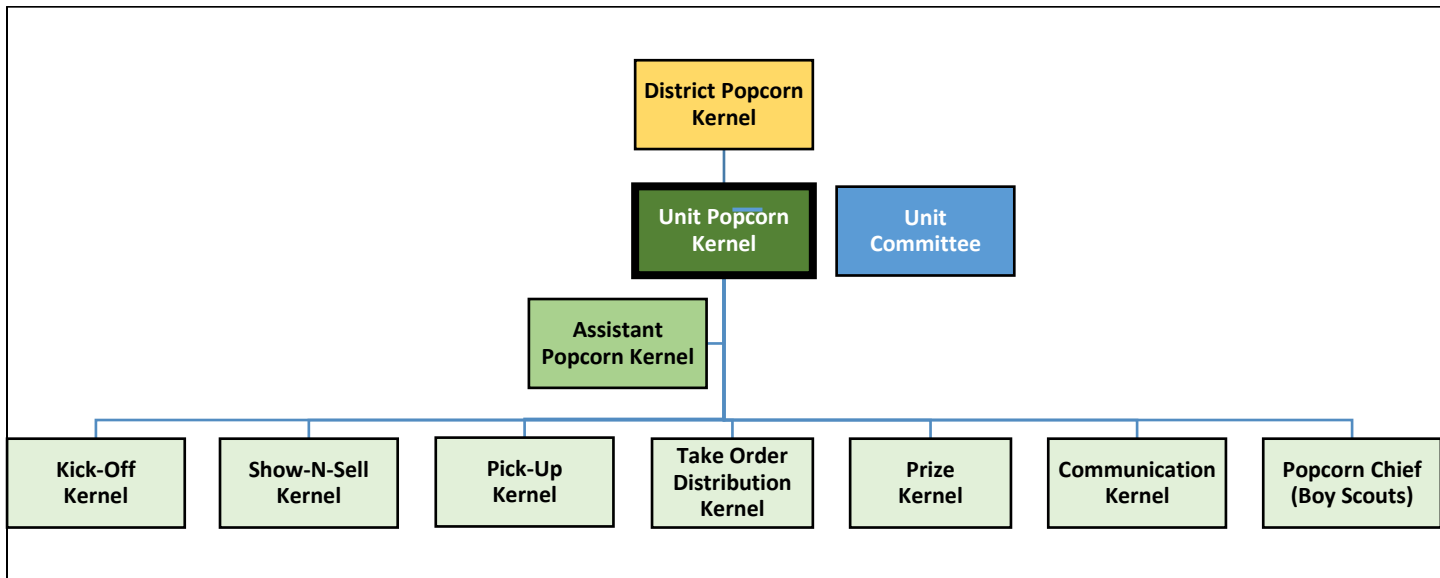


# UNIT KERNEL JOB DESCRIPTIONS



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

A unit's Popcorn sale can be quite an undertaking, especially in units with many Scouts. Planning, scheduling, storage, meetings, money collection, distribution, advertising, prizes, add stress to the Kernel. Successful units and smart Kernels create a Popcorn Team that share the work load for a smooth operation.

At first, parents view the popcorn sales as "just another fundraiser" competing with sports, schools, Girl Scouts, etc. But units should understand that the sales process works with the Scouting program to benefit a Scout's growth and maturity:

- Scouts will "own" their scouting experience by funding THEIR events, camping trips, supplies, projects, etc. Forty Seven percent (47%) of units are FULLY funded by selling just popcorn.
- Scouts gain practice, confidence and self-reliance by speaking with adults in a secure environment. "Adult Interaction" is one of the 8 Methods of Scouting.
- Scouts work toward goals that will earn them rewards.
- Scouts work as a team for the greater good (and fun!) of the unit.

Approaching Popcorn sales in a positive, character-building environment goes hand-in-hand with Scouting and is a win-win for the Scouts and the family's wallet.

The following pages list some of the possible ways parents and leaders can help. But don't limit yourself to these. If you have a need, try and fill it.

Some responsibilities are short term or one-time which is a great opportunity for a parent who's not a registered leader to get involved. Other tasks might take some or all of the selling season. Find the right person for the job.

# UNIT KERNEL JOB DESCRIPTIONS



## RECRUITING TIPS

Think about how YOU were recruited and what YOU liked and didn't like.

People respond better when they are presented with a task to accomplish instead of filling a title or position.

Which sounds better to you ...

1. "We need someone with a pick-up truck to get our Show-N-Sell popcorn in September. Are you available?" **OR**
2. "Will you be our Distribution Kernel?"

Or another example ...

1. "For our Popcorn Kickoff we need someone to set up the room, hang these 4 posters, decorate a table, and set out some chairs. Can you come 30 minutes early to do that?" **OR**
2. "Will you be our Kick-Off Kernel?"

People understand specified tasks but shun unknown titles. So "Tasks over Titles"

Parents also want to know what's expected of them and the time commitment involved. The following pages outline some roles you can hand to your potential volunteers so they can honestly appraise their availability. And maybe, they can only do a portion of a role and it will take 2 or 3 people to help. Even better! Many hands make light work.

And as always, find a successor. You'll eventually move on from your unit and it will really help the people who follow you if you can recruit and train an assistant now.

# UNIT KERNEL JOB DESCRIPTIONS



## Unit Popcorn Kernel & Assistant Unit Popcorn Kernel

### POSITION OVERVIEW:

Lead, communicate, motivate and organize your unit in a successful popcorn sale for an Ideal Year of Scouting.

### WORKS WITH:

- District Popcorn Kernel
- Committee Chair, Treasurer and Unit Leader (i.e. Cubmaster, Scoutmaster, etc.)
- Unit's Popcorn Committee (see Org Chart, page 1)

### ATTENDS:

- Popcorn Training and Council Kick-Off
- New Kernel Training if needed
- Show-N-Sell and Take Order distribution days as needed

### SPECIFIC RESPONSIBILITIES:

- **Organizes and leads** the Popcorn Committee. Completes other responsibilities if volunteers aren't found.
- **Stays informed** of Council and District information of the sale and communicates that to the unit.
- **With the Unit Committee ...**
  - decides the **quantity of popcorn** needed to be sold to fund unit's annual budget.
  - decides on quantity of **Show-N-Sell popcorn** to order.
  - decides on **unit incentives** to encourage Scouts: Top Seller Award, Top Den/Patrol Award, local businesses donations, free camping trips, etc.
  - ensures key **popcorn dates** are on unit's calendar.
  - And with the Kick-Off Kernel, schedules and promotes a **Unit Popcorn Kickoff**.
- Designates a **Show-N-Sell Kernel** or **schedules sales at store fronts** in the community. (See Show-N-Sell Kernel below.)
- Designates a **Kick-Off Kernel** or **leads a unit popcorn Kick-Off**. (See Kick-Off Kernel below.)
- **Locates one volunteer** (may be Distribution Kernel) to work at District warehouse to sort popcorn before pickup.
- **For Show-N-Sell Popcorn:**
  - **Complete order** in the Trail's End System
  - Determines how and where **Show-N-Sell popcorn will be stored** and how it will be "checked-out" for days of sale
  - Designate a **Pick-Up Kernel** or arranges with volunteer(s) to **pick up at distribution warehouse**
- **For Take Order Popcorn:**
  - Collect all **popcorn order forms and prize selection** from Scouts
  - Collect all **money** due from each Scout
  - **Calculates amount of Take Order** popcorn to be ordered and complete in Trail's End system
  - If you are over/under in product, **work with other units** to either sell or buy at WHOLESALE as needed
  - **Completes prize order**
- **Make payment** (or Committee Chair and/or Treasurer) of funds due to Council by the deadline

# UNIT KERNEL JOB DESCRIPTIONS



## Kick-Off Kernel

### POSITION OVERVIEW:

Plan and execute an exciting unit Popcorn Kickoff to inform and motivate Scouts and Parents.

### WORKS WITH:

- Unit Popcorn Kernel
- Unit Committee

### ATTENDS:

- Unit popcorn planning sessions

### SPECIFIC RESPONSIBILITIES:

- **Secures location** (if traditional meeting location is not used ) for Kick-Off suitable for an exciting event
- **Prepares** decorations, posters, room layout, audio-visuals, tables and other necessary items. If a Theme will be used (Star Wars, Robots, Luau, etc.), then procures items for that theme.
- If **Door Prizes** are to be used, procures those and readies system for winning them.
- **Readies** handouts, samples, door prizes, examples and other items for the Scouts
- **Prepares agenda** which may include upbeat presentation, songs, skits, slideshows, testimonials, etc.
- Either leads the Kick-Off or works with “Excited, Fun Leader” to **explain** selling process which should include ...
  - **Products**, especially new ones
  - Trail’s End & Council **Prizes**: toys, gift cards, equipment, \$650 prize, Top Seller prizes, etc.)
  - **Unit incentives**, if any: top seller, top den/patrol, etc.
  - **Show-N-Sell procedures**, dates, explanation, etc.
  - **“How-to” and “How-to-not”** sell door-to-door
  - Explain **On-Line sales** at Trails-end.com
  - Distribute **sales packets**
  - **Turn in process** for door-to-door sales in October
  - Other unit required details for Kick-Off
- **Answers questions**
- Ensures facility is **cleaned and straightened** after completion.

# UNIT KERNEL JOB DESCRIPTIONS



## Show-N-Sell Kernel

### POSITION OVERVIEW:

Visit/Call local businesses to establish dates and times for selling popcorn at store fronts.

May store popcorn at home if not using a Chartered Org facility or other location.

May also be in charge of the check-out/check-in process.

### WORKS WITH:

- Unit Popcorn Kernel
- Unit Treasurer
- Distribution Kernel

### ATTENDS:

- Unit popcorn meetings

### SPECIFIC RESPONSIBILITIES:

- **Secure sales locations, dates and times** at local businesses and at Charter Organization if applicable, ex: church, synagogue, school, VFA, etc.
- Works with unit committee, den/patrol leaders, etc. to **establish a schedule** of who will sell at which location.
- **Devise a popcorn check-out/check-in system** (see Thumb Drive for example) for retrieving and returning unsold popcorn. After sale, collects monies earned, names of Scouts who worked the sale for credit, hours worked, etc.
  - Other possible items for check out might include table(s), portable awnings, banners and cord, collection box, extra cash for change, bags, water for hydration, chairs, tape, etc.
- **Delivers monies to Treasurer** in a timely manner along with worker's names and timeframes for unit credit.
- After last Show-N-Sell, **informs Popcorn committee quantity of product remaining** to fold into supplying popcorn for door-to-door (Take Order) sales.

# UNIT KERNEL JOB DESCRIPTIONS



## Pick-Up Kernel

### POSITION OVERVIEW:

Coordinates Show-N-Sell and Take Order pick-up from warehouses on District Distribution days. May also volunteer at the distribution warehouse to help sort popcorn before pickup.

### WORKS WITH:

- Popcorn Kernel
- Show-N-Sell Kernel

### ATTENDS:

- Unit popcorn meetings as needed

### SPECIFIC RESPONSIBILITIES:

Popcorn is ordered and picked up at a nearby District warehouse for **Show-N-Sell** or **Show-N-Deliver** (if your unit uses this method) and **Take Order**. Responsibilities below apply to each.

- Receives from Popcorn Kernel **number and type of cases** that will be picked up.
- **Determines type and quantity of vehicle(s)** needed. The following is a suggested vehicle size for number of cases:
  - 20 Cases: **Mid-Size Car**--backseat, empty trunk, etc.
  - 40 Cases: **Jeep Cherokee**
  - 60 Cases: **Mini-Van**--folded down/removed seats, rear cargo, etc.
  - 70 Cases: **Suburban / Explorer**
  - 90 Cases: **Pick-up Truck**--F150 / Silverado size (have tie-downs)
  - 150-200 Cases: **Trailer** or **Small U-Haul**: average pack/troop trailer along with space in tow vehicle
- **Locates volunteers** to help load vehicle at pick-up location. At most, 1 person is needed since people take up vehicle space.
  - For small orders, this may be not necessary as there are typically volunteers at the pick-up location to help load. Contact your District Kernel for advice.
  - Based on your District's procedures for pick-up, children younger than 5<sup>th</sup> grade may be discouraged from being present or should remain in the vehicle for safety reasons.
- **Delivers popcorn** to either the agreed upon storage location (typical for Show-N-Sell) or distribution location (typical for Take Order)
- **Optional**: your district may require a volunteer from each unit to assist in sorting at warehouse either the day before or day of pick-up. The Pick-Up Kernel could volunteer for this work since s/he will be at site for pick-up anyway.
- The Pick-Up Kernel does not necessarily need to own a pick-up truck.

## Take Order Distribution Kernel

### POSITION OVERVIEW:

Coordinates method of distributing Take Order popcorn to Dens, Patrols, Families or Scouts after receiving them from the Distribution warehouse.

This position could be filled by the Show-N-Sell or Pick-Up Kernel.

### WORKS WITH:

- Unit Popcorn Kernel
- Pick-Up Kernel

### ATTENDS:

- Popcorn meetings as needed

### SPECIFIC RESPONSIBILITIES:

- Works with Popcorn Kernel on **method of distributing the correct popcorn** into the Scout's possession for delivery to customers.
  - In large units, for example, popcorn may need to be sorted into Dens or Family groups before pickup.
  - Or it may work best to pick up popcorn on a per-family basis.
- Ensures **correct amount of popcorn** is given to correct person(s) or leaders.
- If unit has **overage or underage**, may work with other unit(s) to buy or deliver needed popcorn.
  - **Delivers / picks up extra popcorn**, if any, to location as determined by the Unit Kernel.

# UNIT KERNEL JOB DESCRIPTIONS



## Prize Procurement Kernel

### POSITION OVERVIEW:

Obtains unit's internal prizes/incentives based on award levels.

### WORKS WITH:

- Unit Popcorn Kernel and/or Committee

### ATTENDS:

- Popcorn meetings as needed

### SPECIFIC RESPONSIBILITIES:

- This position is someone who will buy and/or obtain the necessary prize incentives as determined by the Popcorn and Unit Committees.
- Note that not all prizes need be monetary. Donations are perfectly acceptable.
- May also devise the award presentation setup: decorations, drama, music, fanfare, etc.
- If comfortable with approaching businesses, may visit local stores and ask for donations to support the local Scouting unit. These can either be prizes for the Scouts (toys, gift cards, food, etc.) or directed toward the parents (Oil Change, Spa Package, Massage, etc.) which will then be used by the unit for various awards.



# UNIT KERNEL JOB DESCRIPTIONS



## Communication Kernel

### POSITION OVERVIEW:

Provides timely and frequent information about the popcorn sale via the unit's information distribution method(s)

### WORKS WITH:

- Unit Popcorn Kernel

### ATTENDS:

- Popcorn meetings as needed

### SPECIFIC RESPONSIBILITIES:

- Keeps Scouts and families informed with timely information about the unit's popcorn sale. This can include but is not limited to ...
  - Date, location and time for the unit's Kick-Off
  - Date, location and time reminders for Show-N-Sell or Show-N-Delivers
  - Reminders about Council's \$650 Club and Top Seller levels.
  - Weekly or Monthly unit contests and prizes
  - When, where and how Take Order forms and monies are due
  - Information about Take Order pick-up.
- Information can be distributed using email, flyers, social media, and phone calls as needed.

# UNIT KERNEL JOB DESCRIPTIONS



## For Boy Scouts: Popcorn Chief

### POSITION OVERVIEW:

This would be created by the Troop for a Scout as a “position of responsibility” who would be the main liaison between the Patrol Leader Council and the Troop Committee concerning the popcorn sale.

### POSITION SELECTION:

As with all Troop positions of responsibility, the Senior Patrol Leader chooses who would fill this position.

### WORKS WITH:

- Senior Patrol Leader
- Unit Popcorn Kernel or dedicated ASM or Committee Member as mentor

### ATTENDS:

- PLC Meetings
- Adult popcorn meetings as needed

### SPECIFIC RESPONSIBILITIES:

- This role should be discussed and formulated with the Scoutmaster, Senior Patrol Leader and Unit Committee. It will vary from Troop to Troop and could be as simple as a Scout who just informs the PLC of the sale to as complicated as a Scout coordinating much of the effort and using it to work on the Salesmanship Merit Badge. Some responsibilities could include ...
  - Helping to decide on unit prizes/incentives
  - Help and Lead Unit Kick-Off
  - Communicates with the PLC and Patrols on any upcoming selling days
  - May help with procuring Show-N-Sell locations
  - Hands out prizes/incentives
  - Helps with distribution sorting and delivery

**Note:** Troops are Scout led and Scouts should be involved in the fundraising process. After all, it is the Scouts who decide where to go and what to do. Earning money for those decisions should be a part of their selection process.

If your unit creates this position, the Council would enjoy receiving information about your experiences to share with other Troops and Crews. Please email Juliana Rollins with any feedback you can offer: [jrollins@atlantabsa.org](mailto:jrollins@atlantabsa.org)