**Unit Popcorn Kernel Position Description**

The unit popcorn kernel is responsible for the overall organization and implementation of the unit’s popcorn sale. This person ensures promotion, timely processing of unit popcorn & prize orders, popcorn pick-up, and popcorn payment. Duties include:

**Attend Council Kick-off**

* Gather popcorn information, materials and ask questions

**Develop a Plan**

* Establish Show-N-Sell sites working in cooperation with unit parents and leaders.
* Set a site area for Take Orders, such as a housing development.

**Stay Informed**

* Read our What’s Poppin’ newsletter on a weekly basis
* Participate in educational webinars

**Set Goals**

* Determine an overall sales goal for the unit and goal per Scout

**Promote & Motivate**

* Market to parents with flyers and weekly emails throughout the sale
* Schedule a unit kick-off meeting to distribute popcorn materials and to get your Scouts excited for this sale

**Record Keeping**

* Organize accurate records for sales, prizes earned and payments due and made by the Scouts in your unit

**Product Organization**

* Keep track of placing orders, picking up popcorn, distribution of popcorn to Scouts, participate in popcorn swap as needed and return excess popcorn, if necessary, for your unit.

**Scout Incentives**

* Work with Scouts to choose a prize level goal, order prizes and distribute rewards upon delivery

**Recruitment**

* Seek adult volunteers as needed
* Determine within your unit who the next Popcorn Kernel will be and pass communicate any necessary information to them to them for future sales, as needed.

**Have Fun!**