

2023 Hawk Mountain Council Product Sale Guidebook



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2023 Hawk Mountain Council Product Sale Guidebook

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Council Executive Message

Hello Fall Product Sale Champion,

Thank you for joining us for the 2023 Fall Product Sale. 2022 was the best year for the product sale since 2015 and we are excited to see how 2023 turns out!

We will again partner with Pecatonica River for popcorn and with Whitley's Peanut Factory for nuts. As you know, both vendors have excellent, tasty products. Pecatonica River also provides promotional items for units that will help your unit market the sale.

Our staff and District level volunteers are here to work with you and your Scouts. We know this fundraiser is crucial to unit program delivery for the remainder of 2023 and early 2024. Please reach out with questions or problems. There are many experienced people to help. Contact information for your District Kernel and your District Executive is included in this guidebook on page 7.

A crucial part of successful selling is the goal. Please spend time with your Scouts to make a product sale plan and then ensure that the Scouts are able to articulate their goals. Our customers are interested to learn what adventures are in store for our Scouts.

Thank you for everything you do for the Scouts of the Hawk Mountain Council. Scouting would not happen without you!

Yours in Scouting,

A handwritten signature in blue ink, appearing to read "Duane S. Crouse".

Duane S. Crouse
Director of Development



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Council Key Dates - Sale Calendar

Product Sale Kick-Off - Via Zoom Conference	July 20 or July 26
Marketing Materials Pick Up - HMC Office	July 11 or July 14
Show & Sell Orders Due	by August 1, 2023
Show & Sell Distribution	August 24, 2023
Show & Sell Returns - HMC Office	October 12 and 13
Take Order, Prizes, Special Incentives, & 1st Payment Due	by October 17, 2023
Take Order Distribution - Reading	November 9, 2023



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2023 Highlights

- Popping with excitement and still going Nuts! We will sell Pecatonica River popcorn and Whitley's nuts again this year.
- A Council Shoulder Patch for every Scout who sells a military donation.



- The military set center patches will continue to be available for sale at the Council Store for \$5 each. Pick one up to complete the set!
- Movie experience for top sellers.
- Facebook group for Unit Kernels: Hawk Mountain Council, BSA Product Sale.



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PECATONICA RIVER POPCORN®



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Unit Kernel Checklist

- ◇ Learn about the products, key dates, and incentives.
- ◇ Stay informed via the Council website hmc-bsa.org, Facebook page, emails, and the ScoutWire newsletter.
- ◇ Ask questions!
- ◇ Set a sales goal, create a plan, and a timeline to achieve the goal.
- ◇ Prepare handouts and hold a Unit Kick-Off for Scout Families.
- ◇ Generate enthusiasm for the sale!
- ◇ Place the Unit popcorn and nut order for Show & Sell online at:
prpopcorn.com. Our Council Key is 528HMC.
- ◇ Links for ordering may also be found on the Council website at hmc-bsa.org.
The Pecatonica River Scout Boss Guide for Unit Kernels is there, too.
- ◇ Coordinate pick-up, distribution, and Show & Sell locations.
- ◇ Provide unit information to any interested Scouts that are met at Show & Sells.
- ◇ Request additional Show & Sell product as needed.
- ◇ Return up to 50% of Show & Sell product to the Council Office.
- ◇ Place the Unit popcorn and nut order for Take Order online at:
prpopcorn.com. Our Council Key is 528HMC.
- ◇ Input the prize order via the link on prpopcorn.com.
- ◇ Keep copies of the Scouts' order forms to use next year.
- ◇ Coordinate product pick-up and distribution for Take Orders.
- ◇ Submit Council payment & distribute prizes in a timely manner.
- ◇ **Celebrate your Unit's sales success and use the money raised to provide an awesome Scouting Program!**



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Key Contacts

District	Name	Role	Phone	Email
Black Rock	Cole Mitchell	DE	610-741-7997	cole.mitchell@scouting.org
Cacoosing	Heather Gring	Kernel	610-334-7476	heather1076@hotmail.com
Cacoosing	Ryan Sagnip	DE	570-234-4436	ryan.sagnip@scouting.org
Frontier	Mandy Hinkel	Kernel	610-533-8723	frontierpopcornkernel@gmail.com
Frontier	Chas Andrews	DE	610-858-4582	charles.andrews@scouting.org
Council	Ann Brugger	Staff Advisor	484-651-7938	ann.brugger@scouting.org

67% of people will buy when asked. Less than 30% of the public is asked.



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Benefits of Participating in the Product Sale:

- ◇ Scouts learn the value and the process of setting and working toward goals.
- ◇ Communication skills, leadership, and confidence are enhanced.
- ◇ Opportunity to earn advancements and/or merit badges.
- ◇ Scouts get a strong sense of accomplishment through recognition.
- ◇ Helps to finance a fun-filled year of Scouting.
- ◇ No up-front costs for the unit.
- ◇ Up to 50% of Show & Sell product may be returned.
- ◇ Proven product quality.
- ◇ Support from the Council Product Sale Team.
- ◇ **Over 70% of the proceeds are returned to Local Scouting!**



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2023 Commission Structure

30% = Base Commission Rate on total sales (popcorn and nuts)

+ **1%** = attend Product Sale Kick-Off

Each unit will receive additional commission for attending one of the Product Sale Kick-offs on July 20 or July 26.

+ **2%** = pay half of Show & Sell invoice by October 17, 2023.

Units that pay half of their Show & Sell invoice amount by October 17, 2023 will receive an additional commission. Show & Sell invoices will be given out at the Show & Sell distribution.

+ **1%** = pay entire invoice by November 30, 2023.

Units will receive their final invoices at the Take Order distribution.

34% = the maximum commission that can be earned.

For **online** sales of popcorn, the commission is 31%.



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2023 Product Pricing & Availability - Popcorn

Product	# Per Case	Retail Price Per Each	Show & Sell	Take Order
Yellow Popping Corn - 2 lbs.	8	\$10	X	X
Classic Caramel Corn - 8 oz.	8	\$10	X	X
15-Pack Butter - Microwave	8	\$20	X	X
15-Pack Kettle Corn - Microwave	8	\$20	X	X
Cheddar Cheese - 7 oz.	8	\$20	X	X
Jalapeno Cheese - 7 oz.	8	\$20		X
Kettle Corn—10 oz.	8	\$20		X
Caramel with Sea Salt Tin - 15 oz.	8	\$25	X	X
Peanut Butter Cup Tin - 15 oz. - NEW ITEM!	8	\$25		X
Classic Trio Tin - 19 oz.	1	\$30	X	X
Cheese Lover's Tin - 20 oz.	1	\$40		X
Chocolate Lover's Tin - 55 oz.	1	\$60		X
Military Donation	—	\$30		X
Military Donation	—	\$50		X



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PECATONICA RIVER POPCORN®



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2023 Product Pricing & Availability – Nuts

Product	# Per Case	Retail Price Per Each	Show & Sell	Take Order
A 4-Pack Gift Tower	9	\$55		X
B Whit's Party Mix - 18 ounce	12	\$35		X
C Honey Roasted Virginia Peanuts - 20 ounce	12	\$30		X
D Honey Cinnamon Almonds - 13 ounce	12	\$28		X
E Salted Jumbo Cashews - 12 ounce	12	\$28	X	X
F Dark Chocolatey Covered Almond Clusters - 10 ounce	12	\$25		X
G Salted Virginia Peanuts - 20 ounce	12	\$25	X	X
H Dark Chocolatey Covered Peanut Clusters - 10 ounce	12	\$20		X
I Milk Chocolatey Covered Peanut Clusters - 10 ounce	12	\$20		X
J Honey Roasted Virginia Peanuts - 12 ounce	12	\$19	X	X
K Homemade Peanut Brittle - 10 ounce	12	\$19	X	X
L Salted Virginia Peanuts - 12 ounce	12	\$18		X
M Country Dill Pickle Virginia Peanuts - 12 ounce*	12	\$18	X	

* Please note that Country Dill Pickle Virginia Peanuts are a Show & Sell only item. Your unit may order up to two cases of this item. Excess may be transferred to another unit, but this item cannot be returned.





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Notes about Nuts

- ◇ All nut products are sold 12 to the case, except for the 4-pack Gift Tower - those are 9 to a case.
- ◇ Order by the case for Show & Sell - 4 products available. You may also order up to two cases of Country Dill Pickle Virginia Peanuts, but this item cannot be returned.
- ◇ Order by the can for Take Order - 12 products available.
- ◇ Place Unit orders for Show & Sell and Take Order online via prpopcorn.com. Each nut item will appear in the order system with a letter (A-M), rather than a description. Refer to page 11, column 1 for the letters associated with each product. Please note that the nut items are in a different order than they were in 2022, so some of the letters have changed.
- ◇ Commission structure is the same for nuts and popcorn.
- ◇ Commissions and prizes are calculated based on the total product sold (popcorn + nuts).
- ◇ Payments to Council may be made in one check (popcorn + nuts).



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Go Nuts for Scouting - Prizes!

For 2023, the prizes for individual Scouts will be supplied by Keller Marketing. You may order prizes through a link from the Pecatonica River website: prpopcorn.com or by going to:

kellerprizeprogram.com. Our Council Code is: 528HMC. Prize levels will be based on the total quantity of product sold (popcorn + nuts). All Scouts who sell \$750 or more may choose a bonus prize in addition to their prize level prize. Each Scout who sells a \$30 or \$50 military donation will receive a special edition Hawk Mountain Council Patch - limit one per Scout. **Please note that the military patches are to be ordered through the prize website.**

\$1,000 Sellers - All Scouts who sell at least \$1,000 worth of product will be invited to a Top Seller Celebration in 2024.

\$1,500 Sellers - Scouts who sell at least \$1,500 worth of product will receive \$75 worth of tickets to use at Knoebels Amusement Resort during the 2024 season OR a \$75 credit toward summer camp at Hawk Mountain Scout Reservation during the summer of 2024.

District Top Selling Scouts BSA - The top selling Scouts BSA in each District (who sells at least **\$2,000** worth of product) will earn a free week of summer camp in 2024 at Hawk Mountain Scout Reservation. The week of camp may be used with the Scout's Troop, the Scout may attend for a week as a provisional Scout, OR the week of camp may be rolled over until 2025. Please note that Scouts who earn a free week of camp will not receive the incentive for \$1,500 sellers.

District Top Selling Cub Scout - The top selling Cub Scout in each District (who sells at least **\$2,000** worth of product) will earn a free week of Day Camp, Resident Camp, OR Webelos Camp in 2024 at Hawk Mountain Scout Reservation. The week of camp may also be rolled over until 2025. If the Cub Scout crosses over to a Scouts BSA unit, they will receive a discount (equal to the cost of Cub camp) off their week of camp. Please note that Scouts who earn a free week of camp will not receive the incentive for \$1,500 sellers.

Incentives for Scouts selling \$1,000+ will be submitted to Council on the Special Incentives Form which is due to Ann Brugger by no later than October 17, 2023.



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Placing Show & Sell Orders

- ◇ You may order up to **75%** of the retail value of your Unit's **2021 or 2022 sale**.
- ◇ If your Unit did not sell in 2021 or 2022, please call Ann Brugger at 484-651-7938, for assistance with estimating order quantities.
- ◇ Please call or email Ann Brugger if you would like to order more product than **75%** of your Unit's 2021 or 2022 total.
- ◇ Popcorn and nuts are ordered online via prpopcorn.com.
- ◇ You may also link to the order form from the Council website: hmc-bsa.org.
- ◇ **Orders are due by August 1, 2023.**

Inventory Transfers

- ◇ For the 2023 Product Sale, we will continue to allow inventory transfers.
- ◇ Inventory may be exchanged between Units. Communicate a need for product or an excess of product through our Facebook page: **Hawk Mountain Council, BSA Product Sale**.
- ◇ When an exchange is arranged, both parties should complete a transfer form - see next page. The form should then be emailed to Ann Brugger at ann.brugger@scouting.org with both Unit Kernels included on the cc: line.
- ◇ Upon verification of the transfer, it will be processed in the Pecatonica River system.
- ◇ Failure to follow these procedures may result in your Unit incurring charges for an incorrect amount of inventory.



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2023 PRODUCT SALE INVENTORY TRANSFER FORM

Each party participating in an inventory transfer should fill out their respective portion of this form and retain a copy for their records. It is the responsibility of the transferring unit to submit this form to Ann Brugger at ann.brugger@scouting.org immediately following the transaction. Transfers occurring after November 1, 2023 cannot be adjusted on unit invoices.

Product	# of Full Cases	# of Containers
\$10 Yellow Popping Corn		
\$10 Classic Caramel Corn		
\$20 Microwave Butter - 15 Pack		
\$20 Microwave Kettle Corn - 15 Pack		
\$20 Cheddar Cheese		
\$20 Jalapeno Cheese		
\$20 Kettle Corn - Take Order		
\$25 Caramel w/Sea Salt		
\$25 Peanut Butter Cup - Take Order		
\$30 Classic Trio		
\$40 Cheese Lover's 4-Way - Take Order		
\$60 Chocolate Lover's 5-Way - Take Order		

Product	# of Full Cases	# of Containers
A \$55 4-Pack Gift Tower - Take Order		
B \$35 Whit's Party Mix - Take Order		
C \$30 20 oz. Honey Roasted Virginia Peanuts - Take Order		
D \$28 Honey Cinnamon Almonds - Take Order		
E \$28 Jumbo Cashews		
F \$25 Dark Chocolatey Almond Clusters - Take Order		
G \$25 20 oz Salted Virginia Peanuts		
H \$20 Dark Chocolatey Covered Peanut Clusters - Take Order		
I \$20 Milk Chocolatey Covered Peanut Clusters - Take Order		
J \$19 12 oz. Honey Roasted Virginia Peanuts		
K \$19 Homemade Peanut Brittle		
L \$18 12 oz. Salted Virginia Peanuts - Take Order		
M \$18 Country Dill Pickle Peanuts - may not be returned.		

Transferring From:

District

Unit Type

Unit Number

I agree that I am authorized on behalf of my unit to transfer the product listed above. I understand that once forwarded to the Hawk Mountain Council, this product will be deducted from my unit invoice, releasing my unit from payment and forfeiting the applicable commission from sales.

Print Name

Signature

Date

Received By:

District

Unit Type

Unit Number

I agree that I am authorized on behalf of the my unit to receive the product listed above. I understand that once forwarded to the Hawk Mountain Council, this product will be added to the unit invoice, making our unit responsible for applicable payment.

Print Name

Signature

Date



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Pick-Up Information

- Schedule a pick-up time through the Sign-Up Genius link.
- Bring enough vehicles to carry your Unit's entire order in one trip.
- Bring order documents and double check your order before it is loaded into the vehicle(s).
- If there are issues with your order, please make the team aware of them before you leave the warehouse.
- Product may be picked up early, if you volunteer to assist with sorting of the product.
- This is a functioning warehouse and not a place for children Cub Scout age or younger.

Vehicle Capacity Guidelines

- | | |
|--|---------------|
| • Mid-Size Car | 20 cases |
| • SUV (Explorer/Blazer) | 35 cases |
| • Mini-Van (no seats) | 55 cases |
| • Suburban (no seats) | 70 cases |
| • Pick-Up Truck Box | 25-50 cases |
| A tarp is recommended to cover the truck box | |
| • Enclosed Trailer | over 70 cases |



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Product Returns

- If any product packaging or containers arrived damaged, please immediately contact Ann Brugger 484-651-7938 or ann.brugger@scouting.org for product replacement.
- Returns of up to 50% of the original Show & Sell order will be accepted at the Council Office, 5027 Pottsville Pike, Reading on October 12th from 9 am - 4 pm and October 13th from 9 am - 5 pm.
- Do not return product that will be needed by your Unit for the Take Order sale.
- **Full** or **partial** cases may be returned. Cases may be opened (**do not tape shut**). No items with price stickers may be returned.
- Please inventory all product before you arrive to return.
- Please ask questions and ask for help if you need it. We are here to help you and your unit have a successful sale!





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Notes