

PLAN YOUR UNIT KICKOFF

1. Leverage the Unit kickoff presentation on the Training tab through the Trail's End Leader Portal (now mobile friendly).
2. Host your kickoff virtually or in-person and make it exciting for your Unit!
3. Review the year's program calendar and explain to the families how the entire program can be funded with one popcorn fundraiser.
4. Instruct the parents to pull out their phones and **text APP to 62771 to download the Trail's End App.**
 - a. Registration takes less than one minute to create their account.
 - b. Review the steps of recording all orders in the App, benefits of credit cards, and parent credit payment.
5. Communicate the Unit's sales goal and each person's popcorn sales goal. Have the kids enter their goal in the Trail's End App.
6. Show the kids what prizes they can earn by hitting their sales goal.
 - a. Review Trail's End Rewards.
 - b. Suggestion: Have a prize for the top seller in the Unit and / or each den / patrol; video game, gift cards, etc.
7. Role-play with the kids to train them how to sell.
 - a. Practice their popcorn sales speech.
 - b. Review the safety and selling tips.
8. Review sales materials and key dates with parents.

Resources are also available in the Training section of the Leader Portal.

