

We Take to the Stars.



2024 POPCORN LEADERS' GUIDE



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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. We're excited to begin our fourth popcorn sale with Pecatonica River Popcorn. This year we've expanded the line up of products through Pecatonica River Popcorn. Be sure to check out the new products section in the guide, but I'm excited to try each of them! While we're still not yet able to offer a stand-alone Buffalo Ranch product, we're confident that Pecatonica is still the right partnership to offer the most rewards.

We're excited to continue offering new sales packages and prizes in this year's sale including \$500 of FREE popcorn for select units. We've added a new way for a few Scouts to join the Sellers' Bash. We'll host a drawing to select one Scout from the \$650 club that didn't make the \$1500 Club. The top three sellers in each district will each be able to invite a Scout friend to the Sellers' Bash! Our patch theme is "We Take to the Stars"! What's out there? Are we alone in this universe?

Our committee continues to work hard to ensure we're bringing the best fundraiser experience to our council, your unit, and the youth we serve. Your feedback is a gift! We look forward to hearing from you. What's working, what's not? Want to help out on the committee, but not sure how to get started? Reach out to one of us and we'll find something that is a perfect match for your time and energy.

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, and units are able to purchase equipment to support their activities and programs such as camporees at the council camp facilities at Camp Woodland and Sabattis Scout Reservation. THANK YOU for all of your hard work! Thank you to your Scouts! Thank you to your family! Thank you to 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.

Yours in Scouting,

Rob Clark
Council Kernel, Longhouse Council Popcorn Steering Committee

2023 Sale Recap

Top Selling Scouts

1	T117	Collin B.	\$16,700
2	P117	Johnathan	\$7,273
3	P117	Andrew W.	\$6,710
4	P496	Charles H	\$6,370
5	T144	Logan V.	\$5,659
6	T496	Brayden B	\$5,659
7	T117	Zach C	\$4,736
8	T117	Nathan B.	\$4,672
9	P22	Grayson T.	\$4,663
10	P218	Robert C.	\$4,322
11	T734	Zachary T.	\$4,145
12	P117	Jeremy T.	\$3,709
13	P218	Lincoln G.	\$3,494
14	T220	Ryan C.	\$3,417
15	T144G	Mackenzie	\$3,314
16	T117	Ryan D.	\$3,179
17	P496	Brantley H.	\$3,155
18	T150	Olivia C.	\$3,078
19	T144	Daniel M.	\$3,054
20	P102	Anthony F.	\$3,050
21	T220	Jonathan G.	\$3,015
21	T220	Ethan G.	\$3,015
21	P120	Imogen G.	\$3,015

Top Selling Units

Council Wide	
Troop 117 (Crossroads)	\$39,475
Pack 218 (Crossroads)	\$29,509
Pack 117 (Crossroads)	\$25,636
Troop 220 (Towpath)	\$18,709
Pack 71 (Towpath)	\$17,694

District Wide	
<i>Crossroads District</i>	
Troop 117	\$39,475
Pack 218	\$29,509
Pack 117	\$25,636
<i>Seaway Trails District</i>	
Pack 26	\$16,143
Pack 496	\$13,445
Troop 496	\$13,210
<i>Towpath District</i>	
Troop 220	\$18,709
Pack 71	\$17,694
Pack 102	\$14,240



Important Dates



August

- 1 *(Early Bird)* Orders Opens
- 8 *(Early Bird)* Orders Due
- 10 Council Program and Popcorn Kickoff!
- 21/22 *(Early Bird)* Delivery to Warehouse ~10am *(Volunteers Welcomed! Contact your DE to Volunteer)*
- 23 *(Early Bird)* Orders Pickup 10am-4pm *(Appointment Required)*
- 30 *(Regular)* Orders Opens

September

- 6 *(Regular)* Orders Due
- 13 *(Early Bird)* Payment #1 Due (20%)
- 16 Sellers' Club Drawing #1 Entries Due
- 18 Sellers' Club Drawing #1
- 18/19 *(Regular)* Delivery to Warehouse ~10am *(Volunteers Welcomed! Contact your DE to Volunteer)*
- 20 *(Regular)* Orders Pick Up 10am-4pm *(Appointment Required)*

October

- 11 *(Regular)* Payment #2 Due (20%)
- 14 Sellers' Club Drawing #2 Entries Due
- 17 Sellers' Club Drawing #2
- 18 *(Final)* Orders Opens / Patches & Prize Order Opens
- 21-25 Returns Week *(Appointment Required)*
- 25 *(Final)* Orders Due / Patches & Prize Order Due

November

- 13/14 *(Final)* Delivery to Warehouse ~10am *(Volunteers Welcomed! Contact your DE to Volunteer)*
- 15 *(Final)* Orders & Patches Pick Up 10am-4pm *(Appointment Required)*
- Sellers' Club Drawing #3 Entries Due
- 20 Sellers' Club Drawing #3
- 22 Payment #3 Due (20%)

December

- 6 *(Final)* Payment Due
- 13 Late Payment Due *(Final Payment +2%)*
- 27 Super Late Payment Due *(Late Payment + 3% [Totaling 5%])*
- 31 PRP Winner's Circle Prize Submission Due

Payment Due Dates	
Sept 13	1st Payment
Oct 11	2nd Payment
Nov 22	3rd Payment
Dec 6	Final Payment

January

- 4 Super Sellers' Bash

Ordering & Delivery Dates			
	Early Bird	Regular	Final/Patches/Prizes
Order Window	Aug 1- Aug 8	Aug 30 - Sept 6	Oct 18 - 25
Pick Up Date	Aug 23	Sept 20	Nov 15*
*Prizes are mailed — not picked up.			

Sellers' Club Entries & Drawings	
Entry Dates	Drawing Dates
Sept 16	Sept 18
Oct 14	Oct 17
Nov 15	Nov 20

Scout Rewards & Incentives

Patches

This year's theme "We Take to the Stars". The tentative designs are shown and the levels are as follows:

Participation Patch:

- *Participation Patch* (Sell one item. This is designed by Pecatonica and does not follow our theme.)



Piece Patches:

- *Military Donation* (Achieve at least \$30 in military donations.)
- *Online Sales* (Have one order placed online for popcorn.)
- *\$650 Sellers' Club* (Sell at least \$650 total sales)
- *Unit Top Seller* (Recognizes the top selling Scout in your unit. One per unit unless your unit also has Super Sellers.)
- *Council Shoulder Patch "\$1500 Super Sellers"* (Sell at least \$1500 total sales. All Super Sellers receive this and all patches listed above.)



Special Sellers Patches:

- *Council Shoulder Patch "\$3000 Stellar Seller"* (Sell at least \$3000 total sales)
- *Top Sellers* (Recognizes the top 20 selling Scouts in Council with a special patch!).



All patches MUST be ordered by the Unit Kernel on the Keller Prize site in the Scout Boss Portal.

Scout Rewards & Incentives (cont'd)

Prizes

We are continuing with 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 so as not to exceed the total value of their sales. Prizes are determined by combining both the popcorn sales and the peanut sales.



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 Sellers Program, and PR Popcorn Winner's Circle. This 4% commission should then be used for Scout rewards (either your own reward program or to offset the Scout's costs for camp, gear, or other Scouting adventures. Tier 1 units are not eligible for "Opt Out". The 4% commission is not applicable to online sales.

IN THE SELLERS CLUB,
SCOUTS CAN WIN GIFT CARDS &
CAMP DISCOUNTS!
THE MORE YOU SELL,
THE BETTER THE ODDS!



Sellers' Club (\$650+)

Every Scout who sells \$650 or more in popcorn can become a member of the Sellers' Club. Every member of the Sellers' Club will:

- Receive a \$650 Council Shoulder Patch previously mentioned.
- 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).
- Be eligible to win one of our three Sellers' Club drawings on either 9/16/24, 10/14/24, or 11/20/24.

At each drawing, we will draw three winners of a \$20 gift card of their choice from Wal-Mart, Target, Scout Shop, and Amazon. We will also draw for one FREE week of camp at each as well as a drawing for a Nintendo Switch. (15 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. Forms must be submitted before noon on the deadline date. Please speak with your District Professional to prearrange alternate certification procedures if you do not have email capabilities.

Scout Rewards & Incentives (cont'd)

Super Sellers' Club (\$1500+)

All Super Sellers will receive one of each of the following patches: Military Donation, Online Sales, \$650 Club, \$1500 CSP, and Unit Top Seller. They will also be eligible for the Super Sellers' Bash for top selling scouts who sell \$1,500 or more! The top three sellers in each District can invite a Scouting friend to the Seller's Bash! New scouts submitting an application are considered scouting friends.

Super Sellers' Bash details to be announced at the council popcorn kick off on 8/10!

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 qualifying 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.

Winner's Circle (\$3000+)

For each \$3,000 in popcorn sold including online popcorn, your Scout will be able to select one 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.

Please note that the Winners Circle is the ONLY prize that is popcorn sales only. All other levels/incentives include both popcorn and nut sales.

Verify sales
and order
Winner's Circle
prizes in the Scout
Boss portal!



Pick-up & Return Details



Guidelines

- You **MUST** make an appointment for your pick-up time.
- Appointment deadlines for units are each Tuesday before pick-up.
- NO pick-ups will be allowed without an appointment.
- If you have a conflict with these dates and times, please contact your District Professional.
- Please **DO NOT** come to the warehouse if you are not feeling well!
- Contact the Longhouse Council Popcorn Team at LonghousePopcorn@scouting.org with any questions. Warehouse changes must be requested via email no later than Aug. 1.

Locations for Pick-up

- Towpath & Crossroads: Exact location will be communicated closer to pickup.
- Seaway Trails: Watertown Industrial Park, 800 Starbuck Ave. Watertown, NY 13601
- St. Lawrence County: Exact location will be communicated closer to pickup.

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 PRIOR to placing your order!

Return Policy

- Returns are accepted by appointment **ONLY** Oct. 21-25 during normal business hours (9am-5pm) or by other arrangements with your District Professional. **NO UNSCHEDULED DELIVERIES** will be accepted!
- A unit may only return no more than 20% of their total order value. Products ordered by units through the online portal cannot be returned to Longhouse Council.
- Only **UNOPENED** and **FULL** cases of popcorn may be returned (peanut orders **CANNOT** be returned). The Longhouse Council reserves the right to refuse damaged product.
- Product that has a factory/shipping defect must be returned when discovered with pictures of the damage as well as the code on the packaging.
- 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!
- You may transfer excess product to another unit that needs it. To find a unit that needs additional popcorn, join the “Longhouse Council Popcorn Swap” Facebook Group or talk to your District Kernel or District Professional.

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. To facilitate a unit to unit exchange swap, please use the Google form on <http://www.cnyscouts.org/popcorn/>. The unit transferring product away is responsible for filling out the form. If two units are exchanging popcorn, there will be two form submissions, one from each unit on what they are swapping to another unit. Stay below the 20% return limit (see Return Policy) by coordinating with other units that may need additional products 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 to make an appointment for your unit.

Show & Sell Best Practices

Booking Booth Sales

- Booth locations can book up fast with many other Scout and community groups in the area. So, call/visit well in advance to secure your dates.
- Remember to be courteous of other area units that are also trying to sell. If you have a location booked and cannot staff it, try offering it to other units via the Facebook group!
- Sample script to use when making calls to set up show and sells:

Hi (Store Manager), this is (Your Name) and I'm calling from (Scout Troop/Cub Scout Pack 1111). We're doing our fall popcorn drive and I was wondering if it would be possible for us to set up a table to sell popcorn at your location. Any weekend times we can come in September and October would be great! (Don't forget to ask if you need to check in or sign in anywhere upon arrival or if the location requires insurance. If they require insurance, contact council with your location and dates ASAP).

Show and Sell Guidelines

- Find the scheduling that works best for your unit and families (i.e. one family at a time, pair a younger Scout with an older Scout, two teams for multiple doors/more Scouts for busy locations, length of shift to fit Scout age or weather conditions).
- Arrive a few minutes early for your shift. If you are the first shift, please arrive early enough to have the table set up and to begin selling when your shift starts.
- Scouts must have an adult with them the whole time. (Adults need to handle the money and track what is sold.)
- Please be aware that you cannot leave the money and popcorn without adult supervision — even for a quick bathroom break. There have been units in our area that have been victims of theft at show and sells and we don't want this to happen to anyone else!
- Scouts should be in FULL uniform
- Coach your Scouts to smile when talking with customers and make sure to practice your script ahead of time. Also, have Scouts know the products and pricing to help guide customers.
- Ask customers to support Scouting and Scouting activities, not to buy popcorn.
- Be respectful to the stores/public places where you sell. Leave it better than how you found it.
- Accept credit cards! By using the Square app or another method of accepting credit cards you can super charge your sales!
- Pro Tip: Have information about your unit & other local units, flyers, pictures, and applications. Unit contact information is also great to have handy!

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/
- Longhouse Council Popcorn Webpage
www.cnyscouts.org/popcorn
- Subscribe to the Council Newsletter
www.cnyscouts.org/newsletter
- Peconic River Tutorials
<https://peconicariverpopcorn.com/tutorials.html>



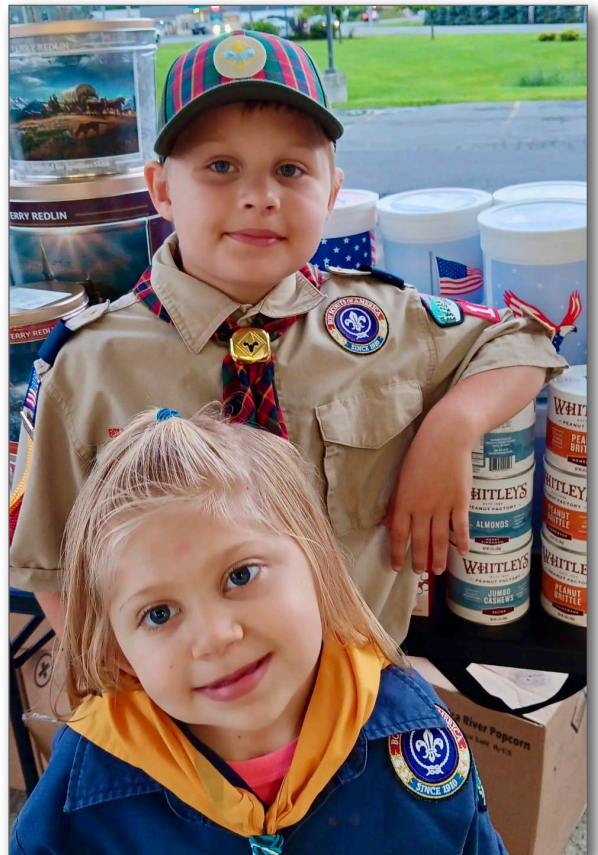
Scan to visit
Facebook group



Scan to visit
Council Website

Meet the Community!

Want to see your picture here? Share your pictures to the facebook swap group to be considered!



Meet the Team

Council Popcorn Team		
Council Popcorn Kernel: Rob Clark IV (315) 569-2278 longhousekernel@gmail.com	Council Staff Advisor: Ed Theetge (315) 463-0201 x109 Edwin.Theetge@scouting.org	General Council Support: longhousepopcorn@scouting.org
District Popcorn Teams		
Towpath District:	Crossroads District:	Seaway Trails District:
District Kernel: Position OPEN!	District Kernel: Amanda Barrett (315) 406-7236 aldancer17@yahoo.com	District Kernel: Kat Bell (315) 286-1451 katherine.bell02@gmail.com
District Director: Ron Hill (315) 463-0201 x115 Ronald.Hill@scouting.org	District Executive: Brendan Flaherty (315) 463-0201 x110 Brendan.Flaherty@scouting.org	District Executive: William Zenyuk (315) 463-0201 x114 William.Zenyuk@scouting.org
If you're interested in joining a District team or the Council Committee please contact: longhousekernel@gmail.com or longhousepopcorn@scouting.org		



Commission Structure

Unit Tier	Amount in Total Unit Sales	Commission Earned
1	\$10 - \$3,999.99	30%
2	\$4,000 - \$5,999.99	32%
3	\$6,000 - \$7,999.99	34%
4	\$8,000+	36%
Online	Any amount	35%
Prize Opt Out	<i>Not eligible for Tier 1 units. Not applicable to online sales.</i>	+4%