

Unit Popcorn Kernel Position Description

The unit popcorn kernel is responsible for the overall organization and implementation of the unit's popcorn sale. This person ensures promotion, timely processing of unit popcorn & prize orders, popcorn pick-up, and popcorn payment. Duties include:

Attend Council Kickoff

- Gather popcorn information, materials and ask questions.
- Place your unit's initial popcorn order.

Develop a Plan

- During your unit summer program planning meeting, confirm your unit's budget and develop a unit sales goal and per Scout goal.
 - Consider how much money is needed to cover annual membership & unit fees.
- Formulate a popcorn sales plan that includes the three methods of selling popcorn: Show & Sell, take orders, and online sales.
- Establish Show & Sell sites working in cooperation with unit parents and leaders.

Stay Informed

- Read our weekly popcorn newsletter.

Promote & Motivate

- Communicate key dates & sales information to your families throughout the sale.
- Schedule a unit kickoff meeting to distribute popcorn materials and to get your Scouts excited for the sale.
- Motivate your Scouts throughout the sale by using weekly incentives.
- Promote corporate popcorn sales with your parents.

Record Keeping

- Organize accurate records of sales, prizes earned, and payments due and made by your Scouts.

Product Organization

- Keep track of placing orders, picking up popcorn, distribution of popcorn to Scouts, participate in popcorn swap as needed and return excess popcorn for your unit by the Council's deadline.

Scout Incentives

- Work with Scouts to choose a prize level goal, order prizes and distribute upon delivery in a timely manner.
- Provide top sellers information to the Council.

Recruitment

- Seek adult volunteers as needed.
- Determine a Popcorn Kernel successor and communicate any necessary information to them for future sales.

Celebrate your unit's success and use the money raised to provide awesome program opportunities for the Scouts to enjoy!