



## Group Kick Off Checklist

### LOGISTICS

- Location
- Date/time (don't forget: send invitations)
- Recruit help

### ATMOSPHERE

- Theme
- Music
- Decorations
- Samples and Popcorn Machine

### CONTENT

- Media (videos)
- Presentation
- Support materials
- Rewards

## SAMPLE KICK OFF AGENDA

- Grand Opening (5 minutes)

- Play music, dim the lights and have fun! Your excitement will get your Scouts excited.
- You can play the [Scout Popcorn video](#) in the background.

- Share your program and upcoming adventures (10 minutes)

- Now that your Group have brainstormed and planned the Scouting year you can share what you have planned with parents and youth.
- Make sure families understand how Scout Popcorn can help offset the costs of your great adventures and by how much
- Highlight key dates for your fundraiser (e.g. deadline for ordering, delivery dates)

- Time to Practice (10 minutes)

Have Scouts pair up and practice their pitch then come back together and have Scouts and other Scouters play possible customers.

- Showcase your rewards (5 minutes)

- Big finish!

Have the top seller throw a pie in the face of a Scouter  
End your kick off on a positive note and send everyone home motivated to fundraise!

**KEEP IT FUN, KEEP IT MOVING AND KEEP IT SHORT!**

