

How to Start and Sustain a New Unit

The Four Pillars of High-Quality Units

Team Responsibilities

Performance Process

Measures of Success

Membership Team

District Commissioner
District Membership Chair
District Executive

1. Know the Market

- Council Market Analysis Report
- Membership Reports
- Identify Chartered Organizations
- Whole Scouting Family
- New-Unit Commissioners Assigned
- Priority List of Prospective Chartered Organizations
- Vision Statements
- New-Unit Organizers Assigned

Gold Standard

Market Share
15% density, or 9% and
1% growth in density

Relationships Team

Institution Head
Chartered Organization Representative
District Executive
Unit Commissioner
Influential Scouter

2. Make the Call

- Preparation
- Structured Sales Calls
- Building Blocks of Scouting
- Program Benefits
- Chartered Organization Relationships Recruited
- Chartered Organization Representatives
- Chartered Organization Checklist
- Set Appointment With Institution Head
- Secure and Define Commitment
- Develop Team to Oversee Establishment of Visit

Gold Standard

Growth in Number of New
Youth and Units

Organizing Team

New-Unit Commissioner
New-Unit Organizer
District Training Team
District Executive
JTE Committee Members

3. Build the Unit

- Recruit and Train at Least Five Primary Registered Adult Volunteers for Unit
- Organize Team
- Select Quality Leaders
- Train Unit Leadership
- Unit Program Planning
- Recruit 10 or More Youth
- Formalize Fundraising, Recruitment, Leadership Succession, and Budget Plans
- Recognitions

Gold Standard

Trained Direct Contact Leaders
70%, or 50% and 2 percentage
point increase

Unit Support Team

Unit Key 3:
– Unit Committee Chair
– Unit Leader
– Chartered Organization Representative
New-Unit Commissioner
Unit Committee Members
– Journey to Excellence
– Voice of the Scout
– Unit Membership Chair

4. Grow the Unit

- Unit Key 3 meets monthly
- Unit Reporting Tools
- Recruiting Youth Members
- Successful Unit Meetings
- Unit Performance
- Commissioner Service
 - Unit Self-Assessments
 - Develop Unit Service Plan
 - Commissioner Tools
 - Charter Presentations
 - First Charter Renewal With More Than 10 Youth, 5 Adults, and at Least a Bronze JTE Score
 - Second Charter Renewal

Gold Standard

Membership Growth
3%

Unit Retention Rate
95%, or 92% and increase in
number of new units

Unit Contacts
45% of units have 6 recorded
assessments