LEADING YOUR UNIT

The Popcorn Kernel oversees operations of the Unit’s popcorn sale. This is an important leadership role within the Unit. The PK ensures distribution, promotion, reporting and payments for Unit’s entire sale period. They also work closely with their Unit committees and District Popcorn Kernel.

The best part is leading their #PopcornSquad in the Unit's goals for the sale. This includes:

- Encouraging Scouts to Earn Their Way
- Developing the Overall Sale Strategy for the Unit
- Establishing Relationships with Community Businesses
- Helping Parents Support Their Scout
- Guiding the Unit’s Progress to Their Sales Goal
- Gathering and Distributing Important Information
- Running Logistics for Product and Sales Earnings
- Rewarding Scout Efforts with Great Prizes
- and Hosting an EPIC Unit Kick-Off Celebration

Your #PopcornSquad includes (based on your Unit and District Size):

- District Popcorn Kernel - Your right-hand in all thing’s popcorn
- Unit Committee Members - Helping you develop the plans and budgets
- Assistant Popcorn Kernel - Your left-hand in all thing’s popcorn
- Kickoff Kernel - Your party planning partner
- Show-N-Sell Kernel - Your logistics coordinator (preferably with a truck!)
- Pickup Kernel - Your warehouse watchdog for product inventory
- Prize Kernel - Your fun-lovin’ prize patrol buddy
- Communications Kernel - Your social media / email master spreading popcorn love

As exciting as these position titles are, people tend to more receptive when asked to execute a specific task, not just serve a role in the popcorn sale. When asking for help, be sure to say what you specifically NEED help with and how much time you think it will take them.

For example, instead of: Hey Sarah, will you volunteer as Kickoff Kernel this year? Ask: Hey Sarah, your creativity and crafting skills are top notch. Would you help me with decorations and games for the Popcorn Kickoff? I’m thinking it will take us about 5 hours in planning and decorating day of, plus whatever time you’d estimate for creating them.
Attend and participate in the Popcorn Sales Training.

Use the Fund Your Adventure worksheet to plan your year, make a budget and set goals (download from campmasters.org or www.bgbsa.org/volunteers/popcorn)

Formulate a popcorn sales plan that includes the three (3) methods of selling popcorn: Take Order Form, Show and Sell and Online Sales.

Help get Scouts signed up with their own account in the CAMP MASTERS Ordering System

Create a timeline of when all order forms, popcorn money and Scout prize forms will be due. Be sure to consider the key dates.

Hold a Unit Kick-Off meeting for your Scout Families to inform and motivate them to help with your Unit’s sale.

Prepare hand-outs for your Unit Kick-Off meeting for both parents and Scouts.
Suggested information to include: Available at www.bgbsa.org/volunteers/popcorn

- Order form guide with prize brochure
- Key Dates
- Sales Goals for the Unit and for the Scouts

Log in to the CM ordering system and complete the Unit Product Order, including your Scouts’ Take Orders that the Scouts entered online, and submit

Coordinate your Unit’s popcorn pick-up and distribution.

Distribute prizes upon receipt in a timely manner.

Celebrate your Unit’s success and use the money raised to provide an awesome Scouting Program Year for your Scouts to enjoy!