

# MISSION PLAN FOR A KERNEL



## DEAR UNIT KERNEL:

Thank you for taking the time to give leadership to your unit's fundraising effort this year. As the Force awakens this year help fund boys' adventures. Your mission awaits.

- 1. SET GOALS.** By now, the unit has planned a year of adventure for the kids and know how much it will cost. This sale can fund all of that program! Once you know what the unit goal is, you can figure out what each Scout's goal should be.
- 2. REGISTER YOURSELF:** Visit [www.michiganscouting.org/popcorn](http://www.michiganscouting.org/popcorn) to sign up and start receiving popcorn related information from MCC and your FSC team.
- 3. GET MISSION READY:** One of the best ways for you to achieve your mission is to schedule storefront selling at high-traffic places (markets, malls, festivals – be creative). • Set your Scouts up to sell online. You can find instructions at [www.michiganscouting.org/popcorn](http://www.michiganscouting.org/popcorn). • Prepare sales materials for each Scout family; make sure Scouts have enough order forms. • Look online for optional marketing items to download, found on the website.
- 4. MOTIVATE** your Scouts with incentives. Show them the cool prizes they can earn so they can set their own goals higher than what the unit asks them to do.
- 5. BUILD YOUR BEST POPCORN KICK OFF** ever. This could be the most important step to propel the unit's sale into hyperspace. It's your chance to get Scouts and parents excited about Funding Adventure and to explain how to do it. Put a sales kit in each Scout's hands. Remember, if it's not fun... it will fail – a sample kickoff is on the back of this paper. Demonstrate to the kids how to approach customers.
- 6. STAY ON TRACK.** Mark your calendar with important dates like when to collect Scouts' orders to make a unit order, when to pick up the unit's order and get it to the Scouts so they can deliver it, and when to collect payments from Scouts so that you can get it into the bank. • Constantly communicate with Scouts and parents; you are the one who will help them stay on track.
- 7. SETTLE UP.** Make sure to make payments on time. Use the Automated Clearing House (ACH) payment system or post-dated check(s). Visit [www.michiganscouting.org/popcorn](http://www.michiganscouting.org/popcorn) for instructions. • After your popcorn is paid for – everything else delivered and collect for is Funding Adventure for your unit!
- 8. CELEBRATE!** Order prizes for the Scouts. • Plan a unit party!

**You're not alone. If you have a question... Please! Ask us.**

Online: [www.michiganscouting.org/popcorn](http://www.michiganscouting.org/popcorn) for dates and FAQs

Your district Kernel: \_\_\_\_\_

Your professional Scouter: \_\_\_\_\_

Your Field Service Council's product sale advisor:

President Ford Field Service Council  
[John.Gower@scouting.org](mailto:John.Gower@scouting.org)

Southern Shores Field Service Council  
[Dominic.Gualitieri@scouting.org](mailto:Dominic.Gualitieri@scouting.org)

Great Lakes Field Service Council  
[Andrew.Tata@scouting.org](mailto:Andrew.Tata@scouting.org)

Water and Woods Field Service Council  
[Cynthia.Gaines@scouting.org](mailto:Cynthia.Gaines@scouting.org)

Michigan Crossroads Council's product sale expert: Alanna Bonar at [mccpopcorn@scouting.org](mailto:mccpopcorn@scouting.org)

The Force is strong with your upline, but **no one is more important than YOU.**  
You are the hero who is making adventure happen for the kids. Thank you!



**THE FORCE AWAKENS:** Unit Popcorn Kickoff Sample Agenda: The meeting should take no longer than one hour from start to finish and be FUN. Pick a theme, like Star Wars, and go over the top.

Time	Length	Description	Presented By
Fill in time here ↓	n/a	Prior Preparation Prepare each family's sales kit in a handy envelope. Complete Scouts' guides with your name and contact information. Prepare a goal chart – just an outline that Scouts can complete later.	Popcorn Kernel
	20 min	Set up. Be ready for early arrivals with an activity or game, like a Light Saber match (using pool noodles) or making/coloring a Star Wars mask. Google great ideas from others who have already had Star Wars parties.	Popcorn Kernel and Unit Leaders
	3 min	Opening Pledge of Allegiance, Scout Oath / Scout Law. For a Star Wars them, have them repeat the Jedi Code (that you make up or alter from online versions) after you say it. Welcome everyone.	Unit Leader
	2 min	Why? We sell popcorn to pay for boys' adventures for the year. Funds raised through the sale pay for things like outings, meeting supplies, camp fees and other excursions, and helps the unit charter with BSA every year. It also helps the Boy Scout council help others. The Trail's End sale gives units a MUCH bigger profit share of their efforts than other sales do.	Unit Leader or Committee Chair
	10 min	Incentives Recognize last year's top sellers. Knight them as Jedi Masters. Review prize program and bonuses. Pass out Death Star (and how to earn the patch collection) coloring page	Popcorn Chair
	2 min	What Share what the unit's goal is and the minimum goal for each Scout to cover their share of the adventure.	Committee Chair
	15 min	Activity Prepare a goal chart on a poster board (like a Light Saber shape) and ask each Scout to color it. You can have goal charts by pack/patrol or one for the whole unit. (available at <a href="http://www.michiganscouting.org/popcorn">www.michiganscouting.org/popcorn</a> )	Unit Leader and Den Leaders
	17 min	How Ask Scouts and their parents for ideas on how Scouts can always be safe while selling their product. Review methods of selling. Demonstrate/practice: Storefront sales Door-to-door (with product and taking orders) Online sales (using social media and email)	Popcorn Kernel
	5 min.	When? Review sale dates Review Show-N-Sell dates and locations Review when orders are due and when they must be picked up Review how to collect payments Review how to promote Operation Popcorn and take military orders	Popcorn Kernel
	2 min	Who? How can parents, grandparents and other friends help fund adventure? Create a list of places Scouts are likely to find customers.	Popcorn Kernel
	2 min	What's Next? Review start date. Create excitement for "reporting" at the next meeting and coloring in the growth chart created earlier. Instruct families to get sales kits during "Treats" time.	Popcorn Kernel
	2 min	Closing Thank everyone for coming and for doing their part to support the unit.	Unit Leader
	n/a	Treats Have some Star Wars "rations" (cupcakes or other thematic treat) Give sales kits to each family. Collect online sale information	Committee Chair Popcorn Kernel