



It is the job of The Unit Popcorn Kernel to oversee the Popcorn sale in the Scout unit. The Kernel should be available to help adult leaders, Scouts and parents who need help during the sale.

**With the Unit Leaders and Scout Committee of your unit:**

- Recruit a team of parents to help with tasks of the Popcorn Sale**
- Set a Unit Sales Goal
- Set a “per Scout Goal” - \$500 is attainable
- Select a recognition plan for your unit.
  - Make sure EVERY Scout can earn a prize outside the Council rewards program.
- Work with the Unit Show N Sell Captain to plan and execute the Show N Sell portion of the sale  
Make sure Show N Sell popcorn gets ordered and distributed to the Scouts. Secure locations and dates for Show N Sell
- Secure a location with adequate space to separate and distribute your Show N Sell product for each individual scout. This space needs to be secure, dry, and cool, (chocolate will melt – no chocolate for Show N Sell)
- Choose a date and time and secure the location to have your Unit Kick-Off
- Prepare any handouts for your unit kickoff meeting.
- Contact every Scout with information about the sale and the kickoff.
- Attend the District Kickoff on August 10, to receive sales materials
- Hold your Unit Kickoff – within one week of District Kick-off - make it exciting
  - pop popcorn
  - discuss safety techniques
  - review prize program (unit, council)
  - announce goals
  - cover all deadlines
  - promote the “Stars N Strikes”
  - promote Top Golf
  - promote “Spin to Win” Party
- Collect order forms from scouts – allow enough time to enter orders into Trail’s End Sales System.
- Place “Popcorn Order” online in your Trail’s End Leader Dashboard, by Sunday, October 29<sup>th</sup> – (don’t forget to order American Heroes!) NO LATE ORDERS! Ok to order in containers.

Place “Council Patch Rewards” order between November 20<sup>th</sup> and December 8<sup>th</sup>. Order your unit prizes by email using the excel spreadsheet and email to [popcornbonusrewards@gmail.com](mailto:popcornbonusrewards@gmail.com). Rewards can be shipped to you or picked up at one of the two Service Centers. Release Rewards in the Leader Portal for Amazon gift cards

- . Coordinate the “Popcorn Pickup” This phase is critical – In Advance, be prepared to:
  - secure enough vehicles to accommodate your order (or rent a truck)
  - verify the count of the product that you receive at the popcorn warehouse
  - recruit enough people to help you unload and sort the popcorn at your distribution location
- Pull individual Scout orders according to their Take Order Forms.
- Distribute popcorn to Scouts. (Make sure the parents check their order and sign for it.)
- Remind Scouts when money is due. Make sure all checks are made payable to the unit.
- Collect and tally money before due date.
- Bring to the Popcorn Warehouse a unit check, payable to “Northeast Georgia Council” for total amount due (including Show N Sell product). Postdate your check for November 29, 2023.
- Distribute prizes to Scouts **as soon as possible**.
- Meet with Scout committee and interested parents to evaluate the sale and recommend volunteers to help with next year’s campaign.