

# WHAT EVERY KERNEL SHOULD KNOW ...

- Liaison with Council
- Attend the Council/District popcorn kickoff meeting.
- Would submit for or line up show and sell times and locations.
- Would host a popcorn kickoff event with your den/pack/troop to share product and program knowledge learned and promote the sale.
- Would manage and perhaps warehouse inventory on all unit popcorn.
- Would manage all returns and transfers in a timely manner.
- Reconcile online invoice with unit paperwork **before the final payment due date.**

## Contact List

- List phones and emails of District and Council Level individuals that you can call on if you need questions answered.
- List phones and emails of Unit Leaders, Committee members and active parents that you can rely on for help.
- List phones and emails of families in your unit.

## Unit Historical Data

- Talk to your past Unit Popcorn Kernel or Committee Chair to get a historical perspective for your unit.
- Look at last year's sale, number of selling scouts, number of show and sell locations and average sale per scout.

## Unit Planning

- Meet with your unit committee in the Spring/Summer to build your unit's program plan and budget.
- Using the Ideal Year of Scouting, decide how much popcorn your unit needs to sell.
- Set a goal for your unit sale. As a unit, set a per Scout goal.

## Timeline

- Review the Sales Guide for all different sale options available.
- Decide which portions of the sale suit your unit's abilities/goals and program timeline.
- Set your unit timeline following MCC order dates/delivery dates/show and sells/return options and payment due dates.