

Plan and Host a Kickoff



Motivate your Scouts and parents.

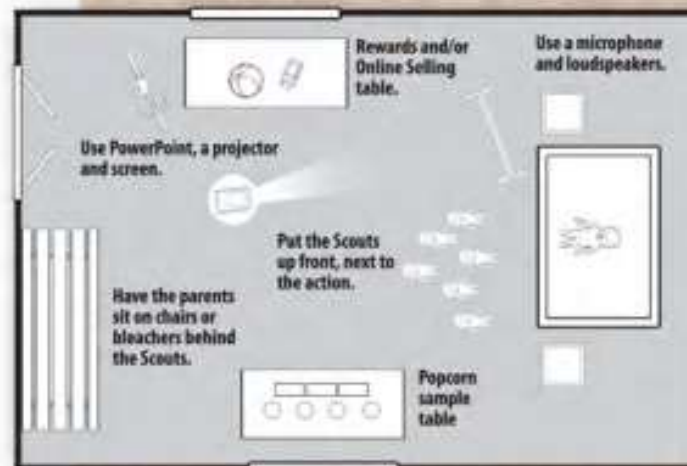
- Keep it fun! Keep it moving! Keep it short!

Show parents and Scouts the benefits of selling popcorn.

- Lay out the exciting Scouting program you have planned for the year.
- Tell families how to eliminate out-of-pocket expenses by reaching their goal.
- Tell families about online selling.
- Explain that Scouts will have fun while learning to earn their own way.

Kickoff agenda (40 minutes)

- Grand Opening (5 minutes)
 - Get ideas from the online video training at sell.trails-end.com.
 - Play music, dim the lights and have fun!
- Explain the Scouting program and key dates (10 minutes)
 - Make sure your families understand the benefit of selling popcorn to pay for their Scouting program.
 - Highlight key dates important to the popcorn sale.
- Train your Scouts (10 minutes)
 - Show Scout training videos on sell.trails-end.com at your kickoff. You can download these videos to your computer ahead of time if your kickoff location does not have an Internet connection.
 - Explain the different ways Scouts can sell – face-to-face and online at sell.trails-end.com.
- Showcase your Scout Rewards (10 minutes)
 - Introduce your unit incentive program, starting with the pie in the face!
- Big Finish (5 minutes)
 - Have the top sellers from last year throw pies in the faces of the leaders.
 - Send everyone home motivated to sell!



Kickoff Floor Plan

- Have a rewards table showing the cool items Scouts can earn.
- If you can connect to the internet, have a table set up with a couple of computers so each Scout can create an account on sell.trails-end.com.
- Hang colorful Trail's End banners and posters.
- Have door prizes for both Scouts and parents.
- Set up a table with a popcorn popper and other Trail's End snacks.