

# The Unit Popcorn Kernel

## **POSITION OVERVIEW:**

Organize, communicate, inspire, and lead your Unit in a successful Scout Popcorn sale that will fund your unit's Ideal Year of Scouting Adventures.

## **SPECIFIC RESPONSIBILITIES:**

1. Work with your unit committee to create an annual program plan.
  - Plan your annual program calendar with the Scouts and Committee
  - Determine the cost for each activity
  - Create an annual budget to help determine your popcorn sales goals
  - Set your Unit Popcorn Sales Goal and a Per Scout Goal
2. Register at [www.trails-end.com](http://www.trails-end.com) to participate in the approved product sale - Update Unit Contacts to reflect current leadership.
3. Create a Committee to assist with the popcorn sale. If you do not have Assistant Kernels, those duties revert to the Unit Popcorn Kernel. Assistant Unit Kernel duties are on pages following.
4. Attend the Council Kickoff & Popcorn Training. If the Unit Kernel is unable to attend, a representative from the same unit must attend in his/her place. Attend any supplemental training as needed.
5. Order popcorn for your Unit's Storefront sale by the due date shown in the calendar.
6. Formulate a popcorn sales plan that includes one or more of the three methods of selling popcorn:
  - Storefront , Wagon Sales (aka: Show & Deliver), and Online Direct
7. With your Unit Popcorn Team, create a timeline of when all order forms and popcorn money will be due back to you. These dates are determined by the Council deadlines as shown in the calendar. Be sure to allow enough time for you to accurately order your unit's product by the deadline shown in the calendar.
8. Hold a fun and informative Kickoff meeting for parents and Scouts to inform and motivate them to make your sale a huge success. Prepare hand-outs for your unit Kickoff meeting for both leaders and Scouts. The information should include (but not limited to):
  - Timeline showing Store front, Wagon Sales, and Online Direct dates, deadlines for orders, popcorn pick-up locations and times
  - Your committee's agreed upon unit goal and per-Scout sales goal. Be creative to help your Scouts and families visualize their part of the goal
  - A parent job description or list of expectations
  - Prize program information
  - Visit [www.trails-end.com](http://www.trails-end.com) for more ideas
9. Help your Committee create a Unit Incentive Plan to encourage Scouts throughout the sale.
10. Read all Council and District communications and stay updated on the sale.
11. Manage inventory throughout the sale to ensure the unit has adequate product for a successful sale. Communicate with your District Kernel as needed (to obtain additional product, or if excess product is available for other units)
12. Order popcorn for your Unit's Wagon Sales by the due date shown in the calendar.
13. Make payment of funds due to Council by the due date.
14. Be familiar with Trails End prize program to assist families if needed.
15. Celebrate your Unit's success and use the money raised to provide awesome program opportunities for the Scouts to enjoy!

# The Unit Popcorn Kernel Checklist

## What to do before the Popcorn Sale

- Create Annual Program / Budget with your Unit Leadership
- Create Popcorn Kernel Team - Unit Popcorn Kernel, Site Sales Asst., Distribution Asst.
- Set Unit Sales Goals based upon the budget
- Register for and attend the Council Popcorn Kickoff in June
- Schedule Unit Popcorn Kickoff to be held during the summer
- Prepare for Unit Popcorn Kickoff (prepare outline, recruit helpers, prepare a handout with important dates and information for your Unit's Scout families, etc.)
- Conduct Unit Popcorn Kickoff
- Ensure all Scouts in your Unit have registered in the Trails End System. ALL Scouts must have a Trails End account. This affects Scholarship Funds and Prize eligibility.
- Ensure ALL Scouts/Families are using the Scout App to record ALL sales. Use of the app affects all personal sales (Scholarship and Prizes) and Unit Inventory.
- Secure personal protective equipment

## What To Do During The Popcorn Sale

- Place Store front Order. [www.trails-end.com](http://www.trails-end.com)
- Sign Unit up for Show & Sell Sites.
- Your District Kernel will inform Units of available dates and times for some of the larger stores (i.e. Fred Meyer, QFC, Safeway, Albertsons, Lowes, etc.)
- Units are encouraged to be creative in selecting sites not provided by District Kernel – Communicate with District Kernel when obtaining these sites to avoid stepping over other units that may be attempting to select these same sites
- Pick up Show & Sell Order on the date/location/time provided by your District Kernel
- Ensure ALL Scouts have registered on the Trails End system. ALL Scouts must have an account in order to receive credit for Sales. This affects Scholarship Funds and Prizes.

## The Unit Popcorn Kernel Checklist

### What To Do During the Popcorn Sale (cont.)

- Ensure all Scouts/Families are using the Scout App when selling, whether it be Show & Sell, Door-to-Door, Wagon Sales, etc. If Scout/Family is unable to use the Scout App, sales must be recorded manually, and information from their Sales will need to be updated in the Unit Kernel App on a daily basis. This ensures that all inventory and sales is current.
- Track Inventory of your unit's product through the use of the Trails End App. Be aware of where product is, how much has been sold, how much is left – ensure sales and product balance out at the end of each day/shift.
- Track Scout goals & sale progress and communicate with your unit on a regular basis. Each unit does this a little differently. This could include charts or progress thermometers, weekly emails, etc.
- Communicate with the Crater Lake Council to obtain additional product as needed (if it is available) and to make available excess product to other units (if it is needed). The use of the Scout App and Unit Kernel Portal will assist in this process.
- Provide your Scout families with a turn-in deadline for Wagon Sales. The council deadline for Wagon Sales is listed in the guidebook. Be sure to leave a cushion (2 or 3 days) so that you can complete your order on time.
- Have Scouts participate in Wagon Sales via various methods (i.e. door-to-door, wagon sales, social media, parent assistance at work, etc.). Have product available to encourage sales.
- Hold a Blitz Day – Have multiple Scouts canvas a neighborhood all together on one day with product in tow (also known as Wagon Sales).
- Collect Scout Take Order Forms by the date designated above (determined by Unit Kernel)
- Enter Wagon Sales on the Trails End App each time an order is taken.
- Collect money from Scouts for their Wagon Sales
- After the Popcorn Sale ends (October 23rd), check Scout Sales for accuracy, and approve sales for each Scout so that they may receive their electronic Amazon Gift Card and order district prizes.
- Pay invoice to Council by December 15
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## **The Unit Assistant Popcorn Kernel for Distribution**

1. Register and attend the Council Popcorn Kickoff.
2. With your Unit Kernel, create a timeline of when all wagon sales, popcorn monies, and Scout prize forms will be due back to you. Be sure to allow enough time for you to accurately order your unit's product by the deadline.
3. Distribute and receive popcorn from families throughout the sale for Show & Sell locations.
4. Collect all money due from each Scout for Wagon Sales.
5. Pick up Take Order at location/date designated by your District Kernel then sort the product by Scout .
6. Distribute Wagon Sales to Scouts.
7. Take care of any other paperwork/tracking.

## **The Unit Assistant Popcorn Kernel for Site Sales**

1. Register and Attend the Council Popcorn Kickoff
2. With your Unit Kernel, create a timeline of when all order forms, popcorn monies, and Scout prize forms will be due back to you. Be sure to allow enough time for you to accurately order your unit's product by the deadline.
3. Coordinate your unit's popcorn pick-up and distribution
4. Work with District Site Sale Kernel for participation in Store front.
5. Sign Scout families up for Store front - Provide list of locations/dates/times for Scout families to sign up for Site Sales. Sign-ups will be done through Trails End.
6. With your Unit Kernel, fill final orders with left-over popcorn from Show & Sell.
7. Confirm receipt of all money and popcorn for all Site Sales.