

NAME: \_\_\_\_\_

COUNCIL: \_\_\_\_\_



2022

# SUCCESS PLAYBOOK

*Ideal Year of Scouting*

### PROGRAM PLAN COMPLETED: Y | N

KEY ADVENTURES / EXPENSES TO SHARE WITH SCOUT FAMILIES AT YOUR POPCORN KICKOFF

\_\_\_\_\_

RECOMMENDATION: HAND OUT ONE-PAGER AT UNIT KICKOFF TO SHOW PROGRAM PLAN AND DATES

### UNIT BUDGET COMPLETED: Y | N

UNIT BUDGET FOR THE SCOUTING YEAR \$ \_\_\_\_\_

UNIT SALES GOAL (BUDGET ABOVE X POPCORN COMMISSION) \_\_\_\_\_

STOREFRONTS SALES GOAL: \_\_\_\_\_

WAGON SALES GOAL: \_\_\_\_\_

ONLINE SALES GOAL: \_\_\_\_\_

\*STOREFRONT, WAGON, AND ONLINE GOALS NEED TO SUM TO THE UNIT'S OVERALL SALES GOAL

### SCOUT SALES GOALS

WHAT DO SCOUTS GET FOR ACHIEVING THEIR GOAL? (EXAMPLES: UNIT DUES, HANDBOOK, NECKERCHIEF, SLIDE, UNIFORM, SUMMER CAMP)

### UNIT POPCORN PRIZES

IN ADDITION TO COUNCIL PRIZES AND TRAIL'S END REWARDS, IS YOUR UNIT GOING TO OFFER INCENTIVES TO MOTIVATE YOUR SCOUTS?

SELL \$ \_\_\_\_\_ AND EARN \_\_\_\_\_

SELL \$ \_\_\_\_\_ AND EARN \_\_\_\_\_

SELL \$ \_\_\_\_\_ AND EARN \_\_\_\_\_

### UNIT POPCORN KICKOFF

DATE | LOCATION | TIME

SEND INVITES ON

MATERIALS NEEDED \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

RECOMMENDATION: AT KICKOFF, EVERY SCOUT DOWNLOADS THE TRAIL'S END AND CREATES THEIR ACCOUNT

**KEYS TO VICTORY**

- TRAILS-END.COM
- PROPER PLANNING
- SETTING GOALS
- COMMUNICATION
- TRAINING
- TRAIL'S END APP
- ONLINE SELLING
- EMAIL LIBRARY
- FOLLOW UP



NAME: \_\_\_\_\_

COUNCIL: \_\_\_\_\_

# Ideal Year of Scouting

## PROGRAM PLAN COMPLETED: Y | N

KEY ADVENTURES / EXPENSES TO SHARE WITH SCOUT FAMILIES AT YOUR POPCORN KICKOFF \_\_\_\_\_

RECOMMENDATION: HAND OUT ONE-PAGER AT UNIT KICKOFF TO SHOW PROGRAM PLAN AND DATES

## UNIT BUDGET COMPLETED: Y | N

UNIT BUDGET FOR THE SCOUTING YEAR \$ \_\_\_\_\_

UNIT SALES GOAL (BUDGET ABOVE X POPCORN COMMISSION) \_\_\_\_\_

STOREFRONTS SALES GOAL: \_\_\_\_\_

WAGON SALES GOAL: \_\_\_\_\_

ONLINE SALES GOAL: \_\_\_\_\_

\*STOREFRONT, WAGON, AND ONLINE GOALS NEED TO SUM TO THE UNIT'S OVERALL SALES GOAL

## SCOUT SALES GOALS

WHAT DO SCOUTS GET FOR ACHIEVING THEIR GOAL? (EXAMPLES: UNIT DUES, HANDBOOK, NECKERCHIEF, SLIDE, UNIFORM, SUMMER CAMP)

## UNIT POPCORN PRIZES

IN ADDITION TO COUNCIL PRIZES AND TRAIL'S END REWARDS, IS YOUR UNIT GOING TO OFFER INCENTIVES TO MOTIVATE YOUR SCOUTS?

SELL \$ \_\_\_\_\_ AND EARN \_\_\_\_\_

SELL \$ \_\_\_\_\_ AND EARN \_\_\_\_\_

SELL \$ \_\_\_\_\_ AND EARN \_\_\_\_\_

## UNIT POPCORN KICKOFF

DATE | LOCATION | TIME \_\_\_\_\_

SEND INVITES ON \_\_\_\_\_

MATERIALS NEEDED \_\_\_\_\_

RECOMMENDATION: AT KICKOFF, EVERY SCOUT DOWNLOADS THE TRAIL'S END AND CREATES THEIR ACCOUNT

## SALE DATES:

UNIT POPCORN KICKOFF \_\_\_\_\_

RELEASE STOREFRONTS TO SCOUTS FOR SIGN-UP \_\_\_\_\_

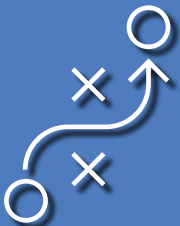
SHOW-N-SELL ORDER DUE TO COUNCIL \_\_\_\_\_

ORDER FORMS DUE FROM SCOUTS \_\_\_\_\_

TAKE ORDER DUE TO COUNCIL \_\_\_\_\_

REWARDS ORDER DUE \_\_\_\_\_

MONEY DUE FROM SCOUTS \_\_\_\_\_



CHECK OUT ALL OF THE RESOURCES IN THE TRAINING SECTION IN THE LEADER PORTAL!  
JOIN THE POPCORN COMMUNITY FACEBOOK GROUP FOR BEST PRACTICES AND SUPPORT!  
INCLUDE ALL OF THE 'TEXT' TO 62771 SHORTCUTS