

PLAN YOUR UNIT KICKOFF

MOTIVATE

The Popcorn Kickoff sets the tone for your entire Popcorn Sale. Motivated Scouts and more importantly, motivated parents are the key to a successful sale. Have fun! Give away prizes and more.

AGENDA SAMPLES

1. Welcome - Do a Popcorn Cheer or Skit.
 - Some units choose to separate their Scouts & Parents. The Scouts learn about the prizes and how to sell, while the parents learn about the logistics.
 - Have some sample popcorn and fun giveaways from the \$1.25 Store
2. Review the Pack/Troop's Planned Program Activities
 - Show a few pictures of fun last year
 - Talk about the fun at Pack/Troop meetings & awards
3. Pay For It All with Popcorn
 - The importance of a Family/Scout Goal
 - Pack Goal: Talk about what you can do if you reach the goal
4. What the Family Gets Out of Popcorn
 - Free Activities
 - Free Camping
 - Free Registration
 - Goal - Nothing out of parent's pocket
5. Separate Scouts and Parents
 - Teach the parents about the importance of popcorn
 - Setup some fun popcorn games for the kids
6. End with a FUN spotlight. Whip Cream Pie the Scout Leader!

MORE THAN A FUNDRAISER!

- First, help parents to understand that popcorn is a part of the program, not just another fundraiser. Popcorn is also about Advancement and practicing life skills. Help them see that their Scout will gain self-confidence, set goals, and learn the value of a dollar earned.
- Second, explain to parents that if the unit gives its all for just a couple of weeks, they can fund the entire year of fun activities.

KICKOFF SUPPLIES IDEAS

Gather some fun supplies to use the theme and get your Scouts excited for the popcorn sale. See what Council has to offer!

- Popcorn Poppers
- Awards/Prizes
- Bingo Cards

PLANNING RESOURCES

Leverage the Trail's End Unit Leader Planner to help hit your goals.



Plan Your Ideal Year of Scouting!
bit.ly/UL-Planner



Plan your Unit Kickoff!

Download the 2025 Unit Kickoff PowerPoint Now!
trails-end.com/leaders/training