

# Suggested Popcorn Timeline for Units\*

## Atlanta Area Council – 2015

\*Unit = Your Pack, Troop, Crew, Ship or Team

### May

- Select a Popcorn Kernel and Assistant Kernel**  
Units run more efficiently with at least 2 Kernels
- Register your Unit for Popcorn Training**

### June / Summer Unit Planning

- Requirement 1 of 5 for extra 5-8% commission**  
**Register & attend any Summer Training:** learn best practices, what's new for 2015, goals, etc. If you're experienced, have a new assistant (or 2) attend in your place. See calendar.
- Committee: Determine "Ideal Year of Scouting" and budget needed to fund it.** Divide by the number of Scouts to determine each Scout's goal.
- Decide on Unit incentives/awards**  
ex: Top Seller, Top Den/Patrol, local business freebies that can be awarded, award levels for free events like overnights, summer camp, etc.
- Ensure key popcorn dates are on unit calendar**  
Unit Kick-Off, Warehouse Pick-Ups, Take Order forms and money due, award events, etc.

### July

- Secure secondary volunteers as Assistant Kernels:**  
see "Unit Popcorn Sales Job Descriptions" document
- Begin Unit Popcorn Kickoff Preparations:**  
Location, Setup, Projector/Screen if needed, Tables, Samples, Handouts, Door Prizes, etc.
- Schedule Show-N-Sell locations** at local businesses
- Schedule sale(s) at Chartered Organization**
- Advertise Popcorn Kick-Off event in unit**
- Plan dates for neighborhood sales weekends**
- Determine Show-N-Sell quantity to order:** Unit committee should be involved, use spreadsheets to help.
- Determine Show-N-Sell popcorn storage location**  
Garage, storage shed, trailer, Scout Hut, etc.

### August

- Requirement 2 of 5 to receive extra 5-8%**  
**Register and attend any Council Kickoff:** See calendar.
- If you are a new Kernel, **attend the New Kernel Training or Webinar** after Council Kickoff
- Work with Committee and Den/Patrol leaders on when and where scouts will sell at Show-N-Sell locations**

- Have Popcorn Kick-off Event**
- Requirement 3 of 5 for extra 5-8% commission**  
**Email picture of Kick-off to Emily**
- Order Show-N-Sell Popcorn by August 26**

### September

- Designate Show-N-Sell Pickup Kernel**  
Schedule transportation vehicle if needed: you may need a large vehicle or trailer depending on quantity ordered
- Requirement 4a of 5 for extra 5-8% commission**  
**If ordered, pickup Show-N-Sell Popcorn, Sept. 12**
- Sell Show-N-Sell Popcorn**

### October

- Inform families when/where/how Take Order forms and monies should be collected**
- Tabulate quantity of Take Order to order**  
Subtract current inventory, of course.
- Work with other units to purchase or trade overstock/understock**
- Order Take Order popcorn by October 28**

### November

- Designate Take Order Pickup Kernel**
- Requirement 4b of 5 for extra 5-8% commission**  
**Pickup Take Order Popcorn, November 14**
- Order Trail's End prizes via Keller** after payment is made to Council (by December 3). Prizes won't ship until payment is made.
- Collect any remaining monies**
- Present any awards at next Unit meeting**

### December

- By December 3 (or any day before), submit to Council ...**
  - Requirement 5 of 5 for extra 5-8% commission**  
**Final Invoice Payment**
  - Top Sellers Form(s)**
  - Pickup \$600 Club Prize (last chance)**

### December '15 or January, '16

- Top Sellers Event attend Reception (TBD)**

### July, 2016

- Top Units and Sellers attend Very Important Sellers (VIPS) Reception (you'll be contacted)**