A unit’s Popcorn sale can be quite an undertaking, especially in units with many Scouts. Planning, scheduling, popcorn storage, meetings, money collection, distribution, advertising, prizes, add stress to the Kernel. But successful units and smart Kernels create a Popcorn Team that shares the work load for a smooth operation.

At first, most parents view the popcorn sales as “just another fundraiser” competing with sports, schools, Girl Scouts, etc. But units, especially Cub Scout Packs, should understand that sales process works with the Scouting program to benefit a Scout’s growth and maturity:

- Scouts will “own” their scouting experience by funding THEIR events, camping trips, supplies, projects, etc. Forty Seven percent (47%) of units are FULLY funded by selling just popcorn.
- Scouts gain practice, confidence and self-reliance by speaking with adults in a secure environment. “Adult Interaction” is one of the 8 Methods of Scouting.
- Scouts work toward goals that will earn those rewards.
- Scouts work as a team for the greater good (and fun!) of the unit.

Approaching Popcorn sales in a positive, character-building environment goes hand-in-hand with Scouting and is a win-win for the Scouts and the family’s wallet.

The following pages list some of the possible ways parents and leaders can help. But don’t limit yourself to these. If you have a need, try and fill it.

Some responsibilities are short term or one-time which is a great opportunity for a parent who’s not a registered leader to get involved. Other tasks might take some or all of the selling season. Find the right person for the job.
RECRUITING TIPS

Think about how YOU were recruited and what YOU liked and didn’t like.
People respond better to helping when they are presented with a task to accomplish instead of filling a title or position.

Which sounds better to you...
- “We need someone with a pick-up truck to get our Show-N-Sell popcorn in September. Are you available?” OR
- “Will you be our Distribution Kernel?”

Or another example...
- “For our Popcorn Kickoff we need someone to set up the room, hang these 4 posters, decorate a table, and set out some chairs. Can you come 30 minutes early to do that?” OR
- “Will you be our Kick-Off Kernel?”

People can grasp the specified tasks but tend to shun away from and unknown Title. So “Tasks over Titles”

Parents also want to know what’s expected of them and the time commitment involved. So the following pages outline some roles you can hand to your potential volunteer so they can honestly appraise their availability. And maybe, they can only do a portion of a role and it will take 2 or 3 people to help. Even better! Many hands make light work.

And as always, find a successor. You’ll eventually move on from your unit and it will really help the people who follow you if you can recruit and train an assistant now.
Unit Popcorn Kernel & Assistant Unit Popcorn Kernel

POSITION OVERVIEW:
Lead, communicate, motivate and organize your unit in a successful popcorn sale for an Ideal Year of Scouting.

WORKS WITH:
- District Popcorn Kernel
- Committee Chair, Treasurer and Unit Leader (i.e. Cubmaster, Scoutmaster, etc.)
- Unit’s Popcorn Committee (see Org Chart, page 1)

ATTENDS:
- Popcorn Training and Council Kick-Off
- New Kernel Training if needed
- Show-N-Sell and Take Order distribution days as needed

SPECIFIC RESPONSIBILITIES:
- Organizes and leads the Popcorn Committee. Completes other responsibilities if volunteers aren’t found.
- Stays informed of Council and District information of the sale and communicates that to the unit.
- With the Unit Committee ...
  - Decides the quantity of popcorn needed to be sold to fund unit’s annual budget.
  - Decides on quantity of Show-N-Sell popcorn to order.
  - Decides on unit incentives to encourage Scouts: Top Seller Award, Top Den/Patrol Award, local businesses donations, free camping trips, etc.
  - Ensures key popcorn dates are on unit’s calendar.
  - And with the Kick-Off Kernel, schedules and promotes a Unit Popcorn Kickoff.
- Designates a Show-N-Sell Kernel or schedules sales at store fronts in the community.
- Designates a Kick-Off Kernel or leads a unit popcorn Kick-Off.
- Locates one volunteer (may be Distribution Kernel) to work at District warehouse to sort popcorn before pickup.
- For Show-N-Sell Popcorn:
  - Complete order in the Trail’s End System
  - Determines how and where Show-N-Sell popcorn will be stored and how it will be “checked-out” for days of sale
  - Designate a Pick-Up Kernel or arranges with volunteer(s) to pick up at distribution warehouse
- For Take Order Popcorn:
  - Collect all popcorn order forms and prize selection from Scouts
  - Collect all money due from each Scout
  - Calculates amount of Take Order popcorn to be ordered and complete in Trail’s End system
  - If you are over/under in product, work with other units to either sell or buy at WHOLESALE as needed
  - Completes prize order
- Make payment (or Committee Chair and/or Treasurer) of funds due to Council by the deadline