



Unit Popcorn Kernel Job Description

- Plan a high energy popcorn kickoff.
- **Attend District Popcorn Training.**
- **Set sales goal for the unit.**
- Complete Unit Onboarding prior to deadline.
- Build your team to help with storefronts, marketing, & communication!
- Backdate your unit calendar with key dates.
- Lead a fun kickoff for your unit.
- Organize timely disbursement of Popcorn promotion materials.
- **Help Scouts set individual goals - big or small!**
- Educate parents and scouts on importance of a successful popcorn campaign.
- **Visit unit meetings weekly during sale to promote and motivate!**
- Keep constant communication (Email, Scoutbook, etc.) and utilize Trails End (Facebook) info. Make sure they know all that is available to them.
- Keep popcorn campaign top of mind to parents and Scouts via appearances at meetings or emails or any other creative way!
- **Ensure all Scouts use the phone app.**
- *Coordinate pickup of popcorn.*
- **Enjoy seeing the Scout's faces when they meet or exceed their goals!**
- **Celebrate as a unit!**
- **Remember it's not just about handing sale promotion but what you do in between that will make the BIG difference!!!**