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** – Items to choose from based on how much was sold for Units choosing 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 sell popcorn when friends and family go to their Scout Page at Trail’s End
  - **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
    - Choose either National BSA 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 product and ideas
    - **Popcorn Calendar**
  - Pecatonica Popcorn Website: [www.prpopcorn.com](http://www.prpopcorn.com)
    - Both product sales and online sales
    - Place and review popcorn orders
    - Print invoices
    - Contact Erin at erin.lalonde@scouting.org if you need log-in information
NEW POPCORN KERNEL CHECKLIST – Erie Shores Council Popcorn Sale

☐ **Trainings**
  - Attend New Kernel Training in June
  - Attend District Popcorn Kickoff in August
  - Need more help? Contact your District Kernel

☐ **Set Unit Popcorn Calendar Due Dates**
  - Set dates at least 3 days prior to Council due dates
  - Example: If Council Popcorn Return date is 11/7 then your recommended due date would be 11/5

☐ **If Participating in Show & Sell**
  - In the spring and summer, look for locations to set up a popcorn booth
    ▪ Diners, video stores, small businesses, sport events, etc.
  - Speak to the manager and give your name, unit and contact information
    ▪ Verify time and date at the start of the sale and a week before Show & Sell date
  - Find a location to store popcorn during 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 previous year’s sale 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 meeting, etc.
  - Remind parents that if they damaged popcorn, it **cannot** be returned
    ▪ Popcorn tins $30 and up **cannot** be returned without 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 Treasurer and Kernel sign

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