



# 2020 POPCORN RALLY

## Agenda

**Pre-Session New Kernel Orientation: 6pm – 7pm**

**General Session: 7pm**

**Opening** ..... Joel Stone

- Welcome, Overview and Introductions
- Why Popcorn
- Why Set a Goal
- How to Run Your Popcorn Sale During Covid-19
  - Shift mentality, help more
- Sale Calendar Overview

**Sale Details & Logistics**.....Ken Brunner

- Overview New enhancements in 2020 (Safety)
- Parts to the Sale
  - Show & Sell (Door to Door/Storefront)
  - Take Order
  - Online
  - Pre-Sale
- Product lineup
  - Popcorn for a Purpose (1<sup>st</sup> Responders, Military & Food Pantry)
- Ordering: Dates and Deadlines
- Pick-up and Return Information
- Popcorn Transfers & Returns
- Ordering More Popcorn
- Commission Structure

**Strategies for a Successful Sale**.....Bernie Elliot

- Theme
- Unit Kickoff How To (#1 Thing You Can Do)
- 6 Hour Seller Concept
- Get the Most Out of Popcorn
- Prizes & Prize Clubs

### Resources

- Leader Dashboard.....Ken Brunner
- Popcorn App
- Credit Card Processing
- Unit Kernel Resources.....Joel Stone
- Facebook
- Communications, Newsletter, Texts
- Download at [www.danbeard.org/popcorn](http://www.danbeard.org/popcorn)

### Closing

## Popcorn Material Pickup

### Items in your Popcorn Material Supply Bag

- Order Forms
- Leader Guide
- Scout Door Hangers
- Scout Script Bookmarks
- Unit Posters (2)
- Scout Popcorn Checkout Slips
- Popcorn Flyer Packet containing:
  - Unit Kickoff Best Practices
  - Parent Handout Form for Units
  - Scout Sales Goal Template
  - How to use App for Scouts
  - How to use App for Leaders
  - Successful Storefront Sale Flyer
  - Online Selling
  - Pre-Sale Flyer
  - We Accept Credit Cards Flyer
  - Popcorn Piece Patch
  - Bonus Clubs Flyer for Scouts
  - 800 Point Club Flyer for Scouts
  - Successful Storefront Sale Flyer
  - Path to Advancement

### Items Available for Order Online:

- Any additional quantities of the flyers or initial supply bag materials above.
- Square Card Reader (if needed)
- Show and Sell Banner (if needed)
- Popcorn for a Purpose Bucket (if needed)