



PLAN AND HOLD YOUR OWN UNIT KICKOFF

Motivate Your Scouts and Parents! - Be Safe

Keep It Moving! Keep It Fun! Keep It Short – Under an Hour!

Hold the kickoff at a “fun” location that will accommodate all of the Scouts/families.

- **Send Invitations to all of your Scouts & parents to come to your own popcorn kickoff.**
- **Show Parents and Scouts the benefits of selling popcorn.**
- **Lay out the exciting Scouting program you have planned. Hand out Calendar.**
- **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.**

**Have a prize table showing the cool items Scouts can earn from your unit
Hang colorful Banners and Posters**

Display pictures of Scouting activities funded by last year's Popcorn Sale

Have door prizes for both Scouts and Parents

Use successful families to share sales strategies

- 1) **Pop Popcorn – Make the room smell good.**
- 2) **Teach the Scouts about the Trail's End products.**
- 3) **Organize some role playing to show Scouts how to talk to customers.**
- 4) **Teach safety techniques.**
- 5) **Review all methods of selling**
Online Direct, Show N Sell, Show N Deliver (Wagon Sales), Take Order
- 6) **Review the prizes/rewards that the Scout can earn (Unit, District, Council).**
- 7) **Ask each Scout to set a personal sales goal. At least \$450.**
- 8) **Give each Scout one or two Take Order forms.**
- 9) **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).**
- 10) **Have a wifi available in case Scouts/parents need help registering for a Trail's End account.**

Distribute pre-made individual Popcorn Sales Kits to the Parents as they arrive – one per Scout

Include: Take Order Form, Scout Selling Goal, Rewards Program, The Timetable, How to Sell, Online Information, Safety Rules, Contact Information for Unit, etc.

Grand Opening – make an entrance – dim the lights and play loud music

How do we fund our Scouting program?

Scouting is funded by parents and fundraisers.

We can plan our entire year and focus on the program if we have one or two great fundraisers a year.

Selling popcorn allows us to do more activities without parents having to write more checks.

We use the proceeds from our popcorn sale to:

XXXXX

XXXXX

XXXXX

We get to keep up to 37% of all the money from popcorn that we sell.



RECOGNITION

Recognize Scouts who had a successful sale last year. Ask them to stand and tell other Scouts why they were successful. (Give them guidelines ahead of time.)

- 👍 **Announce Your Goals.**
- 👍 **Our Unit Goal is to sell \$XXXX.**
- 👍 **EVERY Scout should sell.**
- 👍 **Our Per Scout Goal is to sell \$XXX.**
- 👍 **Our Per Den/Patrol Goal is to sell \$XXXX.**
- 👍 **If Every Scout reaches his sales goal, we will be able to XXXXXXXXXX.
(All of the things you have planned for the year.)**
- 👍 **Have boys/girls & dens/patrols make commitments—display them on a poster.**
- 👍 **Challenge Scouts and parents to reach the selling goal.**

REWARDS

(Include this information in a handout for the families)

- **Show prizes Scouts can earn from the unit (make it clear that the unit prizes are provided with some of the profit from your sale).**
 - **Scouts can earn cool rewards from the Council. Bonus Rewards are based on the total amount of popcorn an individual Scout sells by October 28.**
 - **Scouts are able to combine sales for Show N Sell, Show N Deliver (Wagon Sales), Take Order and Online Direct Sales for rewards from the Council and Trail's End.**
 - **A \$1500 Club—Stars and Strikes Party.**
 - **A \$2000 Club— Top Golf \$40 Gift Card**
 - **A \$2500 Club—Spin To Win Party.**
- (See your Take Order Form for more details)**
- **Amazon Gift Cards from the Council for Scouts who earn more than 300 points.**

THE SALE

THE PRODUCTS – 8 delicious products plus two American Heroes Options

(Show Take Order Form)

- ❖ **Tell which ones are your favorites**
- ❖ **Great gifts**
- ❖ **Easy to sell at work**

THE DETAILS

You can start to sell tonight. Use the App

- **When is the last day to sell?**
- **When does the order form have to be in?**
- **Who does the order form get turned in to?**
- **NO LATE ORDERS!!!**
- **When and where does the popcorn need to be picked up?**
- **What is the deadline to deliver product to the customer?**
- **When and to whom is the money due?**

