



Popcorn sales can be quite an undertaking, especially in units with many Scouts: planning, scheduling, popcorn storage, meetings, money collection, distribution, advertising, prizes, etc. Successful units and smart Kernels will create a Popcorn Team who will share the work load for a smooth operation.

Some responsibilities are short term which is a great opportunity for the non-leader parents to get involved and offer their time and resources.

At first, most parents see popcorn sales as “just another fundraiser” competing with sports, schools, Girl Scouts, etc., but units, especially Cub Scout Packs, should understand how the sales process works with the Scouting program to benefit a Scout’s growth and maturity:

- Scouts will “own” their Scouting experience by funding THEIR events, camping trips, supplies, projects, etc. 47% of units are FULLY funded through popcorn sales.
- Scouts gain practice, confidence and self-reliance by speaking with new adults in a secure environment.
- Scouts work towards goals that will earn them rewards
- Scouts work as a team for the greater good (and fun!) of the unit.

Approaching Popcorn Sales in a positive, character-building environment goes hand-in-hand with Scouting and is a win-win for the Scouts and the family’s wallet.

The following pages list the possibly ways a parent or leader can help. But don’t limit yourself to these. If you have a need, try and fill it.



## **Recruiting Tips**

Think about how you were recruited and what you did and didn't like.

People respond better to helping when they are presented with a task to accomplish instead of filling a title or position.

Which sounds better to you....

1. We need someone with a pickup truck to get our Show-N-Sell popcorn in September. Are you available? **OR**
2. Will you be our Distribution Kernel?

Or how about this...

1. For our Popcorn Kickoff, we need someone to set up the room, some posters, a table, etc. Can you come early to do that? **OR**
2. Will you be our Kickoff Kernel?

So: **"Tasks over Titles"**

Parents also want to know what steps and the time commitment involved. So the following pages outline some roles you can hand to your potential volunteer so they can honestly appraise their availability. And maybe they can only do a portion of a role and it will take 2-3 people to help. Even better! Many hands make light work.

And always find a successor. You'll eventually move on from your unit and it will really help the people who follow you if you can recruit and train an assistant now.



## Unit Popcorn Kernel Assistant Unit Popcorn Kernel

### **POSITION OVERVIEW:**

Lead, communicate, motivate and organize your unit in a successful popcorn sale for an Ideal Year of Scouting.

### **WORKS WITH:**

- District Popcorn Kernel
- Committee Chair, Treasurer and Unit Leader (ie Cubmaster, Scoutmaster, etc)
- Unit's Popcorn Committee

### **ATTENDS:**

- District Popcorn Kernel meetings
- Council Kickoff
- District Kickoff
- Show-N-Sell and Take Order distribution days as needed

### **SPECIFIC RESPONSIBILITIES:**

- **Organizes and Leads** the Popcorn Committee. Fills other Kernel's responsibilities if volunteers aren't found.
- **Stays informed** of the Council & District information of the sale and communicates to the unit
- **With the Unit Committee**
  - Decides the **quantity of popcorn** needed to be sold to fund unit's annual budget
  - Decides on quantity of **Show-N-Sell popcorn** to order
  - Decides on **unit incentives** to encourage Scouts: Top Seller Award, Top Den/Patrol Award, local businesses donations, free camping trips, etc.
  - Ensure key **popcorn dates** are on unit's calendar
  - And with the Kickoff Kernel, schedules and promotes a **Unit Popcorn Kickoff**
- Designates a **Show-N-Sell Kernel** or **schedules sales at store fronts** in the community.
- Designates a **Kickoff Kernel** or **leads a unit popcorn Kickoff**
- **For Show-N-Sell Popcorn:**
  - **Complete order in the CampMaster's system**
  - Determines how and where **Show-N-Sell popcorn will be stored** and how it will be "checked out" for days of sale
  - Designate a **Pick Up Kernel** or arranges with volunteer(s) to **pick up at Winchester Cold Storage**
- **For Take Order Popcorn**
  - Collect all **popcorn order forms and prize selection** from Scouts
  - Collect all **money** due from each Scout
  - **Calculates amount of Take Order** popcorn to be ordered and complete in CampMaster's system.
  - **Complete prize order**
  - **Make payment** (or Committee Chair, Unit Leader or Treasurer) of funds due to Council by deadline(s)



## Kickoff Kernel

### POSITION OVERVIEW:

Plan and execute an exciting unit Popcorn Kickoff to inform and motivate Scouts & Parents

### WORK WITH:

- Unit Popcorn Kernel
- Unit Committee

### ATTENDS:

- Unit popcorn planning sessions

### SPECIFIC RESPONSIBILITIES

- **Secures location** for Kickoff suitable for an exciting event
- **Prepares** decorations, posters, room layout, audio-visuals, tables and other necessary items. If a Theme will be used (Star Wars, Avengers, Robots, Luau, etc), then procures items for that theme
  - **This year's Council's theme is The Avengers**
- **Readies** handouts, samples, door prizes, examples and other items for the Scouts
- **Prepares agenda** and presentation using songs, skits, slideshows, testimonials, etc
- Either lead the Kickoff or works with the "Excited, Fun Leader" to **explain** selling process which includes....
  - Products, especially new ones
  - CampMaster's & Council's prizes: toys, gift cards, equipment, \$600 prize, Top Seller prizes, etc
  - Unit incentives, if any: top seller, top den/patrol, etc.
  - Show-N-Sell procedures, dates, explanation, etc.
  - "How-to" and "How-to-not" sell door-to-door
  - Explain online sales for CampMaster's
  - Distribute sales packets
  - Turn in process for door-to-door sales in October
  - Other unit required details for Kickoff
- **Answer questions**
- Ensures facility is **cleaned & straightened** at completion



## Show-N-Sell Kernel

### **POSITION OVERVIEW:**

Visit/Call local businesses to establish dates and times for selling popcorn at store fronts. May store popcorn at home if not using a Chartered Organization facility or other facility. May also be in charge of the checkout/check-in process

### **WORKS WITH:**

- Unit Popcorn Kernel
- Unit Treasurer
- Distribution Kernel

### **ATTENDS:**

- Unit popcorn meetings

### **SPECIFIC RESPONSIBILITIES:**

- **Lineup selling locations, dates & times** at local businesses and at Chartered Organization if applicable, ex: church, synagogue, school, VFA, etc.
- Works with unit committee, den/patrol leaders, etc to **establish a schedule** of who will sell at which location on selling days
- **Devise a popcorn checkout/check-in system** for retrieving and returning unsold popcorn. Will collect monies earned, names of Scouts who worked the sale for credit, hours worked, etc.
  - Other possible items checked out might include table(s), portable awnings, banners and cord, collection box, extras cash for change, bags, water for hydration, chairs, tape, etc.
- **Delivers monies to Treasurer** in a timely manner along with the workers' names and time frames for unit credit
- After last Show-N-Sell, **informs Popcorn committee quantity of product remaining** to fold into supplying popcorn for door-to-door (Take Order) sales.
- **Keep a running inventory** of Show-N-Sell popcorn and are able to let the Popcorn Kernel know to order more from the Council Office, if necessary



## Pick-Up Kernel

### **POSITION OVERVIEW:**

Coordinates Show-N-Sell and Take Order pickup from warehouses on District Distribution days. May also volunteer at the distribution warehouse to help sort popcorn before pickup, if needed.

### **WORKS WITH:**

- Popcorn Kernel
- Show-N-Sell Kernel

### **ATTENDS:**

- Unit popcorn meetings as needed

### **SPECIFIC RESPONSIBILITIES:**

Popcorn is ordered and picked up at Winchester Cold Storage at 605 N. Loudoun Street; Winchester for **Show-N-Sell (orders #1 & #2)** and **Take Order**. Responsibilities below apply to each:

- Receives from Popcorn Kernel **number and type of cases** that will be picked up
- **Determines type and quantity of vehicle(s)** needed. The following is a suggested vehicle for number of cases:
  - 20 Cases: **Mid-Size Car** (backseat, empty trunk, etc)
  - 40 Cases: **Jeep Cherokee**
  - 60 Cases: **Mini-Van** (folded down/removed seats, rear cargo, etc)
  - 70 Cases: **Suburban / Explorer**
  - 90 Cases: **Pickup Truck: F150 / Silverado** size (have tie-downs)
  - 150-200 Cases: **Trailer or Small U-Haul:** average pack/troop trailer along with space in tow vehicle
- **Locates volunteers** to help load vehicle at pick up location. At most, 1 person is needed since people take up vehicle space
  - For small orders, this may not be necessary as there are typically volunteers at the pick-up location to help load. Contact your District Kernel for advice.
  - Based on the procedures for pick-up, children younger than 5<sup>th</sup> grade, may be discouraged from being present or should remain in the vehicle due to safety concerns
- **Delivers popcorn** to either the agreed upon storage location (typical for Show-N-Sell) or distribution location (typical for Take Order)
- **Note:** Either the Unit Popcorn Kernel or the Pickup Kernel should contact Kari Judson at the Scout Office by phone (540) 662-2551 or by email at [Kari.Judson@scouting.org](mailto:Kari.Judson@scouting.org) to let her know:
  - **WHO** will be picking up the popcorn
  - The **PHONE NUMBER** of the person picking up the popcorn
  - What **TIME** they will be there to pick up the popcorn (between noon & 4pm)
    - This will ensure that the product is ready for you when you get there.



## Take Order Distribution Kernel

### **POSITION OVERVIEW:**

Coordinates method of distributing Take Order popcorn to Dens, Patrols, Families or Scouts after receiving them from the Distribution Warehouse.

This position could be filled by the Show-N-Sell or Pick-Up Kernel

### **WORKS WITH:**

- Unit Popcorn Kernel
- Pick-Up Kernel

### **ATTENDS:**

- Popcorn meetings as needed

### **SPECIFIC RESPONSIBILITIES**

- Works with Popcorn Kernel on **method of distributing the correct popcorn** into the Scout's possession for delivery to customers.
  - In large Packs, for example, popcorn may need to be sorted into Dens or Family groups for pickup
  - Or it may work best to pick up popcorn on a per-family basis.
- Ensures **correct amount of popcorn** is given to the correct person(s) or leaders
- If unit has **overage or underage**, may work with other unit(s) to buy or deliver needed popcorn.
  - **Delivers / picks up extra popcorn**, if any, to location as determined by the Unit Kernel



## Prize Procurement Kernel

### **POSITION OVERVIEW:**

Obtains unit's internal prizes based on award levels

### **WORKS WITH:**

- Unit Popcorn Kernel

### **ATTENDS:**

- Popcorn meetings as needed

### **SPECIFIC RESPONSIBILITIES:**

- This optional position is someone who will buy and/or obtain the necessary prize incentives as determined by the Popcorn & Unit Committees
- Note that not all prizes need to be monetary. Donations are perfectly acceptable.
- May also devise the award presentation setup: decorations, drama, music, fanfare, etc.
- If comfortable with approaching businesses, may go to local stores and ask for donations to support the local Scouting unit. These can either be prizes for the Scouts (toys, gift cards, food, etc) or directed towards the parents (Oil Change, Spa Package, Massage, etc) which will then be used by the unit for various awards.



## Communication Kernel

### **POSITION OVERVIEW:**

Provides timely and frequent information about the popcorn sale via the unit's information distribution method(s).

### **WORKS WITH:**

- Unit Popcorn Kernel

### **ATTENDS:**

- Popcorn meetings as needed

### **SPECIFIC RESPONSIBILITIES:**

- Keeps Scouts & families informed with timely information about the unit's popcorn sale. This can include but is not limited to...
  - Date, location and time for the Unit Kickoff
  - Date, location and time reminders for Show-N-Sell or Show-N-Delivers
  - Weekly or Monthly unit contests and prizes
  - When, where and how Take Order forms and monies are due
  - Information about Take Order pick up
- Information can be decimated using email, flyers and social media.



## Popcorn Chief (Boy Scouts)

### **POSITION OVERVIEW:**

As a position of responsibility, is the main Scout liaison between the Patrol Leader Committee and the Troop Committee concerning the popcorn sale.

### **POSITION SELECTION:**

As with all Troop positions of responsibility, it is the role of the Senior Patrol Leader to choose who will be the Popcorn Chief.

### **WORKS WITH:**

- Senior Patrol Leader
- Unit Popcorn Kernel or dedicated ASM or Committee Member as mentor

### **ATTENDS:**

- PLC meetings
- Adult popcorn meetings as needed

### **SPECIFIC RESPONSIBILITIES:**

- This role should be discussed and formulated with the Scoutmaster, Senior Patrol Leader and Unit Committee. It will vary from Troop to Troop and could be as simple as a Scout who just informs the PLC of the sale to as complicated as a Scout coordinating much of the effort and using it to work on a Merit Badge. Some responsibilities could include...
  - Helping to decide on Unit Prizes and Incentives
  - Help and Lead the Unit Kickoff
  - Communicates with the PLC and Patrols on any upcoming selling days
  - May help with procuring Show-N-Sell locations
  - Hands out prizes as needed
  - Helps with distribution sorting and delivery