

# Unit Kick-off

## 1. Unit Kickoff – Use these points for a successful and energetic Kickoff:

- a. Before the Kick-off meeting, email or handout “Save the Date” flyers for important dates.
- b. Hold Kickoff during a Pack/Troop/Crew meeting.
- c. Display collage or PowerPoint of activities and pictures of camp from the past year, and future trip plans.
- d. Provide prize forms and a one-page summary of important information (dates, locations, goals) for your unit.

## 2. Tips

- a. Taste Test – Let the Scouts try the product
- b. Sample Show & Sell Table – Set-up a sample store front sell table. Run through a real sale demonstration or just use the table as a starting point for how to sell.
- c. Scout Skit – “Show and Sell” – have a couple experienced Scouts “sell” at the sample Show and Sell table. This should be short and quick, could even include a “what not to do”. Discuss the importance of full uniform and looking sharp.
- d. Open mic – let Scouts’ practice their pitch in front of other parents and Scouts. This will help build their confidence.
  - i. Help your Scouts sell Scouting, no jerky.
  - ii. Example: “Hi my name is \_\_\_\_\_. Would you like to support my \_\_\_\_\_ (Scouting adventure, way to summer camp, etc.). I’m selling jerky.”
  - iii. Teach the Scouts to respond in one of the following, respectful ways when working with customers. It’s okay to help Scouts learn these responses both before and during the sale.
    1. If the customer says “No,” respond with “Ok. Have a wonderful day!”
    2. If the customer states they’ve already purchased, respond with “Thank you for your support to Scouting!”
    3. If the customer states that they’re interested, “Great! Let me show you what’s available.” Then follow through with the sale.
- e. Selling Tips – While you cover the business side of things with parents, have some leaders and older Scouts take the Scouts to another room to help practice selling, and discuss safety and uniform requirements.
- f. Scout Testimonial – If you have a Scout who sold a lot of jerky or is excited about the sale, have him give a quick testimonial.
- g. Video record your Scout’s pitch and share it on social media

## 3. Key points to cover in presentation:

- a. Why do we sell jerky?
  - i. Communicate to parents how much it will cost per Scout to receive a full Scouting program year.
  - ii. Be specific about what jerky will pay for.
  - iii. Give an example of other qualities developed through sale (confidence, working with public, build leadership skills; support the Scouting program while earning advancements, etc.)
  - iv. Jerky doesn’t just support your Unit; it also supports Trapper Trails Council. These funds are used to improve camping facilities, local offices and various programs for your Scouts.
- b. Sales Goals
  - i. Share last year’s sales totals and this year’s goals.
  - ii. Communicate the per Scout goal. Emphasize importance of all Scouts being able to contribute.
  - iii. Have Scouts set a personal goal with their parent (reference prize sheet if applicable). Remember to set a goal for number of boxes to sell or number of hours to sell.
- c. Describe the jerky program, products, and reward program
  - i. Reward program: Units can choose one of the following two options:
    1. The unit can receive prizes using the jerky prize form
    2. 2% of unit sales can be credited to attend summer camp in 2020
- d. Discuss timetables
  - i. Use handouts of dates, contact information, and delivery pick up places.
  - ii. Set your Unit due dates before the Council due dates to give yourself time collect & calculate all data/money.
- e. Allow time for questions, taste testing, and signups (show and sells, online sales, etc.)