

FLINT RIVER COUNCIL



2022 POPCORN

KERNEL GUIDE

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UNIT KERNEL RESPONSIBILITIES

POSITION OVERVIEW

Coordinate the annual popcorn sale in your Unit to ensure the Unit's financial goals are met to enable a quality program and to teach Scouts the benefits of paying their own way.

SPECIFIC RESPONSIBILITIES

1. Become familiar with the Camp Masters system.
2. Create a budget goal for your Unit that provides quality programs
3. Create a Unit incentive program to encourage Scouts to sell
4. Arrange with other volunteers to pick up popcorn
5. Read and share all communications from the Council to keep updated on the sale.
6. Collect all popcorn & prize orders from each Scout and input information into the Camp Masters Popcorn System by the due date.
7. Collect & make payment of funds due to Council by the due date with one Unit check.



POPCORN TERMINOLOGY

Case – How the popcorn is shipped. A **case** holds a number of **containers** from one to twelve. For Show N Sell, popcorn *MUST* be ordered by the case!

Container – Individual popcorn items. For Take Order, Popcorn *MAY* be ordered by the container.

Commission – Money earned by & kept by the Unit.
Units get 35% commission of what they sell.

Delivery Site –Location where Units pick up their popcorn order.
This delivery site is at Norcom, Inc (200 Wilson Rd, Griffin).

Show-N-Sell – Units arrange for storefront sites to set up and sell popcorn. Customers purchase popcorn that Units already have with them.

Take Order – Individual Scouts with a parent, or groups of Scouts with an adult, sell door to door or to friends and family. The product is delivered on a future date and the Scouts deliver it to the customers. It is recommended that payment be collected at the time of the order.

THREE PARTS TO THE SALE

#1. Show-N-Sell

- Order a quantity of popcorn up front & sell it at booths in front of stores in the community
- Have popcorn on hand to sell the customer on the spot
- No other transactions need to be made between you & the customer!

#2. Take Order

- In this portion of the sale, take an order form with you & order only what is filled out on your form.
- Door to door sales are best for this method.
- Take your order form to businesses & other organizations you're a part of.
- It's recommend taking money up front from people you may not know well. That way, if you contact them to deliver their product & for some reason you cannot reach them, you haven't lost that sale.
- Use leftover popcorn from the Show N Sell portion of the sale to fill Take Orders



#3. Online Ordering

- Sell online to people who are not in the area
- There is no money or product to be handled. It is shipped directly to customer & your Unit still gets commission!
- Online, Scouts can create a personalized media page to reach out to those out of town family members or family friends who may not live nearby.

BOOTH SET UP

- Contact your District Executive to schedule your Show & Sell booths.
- Put Scouts on 2-3 hour rotations so they don't get burned out.
- Decorate your booth! Get creative to draw peoples' attention.
 - Make a stand-up popcorn replica
 - Use tablecloths, balloons & posters!
- Get the Scouts involved
 - Make it a competition between Scouts
 - Teach the Scouts to engage people
 - Look customer in the eye
 - Shake hands
 - Introduce themselves & the program they're selling
- Make it exciting & have a good attitude! Don't make it a chore, make it fun!



ALWAYS WEAR YOUR UNIFORM!!



PAYANYWHERE CARD READER

NEVER lose a sale because your customer says “Sorry, I don’t have any cash!” Now you can accept credit cards with PayAnywhere.



Pay Anywhere

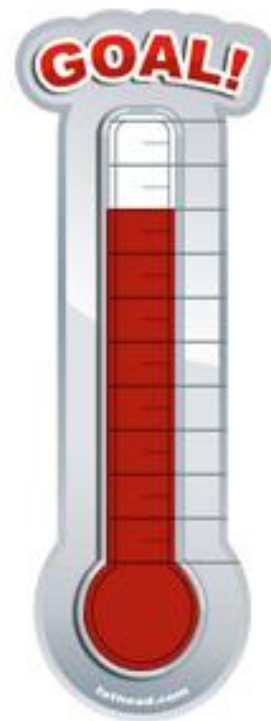
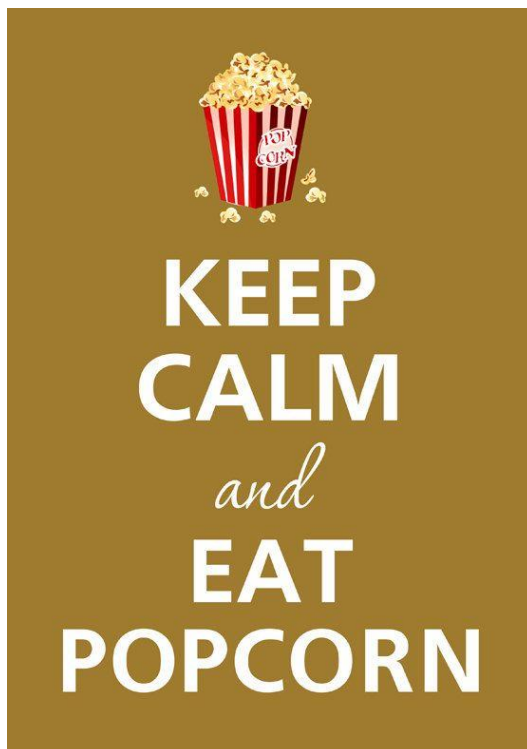


- FREE app and FREE card readers
- Multiple device and multiple user ready
- No hidden fees....No monthly minimum fees, no setup fees, and no cancellation fees
- 2.69% per swipe transaction fee; 3.49% + \$0.19 for keyed transactions
- Transaction fees removed from deposits automatically
- Funds within 24 hours of processed transactions
- Free Merchant Portal for detailed account activity and business intelligence reporting
- Create versatile item library with multiple products and prices or input charges directly.
- Safe and secure with immediate data encryption and PCI compliant and certified
- Live Customer Support via Phone and Chat
- www.campmasters.org/pay-anywhere

***Sign up online to get your free reader at**
www.payanywhere.com/campmasters

HOW TO REACH YOUR GOALS

- Make a list of all the activities your Unit wants to participate in next year.
- Total up the cost for the year. That should be your Unit's goal.
- Divide that total by how many Scouts you have. This will give each Scout an individual sales goal they need to reach.
- When distributing popcorn to the families for selling, give each family a certain number of boxes (enough to reach their individual goal) & hold them responsible for that amount of popcorn.
- If each Scout sells their portion & reaches their individual goal, in turn, each Unit will reach their goal as well.
- **Sell door to door with an adult!** This is still the BEST & most effective way to sell popcorn.
- **Sell at work!** This is a great way for Mom & Dad to help their Scout.
- **Set up a booth!** Find the right location at the right time & sell in front of a business (please schedule this through your District Kernel).
- **Order online!** Someone doesn't live in town? No problem! Send them an email and have them order online.



PRIZES & INCENTIVES

Council Incentives

- ❖ Keller Marketing Group will be handling all of our prizes this year
 - Each tier of prizes is earned by a Scout, depending on the amount of popcorn he/she has sold.
 - ***PRIZES ARE NOT CUMMULATIVE***

IN ADDITION to these incentives, **CAMP MASTERS** offers High Achiever Prizes to recognize Scouts Popcorn Sale efforts.



SELL \$400+ ONLINE

GET A \$10 AMAZON GIFT CARD

SELL \$3000+ TOTAL

GET 5% BACK ON A
VISA DEBIT CARD



OR THIS CAMPER PKG

Tent, Grilling set, Hammock,
Cooler Chair Backpack, Camp
Stove, Bluetooth Speaker &
Lantern

Pack/Troop Incentives

- ❖ In addition to the prizes offered from Keller Marketing, your Unit has the freedom to create incentives specific to your Unit to encourage Scouts to sell.

Some examples are below:

- Pizza party to top 5 sellers
- Special trip for top 3 sellers
- Pie to the Cub/Scout Master's face
- Dollar store prizes & grab bags
- Special recognition



FAQ'S



1. How much popcorn do I order for Show-N-Sell?
 - a. You can base this off previous years' records. If you did well with your amount in 2021, order that again!
 - b. If you're feeling ambitious and you sold out in previous years, maybe order a few more cases to see how it goes.
2. What do I do with leftover popcorn?
 - a. If there is popcorn left after the Show-N-Sell portion of the sale, your Unit will use it to fill what you can of the Take Order portion of the sale.
 - b. If there is still popcorn left after the Take Orders have been filled, try to sell what is left, or you can bring it back to the Council office for a \$5 restocking fee per case.
 - i. Returned product must be **FULL** cases of the **SAME** product!
 - ii. Restocking fee must be paid upon drop off.
3. How will this benefit my Scout?
 - a. If a Scout sells enough popcorn, he/she can EARN their own way through the Scouting year.
 - i. Campouts, fun Troop/Pack trips, Unit fees, etc.
 - b. Scouts will gain a sense of confidence & pride while learning salesmanship & leadership skills
 - c. The sale will help with Scout Advancement Opportunities



DISTRIBUTION INFORMATION

Show & Sell Distribution AND Take Order Distributions are as follows:

****Distribution of popcorn will be Friday (Sept 9 & Nov 18), 5:00 pm – 7:00 pm, so please plan accordingly!****

Pick-Up Location: Norcom, Inc (200 Wilson Rd, Griffin, GA 30223)

Pickup Guidelines

- ❖ Bring enough vehicles to carry entire order in one trip
- ❖ Verify your order is correct as it's loaded
- ❖ Bring someone to help you count your order and load

Vehicle Guidelines

- | | |
|----------------|----------|
| ❖ Mid-size car | 20 cases |
| ❖ Jeep | 40 cases |
| ❖ Mini-van | 60 cases |
| ❖ Suburban | 70 cases |
| ❖ Pickup Truck | 90 cases |









****Remember that if you come help on sort days, you can take your Unit's popcorn order with you that day, after all popcorn is sorted.****








EARN MERIT BADGES WITH POPCORN

Few activities demonstrate to Scouts the value of planning, organization, and commitment more clearly than a Troop's combined efforts in a popcorn sale. Scouts develop and practice new skills, learn about sales and marketing, and reach new levels of personal success.

Consider how your annual popcorn sale can be incorporated into the following Boy Scout Merit Badges.

Before proceeding, seek your Merit Badge Counselor's approval.

	<p style="text-align: center;">ART</p> <p>Requirements 2, 4, 5</p> <p>Produce an "America's Popcorn Sale" poster for local display, using pen and ink, watercolor, pencil, pastel, oil, tempera, acrylic paint or marker.</p>		<p style="text-align: center;">COMMUNICATIONS</p> <p>Requirements 2b: Make a popcorn sales presentation to your counselor.</p> <p>Requirements 3: Write your speech on how and why popcorn benefits Scouts beyond just earning money. Present it to your troop or a pack.</p> <p>Requirements 6: Plan and teach the skill of selling popcorn using the door-to-door method and/or at a Show N Sell.</p>
	<p style="text-align: center;">DIGITAL TECHNOLOGY</p> <p>Requirements 6b: Draft a letter inviting parents to your unit's Popcorn Kickoff</p> <p>Requirements 6d: Report on your unit's popcorn fundraiser</p> <p>Requirements 6e: Take pictures of your unit's popcorn sale.</p>		<p style="text-align: center;">ENTREPRENEURSHIP</p> <p>Requirements 4, 5, 6</p> <p>With Council permission and Merit Badge Counselor's guidance, use the Popcorn sale to meet many of the requirements for this badge.</p>
	<p style="text-align: center;">GRAPHIC ARTS</p> <p>Requirements 3, 4</p> <p>Design a poster for use during the popcorn sale, and follow the various steps described for ONE of the printing methods to produce copies of the poster.</p>		<p style="text-align: center;">JOURNALISM</p> <p>Requirements 4a, b: Create a story reporting on your Troop's participation in the Trail's End popcorn sale.</p> <p>Requirements 4c: Document or report on your Troop's popcorn sale using pictures and captions.</p>

	<p style="text-align: center;">MOVIEMAKING</p> <p>Requirements 1, 2</p> <p>Create a storyboard for a video designed to show Cub Scouts how to sell Trail's End popcorn.</p>		<p style="text-align: center;">PERSONAL MANAGEMENT</p> <p>Requirement 9</p> <p>Use the popcorn sale as your "project plan" with your sales goal as your desired outcome. Even though it is a "paper project" you can still execute it for the sale.</p>
	<p style="text-align: center;">PHOTOGRAPHY</p> <p>Requirements 4a or b</p> <p>Take photographs of Trail's End products, of Scouts selling and of other activities related to the sale and arrange the prints with selling techniques. Arrange the prints, with captions, to tell a story of the sale.</p>		<p style="text-align: center;">PLANT SCIENCE</p> <p>Requirements 8, Option 1E, Corn</p> <p>With Council permission, use Trail's End educational materials to show how popcorn hybrids are grown and processed.</p>
	<p style="text-align: center;">PUBLIC SPEAKING</p> <p>Requirements 2: Prepare and give a speech to a Cub Unit describing the benefits of popcorn sales to the Troop.</p> <p>Requirements 4: Prepare a speech on how to improve and promote the popcorn sale in your unit to your unit's Committee.</p>		<p style="text-align: center;">SALESMANSHIP</p> <p>Requirements All</p> <p>With Council permission, use the meetings, practices and procedures of the annual Trail's End popcorn sale to meet many, or all, of the requirements for this badge.</p>
	<p style="text-align: center;">TRUCK TRANSPORTATION</p> <p>Requirements 8</p> <p>Describe what kind of truck would be needed to ship popcorn from the factory to your Council, tell how the popcorn would be packed, estimate the time for the trip, and explain what would be the best way to unload the shipment.</p>		

2022 POPCORN KERNEL CONTACTS

District	Position	First	Last	Email
Coweta	Popcorn Support	Danny	McCranie	Danny.Mccranie@scouting.org
Fayette	District Executive	Jackson	Masters	Jackson.Masters@scouting.org
Ronotohachi	District Executive	Jonathan	Hopkins	Jonathan.Hopkins@scouting.org
Tusahaw	District Director	Rebekah	Florence	Rebekah.Florence@scouting.org
Council	Popcorn Support	Rachel	Cole	Rachel.Cole@scouting.org
Council	Popcorn Support	Robert	Johnson	Robert.Johnson@scouting.org

If you have any questions or need support, please don't hesitate to call Rachel Cole at the Council Office or contact your District Executive. We are here to help you!

Council Office:

1361 Zebulon Rd
Griffin, GA 30224

770-227-4556

IMPORTANT POPCORN DATES

August 22, 2022	Show & Sell Order Due to Council
September 8, 2022	Show & Sell Sort Day
September 9, 2022	Show & Sell Distribution Day
October 21, 2022	Deadline for Popcorn Returns to Council
October 25, 2022	Take Orders & Prize Orders Due to Council
November 17, 2022	Take Order Sort Day
November 18, 2022	Take Order Distribution Day
December 2, 2022	Popcorn Settlement Due Date