

PLAN YOUR UNIT KICKOFF

1. **Text KICKOFF to 62771 to download the kickoff presentation template.**
2. Host your kickoff virtually & make it exciting for your sales team - the Scouts!
3. Review the year's Scouting Program calendar and explain to the families how the entire program can be funded with one popcorn fundraiser.
4. Instruct the parents to pull out their phones and **text APP to 62771 to download the Trail's End App.**
 - a. Registration takes less than one minute to create their Scout's account.
 - b. Review the steps of recording all orders in the App, benefits of credit cards, and parent credit payment.
5. Communicate the unit's sales goal and each Scout's popcorn sales goal. Have the Scouts enter their goal in the Trail's End App.
6. Show the Scouts what prizes they can earn by hitting their sales goal.
 - a. Review Trail's End Rewards.
 - b. Suggestion: Have a prize for the top seller in the unit and/or each den/patrol; video game, gift cards, etc.
7. Role-play with Scouts to train them how to sell.
 - a. Practice their popcorn sales speech.
 - b. Review the safety and selling tips.
8. Review sales materials and key dates with parents.

MAKE IT FUN!!!

