



COUNCIL POPCORN COMMITTEE PLAN OF OPERATION 2024-2025 Program Year

Mission:

It is the goal of the Council Popcorn committee to create and lead a Council led fundraising option for units to raise dollars for their Scouting adventures.

2024 Committee objectives and goals

- Create a comprehensive Popcorn sale that benefits Scouts and Northern Star
- Create a prize program that entices youth to participate at higher levels
- Work with district and unit volunteers
- Recruit more members for the Council Committee
- Sign up more units to sell
- Have more Scouts sell

Committee action plan to meet objectives and goals

- Recruit leadership for Popcorn Committee as follows:
 - Expert Categories
 - Trails End App
 - Inventory Management
 - Kick offs
 - Storefront Management
 - Family Engagement
 - Popcorn centric Events
 - Council Popcorn Kick Off
 - Champions Breakfast
 - Popcorn Adventure Events

SUPPORT OF UNITS AND YOUTH

How will the committee and their actions support units:

- Provide training to Units
- Provide Training to Youth
- Provide a fundraising blue print for units
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How will the committee and their actions support youth retention and/or new youth recruitment:

- Providing fundraising opportunities to help unit programming
- Create unit financial stability and health
- Create a program that encourages Scouts to continue in Scouting
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Measure of success by the end of the year that demonstrate support of units and youth:

- Increased Popcorn sales leads to increase in program and activities the youth participate in, helping keep them in Scouting
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Other Council Committee's we need to work with to accomplish the above:

- Development Committee
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COMMITTEE FUNCTIONS

Annual activities/events of this committee:

- Kick off
- Popcorn Sale
- Champions Breakfast
- Adventure Prize events

Intermittent/new activities: (Assign committee members and research tasks)

- Unit Calling
- Returns
- Distribution

Event, committee meeting, and sub-committee meetings needed:

- Monthly meetings
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COMMITTEE'S COMMUNICATION PLAN TO SUPPORT UNITS AND YOUTH

Objectives

- Inform units of the benefits of the Popcorn sale
- Inform units of sales techniques and prizes
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Communications volunteer(s) - who helps with the communication plan:

- Council Committee
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Social media/print/mailings/etc. plan – how will we get information to units and members:

- Email
- Flyers
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COMMITTEE MEMBERS

Chair: Nikki Johnson

Vice Chair(s):

Members:

Dana Geller, Mike Glass, Jill Knight, Jason Tillman, Bethany Bertsch, Cynthia Zein, Leslie Farnham, Krystal White, Brian Binkley, Kelly Kramer, Lee Anne Dixon, Steve Short, Angel Braaten, Michael Gratz

Sub-Committee Members:

Staff Advisor: Bill Anderson Horecka



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Draft Position Descriptions:

Committee Member:

- Position concept:
Creates a team to achieve Popcorn goals for Council. Work with other volunteers as needed to help unit leaders and handle popcorn/product logistics.
Enthusiastically represents and furthers popcorn/product sales efforts throughout the Council. Facilitates promotions, sales and product delivery between interested parties and Scout units. Trains unit popcorn personnel in sales and motivation.

- Committee member responsibilities:
 1. Help create Popcorn sale plan
 2. Attend meetings
 3. Help at Popcorn functions and trainings

- Committee member's estimated time commitment:
 1. 1-2 hours a month off season. 5-10 during peak popcorn season

- Committee members organizational relationship to Committee Chair and Staff
Advisor: Volunteers

CALENDAR DATES

See attachment

Committee Meetings:

Activities/Events: