 UNIT KICKOFF CHECKLIST

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

Sample Kickoff Agenda (30 minutes)

- Grand Opening (5 minutes)
  - Play music, dim the lights and have fun!
  - Get ideas from our Host an Awesome Kickoff video at sell.trails-end.com

- 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 Scout training videos on sell.trails-end.com at your kickoff. You can download these videos to your computer ahead of time if your kickoff location does not have internet
  - Explain the different ways Scouts can sell: Show-N-Sell, Show & Deliver, Take Order, Digital Take Order App, and online at Trails-End.com

- Showcase your Scout rewards (5 minutes)
  - Introduce your unit incentive program, including the Trail’s End Scholarship Program

- Big Finish
  - Have the top sellers from last year throw pies in the faces of the leaders
  - Send everyone home motivated to sell!

Keep it FUN! Keep it MOVING! Keep it SHORT!