



Unit Popcorn Kickoff

Follow these 5 steps for a Successful Kickoff!

- 1) Preview this year's Scouting Program and explain to the families how the entire program can be funded with one fundraiser, the Trail's End Popcorn Sale.

Hand out the Parent Popcorn Fact Sheet to each family

- 2) Communicate the Per Scout Popcorn Sale Goals, have the boys write their goals on the Take Order Forms.

Explain the sales methods to be used for reaching the sales goals, and have the families write in the dates for the blitz days

- 3) Show the Youth Video on the Popcorn Sale Tool Kit DVD to your Scouts.

- 4) Have actual prizes on display to show the Scouts what they can earn for selling popcorn.

Review the Trail's End National Prize Program with the \$1,500 Prize and \$2,500 Scholarship Program.

Award prizes to the:

- i. Top Seller
- ii. Top Selling Den
- iii. Scouts who reach their Popcorn Sales Goal

- 5) Do a skit or fun activity to get the boys trained and excited about the sale, and to teach them about Safety when selling.