

Unit Popcorn Kickoff Tips

Follow these 5 steps for a Successful Kickoff!

(cover these topics several times at Parent gatherings – not just at the kick-off)

- 1) Preview this year's Scouting Program and explain to the families how they can help fund the program using the Trail's End Popcorn Sale.

Hand out the Family 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 important dates.

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

Review the Council bonus prizes and 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/Patrol
- iii. Scouts who reach their Popcorn Sales Goal
- iv. All Scouts who reach set levels

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