

# UNIT POPCORN KICKOFF



The Unit Popcorn Kickoff is a great way to **ENGAGE** and **EXCITE** your Scouts. It is also the perfect opportunity to educate parents on the importance of selling popcorn to fund your Scouting program.



★ **TIP:** As the unit kernel, recruit help in planning the party!

## BEST PRACTICE STEPS TO SUCCESS

### 1 Promote Popcorn Program & Tips

- Let Scouts sample product and pick their favorite
- Review Selling Tips and Safety Tips
- Have Scouts practice and role play their sales pitch
- Briefly discuss the different selling methods



### 2 Prizes & Giveaways

- Give out small prizes at the kickoff to excite the Scouts
- Inform parents about the Trail's End Scholarship Program
- Show pictures of last year's adventures that were paid for through popcorn
- Promote unit and Scout specific incentives, such as free camp, pie in the face, or a top seller party
- Don't forget about our Amazon gift card online selling prize program!\*



### 3 Set The Stage

- Think of the last time you were at a pep rally
- Have a podium with a stage or backdrop
- Hang banners, posters, streamers, balloons
- Play music!
- Wear cornhead hats or costumes to fit a theme
- Display your Unit Goal Poster and set a goal



### 4 HAVE FUN!

- Bean bag toss
- Silly string fight
- Mystery box
- Jumpin' for George (money jump)
- Ring toss
- Bubble gum blowing contest



\*Visit [Sell.Trails-End.com](http://Sell.Trails-End.com) or [Trails-End.com](http://Trails-End.com) for more information.