

UNIT KICKOFF CHECKLIST



LOGISTICS

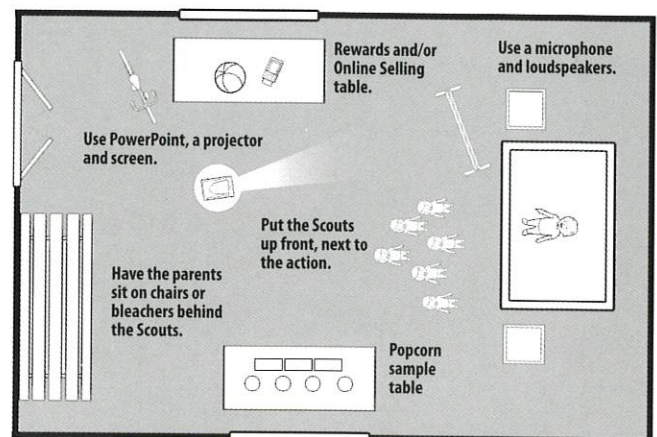
- Location
- Date & Time
 - Send invitations!
- Recruit Help

ATMOSPHERE

- Theme Games & Activities
- Music
- Decorations

CONTENT

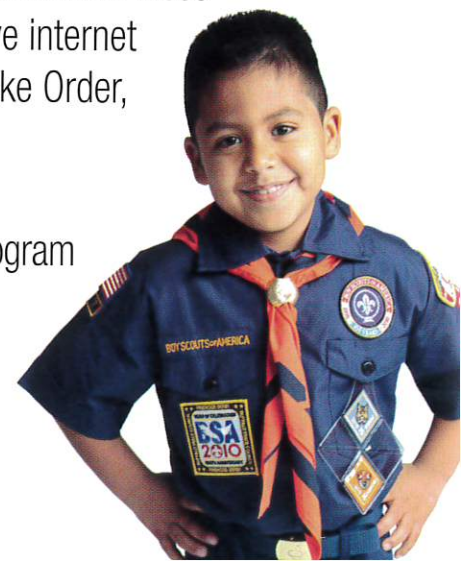
- Media
 - Training videos
 - Motivational videos
- Printed Materials
 - Family Guides
 - Program Calendar
 - Parent Handouts
 - Unit-Specific Literature
- Presentation
- Product Samples
- Rewards / Incentives



Example Kickoff Floor Plan

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!