



Best Practices for a Successful Scout Unit Popcorn Kickoff

A strong popcorn kickoff sets the tone for a successful fundraising season. Use this guide to plan and execute a high-energy event that motivates Scouts, educates parents and engages families. Following this guide and posting pictures on our Council social media can help earn the unit 4% bonus commission.



PREP WORK: PLAN FOR SUCCESS

1. Set Clear Goals

- Define your **unit sales goal** and **individual Scout goals**.
- Create personalized incentives or challenges (e.g., “First to \$500 gets a prize!”).
- Work with the Committee Chair and Committee to create a list of approved items, events, camps that Scouts can apply their popcorn funds towards.

2. Promote Early and Often

- Announce the kickoff **early** in newsletters, texts, and at meetings.
- Use Scout/parent excitement as a marketing tool—have Scouts talk it up!
- Personally invite families and emphasize that it’s **fun and important**.

3. Prepare Materials

- Create visuals: banners, Scout goal charts, an example prize tables.
- Customize our sample kickoff PPT with your own unit’s flare <link here>
- Adjust our sample parent packet to help you communicate with the parents <insert link>



KICKOFF ELEMENTS: MAKE IT MEMORABLE

1. Keep It Fun and Fast-Paced (30–45 mins)

- Music, energy, cheers—treat it like a party!
- Incorporate games (spin-the-wheel, trivia, popcorn toss).
- Offer snacks or a light meal if possible.

2. Highlight Success Stories

- Show what popcorn has funded (campouts, new gear, awards).
- Invite a top seller from last year to share a few tips.
- Share growth stories to inspire the group.

3. Motivate Scouts and Parents

- Introduce Scout and unit-level prizes. Have physical prize tables if possible.
- Explain bonus opportunities (e.g., Top Sellers Parties, drawings).
- Recognize leaders and volunteers from last year.

4. Educate

- Walk through how popcorn sales work (show-n-sell, online, door-to-door).
 - Teach basic sales scripts and safety.
 - Explain key dates, storefronts, and product return policies.
 - Detail how the unit will be using the popcorn proceeds (ex: new Pinewood Derby track or Unit Trailer) and explain what items Scouts may use their portion for (ex: camp expenses).
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MAXIMIZING PARTICIPATION

1. Create a Culture of Engagement

- Recognize **participation**, not just dollars sold—every effort counts.
 - Encourage friendly competition: Dens, families, or age groups.
 - Create a prize experience the entire Den could win.
 - Set the expectation that every member of the unit will participate
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A great kickoff creates **buy-in, excitement, and confidence**. If Scouts believe they can do it—and see that others believe in them—they will rise to the occasion. 🎯