

2021

# Popcorn Leaders Guide

Longhouse Council, BSA

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Dear unit leaders, kernels, families, and Scouts,

On behalf of Longhouse Council and the Popcorn committee, we greatly appreciate the continuous feedback from volunteers like you! All of your hard work and dedication make our popcorn sales better year after year. While the 2020 sale may not have been a record breaker in terms of total sales dollars, we came together to Scout through it. Because of everyone's hard work, Longhouse Council was the #1 ranked Council for Trails-End popcorn sales in the Northeast Region. Three of our units ranked among the regional top 10! Congratulations to Troop 117 (1st), Pack 26 (5th) and Pack 218 (7th).

The yearly popcorn fundraiser brings a significant source of funds to Scouts, units, programs and camps in the Longhouse Council. By selling popcorn Scouts are able to fund their Scouting adventures, units purchase equipment to support their activities, and programs such as camporees and the camp facilities at Woodland and Sabattis Scout Reservation are each directly impacted by your efforts with our popcorn fundraiser. For all of your hard work, THANK YOU! Thank you to your Scouts! Thank you to your family and your Scouts' families and friends! We're here for the Scouts! Scouting families and friends trust us to put their support to work in meaningful ways. The popcorn committee is honored to continue to serve the units, leaders, and Scouts of Longhouse Council.

As a Council, our continued success has caught the attention of various companies that serve Scouting. The committee has explored the offerings of other popcorn vendors over the past couple of years. In the uncertainty of 2020's sale, we felt the timing was not right to switch and decided to review again for the 2021 sale. After meticulously reviewing and weighing the pros and cons of each company, we're happy to announce that the committee has decided to accept a special invitation to partner with Pecatonica River Popcorn (PRP) for our 2021 fundraiser. PRP specializes in a custom solution for each Council and has a proven track record of working with its invite-only customer base for a successful fundraiser. Attention to detail is key. Since 1983, PRP has worked with a number of Scout Councils while customizing each sale to capitalize each Council's strengths and assets. This includes container design, unique products, and custom promotions.

What will this change mean for you? Let us start with Unit Kernels receiving free Kernel gifts and resources! Next, your unit will receive a free tasting kit to try out some of our new gourmet popcorn flavors including Peanut Butter Cup Popcorn (Yes you read that right —peanut butter and chocolate popcorn), White Ruby (white chocolate caramel with a hint of cranberries — once you try it, you will be hooked), along with new versions of your customers' favorites including microwave popcorn, microwave kettle corn, jalapeno cheese, cheddar cheese, and caramel w/ sea salt.

Prices will be around the same as with Trails End, but your customer value will go up as products will now come in reusable buckets and tins which will allow the product to stay fresher longer. What about nuts you say? While Pecatonica does not sell nuts, they will allow us to run a Whitley's nut sale at the same time...so, yes, you can still have those nuts at your tables! All online sales with Pecatonica River will give free shipping to the customer and the units will not be charged. The world has changed greatly in the last 18 months and as we all look for a new normal, we feel this is the best time to make a fresh start with Pecatonica River and their dependable customer service-oriented program and make them a part of our new normal. We hope you will love the new products as much as we do and join the Longhouse Council/Pecatonica River Popcorn Team for the upcoming sale!

Sincerely,

The Longhouse Council Popcorn Steering Committee

# 2020 SALE RECAP

## Top Selling Scouts

**\$7,862 - Nathan B Crossroads Troop 117**  
**\$6,246 - Zachary C Crossroads Troop 117**  
**\$5,983 - Robert C Crossroads Pack 218**  
**\$5,464 - Tanner K Crossroads Troop 117**  
**\$5,348 - Joseph P Crossroads Pack 117**  
**\$4,697 - James T Towpath Pack 71**  
**\$4,110 - Brayden B Tri Rivers Troop 496**  
**\$4,108 - Jordan V Crossroads Troop 117**  
**\$3,700 - Imogen G Towpath Pack 120**  
**\$3,634 - Dominic P Crossroads Pack 117**  
**\$3,541 - Collin B Crossroads Pack 117**  
**\$3,480 - Nathan S Crossroads Troop 117**  
**\$3,441 - Logan V Northern Lights Troop 114**  
**\$3,075 - Mason R Tri Rivers Troop 496**  
**\$2,938 - Jonathan A Crossroads Troop 117**  
**\$2,865 - Izzy F Towpath Pack 161**  
**\$2,829 - Molly S Crossroads Pack 218**  
**\$2,750 - Jonathan G Towpath Troop 220**  
**\$2,678 - Amelia M Crossroads Pack 218**

## Top Selling Units

**\$36,990 Crossroads Troop 117**  
**\$26,298 Tri Rivers Pack 26**  
**\$25,802 Crossroads Pack 218**  
**\$11,940 Tri Rivers Troop 496**  
**\$11,745 Towpath Troop 220**  
**\$11,599 Towpath Pack 71**  
**\$10,770 Towpath Pack 120**  
**\$10,235 Towpath Pack 234**  
**\$10,025 Crossroads Pack 117**  
**\$9,045 Tri Rivers Pack 74**  
**\$7,241 Northern Lights Pack 144**  
**\$7,240 Towpath Pack 161**  
**\$7,164 Towpath Pack 102**  
**\$5,830 Crossroads Troop 150**  
**\$5,442 Northern Lights Troop 144**  
**\$4,660 Tri Rivers Pack 496**  
**\$4,655 Ontario Troop 888**  
**\$4,466 Tri Rivers Pack 1605**  
**\$3,438 Crossroads Troop 210**  
**\$3,321 Towpath Troop 52**

# IMPORTANT SALE DATES

## July

- 10: Central Kickoffs
- 17: Northern Kickoff

## August: Early Bird Order

- 9: Early Bird Orders Due
- 26: Popcorn Delivery to warehouse 10am  
(Volunteers Welcome! Contact your DE to volunteer)
- 27: Popcorn Pickup 10am-4pm appointment  
required

## September

- 20: Orders Due & Sellers Club #1 due
- 30: Popcorn Delivery to Warehouse  
(Volunteers Welcome! Contact your DE to volunteer)

## October

- 1: Popcorn Pickup 10am-4pm Appointment Required
- 25-29: Returns Week Appointment Required

## November

- 1: Final Order Due & Sellers Club #2 Due
- 8: Prize Orders Due
- 17/18: Popcorn Delivery to Warehouse  
(Volunteers Welcome! Contact your DE to volunteer)
- 19: Popcorn Pickup 10am-4pm Appointment Required

## December

- 6: Final Payment Due
- 13: Late Fee +2%
- 27: Late fee +3%

# SCOUT REWARDS AND INCENTIVES

## Piece Patch

This years Piece patch takes us to the highest mountain summits around the world. The designs are not finished yet, but the levels are as follow:

- Participation Patch – Sell one item
  - Seller's Club- Sell \$650 in popcorn and get entered in the Seller's Club drawings.
  - One-Of-Each- Sell one of each item on the take order form (excluding military donations)
  - Military Donation-Achieve at least \$30 in military donations.
  - On-Line Sales-Have one order placed online for either the popcorn or the peanuts.
  - Top Seller-Recognize the top selling Scout in your unit with the Top Seller's patch. One per unit (unless your unit has Super Sellers)
- \* All Super Sellers selling \$1500 in popcorn will automatically earn the full set of piece patches.
  - \* Top 20 Selling Scouts in the Council will receive two limited edition patches created exclusively for them.
  - \* Once the patch designs are finalized, they will be shared on Council's website and social media platforms.
  - \* Patches will be ordered once units place their final orders.

## Sellers Club (\$650+)

Every Scout who sells \$650 or more in popcorn can become a member of the Seller's Club. Every member of the sellers' club will receive the seller's club patch previously mentioned. They will also receive a non-transferable certificate for up to 25% of a council sponsored camping event (cub camp, resident camp, scout day camp, camp-o-ree, or family camp).

They will also be eligible to win one of our two (2) Sellers' Club drawing.

9/20/2021

11/8/2021

At each drawing we will draw 5 winners of a \$20 gift card of their choice from Wal-Mart, Target, Scout Shop, and Amazon. We will also draw for 1 Free week of camp. (12 chances to win!!!) The sooner you sell, the better chances you have. Each \$650 sold will result in a new entry and all entries not drawn will remain for the next drawing.

To submit your Sellers club entries, go to <http://www.cnyscouts.org/popcorn/> and fill out and submit the \$650 club google form verifying that your Pecatonica River App is up to date and submitting any peanut sales your scouts have had. It must be submitted before noon on the drawing date. Please speak with your District Executive to prearrange alternate certification procedure if you do not have email capabilities.

## Super Sellers Club (\$1,500+)

All Super Sellers' will receive the entire Piece patch set. They will also be eligible for the Supper Sellers' Bash which is an adventure packed overnight at Destiny USA mall with a private screening of a movie in the morning for top selling scouts who sell \$1500 or more! Cub Scouts must have a parent/guardian attend with them. Scouts who qualify for the event in Troops, Crews, and Ships should plan to attend with other qualify Scouts from their unit and appropriate leadership following YPT guidelines. If you have a question or concern about unit leadership/parental supervision, please contact your District Executive.

\* Please rest assured that if an overnighter can not be hosted as in years past the Popcorn Steering committee is prepared to set up a few alternate event package options for your scout to choose from.

## Winners Circle (\$2,500+)

For each \$2500 in popcorn sold including online popcorn. (No Peanut sales qualify for this prize) Your scout will be able to select 1 prize from PR Popcorn Winners Circle. This is run by Pecatonica River. Kernels will have to enter the scouts into this prize program through Pecatonica River.

## Scout Prizes

We have returned to the Keller Prize program. Your scout may select any prizes adding up to their total sales level. For example, if a scout sold \$900 they can pick one prize from \$825 category and a prize from \$75 not to exceed the total value of their sales. Prizes are determined by combining both the popcorn sales and the peanut sales and all online sales.

## Scout Prizes- Opt Out

When you register for the Pecatonica River sale you will be given the opportunity to opt out of prizes and receive 4% extra commission. Your scouts will still be eligible for Patches, \$650 drawings and prizes, \$1500 Super Seller Program, and PR Popcorn Winner's Circle. Once you choose during registration you can not change what you selected.

## Go Online For Sale Assistance

In an effort to keep you up to date on all things popcorn, we have shifted many of our resources and communications to our online platforms. Be sure to bookmark the following pages for easy reference.

- Popcorn Swap Facebook Page [www.facebook.com/groups/LonghousePopcorn/](http://www.facebook.com/groups/LonghousePopcorn/)
- Longhouse Council Popcorn Webpage [www.cnyscouts.org/Popcorn](http://www.cnyscouts.org/Popcorn)
- Subscribe to the Constant Contact newsletter [www.cnyscouts.org/newsletter](http://www.cnyscouts.org/newsletter)
- Pecatonica River Tutorials <https://pecatonicariverpopcorn.com/Tutorials.html>

\* **All links are available from our website at [www.cnyscouts.org/popcorn](http://www.cnyscouts.org/popcorn) or scan the QR Code**



# WAREHOUSE & PICK-UP

- Appointment deadlines for units are each Tuesday before pick-up
- You **MUST** make an appointment for your pick-up time.
- **NO** pick-ups will be allowed without an appointment.
- If you have a conflict with these dates and times please contact your district executive.
- Please **DO NOT** come to the warehouse if you are not feeling well!
- Call your District Popcorn Contacts (on the last page of this leaders' guide) to make other arrangements!
- \* Contact the Longhouse Council Popcorn Team via email at [LonghousePopcorn@scouting.org](mailto:LonghousePopcorn@scouting.org) with any questions. Warehouse Changes must be requested via email no later than August 7 to the address above.

## Options for pick-up

Towpath & Crossroads: Morse Manufacturing 103 Kuhn Rd. Syracuse, NY 13208

Seaway Trails: Watertown Industrial Park 800 Starbuck Ave. Watertown, NY 13601

**If you would like to pick up at a warehouse other than the one assigned to your District, please contact us at [LonghousePopcorn@scouting.org](mailto:LonghousePopcorn@scouting.org) PRIOR to placing your order!**

## RETURN POLICY

Returns Accepted by appointment October 25 - 29 during normal business hours (8:30am-4:30pm)

New for 2021: A unit may only return 20% of their total order value. Products ordered by units through the Online portal cannot be returned to the Longhouse Council.

- Be sure to keep any items needed to fill your final order and return only the excess. When you return your product, bring along a list of items you'll need for your final order. If your list is in stock, you won't need to place a final order - take it home that day!
- Appointment Only: You must schedule a time to return product with a member of the popcorn or professional staff. **NO UNSCHEDULED DELIVERIES** will be accepted!
- The Longhouse Council reserves the right to refuse cases of damaged product.
- Product that is has a factory/shipping defect must be returned when discovered with pictures of the damage as well as the code on the packaging.

You may transfer excess product to another unit that needs it. If you need help finding a unit that needs additional popcorn, join the **Longhouse Council Popcorn Swap Facebook Group** or talk to your District Kernel or District Executive.

## POPCORN SWAP & ADDITIONAL PRODUCT

The Longhouse Council has developed a platform through Facebook Groups to facilitate the transfer of product between units this popcorn sale. A reminder that there are no paper exchanges; unit kernels should prepare their transfers in the Trails-End system as part of this exchange in order to release the product from their inventory (and their bill) and apply it to the receiving unit. All of this can be accomplished by the unit kernel themselves, with no input needed from the Council Service Center. Stay below the 15% return limit (see Return Policy below) by coordinating with other units that may need additional product on the Facebook Swap group!

Should units need additional product during the sale and are unable to replenish their stock via the Facebook Swap group, units can make an appointment at the Council Service Center to receive additional product, subject to availability. Please reach out to us at [LonghousePopcorn@scouting.org](mailto:LonghousePopcorn@scouting.org) to make an appointment for your unit.

# UNIT GOAL SETTING

A Per-Scout goal is a lot like a merit badge or skill requirement. In Scouting, we often tell Scouts that to receive an award, they must “do, tell, show, demonstrate, etc.” And of course, all Cub Scouts are held to the motto of “Do your Best.” Our Scouts want to succeed. Helping them to succeed in the popcorn sale for the health and strength of your unit is no different. We simply need to be able to help our Scouts define success. Use the formula below to help you set unit and Scout goals. Be sure to ask your Unit Treasurer and Unit Committee to help prepare your budget and popcorn sales goals.

## An Easy Goal Setting Formula

Total dollars your unit plans to spend this year. (i.e. \$2,000)	Unit Budget \$ _____
Divide the unit budget by the popcorn commission %. See commission section to figure your goal commission. (\$2,000/32%= \$6,250)	Unit Sales Goal \$ _____
Divide the unit sales goal by the number of selling Scouts (\$6,250/15 Scouts=\$417/Scout)	Per Scout Goal \$ _____
Divide the per Scout goal by this year's \$25 average container price. (\$417/\$25= 17 items)	Per Scout Container Goal _____

## Things to Remember for Setting Sales Goals

- Set a unit goal.
- Set a per Scout sales goal.
- Communicate the per Scout goal at the unit kick-off.
- After sharing the goal, highlight what the unit goal pays for and how that benefits each Scout.
- Remind Scouts and parents of the Unit and Per Scout goal throughout the sale.
- Reward Scouts for achieving the Per Scout Sales Level.
- Encourage all Scouts and families to participate and achieve the per Scout goal.

# FAMILY FACT SHEET

(Sample form for units to print and provide for their families)

Scout(s) Name: \_\_\_\_\_

Unit type/number: \_\_\_\_\_

Scouts Sales Goal: \_\_\_\_\_

Unit Sales Goal: \_\_\_\_\_

Write these goals on the Scout's sales form!

**What are three things that popcorn will help fund this year for your Scout or their Unit?**

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

**Review the script with your Scout:**

*"Hi! My name is (first name only). I'm in (Pack/Troop/ Ship/ Crew/ Post & Unit #), I'm raising money for my Scouting program. One goal I have this year is (pick one from above). Will you please support me by purchasing some popcorn? My favorite is \_\_\_\_\_.*

**Important dates to remember:**

Return all product and money to unit kernel by: \_\_\_\_\_

Take orders are turned in to unit kernel by: \_\_\_\_\_

Prize choice due by: \_\_\_\_\_

You will be picking up your popcorn on: \_\_\_\_\_ time: \_\_\_\_\_

at (location) \_\_\_\_\_

# UNIT KERNEL JOB DESCRIPTIONN

Position Concept: To give leadership to the unit popcorn sale and to act as the first line of support for unit leaders and families with questions about the sale.

## Responsibilities:

- Know and follow all current Covid Rules and regulations set by: Your charter organization, Local business show-n-sell sites, County, and state guidelines.
- Work with your unit committee to develop a unit sales goal and decide on the sales methods you will use to achieve your goal.
- Ensure unit uses the Kernel Tracker Portal to Set up show-n-sell shifts and track your inventory.
- Encourage all Scouts to use the MYPRPOPCORN Portal to track personal sales and goal progress.
- To train and encourage scouts to use the PR Popcorn online sales system and the Whitley's Peanut online sales systems to sell to distant friends and family.
- Prepare an exciting Popcorn Kickoff presentation to disperse paperwork and have a tasting party for Scouts, leaders and parents. Include handouts such as:
  - Timeline showing sale dates, orders due to unit, and product pick-up date and location.
  - Your unit's goal, and each Scout's per-Scout goal.
  - A letter to parents explaining your unit's goals for the year and the importance of the sale.
  - Information on the Prize Programs chosen by your unit including Council-provided Sellers' Club programs.
- Prepare a Super Saturday to kick off your sales and encourage a strong sale kickoff for leaders, Scouts, and parents. Build excitement around the sale!
- Be "on time" as per the "Important Dates" calendar including the deadlines set for popcorn orders, the Sellers' Club entries, payments, prize orders and other items to Council on time.
- Transfer product as needed using the google form and the Longhouse Council Popcorn Swap Facebook group.
- Schedule an appointment to pick up popcorn at the scheduled time and day of your assigned pickup site. Make sure to bring enough vehicles to accommodate your order and arrive on time!
- Contact popcorn staff at LonghousePopcorn@scouting.org for instructions on how to claim credit for damaged product. Do not dispose of product or its case until you have received confirmation of refund.
- Distribute popcorn to Scouts and remind them of money due dates.
- Be the positive well of energy for your unit during the sale. If you find Scouts who are not selling much, check-in their product and redistribute to others who are selling more.
- Collect and tally money and popcorn at least one week before due dates assigned by the Council.
- Verify app data is correct and current before each Sellers' Club date and submit any peanut sales as published in the Leaders' Guide.
- Submit final payment on time to avoid late fees.

Unit Kernels MUST sign and submit the 2021 Popcorn Sale Agreement to their District Executive prior to picking up product. No product will be released to a unit without a signed form on file.

# 2021 SALE AGREEMENT

To ensure all units are aware of the changes made to the 2021 Popcorn Sale all units are required to complete this acknowledgement form and return to your District Executive Prior to picking up any popcorn. Initial each statement then sign and date the bottom & return to District Kernel or District Executive.

I (print name) \_\_\_\_\_ certify that I will be the Popcorn Kernel for

District (please circle one)      Crossroads      Seaway Trails      Towpath

Unit (please insert unit number) Troop \_\_\_\_\_ Pack \_\_\_\_\_ Crew \_\_\_\_\_ Ship \_\_\_\_\_

My email is \_\_\_\_\_ phone # \_\_\_\_\_

Best way to contact me is      Email      Phone

I will have a Co-Kernel: \_\_\_\_\_

Their Email \_\_\_\_\_ Their Phone \_\_\_\_\_

- |  |                                                                                                                                                                                                                |
|--|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|  | 1. I have received the 2021 Popcorn Leader guide and will reviewed it with unit leadership.                                                                                                                    |
|  | 2. I will comply with all Local, State, and Federal COVID-19 guidelines and will always enforce them with my unit.                                                                                             |
|  | 3. I will communicate regularly with and refer any questions needing additional assistance from my unit to the District Executive or Council/District Kernel.                                                  |
|  | 4. I am aware that the unit must meet deadlines for all orders. If prize order/Sellers Club deadlines are not met my unit will forfeit prizes and rewards or may not get the product needed.                   |
|  | 5. I have reviewed the new Commission Structure.                                                                                                                                                               |
|  | 6. I will first try to get rid of extra inventory through the popcorn swap page. If unsuccessful I may return up to 20% of our Products to Council if it is not damaged.                                       |
|  | 7. I understand that my unit must schedule a time to pick up all popcorn orders at the designated warehouse and be on time for that appointment. A failure to do so will delay my pickup to another day.       |
|  | 8. I understand that final payments are due by Dec. 6th Payments must be made by phone or postmarked by Dec. 6th. Any payments after this date will incur up to a 5% late fee (2% on 12/13 then +3% on 12/27). |
|  | 9. I understand all refunds will be placed on our unit account for use with re-charter or camp. We may file a check request form at Council, but it will take 4-6 weeks to process this request.               |
|  | 10. I understand that I must register with Pecatonica River as a unit popcorn Kernel and stop using Trails End.                                                                                                |
|  | 11. My units' finances (registered treasurer) are handled by _____ They can be reached                                                                                                                         |

I agree to the terms and conditions of this sale and my responsibilities as a Unit Popcorn Kernel as detailed in the Unit Popcorn Kernel Job Description.

Signed: \_\_\_\_\_ Print: \_\_\_\_\_ Date: \_\_\_\_\_

# NOTES

# NOTES

# NOTES

# MEET THE TEAM

## Council Popcorn Team

Council Popcorn Kernel: Ron Clark IV  
longhousekernel@gmail.com 315) 569-2278

Council Staff Advisor: Abby Hughes  
abby.hughes@scouting.org (315) 463-0201 X104

Council Support: Stacie Wilmot  
Stacie.wilmot@scouting.org (315) 463-0201 X105

General Council Support: [Longhousepopcorn@scouting.org](mailto:Longhousepopcorn@scouting.org)

## Towpath District:

District Kernel: Melanie Loftus [melloftus@gmail.com](mailto:melloftus@gmail.com) (315) 451-4247

District Executive: Ron Hill [ronald.hill@scouting.org](mailto:ronald.hill@scouting.org) (315) 463-0201 X115

## Crossroads District:

District Executive: Matt Lacy [matt.lacy@scouting.org](mailto:matt.lacy@scouting.org) (315) 463-0201 X114

## Seaway Trails District:

District Director: Tim herne [tim.herne@scouting.org](mailto:tim.herne@scouting.org) (315) 463-0201 X110

If you're interested in joining a District team or the Council Committee please contact  
[longhousekernel@gmail.com](mailto:longhousekernel@gmail.com) or [longhousepopcorn@scouting.org](mailto:longhousepopcorn@scouting.org)

## Commission Structure

**30%**

BASE  
COMMISSION  
FOR ALL UNITS

**+1%**

USE APP TO RECORD  
SCOUT SALES & REPORT  
SELLERS CLUB ENTRIES

**+2%**

SALES GOAL = HALF  
OF YOUR REGISTERED  
SCOUTS X \$900

**+2%**

COMMIT TO SALE,  
SIGN AGREEMENT,  
& KERNEL TRAINED BY AUGUST 31

**+1%**

SALES GOAL = HALF  
OF YOUR REGISTERED  
SCOUTS X \$650 (SO IF YOU  
HAVE 20 REGISTERED SCOUTS  
YOUR SALES GOAL IS 10X650=  
\$6,500)

**+1%**

SET UP AND PROMOTE  
A METHOD FOR  
ACCEPTING CREDIT  
CARDS