

After 90 Days and Beyond

Short-term Stability with Long-term Sustainability

The following steps connect short-term stability to long-term sustainability. The commissioner and support team aim to help the unit achieve long-term sustainability.

Succession Planning

- To keep the unit thriving, it is essential to plan for the future, including how leadership will progress. Expected and unexpected leadership changes happen. Having a succession plan is vital to the unit's continued success.
- Succession planning involves identifying, assessing, and recruiting adult leaders and parents who are ready to step in or step up.
- Mentor the unit to proactively ensure it has capable and willing adults ready to lead and keep the unit running smoothly.
- The following links will help the unit plan for future success and continued leadership:
[Next in line: Why succession planning is a must in every Scouting unit.](#)
[Succession Planning for Cub Scout Leaders;](#) [Leader Succession Planning.](#)

Annual Budgeting & Program Planning

- Support the committee chair and committee as they complete the budgeting worksheet linked below, and encourage them to share it with parents.
- Encourage unit leadership to share the unit's calendar with members. When families see the unit's plans, newly recruited youth and their parents gain a clearer sense of the fun and activities ahead.

Cub Scouts: [Budget Planning](#) **Scouts BSA:** [Budget Planning](#); [Worksheet](#); [Program Planning](#)
Venturing: [Budget Planning](#); [Worksheet](#); [Annual Program Planning](#)
Sea Scouts: [Planning and Budgeting](#); [Activity Planning](#); [Float Plan](#)

Fundraising

- Fundraising is often an essential part of a unit's operations.
- Unit leadership and parents may not be aware of the fundraising opportunities that can offset expenses and support the unit and its members.
- Beyond dues, units need additional funds for many essentials, from activities to camping gear.
- The commissioner and support team play an important role in sharing information and mentoring unit leadership on available fundraising options.
- Council-sponsored product sales, such as popcorn, may be available to benefit the unit, Scouts, and families.
- The [Unit Money-Earning Application](#) is available for unit fundraising efforts that are not council-sponsored.

Unit Traditions

- Units build traditions based on the Scout Oath and Law in their openings, closings, recognition events, and fun rituals.
- Traditions could include recognizing advancements, focusing on service, honoring the traditions of chartered organization and engagement with the chartered organization such as a service project and the charter presentation, and creating memorable camp experiences that build bonds and foster self-reliance.
- Commissioners and the support team listen to unit leaders and encourage their efforts to make unit traditions and rituals safe and appropriate.

Peer-to-Peer Recruitment

- Surveys of new Scouts show that the positive actions and words of current members are key reasons why they join.
- Commissioners and the support team can support unit leaders in teaching Scouts how to invite their friends.

[Peer-To-Peer Recruitment](#); [Peer-to-Peer Recruitment Guidebook](#); [Cub Scout Joining Event](#); [Talking to Friends About Scouting](#)

Marketing

Units should maintain a strong and vibrant social media and internet presence for their members and prospective members.

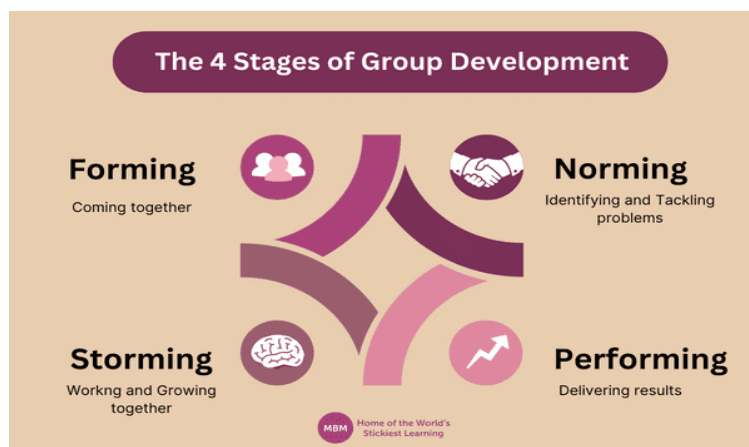
[Scouts BSA Marketing](#); [Venturing Marketing Toolbox](#); [Sea Scouts Marketing Toolbox](#); [Community Visibility](#); [Scouts BSA recruitment menu](#); [Recruitment and Marketing resources](#)

Social Media

- Social media is one of the best ways to reach families today. For many units, the challenge is deciding what to post and when.
- Use a variety of social channels, such as X, Facebook, Instagram, Nextdoor, YouTube, and Pinterest. Follow the [Social Media Guidelines](#).
- Ensure visitors have a positive experience on the unit website. Responsive design helps the site work well on any screen and keeps it clear, easy to read, and simple to use.
- Make it easy for visitors to join.

Scouting is a team game with a purpose. No leader leads alone.

How can the commissioner and support team use the EDGE method to help new leaders learn? EDGE stands for **E**xplain, **D**emonstrate, **G**uide, and **E**nable. It is a way to teach new skills.



*Explain – Forming
Demonstrate – Storming
Guide – Norming
Enable – Performing*

[Teaching EDGE](#);
[Lesson plan for EDGE](#)

A new unit usually goes through four stages as it learns to work together. Units that change leaders often go through these stages too. With support from a commissioner, support team, and mentors, the unit can become strong. Using EDGE skills helps the commissioner and support team guide the unit through these stages.