



Prepared. For Life.®



STRENGTHENING YOUTH
THROUGH **SCOUTING**



BOY SCOUTS OF AMERICA

NEW-UNIT CAMPAIGN KICKOFF

CRADLE OF LIBERTY COUNCIL

April 8, 2017

Welcome & Introductions

Mark Chilutti

Council Membership Chair



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Why Scouting?

“The goal is not to do business with those who need what you have. The goal is to do business with those who believe what you believe.” – Simon Sinek

- **Why are we here** and what do we believe?
- Start new-unit discussions with the *why*; focus on the *how* and the *what* later.
- Use the Tufts Study if prospects want proof of our organization accomplishing the *why*.



CHARTER CONCEPT



Boy Scouts of America
Chartered by Congress in 1916

BOY SCOUTS OF AMERICA
Incorporated 1910

WHAT IT HAS
An educational program
for youth
which develops character
and fitness and prepares
them for citizenship.

WHAT IT DOES

- Designs and updates program
- Provides services
- Maintains standards
- Issues CHARTERS.

CHARTERS TO COMMUNITY GROUPS/ORGANIZATIONS TO

Use the Scouting program for
TIGER CUBS
CUB SCOUTS
BOY SCOUTS
VARSITY SCOUTS
VENTURERS

- Under their own leadership
- To serve youth and families for which they have concern
- To help them accomplish their objectives
- Select and approve unit leaders
- Provide a meeting place
- Follow BSA ideals and principles

INVITATION

SERVICE

CHARTERS TO LOCAL COUNCIL TO

1. Extend an invitation to community groups and organizations to use the Scouting program, interpreting how it will help them.
2. Provide supporting services to help community groups and organizations successfully continue their Scouting program:
 - Volunteer and professional counseling
 - Leadership development
 - Program supplement
 - Service center
 - Outdoor facilities
 - Liability insurance protection
 - Share in the approval of unit leaders

Unit Performance Guide

Methodology

1. **Volunteer-driven, professionally guided.**
2. **A new-unit commissioner is assigned at the very start of the new-unit organization process.**
3. **Organize every new (non-LDS) unit with at least 10 youth.**
4. **Recruit at least five adult unit volunteers.**
5. **Develop the unit Key 3 concept.**
6. **Focus on organizing the whole Scouting family.**



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Four Pillars of New-Unit Organization and Retention

1. Know the Market
2. Make the Call
3. Build the Unit
4. Grow the Unit



Objectives for Today

1. Review steps and resources for starting sustainable units.
2. Identify areas to start units and potential chartered partners.
3. Develop/fine-tune new-unit prospect lists.
4. Learn how to make a new-unit sales call.
5. Understand best practices for building and growing units.
6. Develop a plan to start new-units in your district this year.

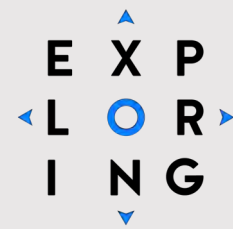


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Campaign Overview

Greg Osborn

Director of Field Service/COO



Volunteers

Teams:

1. Membership Team
2. Relationships Team
3. Organizing Team
4. Unit Support Team

- District Commissioner
- District Membership Chair
- District Professional
- Institution Head
- Influential Scouters
- New-Unit Organizer
- New-Unit Commissioner
- Training Committee



Goals

<i>District</i>	<i>New Units</i>
Northern	3
Roosevelt	4
Triune	4
PHILA	11
Baden-Powell	3
Continental	3
General Nash	3
Lafayette	3
Washington	3
MONTCO	15
Conestoga	2
Constellation	3
Minquas	2
DELCO	7
TOTAL TRAD.	33
Exploring	7
TOTAL COL	40



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Timeline

- **Plan for success. Start no unit before its time.**
- **Have enough prospects to reach your goal.**



Know the Market



Make the Call

Lonce Scott

Field Director – Philadelphia





Building and Growing Units!!!

Presented by Ed Grivner (Mister Ed)
Cubmaster, Pack 173, Flourtown
Membership Chair, Baden Powell District

BUILDING THE UNIT



The most important task of the organizing team is...

Selecting Unit Leaders

But remember, before the selection process begins, it is important that the team learn about the Scouting organization and how the program functions in a unit.

BUILDING THE UNIT



Team Members Should...

- Understand the aims and methods of Scouting
- Know the steps to unit organization
- Be familiar with program planning and resources
- Understand the process for selecting unit leaders
- Develop a short and long-term leader succession plan
- Be aware of training opportunities
- Be familiar with literature and support materials
- Be familiar with the Journey to Excellence

BUILDING THE UNIT



Selecting Quality Leaders

- Your Chartered Organization believes in Scouting and should play an important role in helping you identify quality leaders
- Make a list of prospective leaders
 - Don't choose just anyone to fill a slot; be selective.
 - Choose prospects who exemplify the values of the Boy Scouts of America.
- Provide your prospective leader with a job description
- Be prepared to appoint people to serve on the committee. Until all the roles are filled, your New Unit Team may need to step in.

BUILDING THE UNIT



Are Commissioners part of the Membership Team?

YES

BUILDING THE UNIT



Why do we need Commissioners?

- Support and encourage the unit
- Helps develop succession plans
- Introduces Journey to Excellence
- Helps set goals
- Familiarizes the unit with the district/council calendar and encourages roundtable attendance.
- Schedules an annual program planning meeting
- Mentors

BUILDING THE UNIT



TRAINING

Before you go any further, leaders must be trained!!!

- Youth Protection
- Fast Start
- This Is Scouting
- Position Specific
- Roundtable
- Any Supplemental Training Offered

Without proper training, we are doing a disservice to our future leaders!!!

BUILDING THE UNIT



Budgeting

No organization can exist without funding. The Boy Scouts are no different. Creating a Unit budget early on helps ensure that your program will succeed.

Anticipate the needs of the unit for the coming year.

- Build the budget from the expense side first.
- Typical expenses include:
 - Registration fees
 - Boys' Life
 - Unit accident
 - Program materials
 - Activities
 - Reserve fund

BUILDING THE UNIT



Budgeting

Sources of funding for units include:

- Membership dues
- Money-earning projects
 - Council fundraising
 - Popcorn
 - Camp Cards
 - Unit fundraising
 - Bake Sales
 - Christmas Trees
- Someone's rich uncle ;-)

GROWING THE UNIT



Recruiting!!!

- Invite members of the Chartering Organization
- Look at the nearby community
- Understand your underserved areas
- Schools

How Many Do We Need?

- 10 Youth
- 5 Adults

GROWING THE UNIT



Spreading the Word

- Schedule a date and a location
- Create a “*hook*” to draw your crowd
- Promote your event

Promote!!! Promote!!! Promote!!!

- Use your local online resources
- Facebook
- Tables at community events
- Scouting For Food and popcorn

GROWING THE UNIT



Millennial Moms!!!

- Influence important family decisions
- Much of their information comes from *mommy blogs*.
- Identify what blogs are important to your community.
- Understand millennial moms and what make them tick.

GROWING THE UNIT



Recruit Year-Round

- Brag about your Unit's events
- Have members bring a friend to a meeting
- Hold recruitment nights
- Plan a community Scouting event
- Never ask a prospective member to come back later

GROWING THE UNIT



Successful Meetings

- Consistency is good; but change is also okay
- Keep it simple
- Don't go longer than 90 minutes
- Be flexible!
- Have a plan
- Get everyone involved

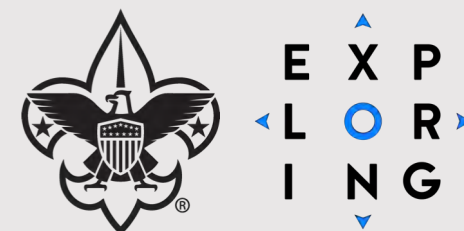


**Thank you for
doing all that you
do for Scouting!!!**

**If you have any questions, please
feel free to contact me:**

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215-593-7148**

District Reports



Working Lunch

- **William D. Boyce New Unit Organizer Award**
- **Next Steps**
- **Closing Comments**



Thank You!

