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 or Trails-End.com for more information.
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

- **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 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

- **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!