

PLAN AND HOST YOUR OWN UNIT KICKOFF

Motivate Your Scouts and Parents!

- ◆ Keep It Moving!
- ◆ Keep It Fun!
- ◆ Keep It Short – Under an hour!

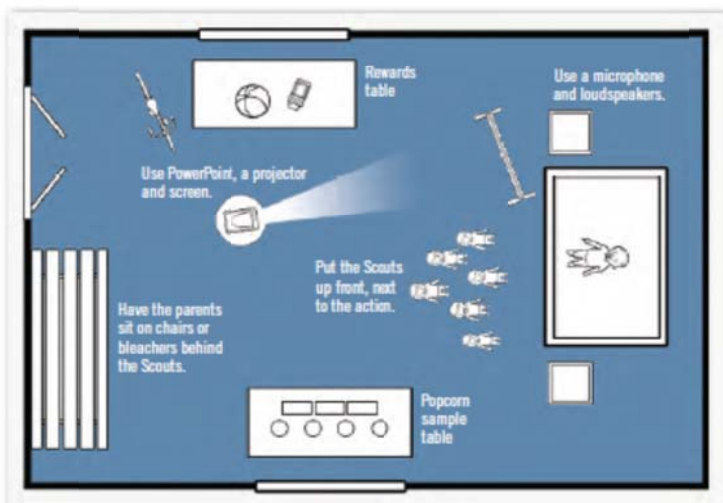
Show Parents and Scouts the benefits of selling popcorn.

- ◆ Lay out the exciting Scouting program you have planned
 - ◆ Tell families how they can eliminate out-of-pocket expenses by reaching their goal
 - ◆ Explain that Scouts will have fun while earning their own way
- Hold the meeting at a “fun” location - where you can accommodate all of the Scouts in and their parents.
 - As close as possible to the start of your sale, send Invitations to all of your Scouts and parents to come together with your adult leaders for your own popcorn kickoff.
 - For this meeting, prepare a Sales Kit for both leaders and Scouts. It should contain handouts of all the important dates and information about your sale. (for ideas—check out the Council website www.nega-bsa.org)
 - Include all important dates and deadlines, prize information, phone numbers, etc.
 - Make sure this meeting is a *lot of fun*, because your Scouts and parents need to be motivated.
- (1) Pop Popcorn – Make the room smell good (Pick up popcorn at your District Kick-off)
 - (2) Teach the Scouts about the Trail’s End products
 - (3) Do some role playing to learn how to talk to customers
 - (4) Teach safety techniques
 - (5) Review the prizes that the youth can earn (unit, council, Trail’s End)
 - (6) Give each salesman (den or patrol) a goal
 - (7) Give each Scout one or two Take Order forms (forms will also be mailed to each registered Scout’s home before the sale begins.)
 - (8) Cover ALL important dates & deadlines (how to get more take-order forms – who to turn in their order to – when & where to pick up popcorn – when & where to turn in their money)



Kickoff Floor Plan

Follow the room layout and pointers below to make your kickoff a success.



- ✓ Have a rewards table showing the cool items Scouts can earn from your unit
- ✓ Hang the Rewards poster on the wall behind it
- ✓ Hang colorful Trail’s End Banners and Posters
- ✓ Display pictures of Scouting activities funded by last year’s Popcorn Sale
- ✓ Have door prizes for both Scouts and Parents