**Popcorn Fever Theme**

**Youth Program**

It will be each youth’s goal to reach $400 in sales. By reaching this goal, each youth will earn an audition into the upcoming film Popcorn Fever. They will test their skills by throwing a pie in the face of a designated adult. Once they have completed the audition they will be recognized as a “Pop Star” and earn their Pop Star patch.

**Smileys Ambassador Program**

Those Scouts who sell popcorn at the $600 level and above will earn cumulative chances to earn the role of this year’s Smileys Ambassador. A winner by random draw will be titled this year’s Ambassador and will represent Smileys Productions in a goodwill trip to Universal Studios. (Up to $3,000 value).

**Sale Dates**

Friday, August 28th: Show and Sell orders DUE online (unit must register at prpopcorn.com to order)

Friday, September 11th: Pick up Show and Sell product (Weston, see page 11)

Saturday, September 26, 2020: First Day of Popcorn Sale (No EARLY sales)

Sunday, October 25, 2020: Last Day to Sell Popcorn

**Wednesday, October 28, 2020: Unit Popcorn Orders Due** - Unit Popcorn Orders need to be placed online. NO LATE ORDERS ACCEPTED!

**Wednesday, October 28, 2020: Unit Prize & Patch Orders Due** – Prize & Patch Orders Placed Online

**Friday and Saturday, November 13 and 14, 2020: Popcorn Sorting/Pick up (see page 11 for locs)** – VOLUNTEERS NEEDED

**Monday, December 7th, 2020: Popcorn Checks cashed.**
Unit Kernel Job Description

- Attend popcorn kickoff in August
- Host a unit sale kickoff and use the 2020 BULLET BOARD. Establish the goal and focus on fun incentives!
- Coordinate and promote your unit’s “Knocking for Popcorn Campaign” during the sale.
- Ensure all families in your unit receive sales materials (some will join late or miss the unit kickoff)
- Perform the mock “Pie in Your Face” promotions skit at your September Pack or Troop Meeting.
- Collect popcorn orders and prize selections from each Scout and combine them to create your unit’s order. Unit popcorn and prize brochure orders must be submitted online by October 28th, 2020.
- “Winner’s Circle” prize orders ($2,500 and $5,000) placed online at www.prpopcorn.com.
- Make sure all qualifying Scouts get the prizes and incentives they earned
- Complete blue bonus prize form and turn in at popcorn pick up along with selling roster.
- Coordinate pick-up with your distribution site and distribute popcorn to the Scouts of your unit.
- Perform the “Popcorn Fever Audition Ceremony” with your unit.

Five Fundamentals of a successful popcorn sale

1. Sell to all friends and family
2. Have mom and dad take the order form to work
3. Go “Knocking” for popcorn with door-to-door sales
4. Online sales
5. Show and Sell

Win a Nintendo Switch Lite (3 ways to win!!!)

3 Ways to enter and 3 ways to win!!!

1. Knocking for Popcorn (in a group OR individual families)
2. Fill it up (30 popcorn orders collected by 10/14/20) Drawing on 10/15/20
3. Scouts with online sales

Email Amanda.flannery@samoset.org or call 715-355-1450 to enter

Prize Programs

Program # 1 - Prize Brochure Plan OR Straight Commission Plan (Choose 1)

Samoset Council offers units the option to choose whether Scouts in their unit will receive additional prizes from the “Prize Brochure” program or receive an increased commission. Each unit must choose one plan and communicate its choice to their Scouts before the sale. Regardless of the sales plan chosen, all Scouts are eligible for prizes in the “Bonus Prize” program #2 below.

Option 1: Prize Brochure Program Plan (STRONGLY recommended for Cub Scout packs!)
Unit receives 30% commission of their total sale and Scouts earn a prize from the prize brochure program AND the bonus prize program. Prizes from the prize brochure provide great motivation for Scouts and are delivered just a couple of weeks after the sale.

Option 2: Straight Commission Plan
Unit receives 34% commission of their total sale. Scouts do not earn prizes from the brochure prize program but are eligible for all the “Bonus Prizes” in the bonus prize program
Program # 2 Bonus Prizes - available to all Scouts (Prize Brochure AND Straight Commission Plans)

Each Scout is eligible to earn a prize in each sales category. For example, a Scout that sells $600 in popcorn will earn prizes in categories 1, 2 and 3. See page 6 for ordering instructions.

$10 and Up
2020 Participation Patch
Prize Program level starts at $75 dollars

$400 – Pop Star level
All the prize categories above plus:
Popstar recognition. Includes a 2020 Popstar Patch (pictured on cover), Audition including tossing of a pie in the face of a designated adult

$600 – Camp Certificate Level/Universal Studios Vacation Entry #1
All the prize categories above plus:
$30 Samoset Camp Certificate and entry #1

$1,000-Unlimited Camp Slushy Level/ Universal Studios Vacation Entry #2
All the prize categories above plus:
2020 unlimited slushy card for summer camp and entry #2

$1,500-Universal Studios Vacation Entry #3

$2,000-Universal Studios Vacation Entry #4

$2,500-$5,000 - Winner’s Circle Levels & Universal Studios Vacation Entry #5
• All the prizes categories above plus ONE of the following:
  • $2,500 level prizes: Drone, Tablet, Gaming bundle, Electric Scooter, Smart TV, Karaoke System, Kayak, $200 Amazon Gift Card or $200 Best Buy Gift Card

OR

• $5,000 level prizes: Choose prize from $2,500 level above or one of the following:
  • Nintendo Switch, Xbox Series X, PlayStation 5
Universal Studios Vacation Entry #6-#10
(All $5,000+ sellers earn 10 entries into the drawing).
Sales must come from single family, no combined sales.
Popcorn Show and Sell Program

Samoset Council is offering show and sell product during the 2020 popcorn sale. Your unit will have a low-risk opportunity to increase your sale by ordering product in advance. Product can be sold door to door, at work, at family gatherings or at store fronts. Samoset Council is offering increased commissions based on your show and sell participation as well as success. Below are details to help your unit understand how this can help your 2020 sale.

Timeline

- **Commit to show and sell and order product by Friday August 28th, 2020** ([www.pr popcorn.com](http://www.pr popcorn.com))
- Pick up popcorn on Friday September 11th, 2020 (Weston, WI – See Pg. 11)
- Product checks cashed on Monday December 7th, 2020
- Sell product by freshness dates indicated on product containers

Increased Commissions (Earn up to 32%-36% on entire sale)

- Qualify for 1% commission bonus by ordering show and sell package by Friday August 28th, 2020 ***MINIMUM $500 package needed to qualify
- Qualify for 1% commission bonus by increasing your total sale over 2019 by 10%. (Example: unit who sold $8,000 dollars in 2019 will qualify if they sell $8,800 in 2020)

Administration

- When ordering product choose from 4 different recommended packages (listed below)
- NO RETURNS- You have until early 2021 to sell the popcorn
- Show and sell product can be applied towards individual scout prizes
- Show and sell product can NOT be applied as a single amount towards prizes (Example: unit who orders $5,000 package can NOT order one $5,000 bonus prize as well. Prizes are earned by individual scouts, NOT units.
- This is a low-risk option, because you can deduct any show and sell product from your upcoming take order at the end of October.
**2020 Show and Sell Packages**

<table>
<thead>
<tr>
<th># Cases</th>
<th>$500 Package (All unit sizes)</th>
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<tbody>
<tr>
<td>1</td>
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<tr>
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<td>MICROWAVE BUTTER</td>
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<tr>
<td>1</td>
<td>MUD PUDDLES</td>
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<tr>
<td>2</td>
<td>30 PK Double Butter</td>
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<table>
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<tr>
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<th>$1,000 Package ($5,000+ units)</th>
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<tr>
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</tr>
<tr>
<td>1</td>
<td>CHEDDAR CHEESE</td>
</tr>
<tr>
<td>2</td>
<td>MICROWAVE BUTTER</td>
</tr>
<tr>
<td>1</td>
<td>TRAIL MIX</td>
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<tr>
<td>1</td>
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<table>
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<tr>
<td>3</td>
<td>CHEDDAR CHEESE</td>
</tr>
<tr>
<td>2</td>
<td>MICROWAVE BUTTER</td>
</tr>
<tr>
<td>1</td>
<td>MICROWAVE KETTLE</td>
</tr>
<tr>
<td>2</td>
<td>TRAIL MIX</td>
</tr>
<tr>
<td>2</td>
<td>PEANUT BUTTER CUP</td>
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<tr>
<td>2</td>
<td>30 PK DOUBLE BUTTER</td>
</tr>
<tr>
<td>1</td>
<td>CHEESE LOVER’S 4 WAY</td>
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<table>
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<th># Cases</th>
<th>$5,000 Package ($20,000+ units)</th>
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<td>YELLOW POPCORN</td>
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<tr>
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<tr>
<td>2</td>
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</tbody>
</table>
Placing Your Unit Popcorn Order
www.PRPopcorn.com

- Go to PRPopcorn.com
- Click on “My Account”
- Click on “Create Unit Profile”
- Enter your Council Key (Council Key: 627SAM)
- Choose your service area (north or south) from the dropdown menu
- Choose your unit type from the dropdown menu
- Choose your unit number from the dropdown menu
- Enter a username for the account (this does not need to be an email address as in previous years, but must be unique)
- Enter a Password for the account
- Enter the remaining profile information including the email address where all confirmation emails for the account will be sent.
- Click “Submit”

How to Access My Account?
- Go to PRPopcorn.com
- Click on “My Account”
- Enter in your username and password
- Once in the system, you will see your dashboard.

How to update my profile?
- Click on “Unit User” in the top right hand corner of the screen.
- To update or change your profile, click “Edit Profile.”
- If you would like to change your password, click “Change Password.”
How to Place an Order?

- Click “New Order” on the Dashboard.
- Choose what type of order you are entering (Take Order/Show n Sell) as well as pick up location.
- You will then be able to enter in your order.
  - Remember:
    - Show & Sell Orders = enter in as cases
    - Take Orders = enter in as containers
- At the bottom of the order form, you have the ability to add any notes/comments to the order.
- Click “Submit Order” to place your order.

How to Edit/View an Order?

- Click “Manage Orders” on the Dashboard.
- Here you will see a list of orders you have placed.
- You can only edit an order if the order status says “Submitted by Unit.” Once your order is approved by District, Council, or PRP you will no longer be able to edit your order.
- If you are able to edit your order, click on “Details” and then “Edit Order.”
  - Here you are able to change the quantities and any notes that were added.
- Once finished, click “Submit Order.”
How to Enter/View/Edit a Scout for Online Sales (Seller ID)?

- Click “Scout Seller IDs” on the Dashboard.
- 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.

- To add a new Scout, enter in the required fields (white boxes at the top):
  - First Name
  - Last Name (we only need the first two letters of his/her last name)
  - Parent/Guardian email address
- 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.
- You may edit a Scout’s information by clicking on “Edit.”
  - Only a Scout’s first/last name and email can be edited. **The Seller ID cannot be changed**
- If a Scout is no longer selling popcorn, you may inactivate him/her which will hide all information tied to that Scout. If at any time you need to view that Scout’s information again you simply click on “Inactive Scouts.”

*The Unit Leader and Parent/Guardian receive an email with the Scout’s Seller ID.

*The Parent/Guardian will receive a form email on behalf of the Scout to forward to family and friends.

*The Unit Leader and Parent/Guardian will get an email when an order has been delivered so that sales can be tracked per youth through the online worksheet tool.

*These online sales do count towards the prize and bonus prize levels.

How to Enter a Scout into the Winner’s Circle?

- Click “Winners Circle” on the Dashboard.
- Select the Scout’s name you want to enter into the Winners Circle.
  - Scouts are added through the Scout Seller ID process (please see above).
- Click “Submit”

- Type in the above information
  - 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)
  - Zip code
  - Name of person picking up prize
  - Email of person picking up prize

- Click “Submit”

**Popcorn Apps** *(search in App Store or Google Play)*

1. Kernel tracker app Kernel Tracker app – this app is solely for Kernel Leaders who have Show & Sell inventory. It helps them keep track of inventory and which Scout has what items.

2. My PR Popcorn app – This app is for parent/guardians of Scouts who are wanting to sell online. This is a way for them to reach out to family and friends and or publish their seller ID via social media and/or email.
**Brochure Prize and Participation Patch Orders**

Brochure Prize and Patch orders are due online by: **Wednesday October 23rd, 2020.**

Prize flyers are attached to some popcorn sales flyers, make sure to select the correct flyers. Unit Popcorn Kernels will follow the link after placing the popcorn order. **For units NOT participating in the brochure prize program, participation patches still need to be ordered through the online system.**

**Prize Tally Sheets (Brochure Prizes)**

This form is used to keep track and **tally your order only.** Prizes orders must be submitted online. Please follow the instructions in the next section.

2020 Prize Brochure  
Prize Tally Sheet

**Online Brochure Prize & Patch Ordering**

If you need assistance with this process, please contact Keller Marketing at 888-351-8000 or **BSACustomerService@gcc-usa.com.** When communicating via e-mail, please include your Council, Unit Number, and Phone Number.

Prize ordering instructions:

**Step 1.** Go to www.prpopcorn.com

**Step 2.** Click on "my account" in the upper right-hand corner

**Step 3.** Enter your email and password

**Step 4.** Click the "LOGIN" button

**Step 5.** Click on the indicated button to order your prizes, this will take you to the prize website to complete your prize order
Online Sales:

Increase your profit through internet sales!

Pecatonica River Popcorn gives you the ability to sell to relatives and friends via the internet! Reaching sales goals are that much more attainable as you are no longer confined geographically.

Information to turn in at Popcorn Pickup
1. Popcorn check (made out to Samoset Council)
2. 2020 invoice (will be emailed to you prior to pick up)
3. 2020 Popcorn Survey
4. 2020 Blue Bonus Form
5. 2020 Selling Roster

Popcorn Pick up Locations
Unit Popcorn Orders will need to be picked up on Friday or Saturday, November 8 or 9, 2020. The pickup location options are listed below. Remember to arrive with enough personnel and vehicle space to load your unit’s popcorn (larger orders may require several vehicles, trucks, or trailers!) As a guide, an automobile can hold as many as 20 cases of popcorn, a sport utility vehicle can hold up to 40 cases, and a van can hold up to 60 cases. Plan your needs accordingly. Also, bring a blank check to the pick-up site to pay for your unit’s popcorn order.

Popcorn Pick up Locations (Subject to Change visit www.samoset.org for updated information)

Wisconsin Rapids: WSI Warehouse - 3500 Woloske Avenue, Wisconsin Rapids
Stevens Point/Plover: WSI Warehouse, 2500 Hoover Road, Stevens Point 54481
Marshfield: Superior Papers – 1616 Roddis Street, Marshfield
Weston: B & D Warehouse (formerly Weston Warehouse) – 7005 Rickyvale Street, Weston
Tomahawk: Tomahawk National Guard Armory – 215 Armory Road, Tomahawk
Rhinelander: National Guard Armory – 1136 Adams Way, Rhinelander
“Knocking for Popcorn” (Follow local safety guidelines)

Group Knocking

Take a den, patrol, or even the whole troop out selling popcorn door-to-door. Have 2 or 3 youth on each side of the street and leaders following behind in a car. Have the youths take turns asking the homeowners to buy two items to help them with their fundraising. Start around 9:00 a.m. and finish around noon. Each unit is encouraged to meet after the sale for a Rally Party (i.e., roller rink, bowling, indoor pool, McDonalds, etc.). Unit may also recognize those youth who sold the most popcorn that day.

Individual Knocking

Encourage families to go out on their own during the sale of knock for popcorn. Here are proven knocking for popcorn tips:

- Pick a few nights during the sale to knock on doors between 5:30p.m. and 7:00p.m. (more families are home during the weekday evenings than on the weekends).
- Scouts can average between $100-$200 in sales each night knocking on doors.
- Stop at houses with cars in the driveway or open garage doors to maximize your efforts.
- Stop at houses with lights on

Square Credit Card Reader

- Sign up at www.squareup.com/i/PRPOPCORN1 to sign up for Square for FREE

Show and Sell

Timeline

- Commit to show and sell and order product by Friday August 28th, 2020 (www.prpopcorn.com)
- Pick up popcorn on Friday September 11th, 2020 (Weston, WI)
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- This is a low-risk option, because you can deduct any show and sell product from your upcoming take order at the end of October.
“Pie in Your Face”
Promotion Skit

When:
- September Pack Meetings and Troop Meetings
- September Roundtables

Props:
- Pie (whipped cream and pie plate)

Characters:
- Unit Leader
- Popcorn Fever director (Steven Smileyberg)

Skit Highlights:
- Have Popcorn Fever director come running into the meeting with a pie.
- Have the Popcorn Fever director explain the program.
  a. We are looking for good actors to audition for the upcoming Popcorn Fever movie
  b. Scouts must sell $400 in popcorn to earn their audition into the movie
  c. Scouts who earn their audition will have a chance to throw a pie in a leader’s face
  d. Scouts will receive a limited edition “Popstar” patch
  e. Scout will be able to throw a pie in a leader’s face

After the Popcorn director leaves the stage, direct your attention to the parents:
  f. Reiterate how important the popcorn sale is.
     i. Generates the core funding for the unit’s programs and awards.
     ii. Less time fundraising and more time spent on fun programs.
     iii. Proceeds can help subsidize camp fees.
  g. Stress the importance of the “Knocking for Popcorn” campaign and encourage everyone to attend. Give an example of the money that can be made that day. (25 youth with 7 orders each = about $2600 in sales or about $788 profit to the unit)

Review all of the 2020 incentives
Popcorn Fever Audition Ceremony

Script

When:
   November or December Pack Meetings and Troop Meetings

Props:
   Pie (whipped cream and pie plate)   Director’s chair
   Popstar Patches                    Clipboard for director

Characters / Participants:
   Popcorn Fever Director             “Pie in the Face” recipients
   Scouts who earned the audition

Popcorn Fever Director (Steven Smileyberg): “Welcome everyone, I am Steven Smileyberg of Smiley Productions. I am here today to audition Scouts for my upcoming film Popcorn Fever. This film is a slapstick comedy and the stars of the film need to be skilled in the art of pie throwing. It is not an easy challenge but those who were skilled enough to sell $400 in popcorn will audition tonight. “

(call up an individual or group of Scouts)

Popcorn Fever Director (Steven Smileyberg): Position the Scouts and leaders for the pie throwing. Instruct the youth to throw the pie on your command. Yell out “LIGHTS, CAMERA, ACTION” for each Scout’s audition. Instruct each Scout to wait off to the side up front as each Scout auditions.

After all youth have completed their audition

Popcorn Fever director (Steven Smileyberg): “After careful review and much deliberation you all have successfully met the requirements to be cast into my new movie Popcorn Fever, congratulations! You have shown great skill and deserve this honor. You are all now considered “popstars” for your role in this film, here is your “popstar” patch you can wear proudly.

Popcorn Fever director (Steven Smileyberg): “Congratulations, let’s give all Scouts a round of applause.”

Popcorn Fever director (Steven Smileyberg): Lastly, we need one very special Scout to be an Ambassador to Universal Studios. Each Scout who sold over $600 dollars in popcorn has earned a chance (or multiple chances) to win a trip to Universal Studios as Samoset Council’s Ambassador. Someone from this group could be chosen, good luck!
### Contact Information

<table>
<thead>
<tr>
<th>Location</th>
<th>Name</th>
<th>Phone</th>
<th>E-mail</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wisconsin Rapids</td>
<td>Deb Anderson</td>
<td>715-340-7514</td>
<td><a href="mailto:anderson21scouting@gmail.com">anderson21scouting@gmail.com</a></td>
</tr>
<tr>
<td>Wisconsin Rapids</td>
<td>Pete Weber</td>
<td>715-459-9795</td>
<td><a href="mailto:peteri@wctc.net">peteri@wctc.net</a></td>
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<tr>
<td>Stevens Point</td>
<td>Brett Jarman</td>
<td>715-572-3763 or 715-341-4848</td>
<td><a href="mailto:bjarman@charter.net">bjarman@charter.net</a></td>
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<td>Stevens Point</td>
<td>Tim Yonash</td>
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<td>Wausau</td>
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<tbody>
<tr>
<td>Council Kernel</td>
<td>John Schultz</td>
<td>715-340-2970</td>
<td><a href="mailto:John@schultz.net">John@schultz.net</a></td>
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<tr>
<td>Council Staff Advisor</td>
<td>John Overland</td>
<td>715-355-1450</td>
<td><a href="mailto:John.Overland@Samoset.org">John.Overland@Samoset.org</a></td>
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### Samoset Council, Boy Scouts of America

3511 Camp Phillips Road  
Weston, WI 54476  
(715) 355-1450  
(800) 303-2195  
[www.samoset.org](http://www.samoset.org)

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