

District Kernel Notes

As a District Kernel your main job is to ensure communication with the units in your District, answer questions, assist with problems and promote the sale

Build yourself an email list. You can get a list of the Key 3 members of all units in your District from your District Executive. Send them an email, introduce yourself and let them know your role. Request contact info for their Popcorn Kernel for this year. Follow up!

Roundtable meetings are also a great place to promote the sale and encourage folks to sign up

Advertise key dates, events and links to signups and locations of popcorn info

Point them to resources

- Council popcorn page <https://www.longhorncouncil.org/home/support-scouting/popcorn/>
- Council Popcorn Facebook Page: <https://www.facebook.com/groups/1011761082925270>
- Trail's End Facebook Community: <https://www.facebook.com/groups/TEPopcornCommunity>
- Kernel Journals – those Registered with Trails End and those at Kickoff will get these.

Promote the kickoff! Encourage them to send SOMEONE to this. There will be tastings, banners and other goodies and they don't want to miss! Great place to get started and get questions answered.

Copy your District Executive with communications with units to keep them in the loop. They can help you!

If you have a problem you can't solve and it's not a Trail's End tech issue, contact Council Kernel Joe Macy

Encourage units to go to you first. Copy DE in responses. Can copy Joe Macy if needed.

Be EXCITING! Be POSITIVE!

Be available – respond to unit questions and issues in a timely manner

Communication is KEY – Districts sell better and more with active popcorn leadership

Selling points to encourage units to sell

- Best in class technology – Sales in app and full tracking system, even on mobile
- Over 20,000 managed store front hours in Trails End system *throughout the Council*
- Credit/Debit processing fees paid 100% by Trails End in the app. Square reader useful but NOT required!
- Higher commission amounts than ever before. 34% base commission for ALL units (30% online sales)
- Free Sales Banner (at kickoff)

COUNCIL CONTACTS

Council Kernel – Joe Macy – joe.macy@gmail.com 940-293-7513

Council Advisor - Bryant Butler - Bryant.Butler@scouting.org

Kathy McLean – Administrator and Finance Secretary - Kathy.McLean@scouting.org

Trail's End Rep – Chris Sallusti - Chris.Sallusti@trails-end.com