Unit Popcorn Kernel Position Description

The Popcorn Kernel is responsible for the overall organization and implementation of the unit’s popcorn sale. This person ensures promotion, timely report of unit sales, popcorn pick up, and popcorn payment.

Duties include:

**Kickoff Training**

- Gather information, forms, materials, and ask questions.

**Develop a Plan**

- Establish a plan from the beginning of the sale to the end including unit kickoff, communication throughout the sale, distribution of popcorn, collection of money, and review of the sale.

**Unit Sales Goal**

- Determine an overall sales goal for the unit and goal per Scout and/or family.

**Promote**

- Market to the parents and Scouts of your unit through flyers, weekly e-mails, and notice of meetings throughout the sale.

**Popcorn Kickoff Materials**

- Schedule a kickoff day for your unit using the sales kickoff materials provided to get your Scouts excited for the sale! For additional supplies and support for your unit kickoff, please contact your District’s Popcorn Kernel.

**Record Keeping**

- Organize accurate records of unit sales, prizes earned, and payments due and made by the Scouts in your unit.

**Product Organization**

- Keep track of placing orders, picking up of popcorn, distribution of popcorn to Scouts, and returning of excess popcorn (if necessary) for your Unit.

**Rewards**

- Work with Scouts to choose a reward level goal, order rewards and distribute rewards upon delivery in a quick and timely manner.

**Sale Evaluation**

- Work with your unit leaders on the evaluation sheet to determine what worked, what didn’t, and to communicate any suggestions for future popcorn sales.

**Recruitment**

- Identify 1-3 people that can help serve on a popcorn committee with you. More hands make planning and executing the popcorn sale easier.
- Determine within your unit who the next Popcorn Kernel and additional adult volunteers are, and communicate any necessary information to them for future sales.