



## Your Unit Kickoff

The objectives of your popcorn kick-off are simple:

- Get Scouts excited about what they can win.
- Get parents informed about why they should sell.

How can you ensure a successful kick-off?

- Make sure the Kick-Off is properly promoted through e-mail, e-mail groups and phone calls
- Review the presentation with your Unit Leader prior to the meeting. Plan who is to do what.
- Set up a game using your Zyclone, give all Scouts a chance to try it.
- Have popcorn, drinks, and music.
- Wear your popcorn corn head hat if you have one.
- Keep it short.

## Popcorn Kick-off Agenda

1. Pre-Opening Zyclone Shoot Out
2. Grand Opening with music, cheers, and excitement.
3. Show Annual Program ~ a handout with a calendar works best
4. Review Goals and Explain Key Dates
5. Big Finish: Last year's top sellers throw pies in the face of their leaders!  
Issue a challenge to your Scouts and send everyone home motivated to sell.



Follow up after the kick-off with important reminders like dates, family sales goals and prizes Scouts can win. Be sure to promote the "\$600 Club" program. Sample reminder pages can be found online at [www.trails-end.com](http://www.trails-end.com).

