

NEW POPCORN KERNEL CHECKLIST – Erie Shores Council Popcorn Sale

This is a checklist of items for a New Kernel to the Popcorn Sale to help them get started.

Learn Popcorn Terms

- **Council** – Erie Shores (Lucas, Wood, Ottawa & Sandusky)
- **District** – Geographic areas within Erie Shores Council - (Commodore Perry, Eagle Bay, Northwest, Swan Creek, Wood)
- **Pack** – Cub Scout Unit (K – 5th Grade)
- **Troop** – Scouts BSA Unit (6th – 12th Grade)
- **Kernel** – Popcorn leader – Unit, District, Council
- **Prize** – Items to choose from based on how much was sold for Units choosing Prizes
- **Incentive** – Items all Scouts are eligible to receive based on how much was sold
- **Show & Sell** – Scouts selling popcorn from a table display at a business, festival, retail store, restaurant, etc.
- **Show & Deliver** – Scouts have an inventory of popcorn at home that they can sell door-to-door, to family and friends
- **Take Order** – Scouts sell popcorn from the order form, place the order with Kernel and deliver orders in November
- **Online Sales** – Scouts sell popcorn when friends and family go to their Scout Page at Trail's End
- **Corporate Sales** – Scouts sell popcorn to a business, generally a larger order for company gifts

Commit to Sell

- Meet with Unit Committee to decide the following
 - Participation in Show and Sell
 - Participation in Take Order
 - Choose either National BSA Prize Program or 3% Extra Commission
 - Set Unit Goal
 - Use Popcorn Planner to help set goal amounts
 - Set Per Scout Goal
 - Set Date of Unit Kickoff
- You can make changes to this as the sale gets closer

Websites

- Familiarize yourself with these websites and check back often for updates and forms
- Council Popcorn Website: www.erieshorescouncil.org/popcorn
 - Kernel Links – Links to important forms and websites
 - Quick Links
 - Kernel Journals
 - Opt-in to receive under Quick Links
 - Read each week to get deadlines and important information
 - District Popcorn Facebook Page
 - Join page under Quick Links
 - Great place to meet other Kernels and to swap products and ideas
 - Popcorn Calendar
- Pecos Popcorn Website: www.prpopcorn.com
 - Both product sales and online sales
 - Place and review popcorn orders
 - Print invoices
 - Contact Erin at erin.lalonde@scouting.org if you need log-in information

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Trainings

- Attend New Kernel Training in June
- Attend District Popcorn Kickoff in August
- Need more help? Contact your District Kernel

Set Unit Popcorn Calendar Due Dates

- Set dates at least 3 days before Council due dates
- Example: If Council Popcorn Return date is 11/3 then your recommended due date would be 10/30

If Participating in Show & Sell

- In the spring and summer, look for locations to set up a popcorn booth
 - Diners, video stores, small businesses, sports events, etc.
- Speak to the manager and give your name, unit, and contact information
 - Verify the time and date at the start of the sale and a week before Show & Sell date
- Find a location to store popcorn during the sale – preferably climate controlled (it is still very warm in September and October and the chocolate varieties will melt)
- Plan how much popcorn to order for Show & Sell
 - Use the previous year's sale as a guideline

Set Guidelines for Popcorn Pickup>Returns and Money for Parents

- Times and dates you will be available for popcorn pickups/returns during the sale
- How and when to contact you
 - Phone, text, email
 - Set days and hours for pick-ups/returns
 - Be flexible, but you do not need to be available 24/7
- Set quantities to be checked out
 - Set a dollar limit and have them turn in money before picking up more popcorn
- Set times to turn in collected money – weekly, at troop/pack meetings, etc.
- Remind parents that if they damaged popcorn, it cannot be returned
 - Popcorn tins \$35 and up cannot be returned without the original cardboard box

Create a System of Tracking Scout Sales and Money

- Create a spreadsheet, notebook, etc.
- Pecatonica Worksheet Tool (accessible from the Pecatonica website)
- Always Use Receipt Books (Duplicate invoice books work great to give a detailed receipt)
 - Kernel will give receipts to Parents that both Parent and Kernel sign
 - Treasurer will give receipts to Kernel that both Treasurer and Kernel sign

Drivers

- Line up drivers to pick up and return popcorn
 - Show & Sell Distribution
 - Weekly Pick-ups
 - Returns
 - Take Order Distribution