

2022 POPCORN GUIDE



BOY SCOUTS
OF AMERICA®
TIDEWATER COUNCIL

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June 1, 2022

Dear Scouts and Scouters:

Welcome to the 2022 popcorn sale! There are many reasons why this sale could be our biggest and best to date! Notably, the number one reason is that units earn commissions to help fund the cost of a great program year. There are several exciting council events and activities around the corner, as well as the 2023 National Scout Jamboree – and fundraising through popcorn sales gives Scouting families more opportunities to participate. We have set our sights on achieving a gross sales goal of **1 million dollars**. An accomplishment of this magnitude for our size council would be unparalleled by any other Boy Scouts of America council.

The sale of popcorn and related products is integral to the success of Tidewater Council Scouting. Popcorn revenue benefits each unit which participates. Every dollar earned through product sales supports our local Scouting program and helps reduce costs for all our Scouting families. For 2022, the unit commission will remain at 40% for in-person sales – this is the highest unit popcorn commission that we have seen in any other Boy Scouts of America council. High value prizes will continue to be awarded to Scouts who excel at selling popcorn. All unit commissions will stay with the unit to fund unit programs and activities.

To maximize popcorn sales and your unit's success:

- Select and train a Unit Popcorn Kernel now and start planning your sales strategy;
- Read the attached information and start to brief your Scout families on selling popcorn;
- Pay attention to and promulgate key dates;
- Make sure each Scout family has the opportunity to participate;
- Help each Scout pick a goal (prize level) they are excited about attaining; and
- Start selling as early as possible.

So BE PREPARED to help us **Crunch to a Million!** We look forward to a successful 2022 Tidewater Council Popcorn Sale so we can continue to help every Scout and every unit achieve their Scouting goals.

Yours in Scouting

James Parnell
Council Scout Executive

Chuck Kubic
Council President

Erich Rötetz
Council Commissioner



Why Sell Popcorn?



Fund your program year and defray costs for Scouting families. Tidewater Council offers some of the highest sales commissions of all Boy Scouts of America councils.



Sales proceeds not only support your unit, but also your local Scouting program and Pipsico Scout Reservation, your council camp.



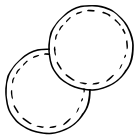
Incentivize Scouts with prizes including patches, movie tickets, gift cards, and more.



Teach Scouts salesmanship and the value of earning their own way.



Scouts learn communication, resilience, and teamwork skills.



Participation in the sale may help Scouts meet certain advancement requirements (see Appendix B).



It is easy to get started, with no upfront costs and no vendor contracts to negotiate.



A team of volunteer leaders and council staff is here to support you.

Getting Started



1

Identify a Unit Popcorn Kernel to manage your unit's sale. Use the Unit Popcorn Kernel job description (Appendix A) to find the best person for the job.

2

Sign up the Unit Popcorn Kernel at peconicariverpopcorn.com with Council Key 596TWC. Even if you have used the online system in the past, you will need to sign up as a new user. While you can split the job responsibilities of the Unit Popcorn Kernel among multiple leaders, each unit may only have one unit login. See Appendix F for additional instructions.

3

With the unit committee, develop a unit budget and a fundraising goal for each Scout. Create a unit incentive plan to supplement the council-provided prize tiers, and be sure to include associated costs in the budget.

EXAMPLE: Troop 123 has twelve Scouts, a \$3,000 operating budget, and plans to focus on in-person sales.

Unit's total operating budget	\$3,000
Divide the budget by 0.40*	/0.40
Unit popcorn sales goal	\$7,500
Divide by the number of Scouts	/12
Individual Scout sales goal	\$625

*If your unit plans to focus on online sales, adjust for the difference in commission by dividing by 0.30 instead.

4

Attend popcorn training on July 5 or July 12. It is highly recommended that every Unit Popcorn Kernel attends. Even seasoned Kernels will benefit from learning about changes to the 2022 sale.

5

Educate families about the sale and hold a unit training session/kick-off party.

2022 Tidewater Council

Popcorn Training

Tuesday, July 5

6:30 PM

**Great Bridge Baptist Church
640 S. Battlefield Blvd.
Chesapeake, VA 23322
or via Zoom teleconference**

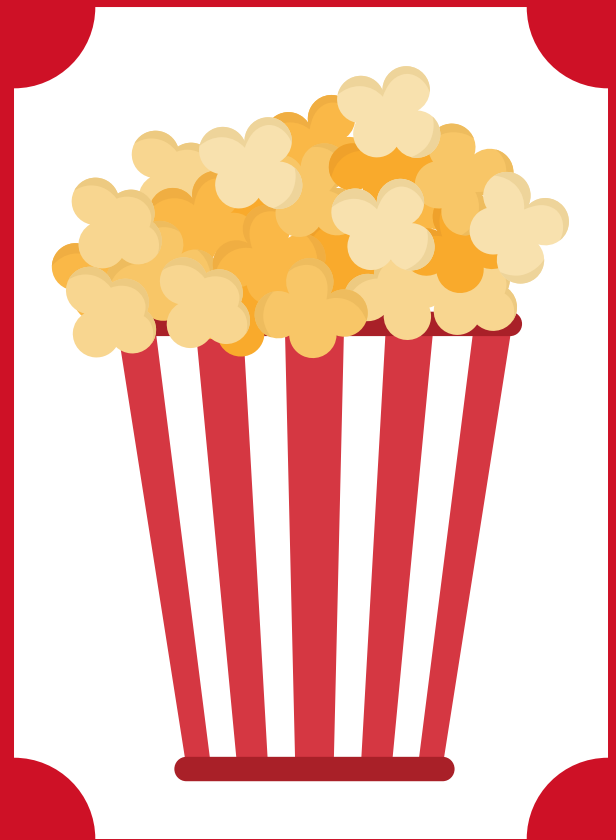
Tuesday, July 12

6:30 PM

**Tidewater Council
Mary Jayne Breeden Service Center
1032 Heatherwood Drive
Virginia Beach, VA 23455
or via Zoom teleconference**

Register

This training is free, but registration is required. RSVP at 247scouting.com/forms/596-popcorn22



What to Expect

Join us to learn about the 2022 Tidewater Council Popcorn Sale! This popcorn training is designed for both new and returning popcorn kernels.

We will focus on what is new for this year's sale, best practices, and opportunities that can benefit your unit.

For those who attend in-person, we plan to have promotional items available for pick-up.

Contact

Pam Samples
popcorn@tidewaterbsa.com

Key Dates



JUNE							2022
Sun	Mon	Tue	Wed	Thu	Fri	Sat	
			1	2	3	4	
5	6	7	8	9	10	11	
12	13	14	15	16	17	18	
19	20	21	22	23	24	25	
26	27	28	29	30			

To-Do in June:

- Sign up the Unit Popcorn Kernel
- Determine unit budget
- Determine unit sales goal
- Determine Scout sales goal
- Determine unit prize and incentive plan

JULY							2022
Sun	Mon	Tue	Wed	Thu	Fri	Sat	
					1	2	
3	4	5	6	7	8	9	
10	11	12	13	14	15	16	
17	18	19	20	21	22	23	
24	25	26	27	28	29	30	
31							

To-Do in July:

- Hold a unit kick-off party

July 5:

Popcorn Training

July 12:

Popcorn Training

July 13:

Lowe's sign-ups available

July 19:

Unclaimed Lowe's sign-ups released

July 20:

Deadline for units to submit popcorn orders through Scout Boss for the first popcorn order



August 1:

Start date for online sale

August 4:

Projected delivery date for first order

August 5 and August 6:

Estimated pick-up dates for first popcorn order

August 22:

Deadline for units to submit popcorn orders through Scout Boss for the second popcorn order



September 8:

Projected delivery date for second order

September 9 and September 10:

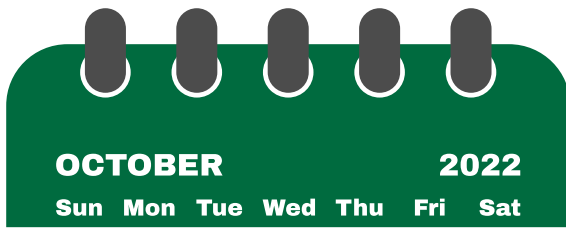
Estimated pick-up dates for second popcorn order

Payment due for first order

September 21:

Deadline for units to submit popcorn orders through Scout Boss for the third popcorn order

Return deadline for Cheese Lover's 4-Way and Classic Trio 3-Way



						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

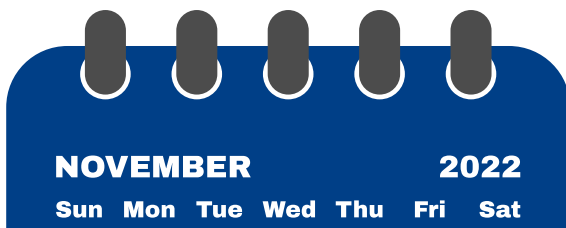
October 6:

Projected delivery date for third order

October 7 and October 8:

Estimated pick-up dates for third popcorn order

Payment due for second order



		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

November 1:

Final unit payments due

Final day to return unsold product

Deadline for units to submit orders through Scout Boss for final popcorn order (Must be prepaid in full)

November 16:

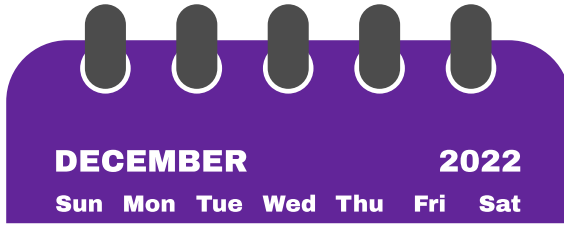
Projected delivery date for final order

November 17:

Estimated pick-up date for final popcorn order

November 29:

Estimated end date for online sale



				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

December 5:
Deadline to submit prize requests

Interim Appointments

Additional interim popcorn distributions and returns will be available at scheduled times or by appointment. Scheduled times will be posted in the "EK" Electronic Knapsack newsletter and through the Tidewater Council Popcorn Kernels Facebook group.

Distribution



Units preorder the product they wish to check-out. Please refer to previous years of selling history when placing orders and avoid over-ordering. Tidewater Council reserves the right to adjust unit preorders.



Unit orders are placed electronically through the Scout Boss website. There will be four orders. Order deadlines are:

- Wednesday, July 20
- Monday, August 22
- Wednesday, September 21
- Tuesday, November 1

The final order must be prepaid by November 1.

Unit Popcorn Kernels may place and edit their orders at any time prior to each deadline.



Delivery will be made at:

Tidewater Council

Mary Jayne Breeden Council Service Center

1032 Heatherwood Drive

Virginia Beach, VA 23455

Each unit will sign up for a specific pick-up time. Keeping in mind that dates are subject to change, the estimated dates for product pick-up are:

- Friday, August 5 and Saturday, August 6
- Friday, September 9 and Saturday, September 10
- Friday, October 7 and Saturday, October 8
- Thursday, November 17

Help with deliveries is always appreciated. Units that assist with unloading deliveries will have the opportunity to pick-up their product that day.

Additional interim popcorn distributions and returns will be available at scheduled times or by appointment. Scheduled times will be posted in the "EK" Electronic Knapsack newsletter and through the Tidewater Council Popcorn Kernels Facebook group. To schedule an appointment, contact alison.harrison@scouting.org.

If the Unit Popcorn Kernel is unable to attend the pick-up date, they may designate another leader or parent to pick-up on their behalf.

Returns



Tidewater Council is unable to return unsold product to Pecatonica River Popcorn. In order to manage product inventory and keep sales commissions high, it is necessary to manage unit product returns.

For the 2022 Popcorn Sale, units may return up to 10% of the product they check out (retail dollars).

Example: Troop 123 checks out a total of \$10,000 in popcorn throughout the 2022 sale. This unit may return up to \$1,000 in popcorn.

Should a unit have more than 10% of their product remaining, their options are:

- Continue selling. Contact your District Popcorn Kernel if you need assistance booking Show & Sell locations.
- Swap product with other units. Popcorn transferred between units will not count as returns for the 10% limit. Contact popcorn@twchelpdesk.raiseaticket.com to report swaps.
- Purchase the product and use it as thank you gifts for the chartering organization and other community groups.
- Return excess inventory with a 20% restocking fee. Example: Troop 123 checks out a total of \$10,000 in popcorn during the 2022 sale. The unit returns \$1,500 in product at the end of the sale. The first 10% returned (\$1,000) has no restocking fee. The additional \$500 returned over the 10% limit is subject to a 20% restocking fee. Troop 123 owes a \$100 restocking fee.

**Returns are due no later than November 1, 2022 at 5 PM.
No returns will be accepted after this time. No exceptions.**

Any product melted or damaged after checkout will not be accepted for return. Do not affix stickers, tape, labels, or any other items to the containers. It is important to ensure that chocolate products are kept cool. If selling outdoors on warmer days, keep chocolate products in a cooler with cooling packs. Please do not store popcorn in your vehicle. Melted product will not be accepted for return. Every returned item is subject to the "thunk test."

Most items are returnable, with some exceptions:

- Chocolate Lover's 5-Way - Non-returnable
- Cheese Lover's 4-Way - May not be returned after September 21, 2022
- Classic Trio 3-Way - May not be returned after September 21, 2022
- Any product melted or damaged after checkout - Non-returnable

Units that need assistance planning and managing their inventory are strongly encouraged to communicate with the District Popcorn Kernel. They are here to help you!

Payment



First order

(Order placed by July 20 and delivered in early August)

Payment due at second order pick-up or by September 10, 2022 at 2 PM, whichever comes first

Second order

(Order placed by August 22 and delivered in early September)

Payment due at third order pick-up or by October 8, 2022 at 2 PM, whichever comes first

Third order

(Order placed by September 21 and delivered in early October)

Payment due by November 1, 2022 at 5 PM

Fourth order

(Order placed by November 1 and delivered in mid-November)

Payment due by November 1, 2022 at 5 PM

Any applicable restocking fees

Payment due by November 1, 2022 at 5 PM

The preferred method of payment is a single check from the unit's account. Credit card payments will be subject to a 3% processing fee. We cannot accept checks that are written to the unit from individuals. Checks returned for insufficient funds will be charged the standard return fee as posted in the Council Scout Shop as of the date of the incident.

If a unit overpays, the refund will be issued to the unit Scout Shop account at the conclusion of the sale.

If unit invoices become past due, the unit will not be able to receive prizes, order additional product, or pick-up additional product until the balance is paid.

Past due invoices are subject to late fees.

Tidewater Council is subject to monthly finance charges for payments that are past due to Pecatonica River Popcorn. In order to keep commissions high for all units, units that have past due balances will be subject to late fees.

A 3% late fee will be applied on the 7th calendar day past the payment due date, and monthly thereafter.

Example:

Troop 123 has a \$5,000 payment due on September 10.

If the invoice is not paid by September 10, Troop 123 will not be able to receive prizes, order additional product, or pick-up additional product until the balance is paid.

If the invoice is not paid by September 17, a late fee of \$150 will be applied. The new balance due will be \$5,150.

If the invoice is not paid by October 17, an additional late fee of \$150 will be applied. The new balance due will be \$5,300.

Communication is always key. Please reach out to the District Popcorn Kernel for assistance in problem-solving.

Credit Card Sales & Electronic Payments



Accepting electronic payments for in-person sales, such as credit cards, Venmo, Zelle, and others, often improves sales.

When selecting a payment processor, pay attention to the applicable fees. All payment processing fees are the responsibility of the unit.

Work with the unit's chartered organization to ensure that accounts are set up correctly. The account holder may receive a 1099 for electronic transactions.

Tidewater Council does not endorse any payment processor over another. Please consult with the unit's chartered organization and/or a tax adviser.

Donations



Throughout the sale, any donations collected are exclusively designated for the Military Donation Program.



In accordance with IRS and state restrictions, units may not solicit donations.

Any donations collected are exclusively designated for the Military Donation Program, providing popcorn to service men and women, veterans, and their families.

Units earn sales commissions (40% in-person or 30% online) for military donations.

Military donations may be counted toward prize levels.

The military donation form is available in Appendix C.

Commissions



Commissions go to the Scouting unit, and may not benefit individuals. Each unit determines its budget and how to use its popcorn sale profits.

40%

Units earn 40% commission for in-person sales (show & sells, office sales, wagon sales, pre-orders).

30%

Units earn 30% commission for online sales through the Pecatonica River Popcorn website. Commissions earned from online sales will be remitted to the unit's Scout Shop account after the conclusion of the sale.

Prizes



Motivate Scouts by rewarding them throughout the sale. With a combination of prizes and gift cards, Tidewater Council and Pecatonica River Popcorn are offering a strong prize program in 2022. It is highly encouraged for units to add their own unit incentives.

Prizes recognize individual Scout sellers; sales by multiple individuals or family members may not be combined.

Units must be current on payments in order to receive prizes.

Prizes are awarded based on retail sales amounts sold by individual youth. Military donations may be counted toward prize levels. Tidewater Council and Pecatonica River Popcorn reserve the right to substitute like value prizes.

All prizes must be requested no later than Monday, December 5.

There are four parts to the prize program:

1. Council Prizes
2. Winner's Circle
3. Unit Incentives
4. District Top Seller



Council Prizes

- Prize levels: \$50 - \$1,700
- Frequency: May be requested multiple times throughout the sale as levels are reached. Gift cards will be awarded electronically at the end of the sale.
- Levels earned: Council prizes are progressive. Each time a level is reached, that reward is earned. Scouts may earn all five Council Prizes.
- How to request: Pre-order requested Council Prizes at <https://www.scoutingevent.com/596-popcornprizes22>. See Appendix D for instructions.
- Unit Popcorn Kernels will need to have Scouts' Seller IDs in order to submit prize requests. The contact listed on the electronic submission will be contacted when prizes are available for pick-up.

Council Prizes



Sell \$50

Earn a popcorn sales patch



Sell \$400

Earn a Cinema Café ticket



Sell \$750

Earn a Foam Dart Blaster



Sell \$1,250

Earn a \$35 Amazon gift card



Sell \$1,700

Earn a \$50 Amazon gift card

2

Winner's Circle Prizes

- Prize levels: \$2,500, \$5,000, \$7,500, \$10,000, etc.
- Frequency: Requested only at the end of the sale.
- Levels earned: Scouts may earn a Winner's Circle prize for every \$2,500 they sell. For example, a Scout who sells \$7,500 in popcorn will qualify for three Winner's Circle prizes.
- How to request: Unit Popcorn Kernels will request Winner's Circle prizes through their Scout Boss account. Documentation of each Scout's sales will be required.

WINNER'S CIRCLE

★ **SELL \$2,500**

PICK A PRIZE FROM THE WINNER'S CIRCLE FOR EVERY \$2,500 SOLD

Prizes subject to availability



**\$200 AMAZON
GIFT CARD**



**\$200 BEST BUY
GIFT CARD**



**32" SMARTCAST
TV**



AIRPODS



**AMAZON FIRE
10" TABLET**



LASER TAG



**ELECTRIC
SCOOTER**



**QUADCOPTER
DRONE**

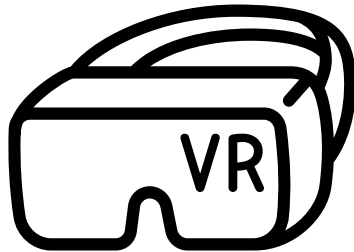
3 Unit Incentives

It is strongly encouraged that units add their own incentive plan.

Recommendations from other local units:

- Add a prize at the \$1,000 level. Once a Scout reaches \$1,000 in sales, they are very close to earning an Amazon gift card at the \$1,250 level. This stepping stone should keep them motivated to generate further sales.
- When Scouts reach a certain sales level (determined by the unit):
 - Offset unit dues or registration fees
 - Have a celebration or field day
 - Provide day camp or summer camp registration fees
 - Give the Scout a unit t-shirt or hoodie
- Throughout the sale:
 - Recognize the top seller of the week or the month at unit meetings
 - Have a prize table or treasure box of inexpensive prizes

4 District Top Seller



New for 2022!

The top seller in each district will receive an Oculus VR Headset!

- **Qualification:** The top seller in each district, as determined by total retail dollars including in-person sales, military donations, and online sales. The winning Scout must be registered in a unit in the district to qualify. **If the unit has a balance due as of December 5, 2022, the Scout will be disqualified and the prize will be given to the next highest-selling Scout in the district.** There will be four District Top Seller prizes awarded.
- **Timeframe:** The submission form for each unit to enter their top-selling Scout will be open from October 1 through December 5, 2022. Late entries will not be accepted. The winners will be announced by December 16, 2022.
- **How to request:** Submit the form at <https://247scouting.com/forms/596-topseller22>

Products



<p>Chocolate Lover's \$55</p> <p>Includes Milk Chocolatey Pretzels, White Chocolatey Pretzels, White Ruby, Peanut Butter Cup, and Coconut Rain. Non-returnable.</p>	<p>Cheese Lover's \$45</p> <p>Includes Cheddar Cheese, Buffalo Ranch, Jalapeño Cheese, and White Cheddar. Non-returnable after September 21.</p>	<p>Classic Trio \$35</p> <p>Includes Cheddar Cheese, Caramel Corn, and Natural. Non-returnable after September 21.</p>	<p>Double Butter Microwave (28 pack) \$30</p> <p>Bring home the taste of buttery movie theater popcorn.</p>
<p>Milk Chocolatey Pretzels \$25</p> <p>The perfect blend of sweet and salty flavors.</p>	<p>Peanut Butter Cup \$25</p> <p>A melt in your mouth combination of milk chocolate and peanut butter.</p>	<p>Sea Salt Splash \$25</p> <p>Caramel popcorn dunked in dark fudge and sprinkled with a splash of sea salt.</p>	<p>Caramel with Sea Salt \$25</p> <p>Caramel corn made with real butter, brown sugar, and the perfect amount of sea salt.</p>
<p>Cajun Crunch \$20</p> <p>NEW</p> <p>A snack mix with a kick! This spicy mix contains corn sticks, peanuts, sesame sticks, sesame seeds, and pretzels.</p>	<p>Buffalo Ranch \$20</p> <p>NEW</p> <p>Spicy buffalo flavor along with a tangy ranch gives this spicy popcorn a touch of heat.</p>	<p>Jalapeño Cheese \$20</p> <p>A zip of jalapeño pepper gives this feisty popcorn flavor its heat.</p>	<p>Cheddar Cheese \$20</p> <p>Made with a savory blend of real Wisconsin Cheddar Cheese.</p>
<p>Microwave Kettle Corn (15 pack) \$20</p> <p>Experience the combination of the sweet, yet salty flavor of Kettle Corn anytime.</p>	<p>Microwave Butter (15 pack) \$20</p> <p>Enjoy popcorn with a rich butter flavor.</p>	<p>Mint Chocolate Chip \$15</p> <p>NEW</p> <p>Popcorn dipped in mint chocolate and sprinkled with mini chocolate chips.</p>	<p>Classic Caramel \$10</p> <p>Glazed to perfection with real butter and brown sugar.</p>



It is important to ensure that chocolate products are kept cool. If selling outdoors on warmer days, keep chocolate products in a cooler with cooling packs. Please do not store popcorn in your vehicle. Melted product will not be accepted for return.

Online Sale



The online popcorn sales dates are slated for August 1 through November 29, 2022.

Each Scout receives a unique Seller ID. Unit Popcorn Kernels are notified of their Scouts' online sales so they may track them for prizes.

Sales made through Pecatonica River Popcorn's website earn a 30% commission. The product is shipped directly to the purchaser with free shipping.

The items available through the online sale differ from those available for in-person sales.

Trustworthy Duo (\$30)

Classic Caramel and Cheese

Loyal Favorite (\$30)

Microwave Butter

Kind & Spicy Combo (\$35)

Jalapeño, Buffalo Ranch, and Cajun Crunch

Friendly Bundle (\$35)

Classic Caramel, Cheese, and Honey Roasted Peanuts

Courteous Cluster (\$40)

Classic Caramel, Cheese, and Sea Salt Splash

Helpful Mix (\$40)

Classic Caramel, Cheese, and Pecan Caramel Clusters

Obedient Blend (\$40)

Classic Caramel, Cheese, and Cashew Caramel Clusters

Cheerful Variety (\$45)

Pecan Caramel Clusters, Cashew Caramel Clusters, and Sea Salt Caramels

Thrifty Brew (\$45)

Classic Caramel, Coffee, and Mocha Chocolate Cups

Brave Medley (\$50)

Pecan Caramel Clusters, Cashew Caramel Clusters, Mocha Chocolate Cups, and Sea Salt Caramels

Clean Classic (\$50)

White Ruby Popcorn

Reverent Collection (\$60)

Classic Caramel, Cheese, Sea Salt Splash, Coffee, and Cashew Caramel Clusters

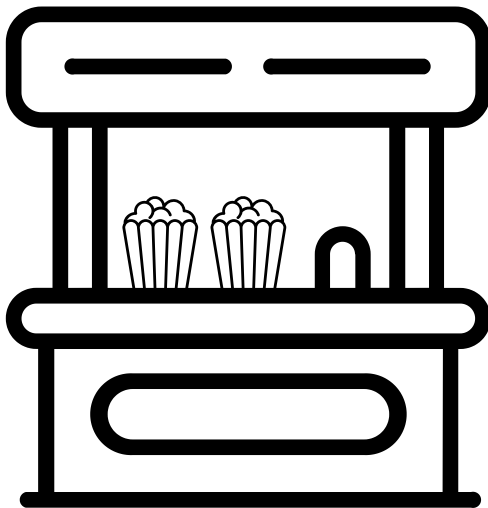
For assistance in tracking an online order, please contact the Pecatonica River Popcorn help desk at pops@prpopcorn.com.

Selling at Lowe's



All Show & Sell dates at Lowe's locations in Chesapeake, Norfolk, Portsmouth, and Virginia Beach have been booked by the district.

Do NOT approach these locations to book Show & Sell dates.



Each district will manage distribution of Lowe's Show & Sells via SignUpGenius.

Reservations will be available beginning Wednesday, July 13 at 6 PM. Check the Tidewater Council Popcorn Kernels Facebook Group or the popcorn webpage (TidewaterBSA.com/2022popcornsale) for the sign-up links at that time.

Check the specific location for the amount of sales slots that the unit may select. If units sign up for more sales slots than allowed, the reservations will be canceled.

Any unclaimed slots will be released on Tuesday, July 19 at 6 PM.

Additional Resources



- Pecatonica River Popcorn Sale Tools - Visit <https://pecatonicariverpopcorn.com/helpfultips.html> for receipt templates, tutorial videos, and more. Select “Click Here to Play Interactive Activity” to access the Paddle the Popcorn River interactive activity, designed to teach Scouts sales skills in a fun and engaging way.
- Scout Boss - Manage your unit’s sale through the electronic dashboard. Through this one handy platform, you will be able to place unit orders, edit unit orders, sign up Scouts to sell online, enter Scouts for Winner’s Circle prizes, and more. See Appendix F for the Scout Boss User Guide.
- “EK” Electronic Knapsack - Subscribe to Tidewater Council’s bimonthly newsletter or view archived editions at <https://tidewaterbsa.com/electronic-knapsack-ek/>.
- Tidewater Council Popcorn Kernels Facebook Group - Join a community of local Kernels to share tips and ideas. Many units use the Facebook group to coordinate product trades.
- Popcorn Sale Webpage - Visit <https://tidewaterbsa.com/2022popcornsale/> for direct links to resources and sales updates.

Tips for Success



- Follow all youth protection guidelines and the Guide to Safe Scouting at all times.
- Hold a unit popcorn kick-off to generate excitement among parents and Scouts.
- Pair each new family with an experienced family who can coach them.
- Set goals for the unit and for individual Scouts.
- Recognize Scouts for their accomplishments throughout the sale.
- Scouts are not allowed to ask for donations under any circumstances, but can accept them if offered. Throughout the sale, all donations are exclusively designated for the Military Donation Program.
- Stay informed by attending training, thoroughly reviewing this guide, reading the “EK” Electronic Knapsack newsletter, and joining the Tidewater Council Popcorn Kernels Facebook group.
- Communicate, communicate, communicate with the District Popcorn Kernel.

Give this page to your treasurer



Welcome to the 2022 Tidewater Council Popcorn Sale! This is a great opportunity to fund your unit's program year. While we hope you'll look over this guidebook, here are some quick highlights:

- 1 Invoices**
Sign up to receive your unit's invoices by asking your Unit Popcorn Kernel to add you as a secondary contact on the unit's Scout Boss account. You can also email alison.harrison@scouting.org to be added.
- 2 Payment Method**
The preferred method of payment is a single check from the unit's account. Checks can be made payable to "Tidewater Council BSA" and are accepted at the Scout Shop during regular store hours. Credit card payments will be subject to a 3% processing fee. We cannot accept checks that are written to the unit from individuals. Checks returned for insufficient funds will be charged the standard return fee as posted in the Council Scout Shop as of the date of the incident.

If you are unsure of the exact payment amount (following a product return, for example), you can also make a deposit into the Unit Scout Shop account in advance and then call (757-497-2688) or email (polly.fugate@scouting.org) the Scout Shop to authorize a charge from the store account.
- 3 Payment Due Dates**
Please ensure unit payments are submitted by the due dates (pages 13-14). Past due invoices will prevent the unit from receiving prizes, ordering additional product, or picking up additional product until the balance is paid. Past due invoices are subject to late fees.
- 4 Donations**
All donations are military donations and must be reported. Please use the Military Donation Form (Appendix C) to calculate the unit's commission and the amount due.
- 5 Overpayments and Online Commissions**
Overpayment refunds and online sales commissions will be remitted to the unit's Scout Shop account after the conclusion of the sale.
- 6 Returns**
Units may return up to 10% of the product they check out (retail dollars). Some items are non-returnable or have specific return deadlines (page 12). No returns will be accepted after November 1, 2022 at 5 PM.

APPENDICES



APPENDIX A

Tidewater Council, Boy Scouts of America Position Description

Prepared especially for:

For the position of: **Unit Popcorn Kernel**

Length of term: June 2022 – December 2022

Reports to: District Popcorn Kernel

Responsibilities:

1. Achieve the 2022 unit popcorn goal of \$_____ in gross sales.
2. Prepare for the sale.
 - a. Attend Popcorn Sale Kick-off and any supplemental training as needed.
 - b. Create a unit incentive plan to encourage Scouts throughout the sale.
 - c. Schedule, promote, and conduct a Unit Popcorn Kickoff.
 - d. Ensure families understand the unit's plan for selling popcorn and each Scout's (minimum) sales goal.
 - e. Promote all methods of selling to Scout families, including online sales.
3. Coordinate logistics.
 - a. Compile the unit's orders for popcorn and prizes. Input information into the Scout Boss software by the due dates.
 - b. Arrange for the unit to pick up popcorn deliveries at its scheduled time.
 - c. Manage popcorn inventory, checkouts, and returns.
 - d. Coordinate Show & Sell locations and timeslots.
4. Manage funds.
 - a. Collect money due from each Scout.
 - b. Make payments due to the council on or before the due dates.
5. Stay updated on the sale. Information will be shared in the popcorn guidebook, via email from the council and district kernels, in the Electronic Knapsack newsletter, and in the Tidewater Council Popcorn Kernels Facebook group.

APPENDIX B



Path to Advancement

TIGERS



Curiosity, Intrigue and Magical Mysteries

Create a secret code to use during your Popcorn Sale (Req. 3)

Stories in Shapes



Create an art piece advertising your Popcorn Sale (Req. 3)

BEARS



Baloo the Builder

Select and build one useful and one fun project for your Popcorn Sale (Req. 3)

WEBELOS



Art Explosion

Create a Popcorn Sale poster (Req. 3f) or a T-shirt or hat (Req. 3g) for display at your Show & Sell

Build It



Create and build a carpentry project to advertise your Popcorn Sale (Req. 2)
List all the tools you used to build it (Req. 3)

WOLVES



Howling at the Moon

Pick one of the four forms of communication (Req. 1) and create a Popcorn Skit (Req. 2)

Paws on the Path



Tell what the Buddy System is and why you need to use it during your Popcorn Sale (Req. 2)



Path to Advancement



Art

Produce a Popcorn Sale poster for display (Req. 5a)



Communication

Make a Popcorn Sale presentation to your counselor (Req. 2b)
Show your counselor how you would teach others to sell Popcorn (Req. 6)



Digital Technology

Create a report on what you and your troop can do with the funds earned from selling popcorn (Req. 6d)



Graphic Arts

Design a poster for use during the Popcorn Sale, and follow the various steps described for one of the printing methods to produce copies of the poster (Req. 3 and 4)



Journalism

Create a 200 word article about your troop's Popcorn Sale (Req.3d)



Movie Making

Create a storyboard and video designed to show how to sell popcorn (Req. 2)



Personal Management

Define your Popcorn Sales Goal. Create a plan and make a calendar for how you will achieve your goal with all your other activities (Req. 8 and 9)



Photography

Take photographs of popcorn, Scouts selling popcorn, and other activities related to the sale. Arrange the prints with captions to tell a story (Req. 5 and 7)



Plant Science

Research corn farming and discuss the impact of corn on modern food supply (Req. 8.1)



Public Speaking

Prepare and give a speech to your troop describing the benefits of the Popcorn Sale (Req. 2)



Salesmanship

Sell popcorn! (Req. 5)
This entire merit badge pairs perfectly with the Popcorn Sale



Truck Transportation

Describe what kind of truck is needed to ship popcorn from the factory to the council, how the popcorn is packed, the estimated trip time, and the best methods for unloading the shipment (Req. 9)

APPENDIX C

2022 Unit Military Donation Report

(Use this form to calculate unit commission on military popcorn donations)

A Scout is Trustworthy. All donations accepted during the Popcorn Sale are to be reported. Tidewater Council established an allowance for units to retain their commission on the popcorn "sold" to Military Donations. Please note units are prohibited to solicit donations by the Boy Scouts of America. Refer to the "Money Unit Earning Application" form if clarification is required.

Pack _____ Troop _____ Crew _____ Ship _____

Unit Contact _____

E-mail Address _____

Phone _____

Date _____

Total military donation amount _____

Less unit commission at 40% _____

(Multiply donations by .4)

Total payment due _____

Appendix D: How to Request Council Prizes

To request council-level popcorn prizes, go to <https://www.scoutingevent.com/596-popcornprizes22>.

The first time that you request prizes, click on the green “Register” button.

Unit Popcorn Prize Requests

Event Details

Unit Popcorn Kernels, request your unit's council-level popcorn prizes here! (If you have Scouts to submit for the Winner's Circle, use your Scout Boss account instead.)

- Sell \$50:** Earn a popcorn sales patch.
- Sell \$400:** Earn a Cinema Café ticket.
- Sell \$750:** Earn a Foam Dart Blaster.
- Sell \$1,250:** Earn a \$35 Amazon Gift Card.
- Sell \$1,700:** Earn a \$50 Amazon Gift Card.

Council prizes are progressive. Each time a level is reached, that reward is earned. Scouts may earn all five council prizes!

Prizes are awarded based on retail sales amounts sold by individual youth. Tidewater Council and Pecatonica River Popcorn reserve the right to substitute like value prizes. Gift cards will be awarded electronically at the end of the sale. Units must be current on popcorn payments in order to receive prizes.

All prizes must be requested no later than Monday, December 5.

When & Where

Council Service Center
Monday 12-05-2022 12:00 AM ET to 11:59 PM ET

Register

Limit One Registration Per Unit

More Information

Contact

Log in to your existing Black Pug account or create an account. It is strongly advised that you do not check out as a guest, as you may need to access your prize submission to request additional prizes.

Continue as Guest

You are not currently logged in.
Do you want to continue as a guest, or sign into your account?

Continue as Guest Log In View Pricing

Unit Popcorn Prize Requests
December 07, 2021 12:00 AM: Council Service C

Cub Scout Youth 0

Scouts BSA Youth 0

Venturing Youth 0

Sea Scouting Youth 0

Exploring Youth 0

Register

Registration Closes: Mon 12-06-2021 11:59 PM.

Select the number of Scouts for whom you are requesting prizes, and then click on the green “Register” button.

BOY SCOUTS OF AMERICA
TIDEWATER COUNCIL

Calendar Event Details Lookup My Account

Unit Popcorn Prize Requests

December 07, 2021 12:00 AM: Council Service Center

View Pricing

Cub Scout Youth	Scouts BSA Youth	Venturing Youth
2	0	0
Sea Scouting Youth	Exploring Youth	
0	0	

Register

Registration Closes: Mon 12/13/2021 11:59 PM

Click on the red “Update Information” button under “Registration Contact” to add the unit and Popcorn Kernel’s contact information.

BOY SCOUTS OF AMERICA
TIDEWATER COUNCIL

Calendar Event Details Registration Details Lookup My Account

Unit Popcorn Prize Requests

5962051340

Participants Check Out

Registration Contact

Registration Contact

Update Information

Preview Information

Additional Actions

Check Out Required

Registration closes in 187 days: You have 2 participants that require Check Out. These spots are not held until check out is completed.

Missing Information

Event Contacts

2 Cub Scout Youth

Cub Scout Youth Checkout Required Update Information	Cub Scout Youth Checkout Required Update Information
--	--

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Back to Top

Enter the Registration Contact (Popcorn Kernel) information and click on “Done.”

Change Information for Kernel, Popcorn

First Name: Popcorn

Last Name: Kernel

Primary Contact Email: popcorn@tidewaterbsa.com

Unit Information: Select Unit
Princess Anne Pack 991 F

Phone: Home 7574972688

Click to add phone number: Day Mobile

Done

For each Scout, enter their name, Seller ID (accessible from the unit’s Scout Boss account), retail sales amount, and donation amount. If the Scout has earned any gift cards, be sure to include an email address, as the gift cards will be distributed electronically. Next, choose “Select” under “Prize(s) Requesting:”

Change Information for Cub Scout Youth

First Name: Scout

Last Name: Scoutington

Scout's Seller ID: 123ABC

Scout's Current Sales Amount (Retail): \$ 375.00

Scout's Current Donation Amount: \$ 50.00

Prize(s) Requesting: Select

Email address to receive electronic gift card(s)

Done

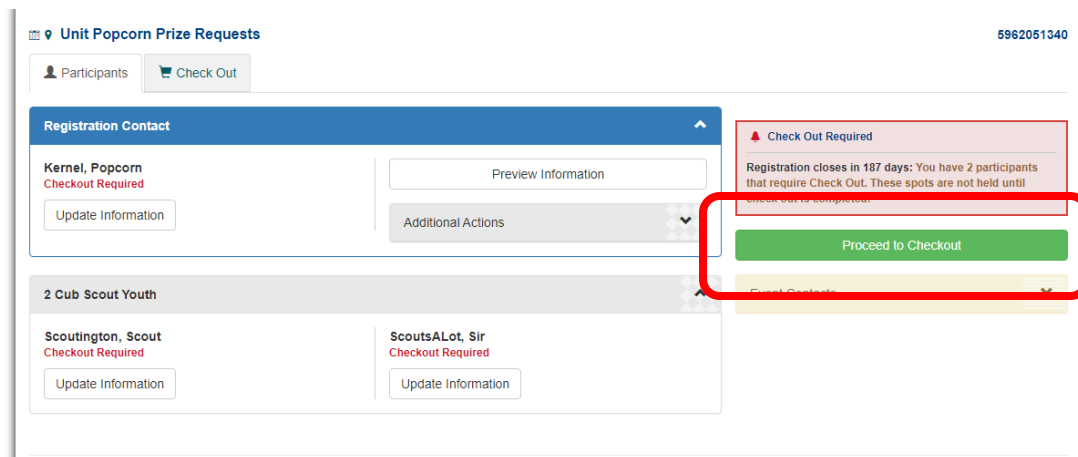
For each prize a Scout has earned, enter a "1" in the corresponding "Count" box. Click save and repeat the process for all Scouts.

✕

Select Prize(s) Requesting:

Count	Item	Regular Price
<input type="text" value="0"/>	Popcorn Sales Patch (\$50 prize level)	\$0.00
<input type="text" value="0"/>	Cinema Café Ticket (\$400 prize level)	\$0.00
<input type="text" value="0"/>	Foam Dart Blaster (\$750 prize level)	\$0.00
<input type="text" value="0"/>	\$35 Amazon Gift Card (\$1,250 prize level)	\$0.00
<input type="text" value="0"/>	\$50 Amazon Gift Card (\$1,700 prize level)	\$0.00

Once all information is entered, click on the green "Proceed to Checkout" button.



Unit Popcorn Prize Requests 5962051340

Participants

Registration Contact

Kernel, Popcorn
Checkout Required

Additional Actions

2 Cub Scout Youth

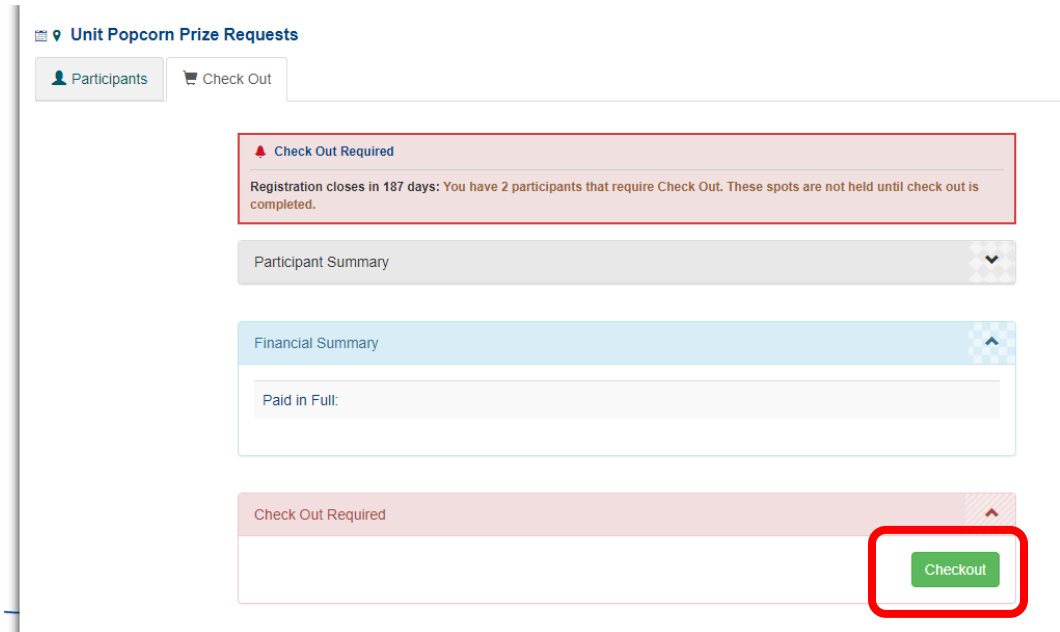
Scoutington, Scout
Checkout Required

ScoutsALot, Sir
Checkout Required

Check Out Required

Registration closes in 187 days: You have 2 participants that require Check Out. These spots are not held until checkout is complete.

Review your submission and click on the green “Checkout” button.



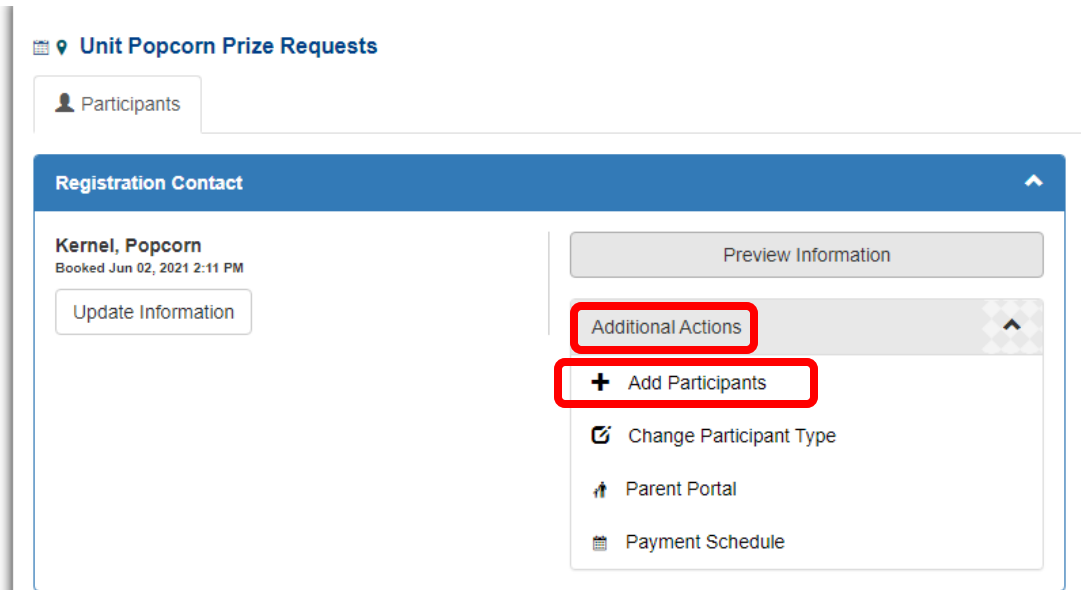
You will receive an email confirmation. Save this email, as it will have a link that will enable you to request additional prizes.

When you are ready to request additional prizes, you can select the “Click here to access registration” link in your confirmation email. You can also retrieve your existing registration by logging into your Black Pug account, if you signed in when completing your first request.

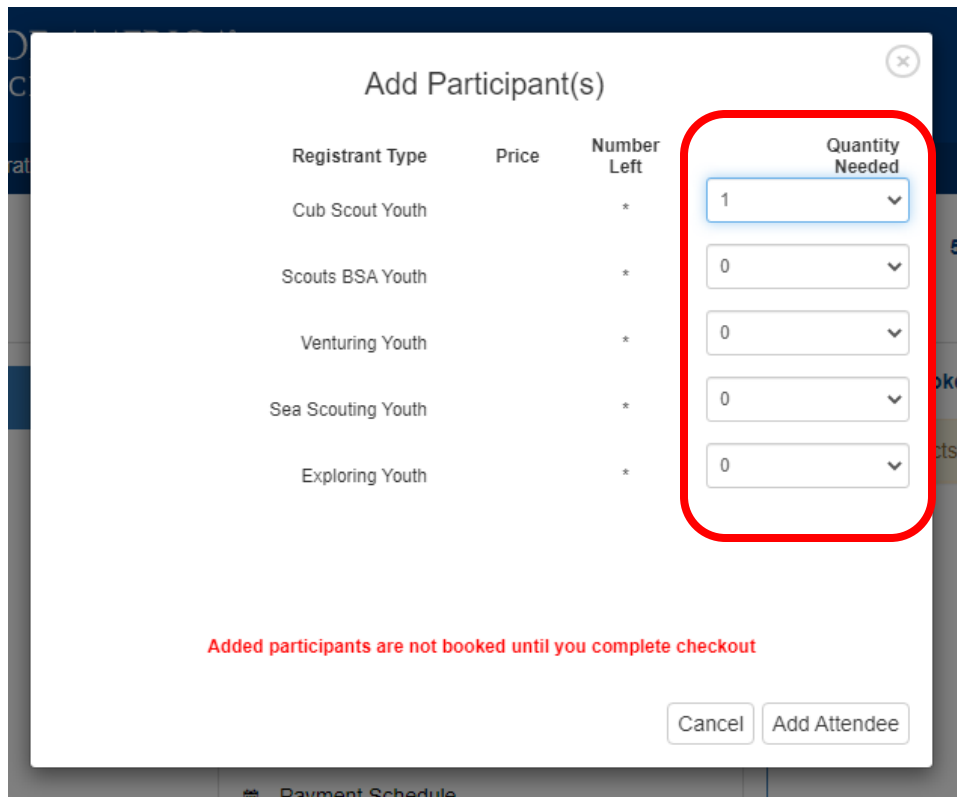
[Click here to access registration](#)

Unit Popcorn Prize Requests		Click here to access registration	
Click here for event details			
Tuesday Dec-07 2021 12:00 AM - 11:59 PM		Regular Price:	\$0.00
Council Service Center		Total Credit:	\$0.00
1032 Heatherwood Drive		Balance:	\$0.00
Virginia Beach, VA 23455			
Payment Schedule			
Count	Registrant Type	Event Fee	Amount Paid
2	Cub Scout Youth		
Total			Balance Due

To add Scouts who have not received any prizes yet, select “Additional Actions” followed by “Add Participants.”



Add the appropriate number of additional Scouts.



Complete the data entry for each new Scout as before.

Unit Popcorn Prize Requests

Participants Check Out

Registration Contact

Kernel, Popcorn
Booked Jun 02, 2021 2:11 PM

Update Information Preview Information

Additional Actions

3 Cub Scout Youth

Cub Scout Youth
Checkout Required

Update Information

Scoutington, Scout
Booked Jun 02, 2021 2:11 PM

Update Information

ScoutsALot, Sir
Booked Jun 02, 2021 2:11 PM

Update Information

To add an additional prize for a Scout who has already received one, select “Update Information” under his or her name.

Unit Popcorn Prize Requests

Participants

Registration Contact

Kernel, Popcorn
Booked Jun 02, 2021 2:11 PM

Update Information Preview Information

Additional Actions

2 Cub Scout Youth

Scoutington, Scout
Booked Jun 02, 2021 2:11 PM

Update Information

ScoutsALot, Sir
Booked Jun 02, 2021 2:11 PM

Update Information


Update sales and donation amounts. Update the "Prize(s) Requesting:" field by adding a "1" under the "Count" for any additional prize levels achieved.

✕

Select Prize(s) Requesting:

Count	Item	Regular Price
<input type="text" value="1"/>	Popcorn Sales Patch (\$50 prize level)	\$0.00
<input type="text" value="1"/>	Cinema Café Ticket (\$400 prize level)	\$0.00
<input type="text" value="1"/>	Foam Dart Blaster (\$750 prize level)	\$0.00
<input type="text" value="0"/>	\$35 Amazon Gift Card (\$1,250 prize level)	\$0.00
<input type="text" value="0"/>	\$50 Amazon Gift Card (\$1,700 prize level)	\$0.00

When you are done adding additional Scouts and prizes, "Proceed to Checkout."

BOY SCOUTS OF AMERICA
TIDEWATER COUNCIL

Calendar Event Details Registration DetailsLookup My Account

Unit Popcorn Prize Requests 5962051340: Princess Anne Pack 991 F

Registration Contact

Kernel, Popcorn
Booked Jun 02, 2021 2:11 PM

3 Cub Scout Youth

Cub, Tiger
Checkout Required

Scoutington, Scout
Booked Jun 02, 2021 2:11 PM

ScoutsALot, Sir
Booked Jun 02, 2021 2:11 PM

Booked Jun 02, 2021 at 02:11 PM

Check Out Required

Registration closes in 187 days: You have 1 participant that requires Check Out. These spots are not held until check out is completed.

Event Contacts

Review your submission and click on the green “Checkout” button.

Unit Popcorn Prize Requests 5962051340:

Participants Check Out

Check Out Required

Registration closes in 187 days: You have 1 participant that requires Check Out. These spots are not held until check out is completed.

Participant Summary ▼

Financial Summary ▲

Paid in Full:

Check Out Required ▲

[Checkout](#)

You may request council-level popcorn prizes multiple times throughout the sale. The deadline to submit prize requests is December 5, 2022. All gift cards will be awarded electronically at the end of the sale.

Contact Information

Three Rivers District Popcorn Kernels

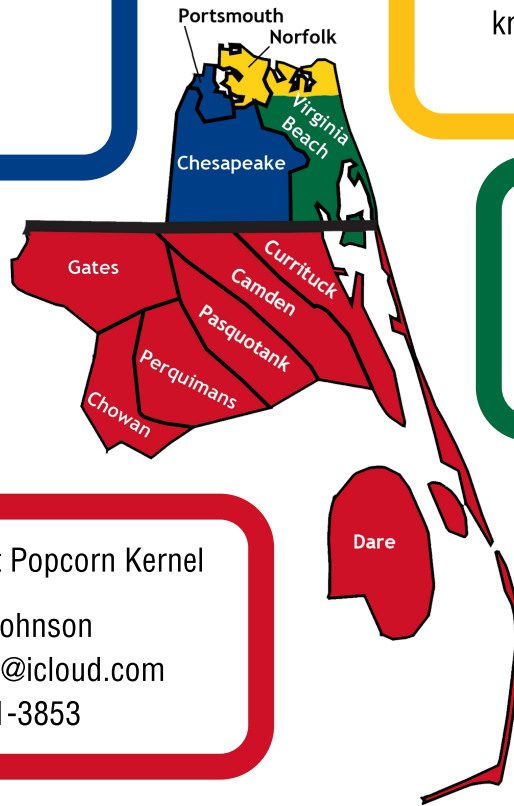
Beth Albertson
Dbzc2017@gmail.com
757-288-5438

Rudy Nimmo
vtccgolf@gmail.com
540-230-7507

Bayside District Popcorn Kernels

Erin Alford
ealger72081@yahoo.com
757-943-7226

Krista Dunn
krista.dunn1621@gmail.com
757-339-0609



Princess Anne District Popcorn Kernel

Tony Montemurno
kerneltbaloney@gmail.com
757-635-0676

Albemarle District Popcorn Kernel

Brenda Johnson
rick_brendalee@icloud.com
252-331-3853

Council Popcorn Kernel
Pam Samples
popcorn@tidewaterbsa.com
757-353-0609

Popcorn Staff Advisor
Alison Harrison
alison.harrison@scouting.org



Tidewater Council, Boy Scouts of America
Mary Jayne Breeden Council Service Center
1032 Heatherwood Drive
Virginia Beach, VA 23455
757-497-2688
<https://tidewaterbsa.com/2022popcornsale>

Scout Boss Guide (Unit)

This guide goes over frequently asked questions in regards to navigating and completing certain required tasks in Scout Boss. First Steps:

- Go to PRPopcorn.com
- Click on “My Account”
- Click on “Create Unit Profile”
- Enter your Council Key (provided by your council)
- Choose your District 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.

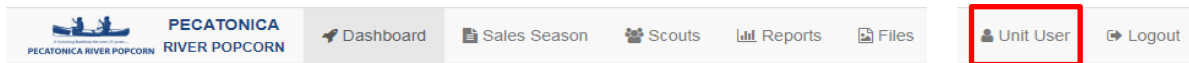
The screenshot shows the Scout Boss dashboard interface. At the top, there are several navigation buttons: New Council Order, New Unit Order, Manage Unit Orders, Approve Unit Orders, Remaining Balance, View Seller IDs, Add New Unit, View/Apply Payments, Add Important Date, and Unit to Unit Transfer. Below these buttons is the 'Order Summary' section, which is divided into two parts: 'Current Season - Fall 2020' and 'Prior Season Comparison - Fall 2019'. Each part includes a 'Download data' link and a table with columns for Order Type, Total Containers, Total Retail Dollars, Total Unit Cost, Unit Commission, Council Cost, and Council Profit.

Order Type ▲	Total Containers	Total Retail Dollars	Total Unit Cost	Unit Commission	Council Cost	Council Profit
Show & Sell	216	\$4,400.00	\$2,948.00	\$1,452.00	\$1,239.80	\$1,708.20
Total	216	\$4,400.00	\$2,948.00	\$1,452.00	\$1,239.80	\$1,708.20

Order Type ▲	Total Containers	Total Retail Dollars	Total Unit Cost	Unit Commission	Council Cost	Council Profit
Council to Unit	180	\$4,825.00	\$3,377.50	\$1,447.50	\$1,440.85	\$1,936.65

How to Update My Profile?

- Click on “Unit User” in the top right hand corner of the screen.



- Your profile information will display.
- 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.
 - o Remember:
 - Show n Sell orders = enter in as cases (If you are unsure of how many containers are in a case per product, please see “Helpful Tips” at the bottom of the page.)
 - Take Orders = enter in as individual containers.
- At the bottom of the order form, you have the ability to add any notes/comments to the order.
- Click “Update” 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.

Orders

Invoices / Orders

+ Add Order

Sale Season
Fall 2020

Order ID	Order Type	Location	Status	Added Date	Retail Total		Product Order Notes
664415	Show & Sell	Pecatonica River Popcorn	Submitted by Unit	7/6/2020	\$0.00	Details	
Total					\$0.00		

Records 1-1 of 1

- 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.”
 - o Here you are able to change the quantities and any notes that were added.
- Once finished, click “Update.”

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.
 - o 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.

Scouts

Scouts

Active Scouts Inactive Scouts All Scouts

X Bulk Delete

	Inactive	First Name	Last Name	Email	Seller ID	Date Added		
	<input type="checkbox"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>				Add
<input type="checkbox"/>	No	John	Doe	johndoe@email.com	0EAX6C	10/13/2017	Prizes	Edit X Delete
<input type="checkbox"/>	Yes	Joe	Smith	joesmith@email.com	6QJN1C	10/30/2017	Prizes	Edit X Delete
<input type="checkbox"/>	No	test	test	alisa.proskura@caspio1.com	S0211I	11/28/2017	Prizes	Edit X Delete
<input type="checkbox"/>	No	Benny	White	bwhite@test.com	XS1U2W	3/22/2018	Prizes	Edit X Delete

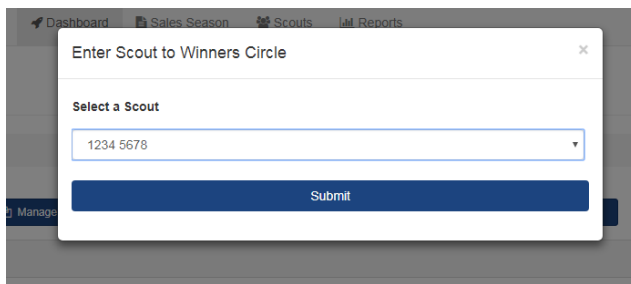
Records 1-4 of 4

- To add a new Scout, enter in the required fields (white boxes next to the Add button):
 - o First Name
 - o Last Name (we only need the first two letters of his/her last name)
 - o 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."
 - o 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."

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.
 - o Scouts are added to the dropdown through the Scout Seller ID process (please see above).



- Click "Submit"

Add Prize

[Districts](#) / [Units](#) / [Scouts](#) / [Prizes](#) / [+ Add Prize](#)

District	Unit	Scout
Caspio District 1	0003	test test

Invoice Period *

--Select--

Amount Sold *

Prize Type *

Worksheet Verification *

No file chosen

Zip * **Pickup Name *** **Pickup Email ***

- Type in the above information
 - o Invoice period (Season and year)
 - o Amount Sold (Total dollars Scout sold)
 - o Prize Type
 - o Worksheet verification (this can be a photo of the Take Order sheet, excel document, or anything that shows the total sales for this Scout)
 - o Zip code

- Name of person picking up prize
- Email of person picking up prize
- Click "Submit"

How do I Tabulate My Order?

- Click "Worksheet Tool" on the Dashboard.
- Select the blue "Download Worksheet Tool" link.
- Save the excel file anywhere on your device.
- Once file is open, enter in the Unit information, Scout names, and product quantities that each Scout sold.
- The totals at the bottom of the page are what you enter into the popcorn order form to place your popcorn order.

How do I access Kernel Tracker?

- Click "Kernel Tracker" from the Dashboard
- On the following screen enter in an email and password to gain access to the tool. NOTE: the username and password do not have to be the same as the login for Scout Boss, but it may be beneficial to keep them the same.
- For more help on how to navigate Kernel Tracker visit https://pecatonicariverpopcorn.com/Tutorial_KernelTracker.html

What is Included in the Top Header?



- **Dashboard**
 - Select this at any time to go back to the dashboard.
- **Sales Season**
 - Here you can:
 - Add/edit/view any orders placed during the fundraiser year.
 - Commit to each order type (Show n Sell or Take Order).
 - Print an invoice
- **Scouts**
 - Here you can:
 - Add/view all Scouts
 - Edit Scouts information
 - Enter in Winners Circle prize
 - Activate/inactivate Scouts
- **Reports**
 - Here you can generate the following reports:

- Pick Tickets
- Online Invoices (online sales per Scout)
- Remaining Balance
- Sales Summary
- Commission Matrix – this report shows you the commission percent assigned to your unit. If there is a mistake with that percent, please contact your council office.

- **Files**

- Here you can:
 - Print council specific forms
 - View PDF versions of sales forms