

UNIT POPCORN KERNEL JOB DESCRIPTION – Erie Shores Council Popcorn Sale

The **Unit Popcorn Kernel** is responsible for the overall organization and implementation of the unit's popcorn sale. This person ensures promotion, timely report of unit sales, popcorn pick up, and popcorn payment. Responsibilities include:

Attend District Kickoff in August

- Gather information, forms, materials, and ask questions.

Recruit/Form a Unit Committee

- Recruit a team of individuals specifically for Kickoff, Distribution, Show & Sell locations, Collection>Returns.

Develop a Sales Plan

- Work with the Unit leadership to decide the following:
 - Participation in Show & Sell and/or Take Order
 - Participation in National BSA Prize Program or to receive the 3% Extra Commission
 - Create a Unit Incentive Program
- If participating in Show & Sell, establish Show & Sell Sites, such as businesses and/or functions, working in cooperation with unit parents and leaders.
- Set a neighborhood sales area for Take Orders that is both comprehensive and easy for Scout and parents to understand and canvas.

Determine Sales Goal(s)

- Work with your Unit leadership to determine an overall sales goal for the unit and goal per Scout/family.

Promote Popcorn Sale

- Market to the parents and Scouts of your unit through Save-the-Date notices, flyers, weekly emails, and notice of meetings throughout the sale.

Hold a Unit Kickoff

- Schedule a Kickoff day for your unit using the sales Kickoff materials provided to get your Scouts excited for the sale! For additional supplies and support for your unit Kickoff, please contact your District Executive. See page 10 for a sample Kickoff Agenda.

Record Keeping

- Organize and keep accurate records of Scout sales, prizes earned, and payments due.

Product Organization

- Keep track of placing orders, picking up of popcorn, distribution of popcorn to Scouts, and returning of excess popcorn, if necessary, for your Unit.

Scout Rewards

- Work with Scouts to choose a reward level goal, order rewards and distribute rewards upon delivery.

Sale Evaluation

- Work with your Unit leaders on the evaluation sheet to determine what worked, what didn't, and to communicate any suggestions for future popcorn sales.

Recruitment of Volunteers

- Determine within your Unit who the next Popcorn Kernel and additional adult volunteers are and communicate any necessary information to them for future sales.

Have Fun!