

2024 Hawk Mountain Council Product Sale Guidebook





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Council Scout Executive Message

Hello Fall Product Sale Champion,

Thank you for joining us for the 2024 Fall Product Sale. We are looking forward to making the 2024 Product Sale our best one ever!

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 District level volunteers and staff are here to work with you and your Scouts. We know this fundraiser is crucial to unit program delivery for the remainder of 2024 and early 2025. 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 critical 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 and are more willing to purchase from Scouts with a plan!

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

Yours in Scouting,

Davis

Davis Fox
CEO | Scout Executive





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Council Key Dates - Sale Calendar

Product Sale Kick-Off - HMC Office	July 11, 2024
Product Sale Kick-Off - Via Teams	July 17, 2024
Marketing Materials Pick Up - HMC Office	July 11 or July 14
Show & Sell Orders Due	by July 23, 2024
Show & Sell Distribution	August 15, 2024
Show & Sell Returns - HMC Office	October 10 & 11
Take Order, Prizes & 1st Payment Due	by October 15, 2024
Take Order Distribution	November 7, 2024
Payment & Special Incentives Due	November 27, 2024





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2024 Highlights

- Popping with excitement and still going Nuts! We will sell Pecatonica River popcorn and Whitley's nuts again this year.
- Every Scout who sells over \$4,500 worth of product (popcorn and/or nuts) will earn a free week of camp at Hawk Mountain Scout Reservation during the 2025 summer camp season.
- Scouts who sell a military donation will be able to choose which prior patch (2019-2023) they would like to have.
- The military set center patches are still available for sale at the Council Store for \$5 each. Pick one up to complete the set!
- Top seller celebration for Scouts who sell over \$1,000 worth of product.
- Facebook group for Unit Kernels: HMC Product Sale.





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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: HMC Product Sale, 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	Madison Francis	DE	570-516-0919	madison.francis@scouting.org
Cacoosing	Heather Gring	Kernel	610-334-7476	heather1076@hotmail.com
Cacoosing	Cole Mitchell	DE	610-741-7997	cole.mitchell@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, by case or by item.
- ◇ Proven product quality.
- ◇ Support from the Council Product Sale Team.
- ◇ **Over 70% of the proceeds are returned to Local Scouting!**





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2024 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 11 or July 17.

+ **2%** = pay half of Show & Sell invoice by October 15, 2024.

Units that pay half of their Show & Sell invoice amount by October 15, 2024 will receive an additional commission. Show & Sell invoices will be given out at the Show & Sell distribution.

+ **1%** = pay entire invoice by November 27, 2024.

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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2024 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	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.	8	\$25	X	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



A Scouting Tradition for over 35 years...

PECATONICA RIVER POPCORN®



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2024 Product Pricing & Availability – Nuts

Product	# Per Case	Retail Price Per Each	Show & Sell	Take Order
Honey Roasted Virginia Peanuts - 20 oz.	12	\$33		X
Honey Cinnamon Almonds - 13 oz.	12	\$30		X
Salted Jumbo Cashews - 12 oz.	12	\$30	X	X
Salted Virginia Peanuts - 20 oz.	12	\$28	X	X
Dark Chocolatey Covered Almond Clusters - 10 oz.	12	\$27		X
Whit's Party Mix - 10.5 oz. - New Size!	12	\$25		X
Virginia Trail Mix - 14 oz. - New Item!	12	\$25		X
Dark Chocolatey Covered Peanut Clusters - 10 oz.	12	\$22		X
Milk Chocolatey Covered Peanut Clusters - 10 oz.	12	\$22		X
Homemade Peanut Brittle - 10 oz.	12	\$22	X	X
Honey Roasted Virginia Peanuts - 12 oz.	12	\$21	X	X
Salted Virginia Peanuts - 12 oz.	12	\$20		X
Salt & Ground Pepper Virginia Peanuts - 12 oz.*	12	\$20	X	

* Please note that Salt & Ground Pepper 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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Product Notes

- ◇ All nut products are sold 12 to the case. Most popcorn products are sold 8 to the case.
- ◇ Order by the case for Show & Sell - 13 products available. You may also order up to two cases of Salt & Ground Pepper Virginia Peanuts, but this item cannot be returned.
- ◇ Order by the can, bucket, tin, or box for Take Order - 24 products available.
- ◇ Place popcorn and nut orders for Show & Sell and Take Order online via prpopcorn.com. Our Council Key is **528HMC**.
- ◇ 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 2024, prizes for individual Scouts will be supplied by Keller Marketing. Order prizes via the link from the Pecatonica website: prpopcorn.com or through: 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 ordered through the prize website.** Scouts are able to choose which patch they want from the 2019-2023 series, please order accordingly. The center patch for the Military Set is available at the HMC Council Store for \$5.00.

\$1,000 Sellers - All Scouts who sell at least \$1,000 worth of product will be invited to a Top Seller Celebration in 2025.

\$1,500 Sellers - Scouts who sell at least \$1,500 worth of product will receive \$75 worth of tickets to use at Knoebel's Amusement Resort during the 2025 season OR a \$75 credit toward summer camp at Hawk Mountain Scout Reservation during the summer of 2025. Knoebel's tickets / summer camp vouchers will be received in March of 2025.

\$4,500 Sellers - Each Scout who sells at least \$4,500 worth of product will receive a free week of summer camp at Hawk Mountain Scout Reservation in 2025. The free week must be used for the 2025 camping season and may not be rolled over to 2026. Please note that Scouts who earn a free week of camp will not receive the incentive for \$1,500 sellers, unless they are unable to accept the free week of camp.

Incentives for Scouts selling \$1,000+ are submitted to Council on the Special Incentives Form which is due to Ann Brugger, ann.brugger@scouting.org by no later than November 27, 2024.



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Placing Show & Sell Orders

- ◇ You may order up to **75%** of the retail value of your Unit's **2022 or 2023 sale**.
- ◇ If your Unit did not sell in 2022 or 2023, 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 2022 or 2023 total.
- ◇ Popcorn and nuts are ordered online via prpopcorn.com. Our Council Key is **528HMC**.
- ◇ You may also link to the order form from the HMC website: hmc-bsa.org.
- ◇ **Orders are due by July 23, 2024.**

Inventory Transfers

- ◇ For the 2024 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: **HMC 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 incorrect product.



2024 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, 2024 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		
\$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
\$33 20 oz. Honey Roasted Virginia Peanuts - Take Order		
\$30 Honey Cinnamon Almonds - Take Order		
\$30 Jumbo Cashews		
\$28 20 oz Salted Virginia Peanuts		
\$27 Dark Chocolatey Almond Clusters - Take Order		
\$25 10.5 oz. Whit's Party Mix - New Size - Take Order		
\$25 Virginia Trail Mix - New Product! - Take Order		
\$22 Dark Chocolatey Covered Peanut Clusters - Take Order		
\$22 Milk Chocolatey Covered Peanut Clusters - Take Order		
\$22 Homemade Peanut Brittle		
\$21 12 oz. Honey Roasted Virginia Peanuts		
\$20 12 oz. Salted Virginia Peanuts - Take Order		
\$20 12 oz. Salt & Ground Pepper 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

