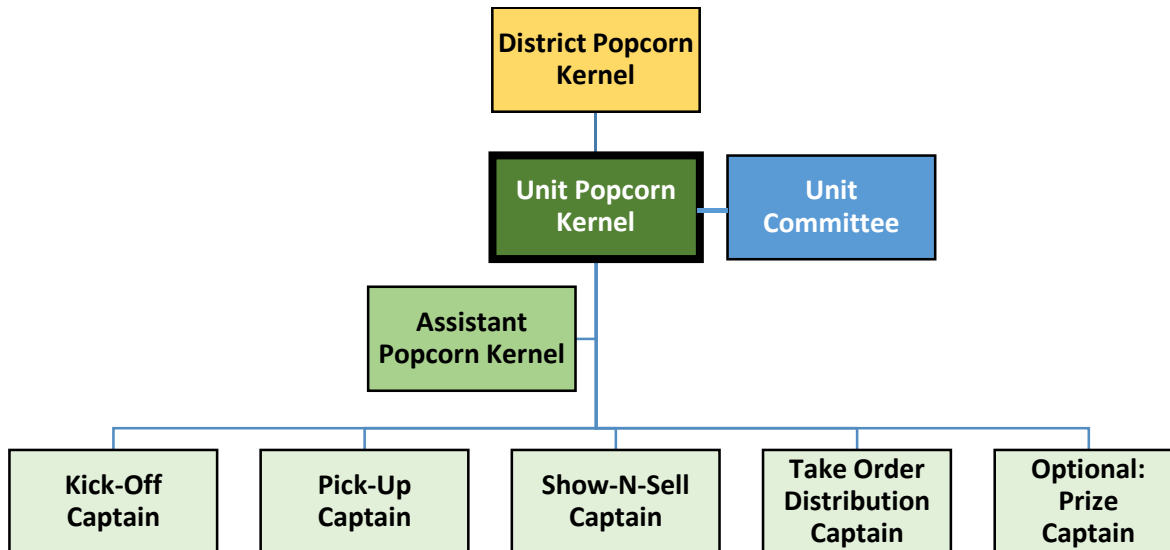




UNIT POPCORN SALES JOB DESCRIPTIONS



Unit = Your Pack, Troop, Crew, Ship or Team

Unit popcorn sales, especially ones with many Scouts, can be an undertaking: planning, scheduling, popcorn storage, meetings, money collection, distribution, advertising, prizes, etc. The successful unit and the smart Kernel will create a Committee (composed of Captains) of several volunteers who will work in concert for a smooth operation.

In that some responsibilities are short term, it is a great opportunity for parents who are not part of the formal leadership to offer their time and resources.

Although popcorn sales can be tedious, the benefits far outweigh the drawbacks. At first, most parents see popcorn sales as “just another fund raiser” competing with sports, schools, Girl Scouts, etc. But units, especially Cub Scout Packs, should consider how the sales process will benefit the Scout’s growth and maturity:

- Scouts will “own” their scouting experience by earning THEIR events, camping trips, supplies, projects, etc. It is possible for a unit to FULLY fund itself through popcorn sales.
- Scouts gain practice, confidence and self-reliance by speaking with new people in a secure environment.
- Scouts work toward goals that will earn them 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’s goals and is a win-win for both the boys and their family’s wallet.



Unit Popcorn Kernel Assistant Unit Popcorn Kernel

POSITION OVERVIEW:

Lead, communicate, inspire and organize your unit in a successful popcorn sale.

WORKS WITH:

- Committee Chair, Treasurer and Unit Leader, i.e. Cubmaster, Scoutmaster, etc.
- District Popcorn Kernel
- Unit's Popcorn Committee (see Org Chart above)

ATTENDS:

- Council Kick-off/Popcorn training
- Supplemental training as needed
- Show-N-Sell and Take Order distribution days as needed

SPECIFIC RESPONSIBILITIES:

- **Organizes and leads** the Popcorn Committee. Fills the Captain's 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 ...**
 - Helps decide the **quantity of popcorn** needed to be sold to fund unit's annual budget.
 - Helps decide on quantity of **Show-N-Sell popcorn** to order.
 - Help decide on **unit incentives** (if any) to encourage Scouts, ex: Top Seller Award, Top Den/Patrol Award, local businesses donations, free unit dues or camping trips, etc.
 - Ensures key **popcorn dates** are on unit's calendar.
 - With the Kick-off Captain, schedules and promotes a **Unit Popcorn Kickoff**.
- Either designates a **Show-N-Sell Captain** or **schedules sales at store fronts** in the community. (See Show-N-Sell Captain below.)
- Either designates a **Kick-Off Captain** or **leads a unit popcorn Kick Off**. (See Kick-off Captain below.)
- **Locates one volunteer** (may be Distribution Captain) to work at District warehouse to sort popcorn before pickup.
- **For Show-N-Sell Popcorn:**
 - **Complete order** in the Trail's End System
 - Decide how and where **Show-N-Sell popcorn will be stored** and how it will be "checked-out" for days of sale
 - Either designate a **Pick-Up Captain** or arrange 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
 - **Calculate 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
 - **Complete prize incentive order in Trail's End System**
- **Make payment** (or Committee Chair and/or Treasurer) of funds due to Council by the deadline



Kick-Off Captain

POSITION OVERVIEW:

Plan and execute an exciting unit Popcorn Kickoff to inspire and motivate the scouts.

WORKS WITH:

- Unit Popcorn Kernel
- Unit Committee

ATTENDS:

- Unit popcorn planning sessions

SPECIFIC RESPONSIBILITIES:

- **Secures location** for kick-off suitable for an exciting event (typically current unit meeting location)
- **Prepares** decorations, room layout, audio-visuals, tables and other necessary items
- **Readies** handouts, samples, door prizes, examples and other items for the Scouts
- **Prepares agenda** and presentation using songs, skits, slideshows, testimonials, etc.
- **Explains** to scouts the unit process for selling popcorn and minimum goals. This would include ...
 - Products, especially new ones
 - Trail's End incentives (gifts, gift cards, toys, \$600 prize, Top Seller prizes, etc.)
 - Unit incentives, if any
 - Show-N-Sell procedures, dates, explanation, etc.
 - Promote and explain On-Line sales at trailsend.com
 - Distribute sales packets
 - Turn in process for door-to-door sales in October
 - Other unit required details for kick-off
- **Answers questions.**
- Ensures facility is **cleaned and straightened** at completion.



Show-N-Sell Captain

POSITION OVERVIEW:

Visit local businesses to establish dates and times for selling popcorn at store fronts.

May also store popcorn at home if not using the Scouting or other facility.

May also be in charge of the check-out/check-in process.

WORKS WITH:

- Unit Popcorn Kernel
- Unit Treasurer
- Distribution Captain

ATTENDS:

- Unit popcorn meetings

SPECIFIC RESPONSIBILITIES:

- **Lineup selling locations**, dates and times at local businesses and at Charter Organization if applicable, ex: church, synagogue, school, VFA, etc.
- Works with unit committee, den/patrol leaders, etc. to **establish a schedule** of who will sell at which location on selling days.
- **Devise a popcorn check-out/check-in system** for retrieving and returning unsold popcorn. Will collect monies earned, names of Scouts who worked the sale for credit, hours worked, etc.
 - Other possible items checked out might include table(s), portable awnings, banners and cord, collection box, extra cash for change, bags, water for hydration, chairs, tape, etc.
- **Delivers monies to Treasurer** in a timely manner along with worker's names and timeframes for unit credit.
- After last Show-N-Sell, **informs Popcorn committee quantity of product remaining** to fold into supplying popcorn for door-to-door (Take Order) sales.



Pick-Up Captain

POSITION OVERVIEW:

Coordinates Show-N-Sell and Take Order popcorn pick-up from warehouses on District Distribution days. May also volunteer at the distribution warehouse to help sort popcorn before pickup.

WORKS WITH:

- Popcorn Kernel
- Show-N-Sell Captain

ATTENDS:

- Unit popcorn meetings as needed

SPECIFIC RESPONSIBILITIES:

Popcorn is ordered and picked up twice from the District warehouse: **Show-N-Sell** (if your unit decides on selling via this method) and **Take Order**. The responsibilities below apply to each.

- Receives from Popcorn Kernel **number of cases** that will be picked up.
- **Determines type and quantity of vehicles** needed. The following is a suggested vehicle sizes for number of cases ordered:
 - **20 Cases: Mid-Size Car:** backseat, empty trunk, etc.
 - **40 Cases: Jeep Cherokee**
 - **60 Cases: Mini-Van:** folded down/removed seats, rear cargo, etc.
 - **70 Cases: Suburban / Explorer**
 - **90 Cases: Pick-up Truck:** F150 size
 - **150-200 Cases: Trailer** or **Small U-Haul:** average pack/troop trailer along with space in tow vehicle
- **Locates volunteers** to help load vehicle at pick-up location.
 - For small orders, this may be not necessary as there are typically volunteers at the pick-up location to help load. Contact your District Kernel for advice.
 - Based on your District's procedures for pick-up, children younger than 5th grade may be discouraged from being present or should remain in the vehicle due to safety concerns.
- **Delivers popcorn** to either the agreed upon storage location (typical for Show-N-Sell) or distribution location (typical for Take Order)
- **Optional:** your district may require a volunteer from each unit to assist in sorting at warehouse either the day before or day of pick-up. The Pick-Up Captain could volunteer for this work since s/he will be at site for pick-up anyway.
- The Pick-Up Captain does not necessarily need to own a pick-up truck. 😊 (had to put a joke in somewhere)



Take Order Distribution Captain

POSITION OVERVIEW:

Coordinates method of distributing Take Order popcorn to Dens, Patrols, Families or Scouts after receiving them from the Distribution warehouse. Potentially this position could be filled by the Show-N-Sell Captain

WORKS WITH:

- Unit Popcorn Kernel
- Pick-Up Captain

ATTENDS:

- Popcorn meetings as needed

SPECIFIC RESPONSIBILITIES:

- Works with Popcorn Kernel on **method of distributing the correct popcorn** into the Scout's possession for delivery to customers.
 - In large Packs, for example, popcorn may need to be sorted into Dens or Family groups for pickup.
 - Or it may work best to pick up popcorn on a per-family basis.
- Ensures **correct amount of popcorn** is given to correct person(s) or leaders.
- If unit has **overage or underage**, may have to work with other unit(s) to buy or deliver needed popcorn.
- **Delivers extra popcorn**, if any, to location as determined by the Unit Kernel.



Optional: Prize Captain

POSITION OVERVIEW:

Obtains unit's internal prizes based on award levels.

WORKS WITH:

- Unit Popcorn Kernel

ATTENDS:

- Popcorn meetings as needed

SPECIFIC RESPONSIBILITIES:

- This optional position is someone who will buy and/or obtain the necessary prize incentives as determined by the Popcorn and Unit Committees.
- Note that not all prizes need be monetary. Donations are perfectly acceptable.
- May also devise the award presentation setup: decorations, drama, music, fanfare, etc.