

FLINT RIVER COUNCIL



2025 POPCORN

KERNEL GUIDE

WHAT'S INSIDE?

1. Unit Kernel Responsibility
2. Popcorn Terminology
3. Parts of the Sale
 - a. Booth Set-up
4. Goals
5. Incentives
6. FAQ's
7. Distribution Information
8. 2025 Popcorn Team Contact Info
9. Important Dates
10. Show & Sell Items for 2025



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 & transferred by the case!

Container – Individual popcorn items. For Take Order, Popcorn *MAY* be ordered & transferred 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.

Show-N-Sell – Units arrange 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!

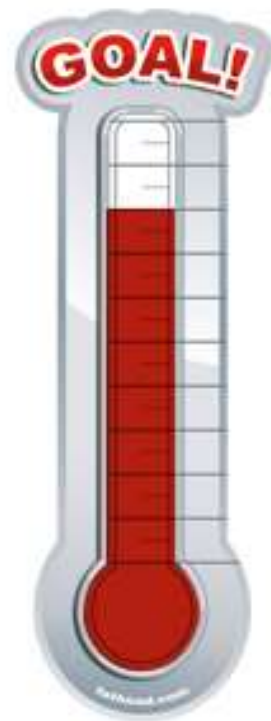
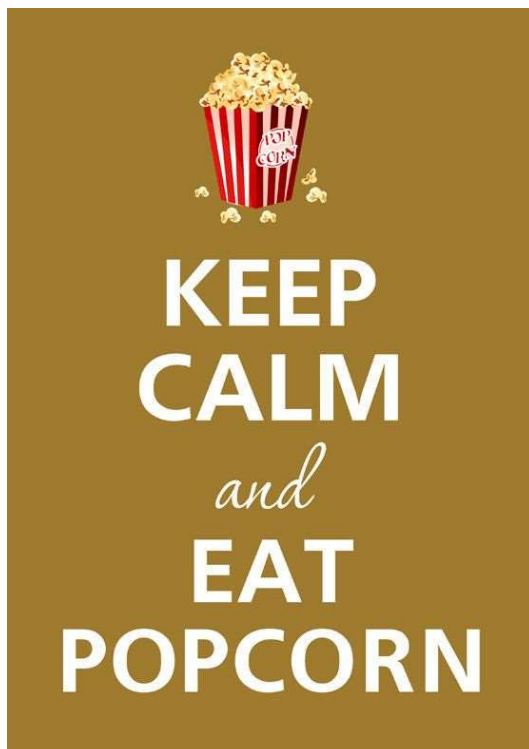


ALWAYS WEAR YOUR UNIFORM!!



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

❖ We will be handling all of our prizes internally this year.

❖ ***It will be IMPERATIVE this year that the Kernel keeps up with Scout sales.***

- Each prize is earned by a Scout, depending on the amount of popcorn he/she has sold.

Flint River Council

INDIVIDUAL

SCOUT

REWARDS



Note: Club level is based on your FINAL sales total. This includes all show & sell, take order, AND online sales combined. Gift cards prizes are NOT cumulative.

3 WEEKLY DRAWINGS



Drawing 1: October 3rd
Drawing 2: October 10th
Drawing 3: October 17th

Sell at least \$150 ONLINE between September 29th - October 16th, get your name put in the drawing for a drone! (receive an additional entry for every \$150 in online sales)

BUY THE PRIZES YOU WANT WITH GIFT CARDS!

SELL	REWARD
3 Items	2025 Popcorn Patch
\$500	\$20 Gift Card
\$750	\$30 Gift Card
\$1500	\$60 Gift Card



TOP SELLING UNIT



Overall top selling unit will receive a FREE overnight camping trip at our camp property which will include ONE activity. (this will be based on a percentage to ensure fairness)

CUB SCOUT TOP SELLER



Overall top selling Cub Scout will receive TWO FREE animal encounter experiences (the scout is able to choose which encounter) with admission the aquarium included.

SCOUTS BSA TOP SELLER



Overall top selling Scouts BSA scout will receive TWO FREE iFly tickets (each ticket includes 2 flights per person)

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

Pack/Troop Incentives

- ❖ In addition to the prizes offered from Council, 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 last year, 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.
 - c. Ask Halie or Rachel about popcorn sales packages being offered in 2025.
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 times are on the very last page of this packet,
under “Important Popcorn Dates”****

Pick-Up Location:

***Midwest Food Bank
(220 Parkade Ct. Peachtree City, GA 30269)***

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.****

2025 POPCORN KERNEL CONTACTS

District	Position	First	Last	Email
Coweta	Asst. Scout Executive	Mickey	Goodwin	Mickey.Goodwin@scouting.org
Fayette – <i>Popcorn Lead for 2025 Sale</i>	Senior District Executive	Halie	Hammond	Halie.Hammond@scouting.org
Ronotohachi	District Executive	Jonathan	Hopkins	Jonathan.Hopkins@scouting.org
Tussahaw	District Director	Rebekah	Florence	Rebekah.Florence@scouting.org
Council	Popcorn Support	Rachel	Moody	Rachel.Moody@scouting.org

If you have any questions or need support, please don't hesitate to call Rachel Moody or Halie Hammond 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 12 – Deadline for Units to place Unit Show & Sell Order online
(by midnight)

August 27 – Show & Sell Delivery Day

August 28 – Show & Sell Sort Day – 8AM – Until (THURS)

August 29 – Show & Sell Distribution Day

October 24 – Deadline for S&S Popcorn Returns to Council

October 29 – Deadline for Units to place Unit Take Orders online
(by midnight)

November 12 – Take Order Delivery Day

November 13 – Take Order Sort Day – 8AM – Until (THURS)

November 14 – Take Order Distribution Day

November 21 – Unit Popcorn FULL PAYMENT Due to Council