

UNIT POPCORN KICKOFF AGENDA – Erie Shores Council Popcorn Sale

Are you planning your first Unit Kickoff? Use these points for a successful and energetic Kickoff:

- Before the Kickoff meeting, email or handout “Save the Date” flyers for important popcorn dates.
- Hold Kickoff during a Pack/Troop/Crew meeting.
- Display collage or PowerPoint of activities and pictures of camp from the past year, and future trip plans.
- Provide popcorn and prize forms, collection envelopes, and a one-page summary of important information (dates, locations, goals) for your group.

Tips (you don’t have to do all of this)

- **Taste Test** – Plan to end the meeting with a taste test – Bring a box/bag of all required items (product, labels, nutrition info, ballots) and hand this off to an adult or two to set up and run the activity for you.
- **Sample Show & Sell Table** – Collect tins/boxes from last year’s Scouts/leaders to set up a sample Show and Sell table. Run through a real sale demonstration or just use the table as a starting point for how to sell.
- **Scout Skit** – “Show and Sell” – have a couple experienced Scouts “sell” at the sample Show and Sell table. This should be short and quick, could even include a “what not to do”.
- **Selling Tips** – While you cover the business side of things with parents, have some leaders and older Scouts take the Scouts to another room to help practice selling, and discuss safety and uniform requirements.
- **Scout Testimonial** – If you have a Scout who sold a lot of popcorn or is excited about the sale, have him give a quick testimonial.

Key points to cover in presentation:

- **Why do we sell popcorn?**
 - Communicate to parents how much it will cost per Scout to receive a full Scouting program year.
 - Be specific about what popcorn will pay for.
 - If this is your only fundraiser, highlight that fact.
 - Give an example of other qualities developed through sale (confidence, working with public, build leadership skills; support the Scouting program while earning advancements, etc.)
 - Popcorn doesn’t just support your Unit; it also supports Erie Shores Council. These funds are used to improve camping facilities and various programs for your Scouts and keeps overall fees down!
- **Sales Goals**
 - Share last year’s sales totals and this year’s goals.
 - Communicate the per Scout goal. Emphasize importance of all orders, large and small, and that every Scout can contribute.
- **Describe the popcorn program, products, and reward program**
 - Highlight differences from last year.
 - Reward program: Unit Incentives, Council Incentives, \$2,500 Winners Circle, etc.
 - Many extras available even if taking cash option.
- **Discuss timetables**
 - Use handouts of dates, contact information, and delivery pick up places.
 - Set your Unit due dates before the Council due dates to give yourself time collect & calculate all data/money.
- **Allow time for questions, taste testing, and signups (show and sells, online sales, etc.)**