



# BOY SCOUTS OF AMERICA®

## CAPITOL AREA COUNCIL

### Unit Popcorn Team

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#### **Suggested Size:**

One person to serve as Unit Kernel, preferably one who has all of the helpful skills below. Additional co-kernels for every 25 Scouts.

#### **Mission:**

Organize and manage Unit's popcorn sale to meet or exceed your goal.

#### **1st LINE OF SUPPORT:**

District Popcorn Kernel

#### **PROFESSIONAL SUPPORT:**

District Executive and  
Council's Popcorn Specialist

#### **Helpful Skills:**

- Some background in sales or fundraising
- Energetic and able to motivate
- Interested in serving the youth of the community
- Good communication and organization skills

#### **Principal Responsibilities:**

- Motivate and encourage the Scout Families to provide at least 8 hours of Unit service through popcorn sales
- Read messages from Council Popcorn Specialist and communicate news to Scout Families
- Train them in the Unit's goals and internal policies
- Attend Council training and District booth selections or kick off events
- Educate families and encourage registration for online sales
- Coordinate booth locations to families based on District selections
- Coordinate product distribution to the families
- Collect take orders of Scouts
- Track all person to person sales in Trail's End popcorn system
- Work with Unit treasurer or chair to ensure on time payment
- Distribute Unit or Council prizes





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### UNIT COMMITTEE KEYS TO SUCCESS:

1. Develop your Unit's Ideal Year of Scouting and how much it's going to cost. .  
Decide on a Unit sales goal and then divide that goal a "per scout" goal. –  
submit your budget to your District Executive
2. Attend one of the Sneak Peek VIP events
3. Attend one of the Unit Leader Popcorn Trainings and/or Hand's On  
Workshops.
4. Sign up your Unit online at [www.bsacac.org/popcorn](http://www.bsacac.org/popcorn)
5. Develop a Unit Popcorn Committee to help you ensure an effective and  
efficient selling program
6. Use Show & Sell Suggested Order Calculator
7. Encourage your Scouts to attend the District Kickoff events
8. Develop an incentive plan for your Scouts in addition to the Council prize  
program
9. Host a FUN & EXCITING Unit Kickoff Event. Submit a photo to  
[Melanie.crawford@scouting.org](mailto:Melanie.crawford@scouting.org)
10. Schedule pick up of Show & Sell popcorn
11. Distribute Take Order forms to your scouts by August 1<sup>st</sup>
12. Place Take Order in Trail's End by deadline, don't forget to use your leftover  
Show & Sell inventory first.
13. Place prize orders by November 30<sup>th</sup>. Be sure to double-check for accuracy
14. If choosing the 5% Cash Option instead of prizes, be sure to mark this  
option in the Trails-End Website before November 1<sup>st</sup>
15. Remind Scout parents of Trail's End Scholarship eligibility and direct them  
to the forms

