_____	_____			
Level 7 - Sell \$650					
23 80x80 Binoculars w/ Case	_____	_____			
24 Telescope - 40x Magnification	_____	_____			
Level 8 - Sell \$850					
28 Hydration Pack - 2L	_____	_____			
29 125 Piece Tool Set w/ LED Flashlight & Case	_____	_____			
30 Zing Assorted Bows	_____	_____			
31 2-Person Waterproof Tent	_____	_____			
32 Grab Bag G	_____	_____			
Level 9 - Sell \$1,000					
33 LEGO Batman - Batcycle	_____	_____			
34 Swiss Army Fieldmaster Knife	_____	_____			
35 HEXBUG VEX Aero Motorized Robotic Arm	_____	_____			
Level 10 - Sell \$1,500					
36 HEXBUG HEXMOTOS Pro Series Elite	_____	_____			
37 LEGO Harry Potter Hogwarts Magical Trunk	_____	_____			
38 North Face Staiwart Backpack	_____	_____			
Level 11 - Sell \$2,200					
39 LEGO Disney Ariel's Underwater Palace	_____	_____			
40 Skull Candy Wireless Bluetooth Earbuds	_____	_____			
41 Foldable Drone	_____	_____			
Level 12 - Sell \$3,000					
42 Camera DTM High Speed Showdown	_____	_____			
43 LEGO Technic 2022 Ford GT	_____	_____			
44 Coleman 4-Person Tent	_____	_____			
Level 13 - Sell \$4,000					
45 Adventure Camp Package	_____	_____			
46 Dart Zone MK3	_____	_____			
47 LEGO Star Wars The Justifier	_____	_____			
Level 14 - Sell \$5,000					
48 LEGO Technic 1:43 Mercedes-Benz Zetros	_____	_____			
49 Trial Truck	_____	_____			
49 Carrera Evolution Supercars	_____	_____			
50 Lionel Junction North Pole Central LionChief Set w/ Bluetooth	_____	_____			
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 (2027)**

----- or -----

\$850 – Earn a **\$50 Camp Certificate for Winter Camp or Summer Camp (2027)**

\$1,200 – Earn **“Unlimited Slushies at Summer Camp” (2027)**

\$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
 GAME TABLE	 LAPTOP	 43" SMART TV
 DRUM SET		 3D PRINTER

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 6 and 7

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

Stevens Point: TBD

Marshfield: TBD

Weston: TBD

Rhineland: TBD

PAPERWORK & PAYMENT

Paperwork

The following forms are due to the Samoset Council Office by **October 20, 2026**.

- **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.