

UNIT KICKOFF CHECKLIST

LOGISTICS

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

ATMOSPHERE

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

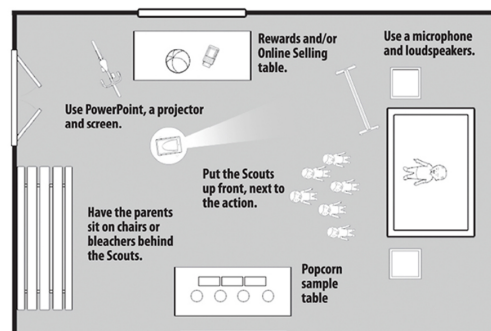
CONTENT

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

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!

**KEEP IT SHORT,
MOVING, AND FUN!**



Example Kickoff Floor Plan

