

# UNIT POPCORN KICKOFF



The Unit Popcorn Kickoff is a great way to **ENGAGE** and **EXCITE** your Scouts. It is also the perfect opportunity to educate parents on the importance of selling popcorn to fund your Scouting program.



★ **TIP:** As the unit kernel, recruit help in planning the party!

## BEST PRACTICE STEPS TO SUCCESS

### 1 Promote Popcorn Program & Tips

- Let Scouts sample product and pick their favorite
- Review Selling Tips and Safety Tips
- Have Scouts practice and role play their sales pitch
- Briefly discuss the different selling methods



### 2 Prizes & Giveaways

- Give out small prizes at the kickoff to excite the Scouts
- Inform parents about the Trail's End Scholarship Program
- Show pictures of last year's adventures that were paid for through popcorn
- Promote unit and Scout specific incentives, such as free camp, pie in the face, or a top seller party
- Don't forget about our Amazon gift card online selling prize program!\*



### 3 Set The Stage

- Think of the last time you were at a pep rally
- Have a podium with a stage or backdrop
- Hang banners, posters, streamers, balloons
- Play music!
- Wear cornhead hats or costumes to fit a theme
- Display your Unit Goal Poster and set a goal



### 4 HAVE FUN!

- Bean bag toss
- Silly string fight
- Mystery box
- Jumpin' for George (money jump)
- Ring toss
- Bubble gum blowing contest



\*Visit [Sell.Trails-End.com](http://Sell.Trails-End.com) or [Trails-End.com](http://Trails-End.com) for more information.

# UNIT KICKOFF CHECKLIST



## LOGISTICS

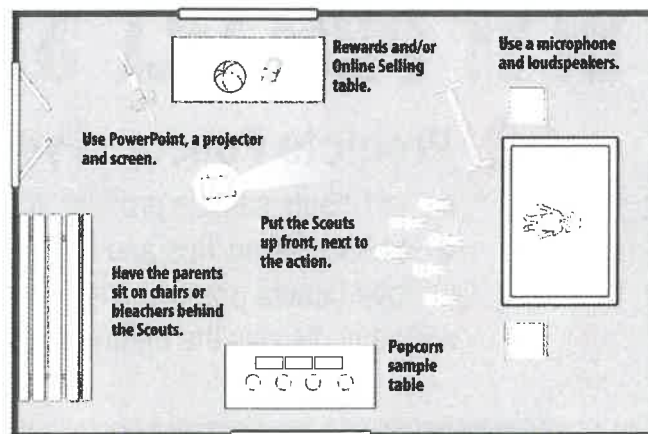
- ☐ Location
- ☐ Date & Time
  - Send invitations!
- ☐ Recruit Help

## ATMOSPHERE

- ☐ Theme ☐ Games & Activities
- ☐ Music
- ☐ Decorations

## CONTENT

- ☐ Media
  - Training videos
  - Motivational videos
- ☐ Printed Materials
  - Family Guides
  - Program Calendar
  - Parent Handouts
  - Unit-Specific Literature
- ☐ Presentation
- ☐ Product Samples ☐ Rewards / Incentives



Example Kickoff Floor Plan

## Sample Kickoff Agenda (30 minutes)

- **Grand Opening (5 minutes)**
  - Play music, dim the lights and have fun!
  - Get ideas from our *Host an Awesome Kickoff* video at [sell.trails-end.com](http://sell.trails-end.com)
- **Share your Scouting program & promote upcoming adventures (10 minutes)**
  - Make sure families understand the benefits of selling popcorn and how it pays for their program
  - Highlight key dates that are important to the popcorn sale
- **Train your Scouts (10 minutes)**
  - Show Scout training videos on [sell.trails-end.com](http://sell.trails-end.com) at your kickoff. You can download these videos to your computer ahead of time if your kickoff location does not have internet
  - Explain the different ways Scouts can sell: Show-N-Sell, Show & Deliver, Take Order, Digital Take Order App, and online at [Trails-End.com](http://Trails-End.com)
- **Showcase your Scout rewards (5 minutes)**
  - Introduce your unit incentive program, including the Trail's End Scholarship Program
- **Big Finish**
  - Have the top sellers from last year throw pies in the faces of the leaders
  - Send everyone home motivated to sell!



**Keep it FUN! Keep it MOVING! Keep it SHORT!**