

POPCORN SEASON- TOP 10 LIST

- 🦁 PLAN your Unit's Popcorn Season & SET Unit Popcorn Goals
- 🦁 HOLD a Unit Popcorn Season Kickoff (role play the Popcorn Script)
- 🦁 ATTEND Popcorn Kickoff Roundtable
- 🦁 INVOLVE & INFORM Scouts and Scout Parents about Popcorn Season
- 🦁 DEFINE a Unit Reward & Prize Program
- 🦁 ENGAGE all Unit Scouts in the Popcorn Season Sale
- 🦁 ADVERTISE Popcorn Season within your Unit and community
- 🦁 RECOGNIZE Scouts with Popcorn achievements at each Unit meeting
- 🦁 UTILIZE all Popcorn sales methods: Show-n-Sell, Take Order, Online, Show-n-Deliver
- 🦁 CONTACT your Popcorn Team for guidance and questions

Suggested Scout Script

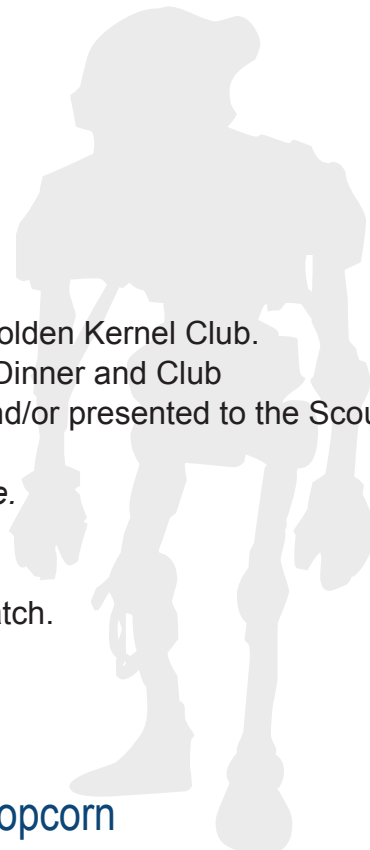
"Hi, my name is (first name ONLY). I'm a Scout with Pack/Troop/Crew _____. I'm selling POPCORN to help fund _____. Would you like to support my Scouting activities? Thank you!"

Be safe, courteous & successful!

POPCORN TOP SELLER PRIZES

ALL Scouts are eligible for the W. D. Boyce Council's Top Seller Incentive Program, regardless of Incentive Option selected (Prize Option or Cash Option) by their Unit.

- 🦁 \$4,000 – Choice of Prize.
- 🦁 \$3,000 – Choice of Prize.
- 🦁 \$2,000 – Golden Kernel Club – All \$2,000+ Sellers will be welcomed into the Golden Kernel Club. Members will be 'inducted' into the Club at the annual Council Recognition Dinner and Club Membership lasts for 1 year. A variety of opportunities will be available to and/or presented to the Scout throughout the membership year.
- 🦁 \$1,000 – An Experience above all others. *Details will be released at a later date.*
- 🦁 \$650 – Instant Prize.
- 🦁 \$350 – Instant Prize (New Youth Only).
- 🦁 Popcorn Patch – All Scouts are eligible to earn their 2019 Popcorn Season Patch.



UNIT POPCORN KERNEL QUICK GUIDE

WELCOME TO W. D. BOYCE COUNCIL'S 2019 POPCORN SALE!

UNIT POPCORN KERNEL

The Popcorn Kernel is responsible for the overall organization and implementation of the Unit's Popcorn Season. This person ensures promotion, timely reporting of Unit sales and order(s), Popcorn pick-up, Popcorn payment, and prizes.

Responsibilities Include:

- 🦁 **Developing A Plan:**
Establish Show-n-Sell sites, such as business locations or local events, in cooperation with Unit parents and leaders. Define a canvassing area for Show-n-Deliver or Take Orders that is both comprehensive and easy for Scouts and Scout parents to execute (i.e. neighborhood blitz).
- 🦁 **Setting Unit Popcorn Sales Goals:**
Determine an overall Popcorn sales goal for the Unit and Popcorn goal per Scout with help from your Unit Leaders through your unit program planning session.
- 🦁 **Promoting Popcorn:**
Market the 2019 Popcorn Season Sale to the Unit's Scouts and Scout parents via informational flyers, weekly emails, and meeting notices throughout the Popcorn Season.
- 🦁 **Attending Popcorn Trainings:**
Learn valuable information and skills for the 2019 Popcorn Sale.
- 🦁 **Holding a Unit Popcorn Kickoff:**
Schedule a Unit Popcorn Kickoff to get your Scouts and Scout parents excited for the 2019 Popcorn Season! For additional supplies and support, please contact your Popcorn Team.
- 🦁 **Keeping Records:**
Use the Popcorn System to organize accurate records of each Scout's Popcorn sales, each Scout's prizes earned, and payments due and made by the Scouts in your Unit.
- 🦁 **Organizing Popcorn:**
Keep track of placing orders, Popcorn inventory, picking up Popcorn, distributing Popcorn to Scouts, and returning excess Popcorn, if necessary, by the return date.
- 🦁 **Ordering Prizes/ Patches:**
Work with Scouts to choose a prize level goal, order prizes, and distribute upon delivery.

POPCORN UNIT SERVING EXECUTIVES

Crossroads North - Mike Kraynak Mike.Kraynak@Scouting.org • Counties: Northern McLean, Livingston, Ford •	Heartland North - Glenna Nelson Glenna.Nelson@Scouting.org • Counties: Marshall, Northern Peoria •
Crossroads South - Allison Weber Allison.Weber@Scouting.org • Counties: Southern McLean, DeWitt, Logan •	Heartland & Wotamalo South - Kyle Kocher Kyle.Kocher@Scouting.org • Counties: Fulton, Mason, Southern Peoria •
Lowaneu - Abby Kirby Abby.Kirby@Scouting.org • Counties: Bureau, Putnam, LaSalle •	Wotamalo - Collin Martis Collin.Martis@Scouting.org • Counties: Woodford, Tazewell •

POPCORN MISSION PLAN

DATE	ACTIVITY
April 11	Popcorn Planning Roundtables
June 28	Commission Incentive DEADLINE - Program Planning
July 11	Popcorn Training District Roundtable
August 8 & 14	Popcorn Training District Roundtables
August 26	Show-n-Sell Orders DUE
September 13	POPCORN SALE BEGINS
September 13 & 14	Show-n-Sell Distribution
September 27	Commission Incentive DEADLINE - Membership Growth
October 25	LAST DAY to Return Popcorn
October 28	Take Order, Orders DUE
October 28	Prize/Patch Orders DUE / Top Seller Scouts DUE
November 8 & 9	Take Order Distribution
November 15	LAST DAY for Invoice corrections / adjustments
December 6	FINAL Payment Due to Council

UNIT POPCORN COMMISSIONS

30%	BASE COMMISSION
3%	PROGRAM PLANNING Submit a complete Program Plan packet by 6/28/2019 including: <ul style="list-style-type: none"> • Unit Succession Plan • Unit 2019-2020 Calendar • Unit Budget • Completed 2019 Unit Popcorn Commitment Form with Unit Popcorn Kickoff before October 1, 2019 • 2020 Friends of Scouting Presentation Date
3%	MEMBERSHIP GROWTH <ul style="list-style-type: none"> • FOR PACKS – Recruit 15 new youth* with submitted, defect-free, paid applications by September 27, 2019. ‘NEW’ youth must be recruited during April 1 – September 27, 2019. • FOR TROOPS – Partner with a Pack for 1 Recruitment Event and submit the <u>Recruitment Partnership Report</u> by September 27, 2019 AND recruit 2 new youth with submitted, defective-free, paid applications by September 27, 2019. ‘NEW’ youth must be recruited during April 1 – September 27, 2019. <p><i>*Higher market share areas will be reviewed on a one-on-one basis. Contact your USE if you have questions.</i></p>
2%	SALES INCREASE Increase Unit Popcorn Sales by 25% based on your 2018 Total Unit Popcorn Sale.
38%	Total Potential Commission (Prize Option Units)
2%	Cash Option <i>(For Units that select Cash over participation in the Prize Program. Units who choose Cash Option are still eligible for the Council’s Top Seller Incentive.)</i>
40%	Total Potential Commission (Cash Option Units)

POPCORN PRODUCT MIX

- \$60 Chocolate Lover's
- \$40 Classic Trio
- \$40 Cheese Lover's
- \$25 Peanut Butter Cup
- \$25 Sea Salt Splash
- \$25 Milk Chocolate Pretzels (Bears tin)
- \$20 Cheddar Cheese
- \$20 Jalapeño Cheese
- \$20 Mic. Butter (18 PK)
- \$20 Mic. Sea Salt Light (18PK)
- \$20 Mic. Kettle Corn (18PK)
- \$15 Classic Caramel
- \$15 Mud Puddles
- \$10 Popping Corn
- \$25 Military Donation



Contact the Popcorn Action Team with General Popcorn Questions/Feedback:

Popcorn@WDBoyce.org
 Bloomington Office: 309-828-6983
 Peoria Office: 309-673-6136

Amber Gruenloh | Council Popcorn Team Lead
Kyle Kocher | Council Popcorn Team
Barb Murphy | Council Popcorn Team
Katie Jurgens | Council Popcorn Team
Amanda Potter | Council Popcorn Team