

# UNIT POPCORN KICKOFF

## *Keys to Success!*

The Unit Popcorn kickoff is a fantastic way to captivate and inspire your Scouts while also providing information to enlighten parents about the importance of selling popcorn to support your Scouting program.

## 5 BEST PRACTICES



Communicate the benefits of selling popcorn to pay for their year. Include Important dates.



Explain the different ways to sell (face-to-face) and online. Share safety tips and practice the sales pitch.



Promote the Popcorn! Have the Scouts try all the flavors and pick their favorites. They will be able to share their experience with the customer.

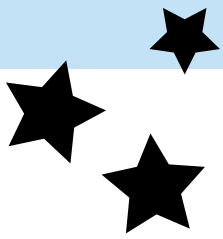


Showcase/Share the unit incentive program including the Winner's Circle prizes. Highlight previous sales winners or prizes.



Make it fun! Consider banners, posters, balloons and music to help create a fun & exciting environment. This is your opportunity to really excite the Scouts!



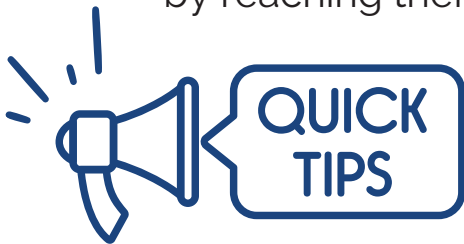


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## *Planning Document*

The Unit Kickoff is intended to be a short, fun and fast paced meeting for your Scouts and families. The objective of a Kickoff is

- Explain the benefits of selling popcorn
- Discuss the Scouting program planned & discuss key dates
- Tell families how they can eliminate their out-of-pocket expenses by reaching their goal.



- Pick a fun location that can accommodate your Scouts & families. Make your kickoff a party! Music, banners, balloons and presentations can help make it engaging.
- Pop the Popcorn! Pop the microwave popcorn, and set out all other product samples for tasting. Rank the flavors as a group. Scouts can use this experience when talking to customers.
- Review program prizes - share past success stories.
- Discuss all important sale dates & deadlines. Every Scout and parent should know who / what / where / when in regards to order forms, money, pickup location, ect.
- Make sure Scouts and parents know what the popcorn sale proceeds go towards.

