

UNIT KICKOFF CHECKLIST



AGENDA

LOGISTICS

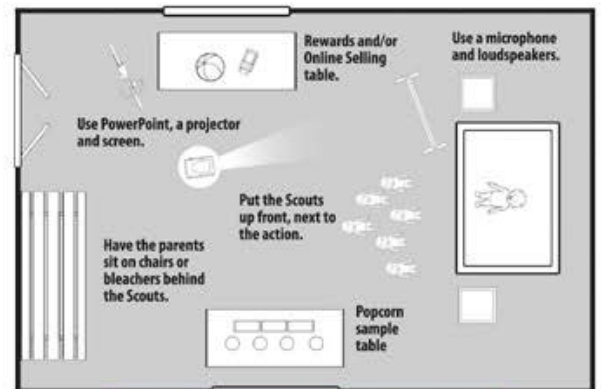
- Location
- Date & Time
- Send invitations!
- Recruit Help

ATMOSPHERE

- Theme
- Games & Activities
- Music
- Decorations

CONTENT

- Media
 - Training videos
 - Motivational videos
- Printed Materials
 - Family Guides
 - Program Calendar
 - Parent Handouts
 - Unit-Specific Literature
- Presentation
- Product Samples
- Rewards / Incentives



Example Kickoff Floor Plan

Sample Kickoff Agenda (30 minutes)

Grand Opening (5 minutes)

- Play music, dim the lights and HAVE FUN!
- Get ideas from online, other Units; lots of example out there.

Share your Scouting program & promote upcoming adventures (10 minutes)

- Make sure families understand the benefits of selling popcorn and how it pays for their program
- Highlight key dates that are important to the popcorn sale.

Train your Scouts (10 minutes)

- Show Scouts training videos on selling Pecatonica River at your Kickoff. You can download these videos to your computer ahead of time if you kickoff location does not have internet.

Go online to <https://PecatonicaRiverPopcorn.com/training-videos/>

- Explain the different ways Scouts can sell: Show-N-Sell, Show & Deliver (wagon sales), Take Order, Online, or combination..

Showcase your Scouts rewards (5 minutes)

- Introduce your unit incentive program, (Unit's own, prize program, council rewards).

Big Finish

- Have the top sellers from last year highlighted & recognized
- Send everyone home motivated to sell.

KEEP IT SHORT, MOVING & FUN!

