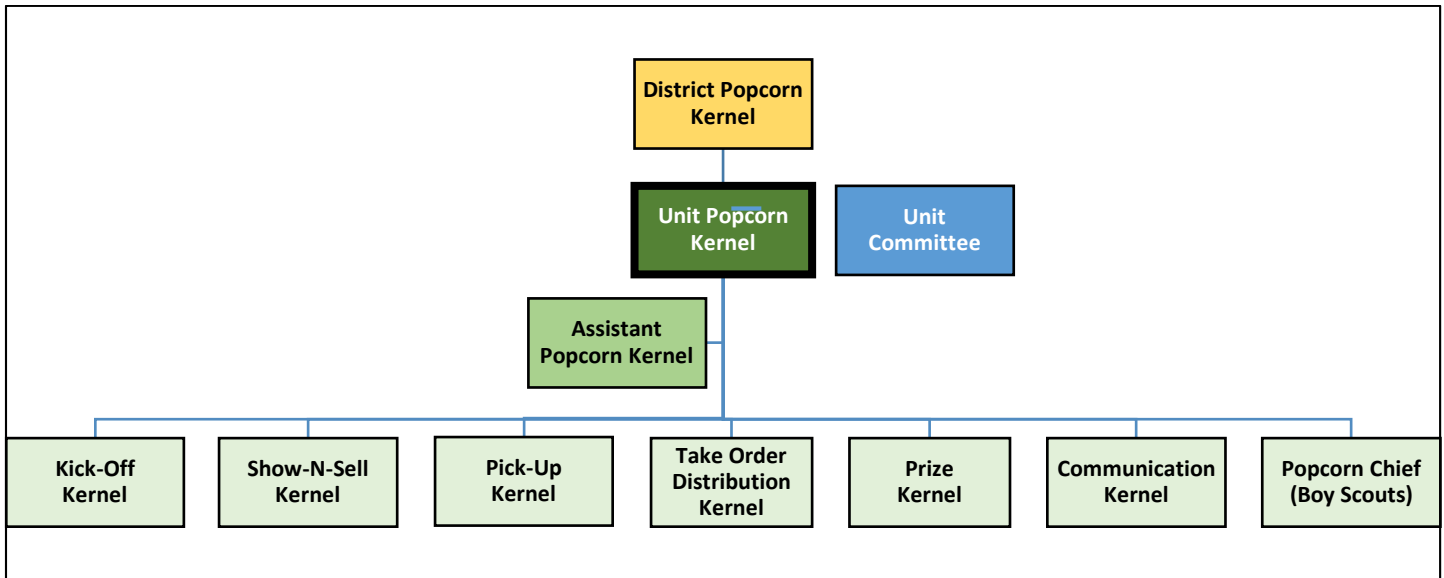




UNIT KERNEL JOB DESCRIPTIONS



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

Popcorn sales can be quite an undertaking, especially in units ones with many Scouts: planning, scheduling, popcorn storage, meetings, money collection, distribution, advertising, prizes, etc. Successful units and smart Kernels will create a Popcorn Team who will share the work load for a smooth operation.

Some responsibilities are short term or one-off which is a great opportunity for the non-leader parents to get involved and offer their time and resources.

At first, most parents see popcorn sales as “just another fund raiser” competing with sports, schools, Girl Scouts, etc. But units, especially Cub Scout Packs, should understand how 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 through popcorn sales.
- Scouts gain practice, confidence and self-reliance by speaking with new adults in a secure environment. “Adult Interaction” is one of the 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.



RECRUITING TIPS

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

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

Which sounds better to you ...

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

Or how about this ...

- For our Popcorn Kickoff we need someone to set up the room, some posters, a table, etc. Can you come early to do that? **OR**
- Will you be our Kick-Off Kernel?

So "Tasks over Titles"

Parents also want to know what steps and the time commitment involved. So the following pages outline some roles you can hand to your potential volunteer 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.

Yours in Popcorn,
Mike "Salty Kernel" Menninger
mikemenn13@gmail.com



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 above)

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. Fills other Kernel's 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



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** 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.
- **Readies** handouts, samples, door prizes, examples and other items for the Scouts
- **Prepares agenda** and presentation using songs, skits, slideshows, testimonials, etc.
- Either leads the Kick-Off or works with "Excited, Fun Leader" to **explain** selling process which includes
 - ...
 - Products, especially new ones
 - Trail's End & Council Prizes: toys, gift cards, equipment, \$600 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** at completion.



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 facility.
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:

- **Lineup selling 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 on selling days.
- **Devise a popcorn check-out/check-in system** for retrieving and returning unsold popcorn. Will collect monies earned, names of Scouts who worked the sale for credit, hours worked, etc.
 - Other possible items checked 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.



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 sells using 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 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 is 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 5th grade may be discouraged from being present or should remain in the vehicle due to safety concerns.
- **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 Packs, for example, popcorn may need to be sorted into Dens or Family groups for 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.



Prize Procurement Kernel

POSITION OVERVIEW:

Obtains unit's internal prizes based on award levels.

WORKS WITH:

- Unit Popcorn Kernel

ATTENDS:

- Popcorn meetings as needed

SPECIFIC RESPONSIBILITIES:

- This optional 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 go to 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.



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
 - 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 decimated using email, flyers and social media.



Popcorn Chief (Boy Scouts)

POSITION OVERVIEW:

As a position of responsibility, is the main Scout liaison between the Patrol Leader Committee and the Troop Committee concerning the popcorn sale.

POSITION SELECTION:

As with all Troop positions of responsibility, it is the role of the Senior Patrol Leader to choose who will be Popcorn Chief.

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 a 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 as needed
 - Helps with distribution sorting and delivery