

# NEW POPCORN KERNEL CHECKLIST – Erie Shores Council Popcorn Sale

---

This is a checklist of items for a New Kernel to the Popcorn Sale to help them get started.

## Learn Popcorn Terms

- **Council** – Erie Shores (Lucas, Wood, Ottawa & Sandusky)
- **District** – Geographic areas within Erie Shores Council - (Commodore Perry, Eagle Bay, Northwest, Swan Creek, Wood)
- **Pack** – Cub Scout Unit (K – 5th Grade)
- **Troop** – Scouts BSA Unit (6th – 12th Grade)
- **Kernel** – Popcorn leader – Unit, District, Council
- **Prize** – Scouts choose items based on how much they sold for Units who choose Prizes
- **Incentive** – Items all Scouts are eligible to receive based on how much was sold
- **Show & Sell** – Scouts selling popcorn from a table display at a business, festival, retail store, restaurant, etc.
- **Show & Deliver** – Scouts have an inventory of popcorn at home that they can sell door-to-door, to family and friends
- **Take Order** – Scouts sell popcorn from the order form, place the order with Kernel, and deliver orders in November
- **Online Sales** – Scouts invite friends and family to go to [www.prpopcornstore.com](http://www.prpopcornstore.com) and they received credit for the sale when the customer enters the Scout's seller ID
- **Corporate Sales** – Scouts sell popcorn to a business, generally a larger order for company gifts

## Commit to Sell

- Meet with Unit Committee to decide the following
  - Participation in Show and Sell
  - Participation in Take Order
  - Participation in Online Sales
  - Choose either GCC/Keller Marketing Prize Program or 3% Extra Commission
  - Set Unit Goal
    - Use Popcorn Planner to help set goal amounts
  - Set Per Scout Goal
  - Set Date of Unit Kickoff
- You can make changes to this as the sale gets closer

## Websites

- Familiarize yourself with these websites and check back often for updates and forms
- Council Popcorn Website: [www.erieshorescouncil.org/popcorn](http://www.erieshorescouncil.org/popcorn)
  - Kernel Links – Links to important forms and websites
    - [Quick Links](#)
    - [Kernel Journals](#)
      - Opt-in to receive under Quick Links
      - Read each week to get deadlines and important information
    - District Popcorn Facebook Page
      - Join page under Quick Links
      - Great place to meet other Kernels and to swap products and ideas
  - [Popcorn Calendar](#)
- Pecos Popcorn Website: [www.prpopcorn.com](http://www.prpopcorn.com)
  - Both product sales and online sales
  - Place and review popcorn orders
  - Print invoices
  - Need login credentials? Complete the form at [www.erieshorescouncil.org/kernelpasswordreset](http://www.erieshorescouncil.org/kernelpasswordreset).

## NEW POPCORN KERNEL CHECKLIST – Erie Shores Council Popcorn Sale

---

### **Trainings**

- Attend [New Kernel Training](#) in June
- Attend [District Popcorn Rally](#) in August
- Need more help? Contact your District Kernel

### **Set Unit Popcorn Calendar Due Dates**

- Set dates at least 3 days before Council due dates
- Example: If Council Popcorn Return date is 11/3 then your recommended due date would be 10/30

### **If Participating in Show & Sell**

- Sign up for the [Council-Sponsored Show & Sell Drawing](#)
- In the spring and summer, look for additional locations to set up a popcorn booth
  - Diners, video stores, small businesses, sports events, etc.
- Speak to the manager and give your name, unit, and contact information
  - Verify the time and date at the start of the sale and a week before Show & Sell date
- Find a location to store popcorn during the sale – preferably climate-controlled (it is still very warm in September and October, and the chocolate varieties will melt)
- Plan how much popcorn to order for Show & Sell
  - Use the previous year's sales as a guideline

### **Set Guidelines for Popcorn Pickup>Returns and Money for Parents**

- Times and dates you will be available for popcorn pickups/returns during the sale
- How and when to contact you
  - Phone, text, email
  - Set days and hours for pick-ups/returns
  - Be flexible, but you do not need to be available 24/7
- Set quantities to be checked out
  - Set a dollar limit and have them turn in money before picking up more popcorn
- Set times to turn in collected money – weekly, at troop/pack meetings, etc.
- Remind parents that if they damaged popcorn, it cannot be returned
  - Popcorn tins \$35 and up cannot be returned without the original cardboard box

### **Create a System of Tracking Scout Sales and Money**

- Create a spreadsheet, notebook, etc.
- Pecatonica Worksheet Tool (accessible from the Pecatonica website)
- Always Use Receipt Books (Duplicate invoice books work great to give a detailed receipt)
  - Kernel will give receipts to Parents that both Parent and Kernel sign
  - Treasurer will give receipts to Kernel that both the Treasurer and Kernel sign

### **Drivers**

- Line up drivers to pick up and return popcorn
  - Show & Sell Distribution
  - Weekly Pick-ups
  - Returns
  - Take Order Distribution