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!*