



Unit Popcorn Kernel Job Description

1. RSVP and Attend the Council Popcorn Kickoff on Saturday, August 13th, 2016. Attend and/or bring leader to Online Trail's End ordering Training at SFC office on Monday, August 15th at 7:30 PM.
2. With unit committee, confirm your unit's budget and develop a unit sales goal and per scout goal. For the most sales, formulate a popcorn sales plan that includes all methods of selling popcorn: Online, Show and Sell, Take Order and Military/Veterans Popcorn donations. *(Ask your DE or Popcorn Advisor for assistance, they will be glad to help!)* Turn in your Unit plan & budget by Sept. 1st for drawing!
3. Create a timeline of when all order forms, popcorn monies and Scout prize forms will be due to you. **This applies if your unit is participating in the prize commission Structure.** Be sure to allow enough time for you to place your prize order online. (Prizes are mailed to leader's address.)
4. Hold a unit kickoff meeting for parents to inform and motivate them to help with your unit's sale. Prepare hand-outs for your unit kickoff meeting for both leaders and Scouts. Hand-outs include:
 - a. Timeline showing show and sell, show and deliver and take-order sales dates, deadlines for orders, popcorn pick-up locations and times.
 - b. Your committee's agreed upon unit goal and per-scout sales goal. Have FUN! Be creative to help your Scouts and families visualize their part of the goal!
 - c. A parent job description or list of expectations.
 - d. Unit prize summary worksheet to record each Scout's prizes.
 - e. The prize brochure and order form.
5. Educate and promote to parents/scouts on extra incentives offered that they can qualify for, such as the **Marshmallow Blaster for every Scout that completes Fills It Up form, Unit's selling \$3,000 qualifying for weekend at SFC Camp of their choice for 20 persons, Online sales at 50% Commission, Military/Veterans donation recognition, and Scout scholarships. (See complete list on Scout Rewards).**
6. Promote corporate popcorn sales with your parents.
7. Collect funds and complete the unit product order form and enter into Trails End online by deadline. Keep photocopies of your Scouts' take order forms so they can be used the following year.
8. Coordinate your unit's popcorn pick-up and distribution. Collect funds for orders distributed.
9. Distribute Scout prizes upon receipt in a timely manner.
10. Suggest ways to improve the sale to your DE or Popcorn Advisor for the following year.

