

# FUNDING THE ADVENTURE POPCORN SALE

POPCORN GUIDEBOOK 2026







The annual popcorn sale remains an excellent opportunity for Scouts and units to fund their entire Scouting program for the year. With the rising cost of membership fees, a successful popcorn sale is critical to the stability of our units. By utilizing a combination of these sales strategies below and the tried-and-true methods, Scouts and units have a great opportunity to create success in the popcorn sale this fall.

**Door to Door Sales**—Scouts will go door to door in their communities. You can do this with your order form and bring product back at a later date or the scout can bring product with them and not have to deliver at a later date. Both ways the scout will need to collect payment at the time of sale.

**Wagon Sales (Show and Deliver)**—Increase sales and save time with the wagon sale method! Equip your Scout families with a supply of popcorn from your show and sell inventory that they can take to each house with them. Potential customers are more likely to buy when the product is visible and they can accept immediate delivery. Plus, families no longer need to return weeks later to each house to deliver the orders! This is a proven method that will significantly improve your sale!

**Show & Sells**—This method is a lot like an “old school” lemonade stand. Your unit gets permission to have a booth in a high visibility area and your Scouts sell actual popcorn product there on the spot. This method has been highly effective for many units. A unit can plan a Show & Sell day and split Scouts/families into shifts so that everyone takes a turn. Talk with local stores to setup a time to sell. You can sign up for some locations in Burlington and Quincy by using the MVC Sign-up Genius. Go to Sign-Up Genius and Select- MVC Popcorn 2026. This will go active August 5<sup>th</sup> at 12 PM.

**Online Sales**—Individual Scouts will continue to have the ability to sell online to customers, both locally and abroad through Pecatonica’s online store. The product lineup for online sales has been expanded, product is delivered directly to the customers door, and shipping is free. You will receive a unique seller ID shortly before the sale starts along with templates for email and social media posts.

**Popcorn Return Policy**— Units cannot return more than 30% of the products they check out. Example: Unit A checked out 100 containers of various items at the August distribution and another 50 various containers in September. When the unit returns any unsold product, they can only return up to 45 containers (30%).





# POPCORN TIMELINE



Utilize the dates and timeline below to aid in planning for your unit's popcorn sale.

## JULY 2026

- July 18: Popcorn University North, 9AM-Noon at Burlington Scout Shop.
- July 25: Popcorn University South, 9AM-Noon at Quincy Scout Shop.

At these events you will pick up your samples, order forms, and more!

## AUGUST 2026

- August 1: Orders Due ONLINE
- August 1: Online Sales Begin
- August 5: Sign Up Genius Goes Live at 12PM
- August 14: Popcorn Pick Up. 50% of retail value due at pick up
- August 15: All Sales Begin

### Other August Tips:

- Have Unit Popcorn Kickoff
- Finalize your unit program plan, budget, & goals
- Confirm sites for Show & Sell and Drive Thru Sales
- Finalize unit incentive plan
- Sign Scouts up to attend Drive Thru/Show & Sells
- Conduct Show & Sell and/or Drive Thru sales events
- Ensure each family has enough popcorn to be successful with Show & Deliver and/or Pop-Up Shops
- Confirm additional volunteers to help pick up product at distribution site and to sort for each Scout

## SEPTEMBER 2026

- September 23: Council Deposits first order checks

### Other September Tips:

- Make sure each family is equipped with sales materials and is familiar with deadlines
- Provide weekly promotion to Scouts and families to create ongoing excitement
- Conduct Show & Sell and/or Drive Thru sales events, Ensure each family has enough popcorn to be successful with Show & Deliver and/or Pop-Up shops
- Collect copies of all order forms and prize details from each Scout with enough time to enter orders

## OCTOBER 2026

- October 24: Final Orders Due Online
- October 24: All Sales End
- October 26: Last Day to return product

### Other October Tips:

- Make sure each family is equipped with sales materials and is familiar with deadlines
- Provide weekly promotion to Scouts and their families to create ongoing excitement
- Conduct Show & Sell and/or Drive Thru sales events Ensure each family has enough popcorn to be successful with Show & Deliver and/or Pop-Up shops
- Collect copies of all order forms and prize details from each Scout with enough time to enter orders
- Unit can return up to 30% of original order anything over that will be the responsibility of the unit
- Make sure to fill out the unit prize forms

## NOVEMBER 2026

- November 10: Final Pick Up. Invoices will be a closeout balance
- November 12: Last day to enter unit prize forms
- November 23: Council deposits final checks



# WHO'S ON YOUR TEAM



## COUNCIL-LEVEL POPCORN TEAM

| District                    | Name             | Phone          | Email                         |
|-----------------------------|------------------|----------------|-------------------------------|
| Eagle Valley DE             | Cord Boughton    | (309) 278-2936 | cordaro.boughton@scouting.org |
| Shoquoquon DE               | Laura Carruthers | (319) 759-4377 | laura.carruthers@scouting.org |
| Eagle Valley Popcorn Kernal | Amanda Fagot     | (217) 919-7004 | silvermist217@gmail.com       |
| Council Support             | Name             | Phone          | Email                         |
| Council Popcorn Kernal      | Amanda Johnson   | (319) 572-2755 | amandaarnold79@gmail.com      |
| Popcorn Support             | Tina Taylor      | (217) 224-0204 | tina.taylor@scouting.org      |
| Staff Advisor               | Matt Shaw        | (319) 931-4294 | matthew.shaw2@scouting.org    |

## THE UNIT POPCORN KERNEL: ROLES & RESPONSIBILITIES

**Keep Everyone Motivated** – The unit kernel is the chief-cheerleader and morale officer. Keep things fun to keep the Scouts interested.

**Learn About the Sale** – Be familiar with the popcorn program, including the products available, key calendar dates, and special incentives.

**Set a Goal** – With your unit's leadership and based on your unit's annual program plan, set a sales goal. This is one of the most often skipped steps of the sales planning process! Based on your overall goal, and with the help of your district's popcorn team, figure out how to achieve it.

**Hold a Unit Kickoff** – Plan and conduct a Unit Popcorn Kickoff to communicate the program and goals to your Scouts and their families. Get everyone excited, motivated, and focused on getting every Scout involved. How the sales materials are presented is a huge factor in how successful the sale is. So, organizing a good kickoff is one of the most important parts of the kernel's job. Don't be one of those units that just puts forms on a table in the back of the room for Scouts to pick up on their way out!

**Organize Unit Efforts** – If the unit is going to have a show and sell booth sale or blitz day, be prepared to get parents' help with staffing the event. Know your dates and locations up front so that Scouts and parents can sign up at the kickoff. Also, communicate key dates to all Scouts and families. When setting deadlines, make sure you have enough time to put it all together.

**Place Orders and Distribute Popcorn** – Collect and make your unit's order, pick up product, distribute product, and collect money. Payment is due, by check (no credit cards), on or before Tuesday, November 10.





# DISTRIBUTION DATES

## Popcorn University & Materials Pick Up

### Popcorn U North

**7/18, 9:30-11:30**

**Burlington Scout Shop**

3007 Flint Hills Dr.

Burlington, IA 52601

### Popcorn U South

**7/25, 9:30-11:30**

**Quincy Scout Shop**

2522 Locust St.

Quincy, IL 62301

## SHOW & SELL POPCORN DISTRIBUTION

### Quincy Area

**Sisbro Trucking Company**

**8/14, 3:00-5:00**

4116 Wisman Ln.

Quincy, IL 62305

### Burlington Area

**Standard of Beaverdale**

**8/14, 3:00-5:00**

11194 Twin Ponds Dr.

West Burlington, IA 52655

## TAKE ORDER POPCORN DISTRIBUTION

### Burlington Area

**Burlington Scout Shop**

3007 Flint Hills Dr.

Burlington, IA 52601

### Quincy Area

**Quincy Scout Shop**

2522 Locust St.

Quincy, IL 62301



# ABOUT THE SALE



## UNIT COMMISSION

# 31%

Max Commission

22% Base Commission

+2% Attend Kickoff

+3% Unit Sells \$5000- \$7999

+5% Unit Sells \$8000- \$10999

+7% Unit Sells \$11000 Plus

**NOTE: Bonus commissions will be applied to your final invoice in November. If you have a credit, we will refund your unit by December. Online sales count towards total sales and your tiered commission.**

# SALES GOALS



Before you get started, create a unit goal and a per Scout goal! This will help guide how much popcorn to sell!

$\$ \text{ total activities for the year} / 31\% = \$ \text{ unit goal}$

example:  $\$11,000 / 31\% = \$35,482$

$\$ \text{ unit goal} / \# \text{ Scouts} = \$ \text{ per Scout goal}$

example:  $\$35,482 / 50 \text{ Scouts} = \$710$



# PRODUCT LINE UP

## YOUR FAVORITE POPCORN and MORE!

### YELLOW POPPING CORN



America's healthiest snack food in a re-sealable Adventure tub! Pops up tender for that fresh popcorn taste you're craving.

Net Wt. 2 lbs ▲ \$10 (6) (11)

### JALAPEÑO CHEESE



The unmistakable zip of jalapeño pepper gives this feisty popcorn flavor its heat. Perfect for those who like their snacks with a little kick.

Net Wt. 5 oz. ■ \$20 (6) (11) D

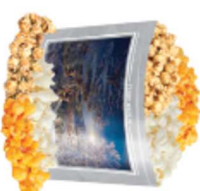
### MOUNTAIN MUNCH



Caramel Sea Salt popcorn drizzled in milk and white chocolate.

Net Wt. 14 oz. ♣ \$25 (6) (11) D

### CLASSIC TRIO



Everyone's favorite blend of sweet and savory, a snack you won't be able to put down. Mix them together for a Chicago style treat, or enjoy them individually.

*Caramel Corn, Cheddar Cheese, Butter*  
Net Wt. 17 oz. ③ \$30 (6) (11) D

### CLASSIC CARAMEL CORN



Glazed to perfection with real butter and brown sugar to create a flavor to remember, with a crunch you can't forget.

Net Wt. 8 oz. ▲ \$10 (6) (11) D

### TRAIL MIX NEW!



This flavorful treat has peanuts roasted and salted, raisins, M&M's, almonds, and cashews roasted and salted.

Net Wt. 15 oz. ♣ \$20 (6) (11) D

### CHEESE LOVERS



Cheese, cheese, and more cheese! A combination that will satisfy any cheese lover's appetite.

*Cheddar Cheese, Jalapeño Cheese, Buffalo Ranch, White Cheddar*  
Net Wt. 13 oz. ④ \$40 (6) (11) D

### BUTTER MICROWAVE (15 PACK)



Take advantage of this convenient way to enjoy a freshly popped taste with a rich butter flavor. 0 grams of trans fats.

Net Wt. 37.5 oz. ⑤ \$20 (6) (11) D

### CARAMEL SEA SALT



Caramel corn made with real butter, brown sugar, and the perfect amount of sea salt. The crunchy, sweet, and salty combination will leave you wanting more.

Net Wt. 15 oz. ◇ \$25 (6) (11) D

### KETTLE CORN



Experience the combination of the sweet, yet salty flavor of Kettle Corn anytime. 0 grams of trans fats.

Net Wt. 37.5 oz. ♡ \$20 (6) (11) D

### PEANUT BUTTER CUP



Two great flavors that taste great together. A melt in your mouth combination of milk chocolate and peanut butter.

Net Wt. 15 oz. ♡ \$25 (6) (11) D

### CHOCOLATE LOVERS



Our Chocolate Lovers tin features 5 sweet treats that you can't resist: *Mountain Munch, Firecracker Crunch, White Ruby, Peanut Butter Cup, Sea Salt Splash*

Net Wt. 52 oz. ③ \$60 (6) (11) D

### CHEDDAR CHEESE



Made with real cheddar cheese. Each freshly popped kernel is a savory blend of cheeses that will keep you coming back for more.

Net Wt. 5 oz. ● \$20 (6) (11) D

### SEA SALT SPLASH



Caramel popcorn dunked in dark fudge and sprinkled with a splash of sea salt. If you have never tried this combination, you don't know what you're missing.

Net Wt. 15 oz. ▲ \$25 (6) (11) D

### MILITARY DONATION



Send the gift of popcorn to our military men and women, their families, and veterans' organizations. The popcorn will be shipped directly and is not available for local delivery.

☞ \$30/\$50



# PRIZES & INCENTIVES

|              |                                        |
|--------------|----------------------------------------|
| Sell 1 item  | Earn a patch                           |
| Sell \$400   | Earn \$20 Gift Card                    |
| Sell \$700   | Earn \$40 Gift Card                    |
| Sell \$1,750 | Earn \$50 Gift Card                    |
| Sell \$3,000 | Earn Winners Circle                    |
| Sell \$3,250 | Earn Winners Circle & 2027 Summer Camp |



## WINNERS CIRCLE: PRIZES FOR \$3,000+ IN SALES

### ★ **SELL \$3,000**

PICK A PRIZE FROM THE WINNER'S CIRCLE FOR EVERY \$3,000 SOLD

*Prizes subject to availability*



**\$200 AMAZON  
GIFT CARD**



**\$200 BEST BUY  
GIFT CARD**



**\$200 AMC  
GIFT CARD**



**GAME TABLE**



**LAPTOP**



**43" SMART TV**



**DRUM SET**



**3D PRINTER**

### HOW TO ENTER A SCOUT INTO THE WINNER'S CIRCLE

- 1- Navigate to [pecatonicariverpopcorn.com](http://pecatonicariverpopcorn.com)
- 2- Access your Account & Click on "Winner's Circle"
- 3- Select the Scout's name you want to enter into the Winner's Circle. Scouts are added through the Scout Seller ID process.
- 4- Type in: Invoice period (Season and Year), Total dollars Scout sold, Prize choice, Worksheet verification. (this can be a photo of the take order sheet, excel document, or anything that shows the total sales for this Scout)
- 5- Zip Code, name of person picking up prize, and email of person picking up prize.
- 6- Click "Submit"

# PRIZES & INCENTIVES

## Nintendo Switch 2!!!!



**For every \$1000 a scout sells they will be entered into a drawing for a Nintendo Switch 2!**

## Registration and Camp

Scouts who sell \$1,750 will receive \$85 towards 2026 registration!

Scouts who sell \$3,250 will receive Free 2027 Camp!

All money will be credited into unit account at the Scout Office.



# SALES STRATEGIES



## DOOR TO DOOR SALES

Scouts who sell to other homes in their neighborhood tend to have the highest positive response from customers. This is the BEST way to sell popcorn!

### STEPS TO SUCCESS

↙ Kid Tested, Parent Approved!

Show and Deliver aka Wagon Sales – Scouts who sell door to door with product in hand have a higher rate of sales than using the order form to collect orders. Show and Deliver is just like Take Order sales, but you don't have to make the return trip back to houses! You bring along the product as you sell it door-to-door. When a sale agreement is reached, the Scout goes out to the car or wagon, gets the product and delivers it on the spot while the customer pays. If the desired product is not on hand, the Scout uses the Take Order method and returns with the ordered product later. To participate in Show and Deliver, you need to order Show & Sell popcorn in August.

What's Take Order? This method involves Scouts going door-to-door to take orders for popcorn. Research shows that about 3 in every 5 doors knocked on will result in a sale. Moreover, only about 20% of houses are contacted about buying popcorn. There is plenty of untapped market for the sale. This method is also preferred for mom and dad's co-workers and close friends and relatives to whom it will be easy to deliver the product at the end of the sale.

Do not fill Take Orders from Show and Sell and Show and Deliver inventory until after the sale.

**SAMPLE  
SCRIPT**

"Hello, my name is \_\_\_\_\_ and I'm with Pack/Troop \_\_\_\_\_. I am trying to earn my way to \_\_\_\_\_ and support our camp programs. I have many DELICIOUS flavors of popcorn and \_\_\_\_\_ is my favorite because \_\_\_\_\_. Can I count on your support to help fund my adventures?"

**Tip:** Use your order forms from last year to ask repeat customers!

# SALES STRATEGIES



## SHOW AND SELL

This method is a lot like an “old school” lemonade stand. Your unit gets permission to have a booth in a high visibility area and your Scouts sell actual popcorn product there on the spot. This method has been highly effective for many units. A unit can plan a Show & Sell day and split Scouts/families into shifts so that everyone takes a turn. Talk with local stores to setup a time to sell.

### STEPS TO SUCCESS

**Identify Locations** –Look for high traffic locations with good visibility for potential customers to find you. Great spots might include stores, parking lots, movie theaters, shopping centers, ball fields, after church on Sunday, or your chartered organization!

**Initiate conversation with location** –Contact the desired location where you would like to have a Show & Sell sale and see if you can set up a location in a high traffic area in front of the store. If they won’t allow a sale in front of the store, see if you can do a Drive Thru Sale in the back of the parking lot!

**Marketing & Promotion** –Each unit will receive a Hard Banner for you to advertise your booth! Scouts should be in uniform and have product on hand.



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## POP UP SHOPS: A NEIGHBORHOOD SHOW & SELL

Encourage Scouts to set up a local Show & Sell type stand in their driveway or another location in their neighborhood. This is similar to a lemonade stand, where interested customers can come and purchase if interested!

### STEPS TO SUCCESS

**Marketing & Promotion** –Be sure to let everyone in the neighborhood know you are selling popcorn when & where.

**Social Media** –Utilize social media apps like Next Door or Facebook to market the sale.

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## DRIVE THRU SALES

The drive thru sale plan can be done anywhere. By asking retail locations, your chartered organization, or other venues to provide space in the parking lot where customers can drive up, place and receive an order, then drive away, provides convenience and a low-pressure option to customers.

**Other Tips & Tricks** –

- Have customer remain in vehicle
- Keep stock of popcorn under table to limit contact and shade from sunlight & only pull-out product requested by customer or consider using coolers without ice for storing chocolate varieties
- Encourage cashless transactions if possible.
- Assign jobs for the entire day (i.e., 1 person is handling money, 1 is handling popcorn)
- Use posters to advertise price and sales goals



# SALES STRATEGIES



## ONLINE SALES –STORE OPENS 8/1

Individual Scouts will continue to have the ability to sell online to customers, both locally and abroad through Pecatonica's online store. This method increased by 20% last year with more room to grow! The product lineup for online sales has been expanded, product is delivered directly to the customers door, and shipping is free. You will receive a unique seller ID shortly before the sale starts along with a couple of templates for email and social media posts The product lineup for online sales has been expanded, product is delivered directly to the customers door, and shipping is free.

- All products ship FREE and are directly shipped from Pecatonica River Popcorn.
- Each Scout will get credit for what they sell if each Scout has a Seller ID
- The Unit Kernel and Parent/Guardian will get an email when an order has been shipped so that sales can be tracked for each Scout.
- Every Friday, online order totals will be loaded into Scout Boss so Unit Kernels can keep track of sales.
- All orders will be processed within 7 –10 business days of orders being placed.
- 35% Commission on Online Orders

Customers will go to [www.prcpopcornstore.com](http://www.prpopcornstore.com) to purchase their popcorn, enter the Seller ID, purchase and the Scout will receive credit!

The advantage of online sales is that the Scout doesn't have to collect money or deliver the product!

## STEPS TO SUCCESS

Social Media & Email Marketing and Promotion –

- Use images, videos, and live streaming features
- Encourage your friends and family to share your posts
- Send the URL for your Scout's profile by direct message or email
- Leverage your profile picture and cover photos
- Publish content 2-3 times per week, before 8 am, between 12-3 pm, & between 6-9 pm

**SAMPLE POST**

"Please support my Scouting adventure by ordering popcorn directly to your house! My sales goal is \$\_\_\_\_\_! If I reach my sale's goal, I will be able to \_\_\_\_\_. Scouting has taught me \_\_\_\_\_. Please support my next adventure!"

Make sure to include a picture in your email or social post!

**Tip:**  
Customers MUST enter your Seller ID to receive credit for the sale.

How to Set Up an Online Profile: My PR Popcorn is a secure, online platform that helps Scouts and their parents sell more popcorn by easily promoting their sale to family and friends online using your own custom profiles. Scout profiles can be set up and managed [www.pecatonicariverpopcorn.com/myprpopcorn](http://www.pecatonicariverpopcorn.com/myprpopcorn)

- Register for a profile, update, and share! When customers visit a Scout's profile, they can select the "Support Me Now" button on your profile page that will take them to the online Pecatonica River store.
- They will need to enter the unique ID number displayed on each Scout's profile page when placing their order to give that Scout credit for the sale.

# SALES STRATEGIES



## SETTING UP A SELLER ID (Only for New Youth registered after 8/1)

To enter, view, or edit a Scout for Online Sales (Seller ID):

1. After you are logged on to [pecatonicariverpopcorn.com](http://pecatonicariverpopcorn.com), click on "Scout Seller IDs"
2. A list of Scouts with current online Seller ID's will populate. You do not have to enter a Scout every year for a new Seller ID. Scouts can use the same ID year after year while with this unit.
3. To add a new Scout, enter in the required fields (white boxes at top): First Name, Last Name (only the first two letters of last name are needed), Parent/Guardian email address.
4. Click "Add." A random Seller ID will be populated and an email will be sent to the parent/guardian letting them know their Scout's Seller ID.
5. You may edit a Scout's information by clicking "Edit." Only a Scout's first/last name and email can be edited.
6. If a Scout is no longer selling popcorn, you may inactivate him/her which will hide all information tied to the Scout. If at any time you need to view that Scout's information again you simply click on "Inactive Scouts".
7. Make sure to send your Scouts their Seller ID to promote their online sales!

Before your unit kickoff, distribute Seller IDs for **each** Scout in your unit!

## OTHER ONLINE SELLING TIPS & TRICKS

- After all, popcorn season only comes around once a year! Countdowns to the last dates to order are a great motivator for driving sales. Use language that will encourage potential customers to buy from you right now.
- Make an impression. Use clear, eye-catching photos in your marketing materials. This may include pictures of the different popcorn you're selling, Scouts in uniform, or something tied to the sales goal.
- Highlight products. Share the top-selling products in your lineup! Do you have a new flavor available for purchase?
- Unit Seller ID. Consider creating a generic Seller ID for your unit. Utilize Facebook ads, neighborhood posters, etc. to promote sales in markets individual Scouts might not be able to reach.

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## POPCORN FOR A PURPOSE



### MILITARYSALES

Send the gift of popcorn to our military men & women, their families, and veterans' organizations. The popcorn will be shipped directly and is not available for local delivery by units.

### HOMETOWN HEREOS

Send the gift of popcorn to your local Hometown Hero Services! This is a great way to serve your local heroes and boost your popcorn sales at the same time. Simply take any donations received and use them to purchase popcorn that your unit can hand deliver to fire/EMS stations, schools that you're affiliated with, hospitals, or police stations. Be sure to take lots of pictures as this is a great public relations opportunity as well!





# UNIT KICKOFFS



## WELCOME TABLE (SECURITY CLEARANCE CHECK):

- Scouts receive their “Secret Packet” complete with their agenda for the kickoff, sales form, door hangers, and name badge. Take a fingerprint using yellow ink (because popcorn!)

## ROUND ROBIN ACTIVITIES (E.A.R.S AGENT TRAINING)

(25minutes)

- Secret Message Bracelet –use beads and pipecleaners and scouts spell out “popcorn.”
- Blind Taste Testing –using your tasting kits, assemble bowls of each flavor and have kids guess the flavors.
- Crime Scene –Use a variety of scout items and play “I Spy” with the items.

## WHY POPCORN? (10 minutes)

- Make the case for popcorn, why is our unit selling popcorn.
- Make sure every Family has a copy of the Unit Calendar & Unit Budget
- Review popcorn timeline.
  - Use Popcorn Timeline for dates to communicate.
  - Popcorn Orders & Prize Request back to Unit Kernel.
  - Unit Popcorn Distributions (set after Popcorn is picked up from Warehouse).
  - Money due to Unit Kernel (set enough time to make payment to Council on time).

## SO, WHAT IS OUR GOAL? (5 minutes)

- Our unit goal is \$\_\_\_\_\_ in total sales and our per Scout goal is \$\_\_\_\_\_

## PRIZES (10 minutes)

- Highlight the “Search for the E.A.R.s agents”
  - Use this time to promote wagon sales and table sales while the youth are searching for the E.A.R.s agents. You never know who an agent that has a headset may be or who may have those security cards (gift cards.)

## REVIEW THE E.A.R.S TACTICS AND CODE OF CONDUCT (10 minutes)

- Ask family, friends, neighbors
- Ask parents to bring form to work and sell to co-workers or email to co-workers
- Sell door to door in our neighborhood
- Be Safe!
  - Sell with a buddy or an adult
  - Don't sell after dark
  - Don't go into a stranger's house
  - Obey street and traffic signs
- Be Courteous
  - Walk on the sidewalk
  - Wear your uniform
  - Say thank you whether they buy or not
  - Bring extra pens

## QUESTIONS & ANSWERS (5 minutes)

Thank everyone for coming and wish them good luck

Consider holding your kickoff meeting in early August to get a jump start on the sale!



The kick off shouldn't be the only contact you have with your families during the sale!

# PLACING THE ORDER



When placing your popcorn order, there are two important popcorn dates to remember:

**Show & Sell / Initial Order Due: August 1**

**Take Order / Final Order Due: October 24**

Below are steps a Unit Popcorn Kernel should take to ensure quick  
& stress-free product ordering

## PLACING THE SHOW & SELL ORDER –due 8/1

- Estimate the amount of Show & Sell popcorn you would like to order. For protection of the unit, the initial Show and Sell order will be limited to 80% of the unit's total 2025 full retail sale.
- If you sold last year, login to your account at [pecatonicariverpopcorn.com](http://pecatonicariverpopcorn.com) or view your order from last year as a baseline. Compare this with your final order.
- Familiarize yourself with the return policy.
- Order the Popcorn online through the Pecatonica website (more info on next pages)

Plan your Show & Sell Order based on your total sale from last year to ensure you don't run out!

## PLACING THE TAKE ORDER –due 10/24

- Communicate a DEADLINE to your Scout families for getting all Scout orders to you. Inform them that their product will be delivered LATE if they do not get orders to you by the deadline set.
  - Base your deadline on the Product Return Date (found in the timeline). Work backwards from that date to determine when you need your Scouts' orders by so that you can calculate how much product to return for free.
- Gather all of your Scouts' orders and compile a list of popcorn you need to order. Compile that list in number of CONTAINERS (Individual boxes/tins) you need to order. This will be useful later in the process.
  - If you sold Show and Deliver, fill these orders with any product you have left before you return product or order more.

Order the Popcorn you need on the Pecatonica website

## ORDERING ADDITIONAL PRODUCT

You will be able to order additional product throughout the sale if you need it  
(based on availability).



# PLACING THE ORDER



The Pecatonica Online System is where unit kernels will place the unit's popcorn order, create Seller IDs, see unit's past orders, and more!

## HOW TO CREATE YOUR ONLINE ACCOUNT

1. Go to [pecatonicariverpopcorn.com](http://pecatonicariverpopcorn.com)
2. Click on "My Account"
3. Click on "Create Unit Profile"
4. Enter your Council Key: 141MVC
5. Choose your District from the dropdown menu
6. Choose your unit from the dropdown menu
7. Enter a username (this does not need to be an email address, but must be unique)
8. Enter a Password for the account
9. Enter the remaining profile information including the email address where all confirmation emails for the account will be sent
10. Click "Submit"
11. You will need to log into your newly created account to complete the commitment process by answering your participation status in the sale.

### Dashboard

Dashboard

New Order

Manage Orders

Scout Seller IDs

Winner's Circle

Worksheet Tool

#### Order Summary

##### Current Season - Fall 2018

Download data

| Order Type ▲ | Product | Sale Season | Retail Price | Council Cost | Total Containers | Retail Cost | Unit Cost |
|--------------|---------|-------------|--------------|--------------|------------------|-------------|-----------|
| Show & Sell  |         |             |              |              | 2                | \$40.00     |           |
| Total        |         |             |              |              | 2                | \$40.00     |           |

##### Prior Year Comparison -

No records found

#### Important Dates

| Event Date | End Date  | Event Name      | Event Details |
|------------|-----------|-----------------|---------------|
| 6/15/2018  | 6/30/2018 | Coachella       | Test update   |
| 7/15/2018  | 7/30/2018 | Mid Season Sale | test only     |

#### Council Info

|                          |              |
|--------------------------|--------------|
| Name                     | Phone No.    |
| Caspio Council           | 650-691-0900 |
| Address                  | City         |
| 2953 Bunker Hill Ln #201 | Santa Clara  |
| State                    | Zip          |
| California               | 95054        |

# PLACING THE ORDER



## HOW TO ACCESS YOUR ACCOUNT

1. Go to [pecatonicariverpopcorn.com](http://pecatonicariverpopcorn.com)
2. Click on “My Account”
3. Enter in your username and password
4. Once in the system, you will see your dashboard

## HOW TO UPDATE YOUR PROFILE

1. Click on “Unit User” in top right-hand corner of screen
2. Your profile information will display
3. To update or change your profile, click “Edit Profile”
4. If you would like to change your password, click “Change Password”

## HOW TO PLACE AN ORDER

1. Click “New Order” on the Dashboard
2. Choose what type of order you are entering (Pre-Sale/Show n Sell) as well as pick up location You
3. will then be able to enter your order
  - Show & Sell Orders = enter in as cases (if you are unsure how many containers are in a case, see “Helpful Tips” on PR Popcorn home page)
  - Take Orders = enter in as containers
4. At the bottom of the order form, you have the ability to add any notes/comments to the order
5. Click “Submit Order” to place your order
  - **\*If you do not hit Submit Order, your order will not be placed\***

## HOW TO TABULATE AN ORDER

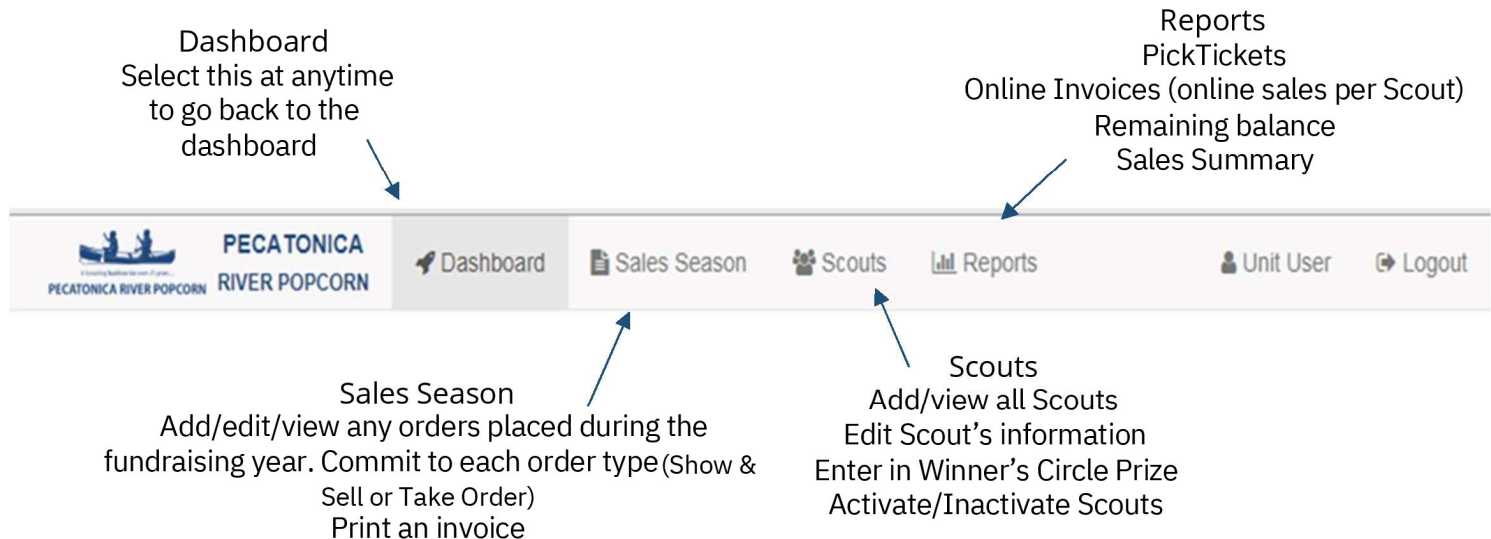
1. Click “Worksheet Tool”
2. Select the blue “Download Worksheet Tool” link
3. Save the Excel file anywhere on your device
4. Once file is open, enter in the Unit information, Scout names, and product quantities that each Scout sold
5. The totals at the bottom of the page are what you enter into the popcorn order form to place your popcorn order



# PLACING THE ORDER



## PECATONICA'S TOP HEADER



## SETTING UP A SELLER ID FOR ONLINE SALES

To enter, view, or edit a Scout for Online Sales (Seller ID):

1. After you are logged on to pecatonicariverpopcorn.com, click on "Scout Seller IDs"
2. A list of Scouts with current online Seller ID's will populate. You do not have to enter a Scout every year for a new Seller ID. Scouts can use the same ID year after year while with this unit.
3. To add a new Scout, enter the required fields (white boxes at top): First Name, Last Name (only the first two letters of last name are needed), Parent/Guardian email address
4. Click "Add." A random Seller ID will be populated and an email will be sent to the parent/guardian letting them know their Scout's Seller ID
5. You may edit a Scout's information by clicking "Edit." Only a Scout's first/last name and email can be edited
6. If a Scout is no longer selling popcorn, you may inactivate him/her which will hide all information tied to the Scout. If at any time you need to view that Scout's information again you simply click on "Inactive Scouts"

Mississippi Valley Council will create Seller IDs for all registered Scouts in early August and details will be emailed to unit leaders.

