



Unit Popcorn Kernel

- Attend council-wide District Popcorn Kick-Off meeting
- Create a Unit Popcorn Sale Plan by using the Virtual Sales Planner on the Trails-End Popcorn System.
- Contact all families in your unit to communicate your unit's popcorn sale plan.
- Recruit other volunteers in your unit to help with your unit's popcorn sale (Product Pick-Up, Unit Marketing, Unit Kick-Off, Etc.).
- Help promote the Popcorn Sale at various unit events
- Follow-up with your unit's families to insure that they are actually participating in the Popcorn Sale.
- Follow-up with your unit's families to help answer their questions and help them be successful.

