

2023 PARENT GUIDE TO POPCORN



BOY SCOUTS
OF AMERICA®
MONTANA COUNCIL



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August 4th, 2023

Dear Scouts, Scouters, and Parents,

Welcome to the 2023 Popcorn Sale!

To those returning Unit Popcorn Kernels, thank you for supporting your unit once again. To new Unit Popcorn Kernels, welcome aboard! 2022 was an excellent year, as Montana Council sold \$1.3 million in luscious popcorn. Our goal was one million dollars, and you all crushed it!

Boy Scouts of America councils from across the nation asked, "What is your secret sauce?" I attribute it to a few things: customers and families thankfully emerging from COVID-19, highly motivated Scouts & parents, high-adventure opportunities for units, and a friendly staff of experienced and dedicated Popcorn Kernels. All these components together formed a phenomenal year.

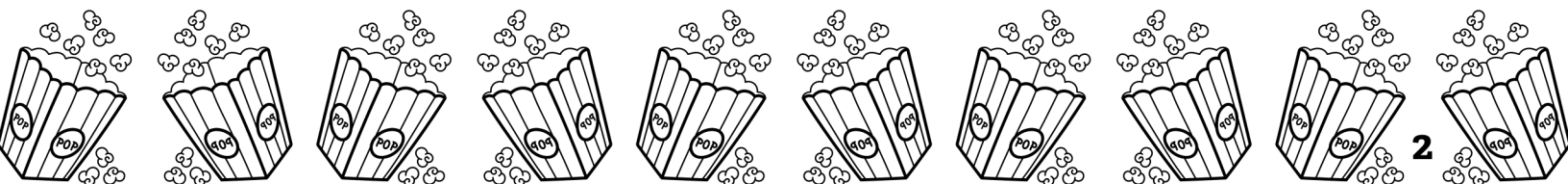
Popcorn revenue benefits each unit and helps reduce costs for all our Scouting families. When your unit chooses to sell popcorn, you help your families. Thank you.

This year, our new motto is "Popping our Way to the Top!" Our goal is set at \$1.3 million. Our popcorn team has worked hard this "off season," and we are offering some exciting new items to the product line-up. In 2023, we will once again offer a top of the line, high-value prize program, and units will continue to receive the commission rate at 30% for in-person sales. In addition, there will be Fill it Up and Win prize drawings daily.

This is all possible because of our success last year. So, hold on to your hats... we're "Popping our Way to the Top" and \$1.3 million is in our sights! Our popcorn team looks forward to a successful 2023 so we can help every Scout and every unit fund their Scouting adventure.

Yours in Scouting,

Montana Council Popcorn Team



Why Sell Popcorn?



Why is my unit Selling Popcorn?



The Montana Council Popcorn Sale is an important part of your Scouting experience. It provides necessary funding for the great programs you receive from your unit and the Montana Council. It is also an opportunity to reduce the cost of Scouting to your family by paying for camp, Scouting equipment, awards, registration fees, high adventures, pinewood derby cars, blue & gold banquets, etc.

Why is my Scout Selling Popcorn?



Participating in the popcorn sale teaches valuable life lessons; responsibility, follow-through, customer service, and setting goals and working to achieve them. As a parent, you have the opportunity to teach life lessons while accompanying your Scout on his/her entrepreneurial journey. The popcorn sale provides unique experiences in marketing, distribution, customer service and personal skills. Your Scout can earn great prizes for participating in sales, too!

Does my Scout earn any money on the sale?



Each unit develops their own plan on how those funds are allotted. Most units set aside part of those funds to be used at the discretion of individual Scouts (for Scouting expenses) and the rest for use by the unit as a whole. Ask your unit's Popcorn Kernel how your unit divides the money and how it can be used.



Sales proceeds not only support your unit, but also your local Scouting program and your council camps.



Incentivize Scouts with prizes including patches, gift cards, and more.



Scouts learn communication, resilience, and teamwork skills.

Getting Started

Pecatonica River Popcorn offers an online store that allows Scouts to sell popcorn to family and friends across the country.

Online selling benefits:



- **FREE shipping!** That's right! Free shipping for every online order!
- **Different product selections!** New popcorn combinations along with candies and coffee - online only.
- **Expand your territory!** Product is shipped directly to the customer so relatives across the country can still support you.
- **You don't have to deliver product!**
- **Sales count towards prize levels.**

Setup your Scout's online selling site



- **1st Step - Obtain your online seller ID** - contact your unit popcorn kernel to get this.
- **Login to myprpopcorn.com** (or download the My PR Popcorn app)
- **Create your profile video** - dress in Scout uniform and explain why you are selling popcorn
- **Share your site with friends & family!**

Promote your sale:

- **Click "Share Profile"** to share your page on social media or email. (app only)
- **Use the sample text** (or make it your own) with your seller ID and link to your selling site.
- **Post frequently** on your parents social media and email to those not on social media.
- **Combine online sales with door-to-door selling.** Download the "online Popcorn QR template" from scoutsiowa.org/popcorn. Then update the template by creating your own QR code at www.qr-code-generator.com/

Please support me and Scouting by ordering some of our finest flavor combinations. You can choose from popcorn, pretzels, candy, trail mix or coffee all with FREE shipping. You may also choose to send a taste of home to our U.S. Military men and women by purchasing a Popcorn Military Donation. These donations are available in increments of \$10 and ship direct to men and women in the U.S. Military.

Part of your purchase goes back to my Unit and Council to help instill the very values that have made Scouting a time-honored tradition for more than 100 years.

Thank you for your support,
Name
Seller ID:

2023 Fill it up and Win!

Each filled popcorn order form will be entered into the daily drawing - Daily Online sales of \$600 and above will automatically be entered in each daily drawing.

All daily entries for the week will be entered in the weekly drawings.

All weekly entries will be entered in the Grand Prize Drawing!

How to Enter:

Scan and email filled order forms to:
popcorn@montanabsa.org
by 10:00 am each day

Make sure to include your name, unit number, email and phone number on each form.

Fill it up & Win Prizes

Daily Drawing Prize:

Scoutbucks

Week 1 Prize:

HD Underwater Camera

Week 2 Prize:

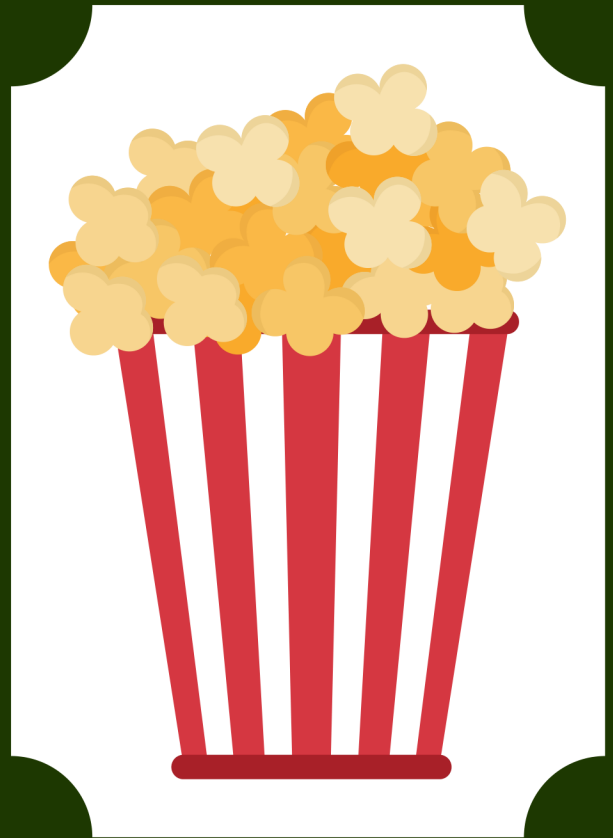
3D Printer with Filament

Week 3 Prize:

JBL Flip 6 Bluetooth Speaker w/ Case

Grand Prize:

Inflatable Kayak Set with PFD



Contact

Ruth Fischer
popcorn@montanabsa.org

Key Dates



September 23:

Popcorn Sales Start - Door to Door & Online



October 15:

Door to Door Sales End



November 2 - 3:

Popcorn delivered to Districts, and distributed to units.

November 19:

Online Sales End







December:

Prizes shipped to units

Products



 Chocolate Lover's \$60 Includes Milk Chocolate Pretzels, White Chocolate Pretzels, White Ruby, Peanut Butter Cup, and Sea Salt Splash.	Cheese Lover's \$45 Includes Cheddar Cheese, Buffalo Ranch, Jalapeño Cheese, and White Cheddar.	Hometown Heros \$35 Includes Cheddar Cheese, Caramel Corn, and Natural.
 Mud Puddles \$25 A sweet combination of buttery caramel corn and crushed peanuts coated in rich creamy fudge.	 Sea Salt Splash \$25 Caramel popcorn dunked in dark fudge and sprinkled with a splash of sea salt.	Caramel with Sea Salt \$25 Caramel corn made with real butter, brown sugar, and the perfect amount of sea salt.
 Trail Mix \$20 This flavorful treat has peanuts, almonds, chocolate candies, raisins, and sunflower seeds.	Jalapeño Cheese \$20 A zip of jalapeño pepper gives this feisty popcorn flavor its heat.	Cheddar Cheese \$20 Made with a savory blend of real Wisconsin Cheddar Cheese.
Microwave Kettle Corn (15 pack) \$20 Experience the combination of the sweet, yet salty flavor of Kettle Corn anytime.	Microwave Butter (15 pack) \$20 Enjoy popcorn with a rich butter flavor.	Popping Corn \$12 America's healthiest snack food! Pops up tender for that fresh popcorn taste.
Classic Caramel \$12 Glazed to perfection with real butter and brown sugar.		Military Donations Any Amount Send the gift of popcorn to our military men and women, their families, and veterans' organizations.

Please do not store popcorn in your vehicle.



It is important to ensure that chocolate products are kept cool. If selling outdoors on warmer days, keep chocolate products in a cooler with cooling packs.

Prizes

All Prizes are Cumulative



\$600 Level

Portable,
Rechargeable
Fan + 10
Scout Bucks



\$800 Level

10 Piece
Mess Kit +
20 Scout
Bucks



\$1200 Level

Teton
Backpacking
Pack + 50
Scout Bucks



\$2500 Level

4 Person Tent + 135
Scout Bucks, \$100
Visa Gift Card, & \$25
Gas Card

Higher levels receive the prizes in lower levels too!

\$3000

Level

\$275 Visa Gift Card
160 Scout Bucks
\$50 Gas Card

\$4000

Level

\$325 Visa Gift Card
200 Scout Bucks
\$50 Gas Card

\$5000

Level

\$400 Visa Gift Card
250 Scout Bucks
\$75 Gas Card

\$6000

Level

\$450 Visa Gift Card
300 Scout Bucks
\$75 Gas Card

\$7000

Level

\$500 Visa Gift Card
400 Scout Bucks
\$100 Gas Card

\$8000

Level

\$550 Visa Gift Card
500 Scout Bucks
\$100 Gas Card

Winners Circle

Sell \$3000 and pick a prize from the Winner's Circle.
Unit leaders will place order selection



\$200 Amazon Card



\$200 Best Buy Card



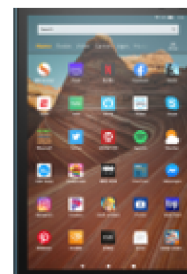
32" Smartcast TV



Electric Scooter



Quadcopter Drone



10" Amazon Fire
Tablet



Airpods

***Prizes subject to availability**

Donations



Throughout the sale, any donations collected are exclusively designated for the Military Donation Program.



In accordance with Boy Scouts of America, IRS, and state restrictions, units may not solicit donations.

Any donations collected are exclusively designated for the Military Donation Program, providing popcorn to service men and women, veterans, and their families.

Units earn sales commissions (30% in-person or 30% online) for military donations.

Military donations may be counted toward prize levels.

The military donation form is available in Appendix C. Printable donor receipts are available in Appendix D.

Units found to be under-reporting donations are subject to repercussions from the Boy Scouts of America, IRS, and state.

Why?

- Boy Scouts of America Policy:
"At no times are units permitted to solicit contributions for unit programs." Collecting donations to benefit the unit is against BSA policy and is cause to revoke the unit's charter.
- IRS Policy:
The IRS maintains a database of organizations eligible to receive charitable contributions (Pub 78). There are strict requirements to be included, including filing an annual Form 990. BSA units are not covered by the council's 501(c)(3) determination.
- Through military donations, Scouts are selling product and earning a sales commission.
- Like all other sales, donation amounts count toward prizes.
- Military donations help the council manage inventory. That allows the council to accept returns and keep commissions high.
- Donations support service men and women, and their families, in our community.
- A Scout is Trustworthy. And trustworthy leaders are the role models for trustworthy youth.

Online Sale



The online popcorn sales dates are slated for August 1 through November 19, 2023.

Each Scout receives a unique Seller ID. Unit Popcorn Kernels are notified of their Scouts' online sales so they may track them for prizes.

Sales made through Pecatonica River Popcorn's website earn a 30% commission. The product is shipped directly to the purchaser with free shipping.

The items available through the online sale differ from those available for in-person sales.

Trustworthy Duo (\$30)

Classic Caramel and Cheese

Loyal Favorite (\$30)

Microwave Butter

Kind & Spicy Combo (\$35)

Jalapeño, Buffalo Ranch, and Cajun Crunch

Friendly Bundle (\$35)

Classic Caramel, Cheese, and Honey Roasted Peanuts

Courteous Cluster (\$40)

Classic Caramel, Cheese, and Sea Salt Splash

Helpful Mix (\$40)

Classic Caramel, Cheese, and Pecan Caramel Clusters

Obedient Blend (\$40)

Classic Caramel, Cheese, and Cashew Caramel Clusters

Cheerful Variety (\$45)

Pecan Caramel Clusters, Cashew Caramel Clusters, and Sea Salt Caramels

Thrifty Brew (\$45)

Classic Caramel, Coffee, and Mocha Chocolate Cups

Brave Medley (\$50)

Pecan Caramel Clusters, Cashew Caramel Clusters, Mocha Chocolate Cups, and Sea Salt Caramels

Clean Classic (\$50)

White Ruby Popcorn

Reverent Collection (\$60)

Classic Caramel, Cheese, Sea Salt Splash, Coffee, and Cashew Caramel Clusters

For assistance in tracking an online order, please contact the Pecatonica River Popcorn help desk at pops@prpopcorn.com.

Contact Information

Montana Council

Ruth Fischer
popcorn@montanabsa.org
406-761-6000

Kirsten Steele
popcorn@montanabsa.org
406-761-6000

Visit Our Website:
www.montanabsa.org



Boy Scouts of America, Montana Council
820 17th Avenue South, Great Falls, MT 59405
406-541-1009
<https://montanabsa.org/events/popcorn/>



Path to Advancement

TIGERS



Curiosity, Intrigue and Magical Mysteries

Create a secret code to use during your Popcorn Sale (Req. 3)

Stories in Shapes



Create an art piece advertising your Popcorn Sale (Req. 3)

BEARS



Baloo the Builder

Select and build one useful and one fun project for your Popcorn Sale (Req. 3)

WEBELOS



Art Explosion

Create a Popcorn Sale poster (Req. 3f) or a T-shirt or hat (Req. 3g) for display at your Show & Sell

Build It



Create and build a carpentry project to advertise your Popcorn Sale (Req. 2)
List all the tools you used to build it (Req. 3)

WOLVES



Howling at the Moon

Pick one of the four forms of communication (Req. 1) and create a Popcorn Skit (Req. 2)

Paws on the Path



Tell what the Buddy System is and why you need to use it during your Popcorn Sale (Req. 3)



Path to Advancement



Art

Produce a Popcorn Sale poster for display (Req. 5a)



Communication

Make a Popcorn Sale presentation to your counselor (Req. 2b)
Show your counselor how you would teach others to sell Popcorn (Req. 6)



Digital Technology

Create a report on what you and your troop can do with the funds earned from selling popcorn (Req. 6d)



Graphic Arts

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 (Req. 3 and 4)



Journalism

Create a 200 word article about your troop's Popcorn Sale (Req. 3d)



Movie Making

Create a storyboard and video designed to show how to sell popcorn (Req. 2)



Personal Management

Define your Popcorn Sales Goal. Create a plan and make a calendar for how you will achieve your goal with all your other activities (Req. 8 and 9)



Photography

Take photographs of popcorn, Scouts selling popcorn, and other activities related to the sale. Arrange the prints with captions to tell a story (Req. 5 and 7)



Plant Science

Research corn farming and discuss the impact of corn on modern food supply (Req. 8.1)



Public Speaking

Prepare and give a speech to your troop describing the benefits of the Popcorn Sale (Req. 2)



Salesmanship

Sell popcorn! (Req. 5)
This entire merit badge pairs perfectly with the Popcorn Sale



Truck Transportation

Describe what kind of truck is needed to ship popcorn from the factory to the council, how the popcorn is packed, the estimated trip time, and the best methods for unloading the shipment (Req. 9)

**THANK
YOU**

Your contribution provides popcorn to service men and women, veterans, and their families in partnership with the USO and other military support organizations. Scouts earn a sales commission, so your contribution helps them earn their way to adventure too!



MILITARY DONATION RECEIPT

Name: _____

Date: _____

Donation Amount: _____

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