

UNIT POPCORN KICKOFF



BOY SCOUTS
OF AMERICA
DAN BEARD COUNCIL

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 prize program!*



3 Show off the SLINGBALL! 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 MAKE SOME FUN UNIT GAMES & PRIZES!

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



*Visit www.danbeard.org/popcorn for more information.

UNIT KICKOFF CHECKLIST



LOGISTICS

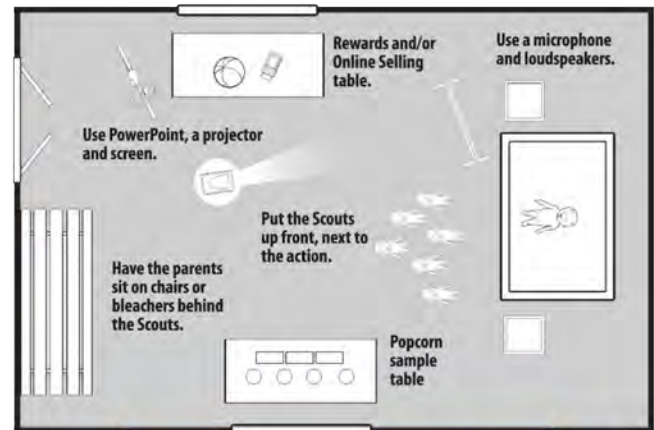
- Location
- Date & Time
- Send invitations!
- Recruit Help

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 www.danbeard.org/popcorn
- **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!

