

# UNIT ROADMAP

STARTING, SUSTAINING & GROWING UNITS



BOY SCOUTS OF AMERICA®

# UNIT ROADMAP: Starting, Sustaining & Growing Units

## Purpose:

The purpose of the Unit Roadmap is to help simplify the tasks for having successful units. BSA professionals, charter organizations and volunteers work together to foster the unit through different phases a Scout unit might be experiencing. The Unit Roadmap should be laid out to address the 3 phases of long-term unit success: starting, sustaining and growing.

This guide is intended to be a centralized source that will be found in an online version for quick reference for both BSA professionals and volunteers to access. Many resources are already available to support units and can be referenced through links to these documents. The guide should serve as easy, overarching tips to start, sustain and grow units.

## STARTING, SUSTAINING & GROWING UNITS

ASSESS	→	PLAN	→	ACT
✓ Engage		✓ Collaborate		✓ Partner
✓ Collaborate		✓ Prioritize		✓ Link
✓ Identify		✓ Set Accountability		✓ Contact
• Strengths		✓ Schedule		✓ Update
• Needs		✓ Review		✓ Celebrate

Relationships based on trust, candor & objectivity

# STARTING A UNIT



Starting a unit involves four phases:

- Recruiting a chartered organization
- Recruiting unit leadership
- Planning the program
- Recruiting youth.

Sometimes, these phases run concurrently.

There could be several options to starting a new unit. (Youth-first or charter partner-first)

**If you have youth and some adult leadership already in place, a unit could be established as a “coming soon unit.” Your council can assist with getting this unit pin in the BeAScout set-up.**

## RECRUITING A CHARTERED ORGANIZATION

**Assess:** Identifying the prospect and knowing the market.

Utilize the Membership Growth Tool to help identify the need for a unit as well as potential prospects. (This tool can be located at [my.Scouting.org](https://my.scouting.org) and currently can only be accessed by a BSA employee.)

**Plan & Act:** Recruit the sales team.

When approaching a prospective chartered organization, first select two or three people to make the sales call. One is not enough, and more than three may be intimidating. Choose the presentation team from the following:

- New-unit organizer
- New-unit commissioner
- District executive
- Scouter who is a member of the prospective chartered organization. Remember, people do business with those they know, like and trust.
- Influential community leader who is a Scouter

### Research the Prospect

Before contacting the prospective chartering organization, learn about them. Potential sources of information are the organization’s website and people in the community familiar with the organization. Your team is ready for an initial meeting when these questions are answered:

- How have organizations like this one supported Scouting in the past (e.g., is this a place of worship whose governing body has a memorandum of understanding with the BSA)?
- How does this organization define their role in the community?
- How does this organization currently serve youth?
- What is this organization’s mission and vision?
- Which elements of Scouting’s value proposition are likely to appeal to this organization?
- How would a Scout unit support this organization’s goals? How would a family of Scouting units (pack, male and female troops, and crew) support this organization’s goals?
- What goals would this organization not be able to achieve (or not be able to achieve as quickly) without Scouting units?
- To what extent would this organization believe that having Scouting units is important? Why?

### Approach the Prospect & Make the Sales Call (professional and/or volunteer)

Armed with this information about the prospective chartered partner, it's time to make contact. The initial meeting has two goals: get to know the organization's leader and get to know the organization. Despite best efforts, the answers developed to some of the above questions could be inaccurate; use the meeting to refine the answers.

When reaching out to a key leader in the organization to set up an introductory meeting, ground the request in the likely common cause the organization shares with Scouting (e.g., "We'd like to get to know your organization better. We both care about our community's youth and believe we could each benefit from knowing more about each other.").

The initial meeting is critical to developing the relationships necessary to starting a successful unit. Take the time to develop personal rapport and to learn about the organization's goals. Some questions might include:

- How are you currently serving youth in the community?
- What is your organization's level of engagement in the community? What is your vision for future engagement?
- What are the values of your organization?
- How has your organization adapted to our rapidly changing world?
- What are some recent successes of your organization? What are some challenges to future growth?
- Where does your organization see itself in 25 years?



The best outcome of the first meeting is an agreement to meet again to continue exploring how their organization and Scouting can work together to support the community's youth.

Continue these rounds of research and meetings to build the relationship and develop conviction that, ideally, chartering the family of Scouting units (pack, male and female troops, crew) is in the best interest of the prospective chartering organization, the community's youth and Scouting.

As the conversations continue, the organization's leadership might be interested in learning more about Scouting's value proposition. Scouting's website <https://www.scouting.org/about/why-scouting/> is a great resource for identifying and articulating the elements of Scouting that will appeal most to a prospective chartering organization.

Some prospective chartering organizations might want more details on how Scouting would work for them. If so, consider developing a

tailored unit development proposal. This proposal covers the basic structure of how Scouting would interact with the prospective chartering organization, from details on recruiting adult volunteers and the type of units that would be chartered to information about how the district and local council

would support the new unit. A plan can be as detailed as makes sense for the organization receiving the presentation; generally, more detail is better, though there is a fine line between informative and overwhelming.

When your team can answer these questions, it is time to ask the prospective chartering organization to commit to chartering a unit:

- Does the organization see value in Scouting?
- Is the whole family of Scouting units (pack, male and female troops, crew) a good fit for this organization? Why?
- If not, which unit types are a good fit for this organization? Why?
- Is the organization able to meet its obligations as a chartered partner?
- Does this organization have ready access to the families who could be the initial members?
- Who is likely to be the Chartered Organization Representative? Does that person have enough time to serve in that role?

### **Organization Adopts the Program**

After meeting with the head of the organization and reviewing the organization's goals and how Scouting can help meet those goals, secure a commitment from the organization to sponsor a whole Scouting family: pack, male and female troops, and crew. This would be the best possible scenario.

The best commitment meetings are one where, through the relationships that have been built, the outcome is already known. Depending on the organization, the commitment meeting could be a formal presentation of a proposal and plan, or it could be less formal. What is most important is that the leaders within the organization whose support is needed for the unit to be successful are on-board (enthusiastically so!) and that their commitment is formalized with a signed new unit application (found at <https://www.scouting.org/resources/forms/> or <http://www.exploring.org/wp-content/uploads/2015/11/EXPL-New-PostClub-App-524-565.pdf> for an Exploring Post).



## RECRUITING UNIT LEADERSHIP

**Assess:** Based on the chartered partner's experience with Scouting, consider how to best sequence this phase, the planning the program phase and the recruiting youth phase.

**Plan & Act:** Organization appoints a Charter Organization Representative and selection committee.

The new-unit organizer works closely with the institutional head or executive officer of the chartered organization to put together an organizing team.

Assign a new-unit commissioner to the potential new unit. A new-unit commissioner can be an experienced commissioner who specializes in new-unit service and has had some specialized training. The new-unit commissioner can also be a volunteer who is at least 21 years old, such as an Arrowman, former camp staff member or Eagle Scout who serves under the mentorship and guidance of an experienced commissioner, such as an assistant district commissioner or district commissioner. This could be an excellent candidate to start with one new unit. Any Scouter who fits this description and is willing to make the commitment will make a good new-unit commissioner. The new-unit commissioner supports that effort and strives to become a familiar face to that group, taking the lead in helping the team complete its responsibilities.

The responsibilities of the new-unit organizer and the new-unit commissioner are as follows:

- Organizing and running the recruitment effort is the membership team's responsibility, the new-unit commissioner will support the idea that at least 10 youth and five adults are recruited for membership in the unit. New member applications can be found at [scouting.org](https://www.scouting.org) or new members can register [online](https://www.scouting.org).
- The new-unit commissioner encourages the unit to participate in training both during this organization phase and into the future. The new-unit organizer will coordinate with the district training chair to provide initial training and Youth Protection Training on an agreed-upon date. Training can be taken in person or online at [my.Scouting.org](https://my.scouting.org).
- The new-unit leadership takes Youth Protection training, This Is Scouting, and position specific training. Training can be taken in person or online at [my.Scouting.org](https://my.scouting.org).
- The new-unit commissioner supports a leadership succession plan to be in place prior to the first charter.
- The new-unit commissioner introduces the organizing team to the [Journey to Excellence](https://www.scouting.org) and helps them write a vision statement and set goals for the unit. The new-unit commissioner will also introduce the organizing team to Voice of the Scout surveys.
- The new-unit organizer helps them plan the details for their first meeting and introduces the team to the national first month meeting plan.
- The new-unit commissioner familiarizes the unit with the district/council calendar and encourages roundtable attendance.
- The new-unit commissioner schedules an annual program planning meeting led by an experienced district representative.
- Together, the new-unit organizer and new-unit commissioner will present the charter at a full meeting of the chartered organization.



- The new-unit organizer and the new-unit commissioner attend the first meeting. From this point on, the new-unit commissioner takes the leading role in mentoring the unit for the next 36 months.
- The new-unit organizer and the new-unit commissioner ensure that unit leaders and parents are added to council and district email lists so that they receive current events and training information.

### **Selection Committee identifies key leaders**

- Cubmasters, den leaders, Scoutmasters, crew Advisors, ship Skippers and their assistants must be identified and recruited by the chartered organization.
- The organizing team must also recruit and appoint people to serve as the committee chair and committee members. These people may be members of the organizing team.
- New Member Coordinator

### **Select Quality Leaders**

Characteristics of successful unit leaders include the following:

- Commitment to the ideals of Scouting
- High moral standards
- Ability to relate to youth
- Ability to remain calm under pressure
- Good organizational skills
- Ability to relate to and interact with adults
- Flexibility and the ability to compromise
- Good planning ability
- High energy level
- Good attention to detail

The growth of Family Scouting means that units will want to recruit additional female unit leaders to ensure there are enough trained leaders to meet the [Guide to Safe Scouting](#)'s adult supervision requirements for units serving female youth. The adult supervision requirements for all units are as follows:

Two registered adult leaders 21 years of age or over are required at all Scouting activities, including meetings. There must be a registered female adult leader 21 years of age or over in every unit serving female youth. A registered female adult leader 21 years of age or over must be present for any activity involving female youth. Notwithstanding the minimum leader requirements, age- and program-appropriate supervision must always be provided.

### **Training provided to the selection committee and key leaders for the unit**

Once willing leaders with the right characteristics and attitude of service are recruited, they must receive the proper training and orientation that will equip them to deliver the program to youth with support. That includes mandatory Youth Protection Training and position-specific training to prepare them for their new roles and responsibilities. <https://www.scouting.org/training/adult/>

## PLANNING THE PROGRAM

**Assess:** Based on the chartered partner's experience with Scouting, consider how to best sequence the recruit unit leadership phase, this phase and the recruiting youth phase.

**Plan & Act:** Unit program planning.

Once adults are recruited, they should have a planning meeting for the unit, led by the unit committee chair with the help of other volunteers from the district. During this meeting, the unit can ensure that paperwork to start the unit is complete, review training requirements of the adult leadership, including the mandatory Youth Protection Training, review the BSA's Journey to Excellence <https://www.scouting.org/awards/journey-to-excellence/> tools for units, develop an initial 3-4 month calendar and schedule membership recruitment activities (like an open house).

If there are linked troops, coordinating the calendar so that camping trips are either joint trips or on separate weekends will help reduce complexity for sharing equipment and committee volunteers.

The leader handbooks for Cub Scouts, Scouts BSA, Venturing, Sea Scouts and Exploring have suggested plans for the first year of program and reviewing these with the unit committee and unit leaders can be a great opportunity to support them during this exciting, and possibly intimidating, time.

### Important considerations for linked troops

When starting linked troops, it is important to align on how they will (or will not) work together. The unit commissioner should meet with the unit committee chair and the two Scoutmasters of the linked troops and cover these topics:

1. The "How do you Scout" survey. Each Scoutmaster should complete this survey and compare answers. It may be that they have the same idea of what their units will be like, or they may not. The survey is at <https://www.scoutspirit.org/how-do-you-scout/> and is a useful tool for initial alignment.
2. To what extent will the units operate similarly, do activities together and coordinate their programs. There is no right or wrong; there is only aligned or misaligned, and the unit commissioner should guide the discussion to ensure that the Scoutmasters and committee chair are aligned to prevent later misunderstandings.

### Unit Budgeting

No organization can exist without funds, and a new Scouting unit is no different. Helping units establish sound practices early in the organization process will serve and secure the Scouting program for years to come.

With that in mind, ensure the unit committee understands basic principles and procedures to avoid potentially problematic situations. These include the following:

Developing a Unit Budget that anticipates the needs of the unit for the coming year

- [Planning Your Pack's Annual Budget](#)
- [Planning Your Troop's Annual Budget](#)
- [Planning Your Crew's Annual Budget](#)
- [Exploring Budget Planning](#)

Fundraising, including opportunities, guidelines, restrictions and BSA requirements

- [Unit Money-Earning Application](#)

Fiscal Procedures for Units, including useful formats for keeping financial records and helpful information for unit committees, particularly treasurers

- [Fiscal Policies And Procedures For Bsa Units Faq](#)

## RECRUITING YOUTH

**Assess:** Based on the chartered partner's experience with Scouting, consider how to best sequence the recruit unit leadership phase, the planning the program phase and this phase.

**Plan & Act:** Recruitment of youth and parents to the unit.

- Drop a BeAScout Pin:

Ensure that prospective members can find you online by placing your new unit's Be A Scout pin on the BeAScout website. Refer to Unit Pin Management guidance to assist in placing and maintaining the unit's pin.

- <https://www.scouting.org/resources/online-registration/>
- <https://beascout.scouting.org/>
- [Setting up your BeAScout Pin:](#)
- [Training Videos](#)

### Be present and recruit

Youth recruitment often occurs at events, and your team should work with the chartered organization and the district to identify potential recruitment events. Examples include:

- Cub Scouts
  - School night for Scouting
  - School talks/flyers
  - Outreach at community/church meetings
  - Neighborhood groups
  - Fun joining activities  
(such as a raingutter regatta or rocket launch)
- Scouts BSA
  - School night for Scouting
  - School talks/flyers
  - Outreach at community/church meetings
- Venturing and Sea Scouts
  - Person-to-person recruiting
  - Outreach at community/church meetings
  - Outreach to specialized interest groups  
(i.e. Coast Guard Auxiliary groups, hiking clubs, etc.)



Unit open houses are also great recruitment tools. Once you have a date set to have your unit open house, make sure you promote your event. Promoting your event via the following channels will assure your open house will be a success. Remember to include the entire unit committee in the process. Follow the rule of 7 – a message must reach a person 7 times before it registers! Your local council has some resources to help you in this process.

- Personal letters
- Personal phone calls
- Digital marquees in your community
- Social media
- Council, participating organization and school websites/calendars
- School announcements
- Posters/fliers in high traffic areas
- Community events

Additional marketing materials can be found at the BSA Brand Center located at [www.scoutingwire.org](http://www.scoutingwire.org)

### **New Member Coordinator**

Complete paperwork to be filed with the council (if the unit has not completed this paperwork, online paper copies are available)

Required paperwork:

- New Unit Application
- Annual Charter Agreement
- Youth Applications
- Adult Applications
- Adult Youth Protection Training

Hold first meeting.

**Present Founders Bar:** Worn by all youth and adults whose names are on a new-unit charter or who join the new unit before it recharter for the first time; members of veteran units still in operation who were on the original charter may also wear the bar.

<https://www.scouting.org/awards/awards-central/founders-bar/>

Continued follow-up.



# SUSTAINING THE UNIT

## MEETING SUCCESS

Youth and families engage with Scouting through meetings (den, pack, troop, etc.). Families and members need to feel that these meetings are productive and engaging. Successful meetings combine fun activities, learning (often linked to advancement) and opportunities for youth to engage in age-appropriate leadership. A new-unit commissioner can be an essential resource for unit leaders new to their roles. Unit assessments completed by a commissioner can provide feedback for unit leaders to improve meeting planning and execution.

**Assess:** Work with the new-unit commissioner to establish goals for the first month.

**Plan:** Plan a meeting schedule for the first month with goals that are achievable.

**Act:** Execute the meetings and evaluate after each meeting for continual improvement.

**New-unit commissioner orientation:**

<https://filestore.scouting.org/filestore/training/pdf/NewUnitCommissionerModule2014.pdf>

**Unit assessment sheets:** <https://www.scouting.org/commissioners/unit-assessment-forms/>

## LEADER TRAINING

Trained leaders know how to keep youth safe, deliver an exciting and youth-centered program and plan for advancement to be a natural outcome of fun activities. A New Member Coordinator can guide newly recruited adult leaders to appropriate training opportunities, both online or in-person as best fits the role and preference of the volunteer.

**Assess:** Identify current training levels for all adult leaders in the unit.

**Plan:** Develop a year-round plan for adults to be properly trained, but spaced properly in order to avoid the feeling of being overwhelmed and early burn-out.

**Act:** Work with each leader to understand the training required for their position, and with their buy-in, agree to a schedule in order to achieve successful completion.

**Information on adult leader training opportunities:** <https://www.scouting.org/training/adult/>

**New Member Coordinator:**

<https://www.scouting.org/commissioners/starting-sustaining-and-growing-units/grow-the-unit/>

**Information on youth leader training opportunities in Scouts BSA, Venturing and Sea Scouts:**

<https://www.scouting.org/training/youth/>

## UNIT PERFORMANCE, BUDGET & PROGRAM PLANNING

A unit's program requires planning, family and youth buy-in and support, and proper budgeting. Additionally, for a unit to have a sustained lifetime, proper succession planning for adult leaders is essential to ensure continuity of programming and experiences for youth and their families. The Journey to Excellence recognition program can provide important benchmarks to assist in planning.

**Assess:** Identify the current unit plan and compare to the Journey to Excellence.

**Plan:** Revise or develop a unit plan that supports the Journey to Excellence model supported by the Unit Detailed Assessment information (includes succession planning, an annual budget and an annual program calendar).

**Act:** Discuss and distribute the plan with all adult leaders so that goals are clear, communicated and everyone has “buy-in.”

- [Planning Your Pack's Annual Budget](#)
- [Planning Your Troop's Annual Budget](#)
- [Planning Your Crew's Annual Budget](#)
- [Exploring Budget Planning](#)
- **Journey to Excellence Award forms:** <https://www.scouting.org/awards/journey-to-excellence/>
- **Unit assessment sheets:** <https://www.scouting.org/commissioners/unit-assessment-forms/>
- **Unit succession planning:** <https://blog.scoutingmagazine.org/2017/01/06/next-up-why-succession-planning-is-a-must-in-every-scouting-unit/>

## CHARTER RENEWAL

Scouting units are owned by a chartered organization. It is imperative and required that this organization annually recommit to the principles found in a BSA unit charter. Additionally, this process ensures that all youth and adults are properly registered in their unit; this is an important link in providing youth protection and liability insurance.

**Assess / Plan / Act:** The unit Key 3 and the new-unit commissioner will work together through the first charter renewal process and conduct a collaborative unit assessment. The unit Key 3, with the new-unit commissioner as their advisor, should use the Journey to Excellence scores, the Voice of the Scout feedback, and the detailed assessment to set new goals for the coming year. The new-unit commissioner should present the charter at a meeting of the chartered organization.

If this is a linked troop, charter renewal is a good time for the unit commissioner to meet with the committee chair and the linked troop Scoutmasters to confirm that they share common outlooks on how the troops are operating. They may need to identify if there are any changes that need to be made to better support each troop (e.g., are they having a joint calendar planning session, do they have the same expectations for joint activities). Linked troops have the freedom to decide how much joint programming is right for their families, so a commissioner should serve as a person asking questions to guide discussion, allowing the unit to make its own decisions.

**Internet charter renewal information:** <https://www.scouting.org/commissioners/internet-rechartering/>

**New member registration information:** <https://www.scouting.org/resources/online-registration/>

### William D. Boyce New-Unit Organizer Award

This award is presented to volunteers who organize a new, traditional unit when the new unit successfully renews its charter for another year and receives Journey to Excellence recognition as at least a Bronze unit.

**Award Requirements:** <https://www.scouting.org/awards/awards-central/william-boyce/>

At the second charter renewal, the new-unit commissioner will guide the unit Key 3 through the charter renewal process, assisting where needed. By the third charter renewal, the new-unit commissioner will serve as an advisor to the unit Key 3 and is on call to help if required.

At the time of the third charter renewal, during the collaborative unit assessment, the unit Key 3 and the new-unit commissioner will determine whether the unit is ready to transition to a unit commissioner who specializes in tenured units. Unit commissioners meet less often with their units and bring different perspectives based on their experience.

## **YOUTH ADVANCEMENT & LEADER RECOGNITION**

**Assess:** Identify the current advancement trends and needs of your unit. Some units will want to have monthly events, others bi-monthly and still others quarterly. The goal is to make sure recognition nights are paced “just right.”

**Plan:** Establish a widely known calendar for recognition events, which provide measurable benchmarks so that both youth and adults can develop a schedule in order to meet their goals.

**Act:** Execute events and invite guests from the chartered organization, local schools, communities and families. This will help provide extra encouragement through demonstrated success, as well as provide an additional avenue for retention of existing volunteers, and recruitment of new members.

### **Celebrate: Leader Recognition**

Recognition has been a fundamental part of Scouting from its beginning and is most effective when done publicly. Done well, it is a powerful tool that can help leaders set goals, define accomplishments, encourage skill development, celebrate commitment and achievement, and inspire others to strive for similar success. Recognition is also a way to say, “thank you.”

Effective leader recognition is essential to unit success. Formal awards from the BSA are available, but informal, locally provided recognition can also be important.

**BSA Awards Central:** <https://www.scouting.org/awards/awards-central/>

## **SUSTAINING SCOUTING DURING COVID-19 AND SIMILAR SITUATIONS:**

The 2020 pandemic has provided a challenge to the delivery of Scouting. Virtual tools have provided units with opportunities to maintain contact, but these tools can also make Scouting feel like formal schooling. Unit leaders and commissioners should work together to meet local family needs for an engaging Scouting experience even during times of restricted personal interaction. Resources are available from the Scouting at Home webpage.

**Scouting At Home resources:** <https://www.scouting.org/scoutingathome/>

**Cub Scout leader resources:** <https://www.scouting.org/programs/cub-scouts/den-meeting-resources/den-leader-tips-tricks-video-series/>

## GROW THE UNIT:

Sustaining the relationship with the chartering organization and key leaders is vital to keeping the unit growing.

### BSA PROFESSIONAL

Establish a plan to visit the Chartered Organization and Chartered Organization Representative a minimum of twice a year.

Evaluate the health of the unit using annual Journey to Excellence assessments. Compare year-to-year progress to ensure positive performance of key measurement standards.

**Plan:** Develop a plan to address unit performance challenges.

Consult with unit commissioner to use Journey to Excellence data to develop a unit service plan.

**Act:** Recruit new families to join the unit - [https://scoutingwire.org/marketing-and-member-ship-hub/?fbclid=IwAR2nk6kG0EYeTeWb7ZdX4yyxXlw\\_KaYTv4fMMAVIRPMub1X8fgazRghEfpk](https://scoutingwire.org/marketing-and-member-ship-hub/?fbclid=IwAR2nk6kG0EYeTeWb7ZdX4yyxXlw_KaYTv4fMMAVIRPMub1X8fgazRghEfpk)

### COMMISSIONER TEAM

Consistent communication between the charter organization, Chartered Organization Representative and unit leaders.

**Assess:** Status/health of unit.

At least twice each year, the commissioner should do a collaborative, detailed assessment with the unit to determine its strengths and needs. Using the appropriate unit assessment form, the commissioner and the unit Key 3 complete the assessment together. The form is divided into the components used in the Journey to Excellence scorecard. From this assessment, a unit service plan can be developed.

See BSA resources at [https://www.scouting.org/commissioners/starting-sustaining-and-growing-units/commissioner-tools/#ct\\_uspr](https://www.scouting.org/commissioners/starting-sustaining-and-growing-units/commissioner-tools/#ct_uspr)

**Plan:** Develop a plan to address unit performance challenges.

Consult with unit commissioner to use Journey to Excellence data to develop a unit service plan.

See: <https://www.scouting.org/wp-content/uploads/2018/07/The-Unit-Service-Plan-FINAL.pdf>

**Act:** Use completed unit service plan to identify needed support for unit.

Provide direct support to unit to address areas of weakness.

- Planning and budget areas of growth: unit commissioner provides guidance for use of BSA policies related to fundraising and financial management.
- Membership areas of growth: unit commissioner works with troop leadership to develop relationships with Cub Scout packs; district membership committee provides support and guidance for district recruitment events and involves units with large scale coordinated recruitment and membership events.
- Program delivery: unit commissioner directs district resources for camping and activities to engage with unit to support the development of a more engaging Scouting program; district camp promotions chair brings outdoor program resources to attention of unit leadership; unit commissioner observes unit in action and identifies further actions that would support a quality program; unit commissioner attends unit committee meetings and brings resources to attention of the unit; district roundtable commissioner engages unit leadership in roundtable training to provide ongoing professional development.

- Volunteer leadership: unit commissioner, in collaboration with district training chair, works to ensure all unit leaders are trained.

## **NEW MEMBER COORDINATOR**

**Assess:** Recruit a New Member Coordinator in each unit

The unit New Member Coordinator is a fun and engaging position that fits every type of unit, every age level and every program. The role's two goals are key to sustaining strong membership in a unit:

- Reaching new audiences to invite them to join the unit
- Engaging new members and their families so they feel welcomed and want to stay

**Plan:** Train the New Member Coordinator.

**Act:** Continue to build the relationship with the New Member Coordinator.

## **RECRUITING YOUTH MEMBERS**

**Assess:** Identify current membership levels, and how they compare to the best practice of 10-youth members and 5-adult leaders.

**Plan:** Develop a year-round plan to work with the chartered organization, local schools, feeders and the community. This plan will also involve a marketing approach.

**Act:** Communicate and advertise accordingly to the year-round recruiting plan.

## **RECRUITING ADULT MEMBERS/LEADERS**

**Assess:** Identify current membership levels, and how they compare to the best practice of 10-youth members and 5-adult leaders

**Plan:** Develop a year-round plan to work with the chartered organization, local schools, feeders and the community. This plan will also involve a marketing approach.

**Act:** Communicate and advertise accordingly to the year-round recruiting plan.

## **BUILD A COMPETITIVE PROGRAM**

**Assess:** Evaluate the needs and interests of youth in the unit and identify the time commitment that unit members are willing to undertake.

**Plan:** Collaborate with unit members and families to develop an annual program plan that addresses the areas of youth interest and includes opportunities to introduce new youth and families to Scouting. Plan monthly check-ins with youth leadership and families to evaluate engagement in the programs and adapt to meet changing needs.

**Act:** Conduct the unit program and seek feedback on an ongoing basis. Seek out new opportunities for program participation and encourage youth and families to talk about their Scouting adventures with external communities in which they participate.

## **CREATE A WELCOMING ENVIRONMENT**

**Assess:** Talk with youth and families to determine reasons why they joined the unit. Engage with chartered organization to evaluate why they sponsored a unit originally, and how their community currently views their relationship with Scouting in general and the unit in particular. Determine areas

of strength that might attract new members and identify areas where the unit could improve its presentation and function to be more welcoming.

**Plan:** Working with youth and families in the unit, create a plan to improve the culture of the unit to ensure it meets the needs of current members and is attractive and welcoming to prospective members. Determine ways that the unit can present itself to prospective members and the broader community in a way that highlights its culture.

**Act:** Incorporate activities into the unit program that support areas of growth in its culture and encourage a welcoming environment for families and youth, both current and prospective members. Create structures for feedback on members' experience within the unit and include discussions on the culture and received feedback during unit committee and youth leadership meetings.



## RESOURCES TO REFERENCE/BUILD-IN:

<https://www.scouting.org/commissioners/starting-sustaining-and-growing-units/>

- Please note that the Unit Performance Guide is referenced on the Start a New Unit page, Build the Unit page, Grow the Unit page.

<https://www.scouting.org/health-and-safety/gss/>

<https://www.scouting.org/health-and-safety/gss/sweet16/>

<https://www.scouting.org/training/youth-protection/>

[https://scoutingwire.org/marketing-and-membership-hub/?fbclid=IwAR2nk6kG0EYeTeWb7ZdX4yyxX-lw\\_KaYTv4fMMAVIRPMub1X8fgazRghEfpk](https://scoutingwire.org/marketing-and-membership-hub/?fbclid=IwAR2nk6kG0EYeTeWb7ZdX4yyxX-lw_KaYTv4fMMAVIRPMub1X8fgazRghEfpk)

<https://www.scouting.org/programs/scouts-bsa/program-planning-tools/>

<https://i9peulikn3a16vg4e45rqil7-wpengine.netdna-ssl.com/wp-content/uploads/2020/06/Planning-Your-Annual-Pack-Budget-2020.pdf>

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<https://www.scouting.org/awards/awards-central/>

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