



The Bay-Lakes Council is going *National* with our Fall Popcorn Sale! New this year, we introduce the **50 States Club**! The first 10 Scouts who make a minimum of one online popcorn sale in ALL 50 STATES will win a \$250 Amazon gift card! Note: Alaska and Hawaii are bonus states!

How Do I Get Started?

If you are not yet signed up to sell online, contact your unit's popcorn kernel about getting an Online Seller ID. You will receive an email from Pecatonica River after your ID has been created. By clicking the link in the email that is sent to you, you will be directed to the "My PR Popcorn" tool on the Pecatonica website. You will then create your profile using the email address your seller ID was sent to. You'll also be asked to create a password. Once you have done so, you can then edit your profile to include your sales goal and a description of what you're raising money for. You can also upload a picture and even a short video describing who you are and why you are selling popcorn. You'll be able to share that video with family, friends, coworkers—anyone you know around the country!

Be sure to thank the customers who purchase from your Scout. You can thank them on Facebook and tag the [Bay-Lakes Council's Facebook page](#) to bring more attention to your sale and to your Scouts' successes.

My Scout wants to sell online, but our unit isn't signed up to sell. Can we still sell?

No worries! If you'd like to sell online and become part of the **50 States Club**, please email your Scout's name, unit number and the email you want associated with the account to kallee.kissling@scouting.org. We can then add you to our online system and work with you individually to get you up and running. Scouts selling individually will still earn the same 30% commission on all online sales.

How long does my Scout have to join the 50 States Club?

The first 10 Scouts to sell online in all 50 states will win a \$250 Amazon gift card, however, Scouts can continue selling online until October 24. **NOTE:** Only online popcorn sale orders starting September 19 through December 1, 2021, will count towards earning your spot in the **50 States Club**.

Best practices for online selling.

Even though you're not seeing your customers in person, you can still make the process feel personal through the video you create through the My PR Popcorn tool. Share this through social media or email. You can even track your progress using **an interactive map** (*click on image of map below*). Keep your map updated and share it on your social media as your Scout is making progress towards joining the **50 States Club**!



When can we start?

Only online popcorn sale orders made online from September 19 through December 1, 2021, will count towards earning your spot in the **50 States Club**.

If you have any questions, send an email to kallee.kissling@scouting.org. For those new to the sale, many awesome resources can be found on the [Bay-Lakes Council website](#).

Happy selling and good luck in your quest to join the 50 States Club!