10 Steps to a Successful Kick-Off

The Unit Kick-off is the most important step to a successful Popcorn sale. It’s a great way to get both the Scouts and the Parents excited about selling. Make it fun! Pop popcorn, decorate the room, wear a costume or ‘CornHead’ hat, display prizes, etc. Don’t forget – NEW for 2008: KICKOFF VIDEO CONTEST! Tape your Kick-off and submit it to Trail’s End. The winning Unit will have their Commission Matched by Trail’s End!! (Video to be selected by 3rd Party Vendor)

10 Simple Steps:

**Step #1 Program!**
- Begin meeting with both Scouts and Parents in the same room.
- Communicate your Program Activities that have been planned for the upcoming year.
- Communicate actual (or estimated) Program costs for the year.
- Communicate that Popcorn has a direct impact on Program costs (More you sell, less cost!).

**Step #2 Family Sales Goal**
- Share the Family Popcorn Sales Goal.
- Show Budget spreadsheet to show how Goal was calculated.
- Communicate that if each Scout Fills up a sheet – the goal will be reached (true in most cases).
- Communicate and stress that if their sales goal is met, no money from Parents will be required!

**Step #3 Prizes!**
- Scouts love Prizes. Display Trail’s End Prize Poster
- Have Family Sales Guides for Parents and Scouts to see.
- Communicate Trail’s End Prizes (Fill it Up, $1,500, Scholarship, Scout Photo Contest)
- Communicate Council Prizes.

**Step #4 Recognize!**
- Recognize last year’s Top Seller and Scouts who filled up their order sheet.

**Step #5 Challenge!**
- Challenge Scouts to fill up an order sheet or to be the Unit’s Top Seller.

**Step #6 Unit Prize/Incentive**
- Communicate any Unit Prizes or Incentives. For example, each Scout who fills up their sheet gets to throw a pie in the face of their Leader

At this Point – break into 2 groups. Scouts in one group and Parents in other group

**Step #7 Keep Scouts Involved - Training**
- Train Scouts on selling techniques. Go over safety tips.
- Watch Trail’s End Scout Training Video.
- Role Play. Let each Scout practice a ‘Sales Pitch’ as if at the customer’s door.

**Step #8 Keep Scouts Involved - Educate**
- Train Scouts on Products, Prices, & Tin Designs.
- Each Scout should be able to explain to customer why they are raising money

**Step #9 Parents**
- Thoroughly go through the Family Sales Guide (Products, Prices, Tin Designs)
- Discuss Military Donation (Use ‘Military Promotional Poster’)
- Review other Promotion material (‘How to fill up a sheet in a week’, ‘Den Goal Poster’, etc.)
- Review important Dates
- Allow for Q & A

At this Point – bring everyone back together.

**Step #10 Ready! Set! Sale!**
End with a BANG.

Congratulations!! You’ve just conducted a Successful Kick-off!