

Council Popcorn Staff Advisor

POSITION OVERVIEW:

Responsible for developing and administering overall plan to achieve the Council's Net Goal

SPECIFIC RESPONSIBILITIES:

1. Recruit personnel to fill key roles by area. These areas include (Council Kernel, participation, training, distribution, marketing, recognition, and unit popcorn kickoff chairs)
2. Train Council staff on all aspects of the program
3. Create itemized Council Popcorn Budget that meet Council budget objectives
4. Support Professional and Volunteer Staff in computer systems to manage the sale.
5. Develop a strong volunteer committee/action team for the Council
6. Help conduct Council and/or District training on all aspects of the program
7. Support scout/family training at all Council and district events
8. Provide guidance in establishing commission structure that meets Council Budget while supporting units at highest level possible
9. Track overall plan progress on a weekly basis and report results
10. Conduct focus group sessions with select units
11. Promote Online Sales throughout the council

Council Popcorn Kernel

POSITION OVERVIEW:

Work with the Council Finance Chair / Committee and Council Popcorn Advisor to successfully conduct the Council's Annual Popcorn Sale

SPECIFIC RESPONSIBILITIES:

1. Serve on Council Finance Committee
2. With Council Popcorn Advisor and Council Finance Chair, establish goals for Districts and method for obtaining sales goals
3. Recruitment of volunteers for all Council Popcorn Positions and work through District Executives for recruiting all District Positions
4. Creating agendas and running Council Popcorn Meetings throughout the year
5. Develop method for commitment of Unit participation in the popcorn sale
6. Establish Communications method between the Council and the Units regarding the sale
7. With Council Staff Advisor and Council Popcorn Committee create a commission structure and Council prize program that will maximize the sale for the Council and the Unit
8. Approve execution Council Kickoff
9. Support District Kickoffs if needed
10. Creating Job Descriptions for all positions
11. Ensure validation of all popcorn orders from District Kernels
12. Ensure approval of all Unit Prize Orders
13. Help provide training for all involved on the Popcorn System
14. Promote all methods of selling including Online Sales throughout the Council
15. Give updates and final statistics to Council Board at the request of Council Finance Chair

Council Distribution Kernel

POSITION OVERVIEW:

Responsible for distribution and returns of product for units

SPECIFIC RESPONSIBILITIES:

1. Attend all Council Popcorn Meetings
2. With Council Staff Advisor and Council Kernel to secure Council Distribution locations for delivery, returns and storage of product
3. Receive all popcorn orders from the Council Kernel prior to delivery
4. Verify shipment of product from Trail's End
5. Recruit volunteer staff to help sort product for delivery to the District
6. Verify District delivery locations will receive product and coordinate time for delivery
7. Inform Districts as to when product will be delivered to their District
8. Ensure paperwork is signed by each District location for receipt of popcorn
9. Receive all returned popcorn product from Districts for redistribution
10. Provide Final inventory to Council Kernel at the end of the Show and Sell period and Take Order.
11. Ensure delivery of any final product left over back to the Council

Council Site Sales Kernel

POSITION OVERVIEW:

Responsible for coordination of Site Sales location within the Council

SPECIFIC RESPONSIBILITIES:

1. Attend all Council Popcorn Meetings
2. Locate and Obtain written permission from Site Sale locations within the Council for Units to sell using Council approved letters/forms
3. Provide documentation to locations and District Site Sale Kernels regarding permission for the site
4. Assist District Site Sale Kernels in establishing method for determining Unit assignment and times at each Site Sale location
5. Help conduct Secret Shopper visits at Site Locations to determine proper Council Guidelines are followed
6. Develop proper product mix for Units to order for their Show and Sell location and communicate this to Units through the District Site Sale Kernels
7. Assist District Site Sale Kernels to fulfill District product needs for Site Sale.
8. Assist Council Distribution Kernel with final returns

Council Training Kernel

POSITION OVERVIEW:

Responsible for ensuring all Units have a Popcorn Kickoff

SPECIFIC RESPONSIBILITIES:

1. Attend all Council Popcorn Meetings
2. Locate and Obtain written permission for use of facilities in the Council/District for Units to receive training on the popcorn sale
3. Help facilitate Council popcorn kickoff presentations
4. Obtain all technology needed to execute the Council/District Kickoff
5. Assist Council Kernel with training on Popcorn System and trails-end.com
6. Work with a select group of units in preparing and conducting unit popcorn kickoffs
7. Assist in Council and District events and assist in presenting the opportunity of raising funds through the Popcorn Sale
8. Report to Council Kernel the dates of Unit Kickoffs
9. Develop Unit Kickoff Presentation and disseminate to Units for them to use
10. Provide supplement popcorn training if needed.

Popcorn Sale Communication Kernel

POSITION OVERVIEW:

Responsible for building a marketing plan to increase the public awareness of the need and benefits of a Council popcorn sale to the community and provide relevant information to units about the sale

SPECIFIC RESPONSIBILITIES:

1. Attend all Council Popcorn Meetings
2. Author Council Popcorn Newsletter for distribution on a weekly basis to all Unit Leaders and Scouts throughout the sale
3. Help promote Popcorn Sale at District Roundtable and other training events
4. Help promote popcorn sale at camps throughout the summer
5. Work with the local media (newspaper, radio, television, etc.) to create awareness of the popcorn sale
6. Monitor media coverage throughout the sale

Popcorn Sale Recognition Kernel

POSITION OVERVIEW:

Responsible for developing a coordinated Council Prize Program and Weekly Prize Program

SPECIFIC RESPONSIBILITIES:

1. Attend all Council Popcorn Meetings
2. Survey leaders and parents to understand their ideas on recognition for the youth and groups (based on sale increase over prior year, highest sales levels...)
3. Develop a Council Sale recognition plan that is a supplement to the National “Fill It Up” Program, \$1,500 sellers program and scholarship program
4. Solicit business in the Council for prizes that can be used in the Council Prize program
5. Audit Unit Prize Orders before submitting to Trail’s End
 - a. Verify all Units have placed a prize order by the due date
 - b. Verify Patches and/or Pins match the number of Scouts that sold in each unit
 - c. Verify the number of Military Patches is at least the dollar amount of Military Orders in the unit
6. Conduct Weekly Drawings throughout the sale based on established levels
7. Validate all Council Awards vouchers sent to Unit Popcorn Kernel
8. Evaluate the effectiveness of the program at the end of the sale

District Popcorn Staff Advisor (DE)

POSITION OVERVIEW:

Responsible for developing and administering overall plan to achieve the District's portion of Council's Net Goal.

SPECIFIC RESPONSIBILITIES:

1. Recruit personnel to fill key popcorn roles in District. These areas include at minimum District Kernel, Distribution Kernel, and Site Sales Kernel.
2. With District Kernel establish locations for distribution, returns and storage of popcorn in District
3. Ensure District representation at all Council Popcorn Meetings
4. Coordinate with District Kernel to communicate popcorn information specific to District
5. Receive and review unit budgets for all participating units prior to sale
6. Be present at all occasions where money is handled. Ensure all money is turned into Council by the established Due Date.
7. Attend Council Popcorn Kickoff
8. Be able to answer questions from the District Kernel and units on the Popcorn System
9. Support District Kernel throughout the sale

District Popcorn Sale Coordinator (Kernel)

POSITION OVERVIEW:

Work with the District Finance Chair / Committee and District Executive to successfully conduct the Annual Popcorn Sale

SPECIFIC RESPONSIBILITIES:

1. With District Executive and District Finance Chair, build a District Popcorn Sales Team to conduct the annual sale. The team shall include at minimum a Distribution Kernel and, if required in the council, a Site Sales Kernel. Other positions may be added as needed.
2. Serve on District Finance Committee
3. Attend all Council Popcorn Meetings providing information pertinent to their District.
4. Execute plan for commitment from units to participate in the sale
5. Verify locations for delivery, returns and storage of product are arranged
6. Attend the Council Popcorn Kickoff.
7. Become versed with the Trail's End Popcorn website and the submission of Unit product orders. Review and approve all Unit popcorn orders. Verify Prize Orders have been placed by units. Be available to answer any unit questions about the sale including the Popcorn System.
8. Ensure distribution of product to units at district's distribution site.
9. Collect payments from all units and verified by District Executive
10. Have knowledge of District inventory throughout the sale. Provide final inventory to Council Kernel after all returns are received by due date
11. Communicate regularly with the Council Popcorn Kernel for regular updates, best methods and other instruction
12. Encourage all units to conduct a Unit Popcorn Kickoff

District Distribution Kernel

POSITION OVERVIEW:

Responsible for distribution and returns of product for units

SPECIFIC RESPONSIBILITIES:

1. With District Executive secure District Distribution locations for delivery, returns and storage of product
2. Verify shipment of product one day prior to Unit distribution for all deliveries
3. Recruit volunteer staff to help sort product for delivery to the District
4. Ensure proper availability of volunteers to facilitate Unit distribution and returns
5. Inform Units as to when and where to pick up their product
6. Ensure paperwork is signed by each unit for receipt of popcorn
7. Help District Kernel manage inventory for District
8. Provide Final inventory to District Kernel at the end of the Show and Sell period and Take Order.
9. Ensure delivery of any final product left over back to the Council

District Site Sales Kernel

POSITION OVERVIEW:

Responsible for coordination of Site Sales location within their District

SPECIFIC RESPONSIBILITIES:

1. Locate and Obtain written permission from Site Sale locations within the District for Units not already approved by the Council Site Sales Kernel to sell using Council approved letters/forms
2. Provide documentation to locations and units regarding permission for the site
3. Establish method for determining Unit assignment and times at each Site Sale location
4. Conduct Secret Shopper visits at Site Locations to determine proper Council Guidelines are followed
5. Help Units order the proper product mix and quantity for their location and time commitment to the Show and Sell
6. Assist District Kernel to fulfill unit product needs for Site Sale.
7. Assist District Distribution Kernel with Unit product needs and return of product

Unit Popcorn Kernel

POSITION OVERVIEW:

Communicate, Inspire, Organize and Lead your Unit in a successful popcorn sale that meets the unit's planned funding needs.

SPECIFIC RESPONSIBILITIES:

1. With Unit Committee create a unit budget that provides a quality program for their unit. Turn in Unit budget to District by due date.
2. Attend Council Kick-off/ Popcorn Training. Attend any supplemental training as needed.
3. With your unit committee, schedule, promote and conduct a Unit Popcorn Kickoff
4. Ensure families understand the unit's plan for selling popcorn, each Scout's (minimum) sales goal
5. With Unit Committee, create Unit incentive plan to encourage boys throughout the sale
6. Arrange with other volunteers to pick up popcorn for all deliveries at your scheduled time
7. Submit request to District Site Sale Kernel for participation in Show & Sell
8. Read all communications from the Council and District to keep updated on the sale
9. Ensure all paperwork for incentives are submitted by their due date.
10. Collect all popcorn orders and prize orders from each Scout and input information into the Popcorn System by the due date.
11. Return any unsold popcorn at the designated location on the designated date.
12. Collect all money due from each Scout.
13. Make payment of funds due to Council by the due date.
14. Promote all methods of selling including Online Sale to all Scout families in the Unit