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 or Trails-End.com for more information.*