

2022

Cornhusker Council

Popcorn Unit Kernel Guide



KEY CONTACTS

District	Unit	First	Last	email	Phone
SV	Executive	Lee	Peterson	Lee.peterson@scouting.org	402-413-9206
SV	Pack 36	Terri	Ifland	owdri@aol.com	
SV	Pack 1	Denise	Keierleber	Deniselk1@gmail.com	
SV	Pack 25	Kerry	Florell	kerryflorell@yahoo.com	
SV	Troop 159	Shawn	Huenink	shawn.huenink@bka-cpa.com	
7F & PW	Executive	Will	Cover	Will.cover@scouting.org	402-413-9211
7F	Pack 337	Paula	Nichols	pnichols@sdarockets.org	
7F	Pack 337	Troy	Nichols	troy.nichols@conagra.com	
Council	Popcorn Advisor	Michelle	Austin	michelle.austin@scouting.org	402-488-6051

PW - Prairie Winds - Polk, Butler, York, Seward, Fillmore, Saline, Thayer, western Saunders and Jefferson Counties

SF - Seven Feathers - Gage, Cass, Otoe, Johnson, Nemaha, Pawnee, eastern Saunders and Richardson Counties

SV - Salt Valley - Lancaster and southern Saunders Counties

These are people that are committed to helping with the planning of popcorn, talking to units about popcorn and giving guidance as well as answering any questions you may have about how to make your units popcorn sale more successful.

2022 Fall Popcorn Dates

(May be subject to change)

- August 13th Popcorn University & Sellers Academy
- August 29th SNS Orders Due to Council (by noon)
- September 8-9th Distribution to Units
- September 9th Fall Popcorn Sales Start
- September 19th 2nd order Due to Council (by noon)
- September 23rd 2nd Distribution
- October 3rd 3rd Order Due to Council (by noon)
- October 7th 3rd Distribution
- October 21st Fall Popcorn Sales End
- October 26th Final Order Due from Units (by noon)
- November 4th Final Distribution
- November 12th Scheel's Scouts Day!

**Warehouse and Distribution locations will be announced soon!

2022 Fall Popcorn Products

<u>Item (Case Quantities)</u>	<u>Old Price</u>	<u>New Price</u>
Caramel Popcorn—10oz (14)	\$10	\$12
Popping Corn—28oz (16)	\$15	\$17
Cheese Popcorn—10 oz (14)	\$20	\$20
Micro Butter—12 Pack (6)	\$20	\$20
Micro Kettle—12 Pack (6)	\$25	\$25
Salted Caramel—20oz (14)	\$20	\$25
Chocolate Drizzle Toffee—26oz (14)	\$30	\$35
White Chocolate Pretzels—20oz (14)	\$35	\$35
3-Pack Combo Box (1) (Salted Caramel-20oz, Cheese-10 oz, Kettle bag-10oz)	\$45	\$50
Military Donation	\$30	\$5 & \$30

SCOUTS BONUS REWARDS



\$500 FAMILY, FRIENDS, AND FUN Drawing!

- Every \$500 sold gets one entry into the drawing
- 10 prizes available
- Ps5, Nintendo Switch, Electric Scooter, Family Outings and Experiences, Camping Package



Mystery Houses

- Sell Door to Door and find one of the Mystery Houses—This will reward you with an SOS Survival Kit, PLUS-- 5 Bonus entries into the \$500 FAMILY, FRIENDS, AND FUN Drawing!



Sell \$700 – Bonus Prize

- Terrarium OR Rechargeable LED Headlamp



\$1,250 (First 100!)- SPIN TO WIN

- Prizes, Food & Fellowship
- Date and location TBA



Sales over \$1,500—More in Scheel's Rewards!!

- \$1,500 = \$25 in additional Scheel's Rewards
- \$2,500 = \$50 in additional Scheel's Rewards
- \$5,000 = \$100 in additional Scheel's Rewards
- \$7,500 = \$175 in additional Scheel's Rewards
- \$10,500 = \$275 in additional Scheel's Rewards

UNIT COMMISSIONS

Base Commission:	29%
Incentives:	1% Attend Popcorn University on August 13 th
	1% Meet Deadlines, turn in paperwork and pay with one check

Total Cash Commission Potential—Up to 31%

NEW THIS YEAR:

- **1% (In Unit Account Credit)** \$450 per Scout average for **Rechartered*** Scouts OR
- **2% (In Unit Account Credit)** \$600 per Scout average for **Rechartered*** Scouts **OR**
- **3% (In Unit Account Credit)** \$700 per Scout average for **Rechartered*** Scouts

Total Unit Account Credit—Up to 3% These funds can be used for Rechartering, Camping, Awards at the Trading Post, etc...

Total Earnings Potential = 34% (Sales commissions are NOT cumulative—If your Unit hits the \$450 goal or more, you can earn UP TO an extra 3% in commission.)

*Using 2022 Recharter Membership numbers!!— Based on registered members, NOT how many are selling

ONLINE COMMISSIONS

Unit earns 29% Commission*

Products are priced in line with traditional product prices.

*Customer pays \$10 shipping for orders \$49 and under, and \$5 for any orders over \$50!

GETTING YOUR POPCORN

Schedule an appointment to pick up your Show & Sell order September 8-9th and for the final pickup date, November 4th. Re-Order Pickups in the middle of the sale will be communicated directly with those that order.

Be prepared to count and load your order (please bring some manpower). Those picking up the popcorn will sign a packing slip and take ownership of the product on the unit's behalf.

GETTING MORE POPCORN

Extra popcorn Order Dates are scheduled!

- Place your replenishment order and plan to pick up at the locations TBA
- **NO** popcorn can be returned on these dates

TRADE/SWAP WITH OTHER UNITS—THIS CAN BE DONE AT ANY TIME THROUGHOUT THE SALE!

UNIT-TO-UNIT TRANSFERS

If your unit is going to be transferring products with another unit, make sure you fill out the SWAP Form. (Available under the Kernel/Leader Tab/Resources in the Council website. www.cornhuskercouncil.org)

TRANSFERRING UNIT & RECEIVING UNIT: (there should be a process for this using our technology, as of printing, that was not clear yet—IF we do not have a tech process, then we'll use paper forms again)

1. Arrange for the swap between Units and decide who will be responsible in getting the paperwork turned into the office. (Or follow the tech steps!)
2. Make sure you both agree on the transfer
3. Email the transfer paperwork to popcorn@cornhuskercouncil.org
4. Transfer will be made on the Council end (or approved on the Council end)

The last day to complete Unit-to-Unit Transfers is **October 23rd!!**

WRAPPING UP THE SALE

The final day of the sale is Friday, October 21st.

Steps to follow:

- Set your date for your Unit's Sell to end prior to October 21st
- Collect and add together all popcorn orders from your Scouts.
- Use leftover popcorn from your previous orders to fill take orders if possible.
- Use the Scout Tracking tools provided by the Council/Kernel website (more information to come on ordering)
- The Scheel's Gift Cards will be ordered from Council and given to the kernel when Units are paid in full
- All Money due to Council must be paid in full by November 21st
- Check is payable to Cornhusker Council or BSA - units paying by check must use ONE check (checks made out to units cannot be accepted.)
- Hold a unit celebration for a job well-done--have Scouts tell about what they bought at Scheel's and thank the Scouts, parents, and leaders!
- Hold a session to discuss sale pros and cons to improve next year.

There will be more information we will share about the APP and the Kernel website and additional instructions as they become available...

VISIT [CORNHUSKERCOUNCIL.ORG/POPCORN](https://cornhuskerCouncil.org/popcorn) FOR MORE INFORMATION ON THE 2022 POPCORN FUNDRAISER!

JOIN THE COUNCIL FACEBOOK GROUP: Cornhusker Council Popcorn Kernels (To discuss things, sales strategies, etc....as KERNELS)

INVITE YOUR FAMILIES TO JOIN THE COUNCIL FACEBOOK SELLERS GROUP: Cornhusker Council Popcorn Sellers (For Parents and Families to discuss all things popcorn and ask questions, etc....)

GENERAL HELPFUL POPCORN STUFF!!

WHAT CAN POPCORN DO FOR YOUR UNIT?

Highest Profit Return - Over 70% Returned to Scouting

- You can earn enough money to fund your unit's Scouting program for the entire year!
- The council uses part of the proceeds for camping programs, leader training, Camporees, etc.

Turn-Key Program

- All sales tools provided for success: Popcorn App, credit card sales (fees paid by Colby Ridge), Scheels Rewards, Council Facebook Communities, online selling platform, etc.

HOMETOWN HEROE DONATION PROGRAM

When a customer purchases a Hometown Heroes Donation, a portion goes back to local Scouting and the remaining popcorn equivalent is donated to the first responders, fire houses, and the Nebraska National Guard. The \$30 option is still available on the order form, BUT you can also record in \$5 increments.

HOW MUCH DO YOU NEED TO SELL?

The average Scouting program costs \$375 per Scout for the entire year. On average, Scouts can sell \$1,000 popcorn in 8-10 hours and fund their entire year of Scouting. Review your units Scouting Program calendar and budget for the year to determine how much popcorn you will need to sell to fund your Ideal Year of Scouting. Use the worksheet below to calculate your Scout Sales Goal.

<input type="text" value="9,800"/> Annual Budget	/	<input type="text" value="28"/> Number of Scouts	=	<input type="text" value="350"/> Budget Per Scout
<input type="text" value="350"/> Budget Per Scout	/	<input type="text" value="32%"/> Average Commission	=	<input type="text" value="1,000"/> Scout Sales Goal

BUILD YOUR POPCORN TEAM

As the Kernel, you will act as the Team Leader, and then you'll need to bring in others to assist as needed. Your team size will depend on your unit size, but we recommend a minimum of 3 people.

Look for individuals that could fit into one of the following three categories:

Sales-Minded, Detail-Oriented, and Outgoing Personality.

The **Sales-Minded** team member is great for training Scout families to sell and is the point person for any questions. The **Detail-Oriented** team member is responsible for tracking inventory and finances. Lastly, the **Outgoing Personality** team member is in charge of the unit kickoff, motivating Scouts and parents, promoting incentives, and managing social network communications.

When you build a Popcorn Team, you'll share the work across all team members. We all know that many hands make light work, growing your team will help you grow your sale. Your team will share and retain their knowledge, so that when it's time to find a new Popcorn Kernel there are other leaders that are trained and ready to take on the position.

WHY DO SCOUTS SELL POPCORN?

Popcorn Helps Pay For...

- Scheels Rewards
- Camp Fees
- Uniforms
- Patches & Awards
- Annual Dues
- Pinewood Derby

- Blue & Gold
- Unit Adventures
- Campouts
- Unit Supplies
- Camp Upkeep

MULTIPLE WAYS FOR SCOUTS TO SELL

ONLINE DIRECT	Online Direct sales are easier than ever for Scouts to sell to friends and family. The product ships to the customer, and it's the SAFEST fundraising option for Scouts. Scouts setup their Colby Ridge account by visiting: Cornhuskerpopcorn-colbyridge.com/register/scout and create a username and password, and select the Unit you are with. Your Online Code will be created and show at the top of your webpage and APP. Share this code with your customers, so they can support you. Customers pay via credit/debit securely, and the products ship directly to them from Colby Ridge. There's no work for the kernel, and Scouts can fundraise year-round!
WAGON SALES Take Order	Scouts collect orders in the app and deliver on hand product or mark product as "undelivered" to be delivered at a later date. This can also be taken through neighborhoods, but is great for parent's co-workers, friends and family. It is at the units discretion whether money is collected up front or upon delivery.
WAGON SALES Door to Door with Product	Involves the Scout bringing product door-to-door to customer residences to ask for support. This method is preferred for neighborhoods close to home. A large percentage of home-owners say that no Scout has ever come to their door, missing this great opportunity. Product is carried with the Scout in a wagon or vehicle, making it a quick and easy process for the customer.
STOREFRONT SALES	Involves coordinating booths in high foot traffic locations throughout your community. It is best practice to have ONE TO TWO Scouts and ONE TO TWO parents at each shift to cover more shifts during the course of the sale.

PLAN YOUR UNIT KICKOFF

1. Host your kickoff & make it exciting for your sales team - the Scouts!
2. Review the year's Scouting Program calendar and explain to the families how the entire program can be funded with one popcorn fundraiser.
3. Instruct the parents to pull out their phones and walk them through the APP and Scout webpage.
 - a. Go to: Cornhuskerpopcorn-colbyridge.com/register/scout and create your username and password and select your Unit. (Or as Kernel, you should be able to send a link for Scouts to follow to sign up).. Go to the APP Store or Google Play and download Colby Ridge Fundraising APP.
 - c. Open Colby Ridge Fundraising APP and login using username and password.
 - d. View selling tips and START SELLING POPCORN!

4. Communicate the unit's sales goal and each Scout's popcorn sales goal.
5. Show the Scouts what prizes they can earn by hitting their sales goal.
 - a. Review the Scheels Rewards.
 - b. Review the Extra Incentives the Scouts can earn from the Council.
 - c. Suggestion: Have a prize for the top seller in the unit and/or each den/patrol; video game, gift cards, etc.
6. Role-play with Scouts to train them how to sell.
 - a. Practice their popcorn sales speech.
 - b. Review the safety and selling tips.
7. Review sales materials and key dates with parents.

MAKE IT FUN!!!

SCOUT SELLING TIPS & TRAINING

1. Always wear your field uniform (Class A).
2. Never sell alone or enter anyone's home.
3. Practice your sales presentation.
 - a. Introduce yourself (first name only) and where you are from.

"Hi Sir, my name is Brian and I am from Cub Scout Pack 38."
 - b. Let people know what you are doing.

"I'm earning my way to Camp Cornhusker. All of the popcorn is delicious and you'll help fund my many adventures in Scouting."
 - c. Close the sale

"Can I count on your support?"
4. Credit card sales are a great option to having to carry cash and/or checks.
5. Be polite and always say "Thank you", even if the customer does not buy.
6. Always walk on the sidewalk and/or driveway.
7. Check your order history to reach repeat customers.
8. Have mom and/or dad take the Colby Ridge APP or order form to work.
9. Plan out how many sales you will need to reach your sales goal.
 - a. Determine whom you will ask to help you reach your goal.
 - b. Remember, two out of three people will buy when asked at their door.