

New-Unit Organizer Training



Learning Delivery Team
May 2014

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Introduction

This course is intended for volunteers and professionals involved in the new unit organization process.

The content for the course is from the *Unit Performance Guide* and that will be the primary resource for instructors and participants.

This course is designed to be instructor led and takes about an hour. It can be done as a stand-alone session or as a session of a “day of training” course. Slight modifications can be made by an experienced trainer to fit into a 50 minute block.

The content is the same as in a self-study version available at www.scouting.org/?? and both courses have the same course code - D??.

Objectives

The Overall Objectives of this course are to:

- Acquaint participants with the basic BSA new unit organization concepts
- Share new unit organization resources, especially the *Unit Performance Guide*, with participants
- Familiarize participants with the New-Unit Commissioner position

Notes for Instructor

A PowerPoint slide deck is available to support the content, but the trainer can conduct the course without the deck or can use a whiteboard or flipchart.

This syllabus is not necessarily designed to be read verbatim—with the exception of the Youth Protection presentation in the opening. Trainers should be familiar with the content and able to present it without reading. Experienced trainers can use their own words *but must be sure to cover the content and meet the objectives of the session*. One of the keys to success is that the trainers observe participants and ask questions during the sessions to be sure the participants learned the topic.

Resources can be secured from your council and/or are included as links in Appendix C.

If possible, contact with the participants in advance is beneficial. Encourage them to visit www.MyScouting.org to take *Youth Protection Training* if they have not in the last two years, and to take (or review) *This is Scouting*. *This is Scouting* will refresh the knowledge of experienced Scouters and provide background for inexperienced volunteers so that basic program content and an introduction to BSA culture does not have to be covered. Encourage them to acquire or download a copy of the *Unit Performance Guide* and bring it to the training.

Resources

- Easel and Blank flip charts or Whiteboard
- Computer and Projector if PowerPoint is used
- Roll of 1-inch blue painters tape (does not harm painted walls)
- Note cards
- Dry-erase markers (black and blue are best; ensure they have sufficient ink)
- Scouting Posters to decorate the room
- Appropriate signs if necessary (“Registration,” “Welcome,” “This Way,” etc.)
- *Unit Performance Guide*
- District New-Unit Chart
- Council Market Analysis Report (CMAR) for your council
- *Chartered Organization and Council Responsibilities*
- *Strengthening Organizations Through Scouting*
- New Unit Application (One per participant)
- *Chartered Organization and Council Responsibilities* (One per participant)
- *Cub Scouting’s Selecting Cub Scout Leadership*, No 522-500 (One per participant)
- *Boy Scouting’s Selecting Quality Leaders*, No. 523-981 (One per participant)
- *Venturing Fast Start*, No. 25-878 (One per participant)
- *Certificate of Training*, 615012 (One per participant)
- Appendix A - New-Unit Commissioners (One per participant)
- Appendix B - Identify Needs and Present Opportunities (One per participant)
- Appendix C - Resources (One per participant)

Welcome and Opening

Time You have 10 minutes for this presentation

Objectives Participants will:

- Become acquainted with the *Unit Performance Guide*
- Recognize the attributes of a New-Unit Organizer

Resource *Unit Performance Guide*

(Slide #1)

Begin this session by saying:

When you begin a journey you must first plan the trip. It is the same when you're planning to start a new Scouting unit. First, you must decide where you are going, and then you do research to determine the best way to get to your final destination. The new-unit process takes important teamwork and planning. Organizing sustainable new units is a journey.

Building and sustaining high-performing units takes a team of dedicated people—both volunteer and professional—working together throughout the entire process.

**New Unit
Organizer
Training**

(Slide #2)

Volunteer Driven; Professionally Guided

Say:

As in many aspects of Scouting, the new unit organization process is a partnership among volunteers and professional Scouters. Each has a role that we will discuss in this course.

**Volunteer Driven;
Professionally
Guided**

(Slide #3)

Strengthening Organizations Through Scouting

Share that:

Chapter 2 in the *Unit Performance Guide*, "Make the Call", is a Chartered Organization resource with information about Scouting. It was included to help you focus on the key elements a potential chartered organization head or executive officer would need to know about our programs.

What we are asking you to do is to "make the call" to actively serve more youth in your



community and what we are providing them is the use of the Boy Scouts of America's values-based indoor and outdoor programs.

The building blocks of Scouting, its aims and methods, and the program benefits are key to fulfilling the needs of organizations. We need to make sure this message is conveyed in our conversation.

The New-Unit Organizer plays a key role in the success of the unit organization plan, and we are here today to help you understand that role and the resources of the Boy Scouts of America. Thank you for coming!

What to Look For in a New-Unit Organizer

Ask:

What are some of the attributes of a New-Unit Organizer?

Seek answers and add the following if missed:

- Experience in Scouting
- Passion to move Scouting forward
- Commissioner background is ideal (usually a commissioner has previously held several other Scouting positions - Scoutmaster, member of committee, etc.)
- Community Leader
- "Means" to move Scouting forward
- Large circle of influence and connections within local businesses, schools, religious groups, community and service organizations.
- Control over their own time – Executive type position at work or very recently retired
- Problem Solving
- Team Development – Be capable of recruiting, training and motivating volunteers to serve. Ability to place volunteers in the most ideal position to match their skills set.
- Organization Skills – Keep track of potential units in many different stages of formation.

Youth Protection

Read the following paragraphs:

The Boy Scouts of America places the greatest importance on providing the most secure environment possible for our youth members. To maintain a safe environment for the boys, BSA has developed numerous procedural and leadership selection policies, reinforces the youth protection message with regular, high-quality training, and provides parents and leaders with numerous online and print resources aimed at the different youth protection needs of the Cub Scout, Boy Scout, and Venturing programs.

The BSA requires Youth Protection training for all registered volunteers.

All new leaders are required to complete Youth Protection training. To take the training online, go to www.MyScouting.org and establish an account using the member number you receive when you register for BSA membership. If you take the training online before you obtain a member number, be sure to return to MyScouting and enter your number for training record credit. Your BSA local council also provides training on a regular basis if you cannot take it online. For more information, refer to the back of the BSA adult membership application.

Youth Protection training must be taken every two years. If a volunteer does not meet the BSA's Youth Protection training requirement at the time of recharter, the volunteer will not be reregistered. We encourage all adults, including all parents, to take the BSA's Youth Protection training.

To find out more about the Youth Protection policies of the Boy Scouts of America and how to help Scouting keep families safe, see the Parent's Guide in any of the Cub Scouting or Boy Scouting handbooks, or go to www.scouting.org/Training and look at the Youth Protection link.

Urge the participants to take the youth protection training as soon as possible if they have not done so already.

Determine The Potential Market for Scouting

Time You have 10 minutes for this presentation

Objectives Participants will be able to:

- Explain the process and considerations in knowing the potential market for expanding Scouting in a service area
- Locate the resources of the BSA that will help determine the market

Resources *Unit Performance Guide*, Chapter 1
Council Market Analysis Report (CMAR) for your council (or use sample from appendix)
District New Unit Chart

Begin this session by stating:

A company or organization what wants to grow needs to first know where the growth potential and need is greatest. This is the same for Scouting - where can we expand Scouting my service area?

The first step is to **Determine the Youth Market**

(Slide # 4)

As a new-unit organizer, with the district executive's help gathering available council and community data, you need to survey the market.



The Potential

Ask:

What are some of the things to consider or look for?

You should get some of the following from the participants. If not, add them to the list.

- Under served areas - areas with no or little Scouting - share and discuss the CMAR for your council
- Public schools, charter schools, home-schooling associations, school expansions, or other after-school programs that could benefit from the organization of new units. **(Note: Public schools and government organizations may not serve as chartered organizations.)**
- New religious institutions being organized that may want to use Scouting with their youth members
- Other community organizations in the district that serve youth. There may be service clubs, veterans groups, community centers, public housing, religious

- organizations, and others.
 - Current chartered organizations without the full family of Scouting.
-

Say:

After potential chartered organizations have been identified, you will need to find out everything possible about their purpose, structure, leadership, and history of youth and community involvement. Find out the following:

- What potential adult unit leaders does the organization have?
- How adequate are the organization's program resources?
- How compatible are the organization's values and goals with those of the BSA?
- What facilities can the organization provide for an adequate meeting space?
- What are the costs associated with using the organization's facilities?
- What Scouts are already members of the organization?
- Do they currently have a youth program in their organization? If so, what ages do they serve?
- What other similar organizations already use the Scouting program?

Then, after potential organizations have been researched, list them in order from the most promising to the least promising for potentially working with Scouting.

Tell them that they can find a District New Unit chart (show one) at www.scouting.org/membership or can get one from their professional advisor.

The Members of the Organizing Team

Time You have 5 minutes for this presentation

Objectives Participants will be able to:

- List the members of the organization team
- Define the role of the New-Unit Commissioner

Resources *Unit Performance Guide*, Chapters 1 and 3
Chartered Organization and Council Responsibilities
Appendix A - New-Unit Commissioners

(Slide #5)

The New-Unit Organizer is part of the unit support team and may be part of the team who makes the “sales call” to the head of the prospective chartered organization.



The Organizing Team

Ask:

Who else might be a part of this team?

You should get some of the following from the participants. If not, add them to the list.

- District Executive
- Scouter who is member of prospective organization
- Influential community member who is a Scouter
- New-Unit Commissioner

Say:

Throughout the new unit process the New-Unit Organizer and New-Unit Commissioner work hand in hand.

Explain:

A New-Unit Commissioner is an experienced commissioner specializing in new-unit service who serves as an advisor to the unit and is committed to the unit for 36 months tenure. While not a member of the unit, the New-Unit Commissioner guides and encourages the new unit’s leadership to move along the path that will establish a strong independent unit.

Distribute copies of Appendix A.

Say:

Once a decision is made to start a new unit, a New-Unit Commissioner is immediately assigned to that potential unit and begins to work closely with the New-Unit Organizer.

Say:

As soon as an organization agrees to charter a unit, and all through the process, additional members will be added to the team. We will cover those individuals and responsibilities in the following sessions.

“Making the Sale”

Time You have 20 minutes for this presentation

Objectives Participants will be able to:

- Relate the keys to a successful organization call
- Locate the BSA resources available to organizers

Resources *Unit Performance Guide, Chapter 2, Appendix 19*
Strengthening Organizations Through Scouting

(Slide #6)

Say:

The Boy Scouts of America’s Sales Model has several keys to success. Some of which we have covered in previous sessions.



(Slide #7)

Prospecting

Prospecting involves networking, gaining referrals, generating leads, researching, and developing prospect lists.



Building Connections

Making contact with the prospect is the first part of building a connection. Spend time building the connection before presenting opportunities to new prospects.

Identify Needs

Identifying needs increases your opportunities to have the prospect respond positively to your proposal. Listening helps identify the prospect’s needs, which allows you to match the opportunities to the prospect.

Present Opportunities

Scouting can meet the needs of many individuals and organizations. Meeting the prospect’s needs and appealing to their values creates that lasting relationship. Anticipate concerns and be prepared to develop a “win-win” for the prospect and Scouting.

Define Commitment

To secure a commitment from the individual or organization, you must ask! Additional questions or concerns may be identified. Once a commitment is made by the prospect, action items for moving forward are identified.

Continuous Cultivation

Delivering on the promises you make during the sales conversations is crucial. Provide training, coaching, and support to the prospect to assist them in achieving the commitment they have made. Strong follow-up builds credibility, solid connections and relationships, and trust, which become a foundation for additional sales and future referrals.

(Slide #8)

Say:

Let's elaborate on some of these keys.

On your first visit, enter the conversation with a mind set of providing service to the prospect - identify *their* needs first.

It is important to use escalating questions to increase your credibility and learn about your prospect organization.

The desired outcomes for this visit are:

- Option 1: Pique curiosity and request another appointment with the decision maker(s). Say something like:
"Thank you for sharing this information with me about your organization. I believe there are some ways we could work together to achieve your goals. I would like to take some time to prepare some ideas for you. Could we schedule a time next week to continue our conversation? Today is Would next (match the day) work well for you, or would (one day earlier) work better?"
- Option 2: Present an opportunity for the prospect to determine interest.

Pass out Appendix B. Share that these are suggested questions that could be asked on the first visits with a potential chartered organizations and solutions Scouting can provide.

Say:

As New-Unit Organizers we need to Be Prepared to answer questions and common concerns.

Ask participants these questions and seek the best response:



- We don't have very many youth in our organization.
- We do not have any extra volunteers in our organization to take on this project.
- We are concerned about liability issues.
- We don't have it in our budget.
- I don't know anything about running a Scouting unit.
- Our congregation is much older.
- We tried this before, and it did not work.
- We already have a youth program.
- I will have to run this by our board.

Say:

The next key step is to **Define Commitment**.

(Slide #9)

Bring up points one at a time on the slide and provide the description.

- Identify the decision maker. Be sure you are talking with the person who can make the final decision.
- Review the chartered organization concept. Do not undersell the chartered organization role.
- Ask for the commitment. The most influential person makes the ask. *"Do you see how our organizations can work together to address (prospect's need or desire)?"* *"Would your organization be willing to work with the Boy Scouts of America to bring (prospect's need or desire) to youth and families?"* Remember not to speak after you have asked for the commitment.
- Get the chartered organization agreement signed by the organization and you.



Say:

Then, we need to take action!

(Slide #10)

Bring up points one at a time on the slide and provide the description.

- The executive officer appoints a qualified individual from the organization to serve as the chartered organization representative.
- Schedule an organizing committee meeting where members of the chartered organization will be oriented to the time line of the new-unit organization process.
- Before you leave, secure dates for the next meeting to keep the process moving forward.
- Congratulate the new chartered organization! Send a welcome note from you and key volunteer(s).



Show an additional resource for this process: *Strengthening Organizations Through Scouting*

Say:

Remember to begin with the end in mind by getting to know the mission, goals, and vision of the chartered organizations, and the tools that are available to build successful relationships that serve BSA units.

(Slide #11)

Say:

The www.scouting.org/membership web page has many membership resources for chartered organization relationships, including:

- Memorandums of Understanding
- Effective chartered organization relationships resources
- Training
- Position Descriptions
- Alternate meeting plans

Encourage them to explore this site as they prepare for each and every visit with a potential chartered organization.



End the session by saying something like:

With all your preparation and resources, after meeting with the head of the organization and reviewing the organization's goals - and how Scouting can help meet those goals - be sure to secure a commitment from the organization to charter a full family of Scouting: a pack, troop, team, and crew! This would be the best possible scenario to serve youth.

Building - and Maintaining - High-Performing Units

Time You have 15 minutes for this presentation

Objectives Participants will be able to:

- Determine the makeup and role of the Organizing Committee
- Supervise the leader selection process of a unit
- Manage the steps necessary to complete a new unit charter

Resources *Unit Performance Guide*, Chapter 4
Chartered Organization and Council Responsibilities
Cub Scouting's Selecting Cub Scout Leadership, No 522-500
Boy Scouting's Selecting Quality Leaders, No. 523-981
Venturing Fast Start, No. 25-878
New Unit Application

(Slide #12)

Say:

When a new unit is started, we make a commitment to family members, parents, and their sons (and daughters in Venturing) that they would receive a year-long Scouting program. To fulfill that commitment, it becomes equally important for the new unit to be sustained for a long time. This involves focusing on important elements the unit must possess in order to stay in operation - from the beginning.

The goal is to build a High-Performing Unit!

The Organizing Committee

After the organization has committed to charter a unit, or units, the Organizing Committee is appointed.

The New-Unit Organizer works closely with the organization head to appoint the chartered organization representative (COR) and the organizing committee, which consists of three to five people who will plan the next few steps in organizing the new unit.

The COR will serve as a member of the unit Key 3 leadership - the COR, the committee chair, and the primary unit leader - and as a member of the organization's Scouting program. The members of the organizing committee may eventually become unit committee members.

The organizing committee members should:

- Understand the aims and methods of Scouting
- Know the steps to unit organization
- Be familiar with program planning and program planning tools 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 available for leaders
- Be familiar with the Journey to Excellence and Voice of the Scout programs

It is important that the New-Unit Organizer and New-Unit Commissioner meet with the organizing committee as soon as possible so that they understand these things and to guide the organizing committee through the process.

At the first meeting:

- The New-Unit Organizer explains what is expected of the chartered organization and of the local council using the *Chartered Organization and Council Responsibilities* (distribute copies)
- The New-Unit Organizer introduces committee to on boarding and meeting plans.
- Sets organizing committee plans for the recruitment of unit leadership.

After the meeting the New-Unit Organizer coordinates with the district training chair to provide initial training and Youth Protection Training.

At subsequent meeting the organizing committee also recruits and appoints people to serve as committee chair and committee members, and selects the primary unit leader - the Cubmaster, Scoutmaster, Coach, Skipper, or Advisor.

Distribute and briefly review:

- *Cub Scouting's Selecting Cub Scout Leadership*
- *Boy Scouting's Selecting Quality Leaders*
- *Venturing Fast Start*

Be sure to cover these key points:

Choosing prospective unit leaders:

- Make a prospect list of qualified people that match the profile of the position to be filled.
- Be selective.
- Don't make assumptions about whether a prospect will accept the job.
- Avoid just asking for volunteers from the floor, which doesn't always produce the best candidates.
- Present list of candidates to chartered organization head for approval and ask for additional suggestions.

Characteristics of Successful Unit Leaders:

- Commitment to the ideals of Scouting
- High moral standards
- Ability to relate to youth
- Ability to keep a cool head under pressure
- Good organizational skills
- Good communication 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

Say:

In addition to selecting leaders, the unit committee has many roles, including:

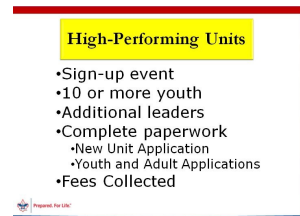
- Ensures that a monthly program and unit budget plan are in place and on track
- Encourages a unit wide communication system
- Encourages unit Key 3 training
- Helps unit leaders get training as needed
- Encourages participation in district activities
- Devises a succession plan that includes two-deep qualified unit key leadership

Say:

The New-Unit Organizer assists the unit committee and the unit leader(s) as they recruit youth members and complete paperwork for the new-unit charter.

(Slide #13)

- Schedule and hold Sign-up event
- A minimum of 10 youth is required for a new unit - at least two dens or patrols of five youth or a Venturing crew of 10 youth
- Recruit qualified parents to who will become additional leaders - A minimum of five adult leaders is needed to ensure a leader succession plan and shared responsibilities.
- Orient all parents
- New-Unit Organizer and unit committee complete paperwork for new-unit charter
- New-Unit Application signed by the executive officer of the chartered organization and district commissioner (Pass out sample)
- Adult Applications and Youth Protection Training signed by the COR
- Youth Applications completed
- Registration fees collected



(Slide #14)

First Unit Meeting

High-Performing Units

Say:

Perhaps the best part of the process is when the new unit conducts its first meeting!

- The unit committee, with the help of the New-Unit Organizer and the New-Unit Commissioner, plans the first month of meetings.
- The New-Unit Organizer and New-Unit Commissioner should attend the first unit meeting to ensure the unit gets off to a good start.
- Be sure the new leader is congratulated on the meeting and that the next meeting is scheduled and planned.
- Conduct a debriefing session with the unit leaders after the first meeting to review what they have learned and to celebrate their success.
- Assign a member of organizing committee or district committee to schedule and help facilitate the unit's first annual program planning conference.

Presenting the Charter

Say:

The New-Unit Organizer and New-Unit Commissioner should present the unit's charter at a full meeting of the chartered organization after the process is complete.

Youth members and unit leaders should participate in the ceremony.

The charter is presented to the head of chartered organization.

Unit leaders and unit committee may also be installed during this ceremony.

Additional Follow-Up

Say:

Once the unit has been organized, it will need ongoing service from the entire district, both the commissioner staff and district committee.

The New-Unit Commissioner steps in to take over support role. The New-Unit Organizer makes sure new unit is solidly under care of New-Unit Commissioner before leaving unit.

The New-Unit Organizer may want to attend youth meetings or committee meetings periodically until the unit recharter for the first time.

Closing

Time You have 5 minutes for this presentation

- Objectives
- Inspire New-Unit Organizers
 - Recognize New-Unit Organizers for completing training
-

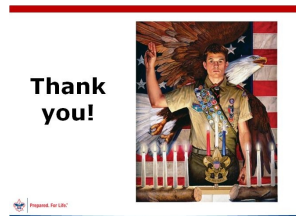
Resources *Certificate of Training, 615012*

Present a *Certificate of Training* to each participant.

(Slide #15)

Conclude by saying:

For over 100 years Scouting has made a difference in the lives of boys, young women, families, communities, local organizations, our nation, and the world



Scouts have saved lives, changed lives, and grown up to be leaders in every field of human endeavor.

In every case someone - someone like you - led the process to start a Scouting unit where those Scouts learned the skills that helped lift them to those heights.

Your rewards will be numerous, and lasting. The first meeting, the first campout, the first summer camp, the first service project. But few things will rival the day when a unit you helped organize produces its first Arrow of Light, Eagle Scout, or Silver Award.

Thank you for attending this session and for all you will do for youth in this important Scouting role.

Appendix A

New-Unit Commissioners

The new-unit commissioner holds a special place in the formation of a new unit. The new-unit commissioner's role begins at the very beginning of the new-unit organization process (step 1) by working closely with the district executive, supporting the new-unit organizer, and becoming a familiar and consistent liaison between the chartered organization representative and the district. The new-unit commissioner will need to put in place at the beginning of the organizational process a functional succession plan of leadership while providing support to the newly recruited key leaders. In many cases, the NUC will be the go-to person serving as a coach, mentor, and consultant by laying a strong foundation around which the new unit can form and, it is hoped, continue for a long time. As described in the Journey to Excellence recognition program, being a new-unit commissioner is a worthwhile long-term volunteer commitment that will generally last at least three years. The new-unit commissioner will need to serve longer than most other volunteer district leaders (with at least two years' tenure). The reason is the new unit will need careful watching, support, guidance, mentoring, and assistance through several rechartering cycles to ensure unit sustainability.

While it is typical and acceptable for most unit commissioners to be assigned several units and have a longer tenure, the length and intensity of service given by the new-unit commissioner adds to the importance of this position. **They are also asked to be assigned to only one unit.** With this in mind, what motivates a volunteer to become a new-unit commissioner and serve only one unit for two or three full years? Because they truly believe that when a new unit is organized, the BSA made a promise to those families that their sons (or daughters in Venturing) would have a real Scouting experience. It is a promise that really needs to be kept.

Experienced unit commissioners often say it would be much more exciting to "raise a unit in the way it should go" than to monitor an existing unit.

New-unit commissioners may derive even greater satisfaction from their new role than other unit commissioners simply because they can take pride in the creation process and watch the unit grow and be sustained over many years.

The New-Unit Organizer and New-Unit Commissioner Work Hand in Hand

During unit formation, the new-unit organizer (NUO) and the new-unit commissioner (NUC) work closely together. Market research and determining who to approach to become a chartered organization are membership decisions. The district executive and district commissioner will work with the membership committee as they go through this process. Once a decision is made to start a new unit, a new-unit commissioner is immediately assigned to that potential unit and begins to work closely with the new-unit organizer. The district commissioner then signs off on the New-Unit Application.

When calling on the prospective chartered organization, the NUC may go along on this call, but it is the NUO's meeting. The NUO could be an influential Scouter, an individual experienced in sales, a key volunteer, or an individual that knows the prospective organization and community

So, who would make a good new-unit commissioner?

A new-unit commissioner can be an experienced commissioner who specializes in new-unit service and has had some specialized training. Ideally, this commissioner will have a reduced unit workload and is committed to serving this one unit for the full three years the unit will be considered “new.”

The role the new-unit commissioner plays is much like that of troop guide—not a member of the unit but a mentor who helps the unit leadership become a high-performing team. Once the unit becomes independent, the new-unit commissioner should be replaced with a traditional unit commissioner, freeing the new-unit commissioner to begin again with another unit. The new-unit commissioner will need to give this unit extra service in addition to the annual service plan. That service is described in “New-Unit Service Plan.”

The new-unit commissioner can also be a 21-year-old or older volunteer such as an Arrowman, former camp staff member, or Eagle Scout who serves under the mentoring and guidance of an experienced commissioner such as an assistant district commissioner or district commissioner. Such an individual can be an excellent candidate to start with one new unit. We believe any Scouter who fits this description and is willing to make this commitment would make a good new-unit commissioner.

Unit Performance Guide

Appendix B

Identify Needs

Questions for a leader of a faith community:

- What are your current youth programs? Tell me which one you are most proud of.
- How are your current youth programs meeting your expectations?
- What are your top three concerns regarding youth today?
- Why did you pick those? Can you tell me more about that?
- Tell us about your outreach ministries or services to the community.
- What is the average age of your congregation?
- What do you feel are the most important issues facing families today?
- What do you think your faith community can do to help?
- Do you use camps or outdoor programs with your youth?
- Have you ever considered Scouting to address your concerns?
- Where do you see your faith-based organization in five or 10 years from now?

Questions for a president of a service club:

- What is your club's focus for the next two years?
- What are your concerns about youth in our community?
- How is your club addressing these needs?
- Why is that important?
- What types of service projects does your club do?
- How does that work for you?
- How does your club serve children and families?
- What would you like to see more available to children?
- Why is this important?
- Have you ever considered Scouting to address your concerns?

Questions for a parent-teacher group:

- What are your top concerns? Why?
- What collaborative efforts already exist?
- What collaborative efforts could exist to match community resources with schools?
- What is important to the children and families in your school?
- What issues do you face trying to provide?
- What issues would you like to help families address?
- What type of additional volunteer support do you need?
- Have you ever considered Scouting to address your concerns?

Present Opportunities

Prepare a customized executive summary to identify benefits and features of Scouting to meet the organization's needs. Increase your success by addressing as many needs as possible.

Common opportunities:

- Community outreach
- Building strong families
- Character development
- Gaining more parent and volunteer involvement
- Providing positive role models and mentors to youth
- Presenting parents with opportunities to set and achieve goals
- Teaching life skills to youth
- Your organization gets introduced to others.

Appendix C

New-Unit Organizer – Resources

Training

Adult Volunteer Training

www.scouting.org/Training/Adult

Youth Leader Training

www.scouting.org/training/youth

Membership Recruiting

Unit Performance Guide

www.scouting.org/filestore/membership/pdf/522-025_WB.pdf

The New-Unit Organization Process

www.scouting.org/scoutsources/Membership/New_Units.aspx

Chartered Organization and Council Responsibilities

www.scouting.org/filestore/membership/pdf/524-182_web.pdf

Evaluating Charter Organizations

Strengthening Organizations through Scouting

www.scouting.org/filestore/membership/pdf/522-024.pdf

Strength Through Service - Community Pamphlet

www.scouting.org/filestore/membership/pdf/522-211.pdf

The Together Plan - Provides best practices for reaching out to organizations in communities and presenting opportunities for these organizations to organize new Boy Scout units.

www.scouting.org/filestore/commissioner/pdf/522-990.pdf

Scouting in Rural Communities

www.scouting.org/filestore/membership/pdf/523-235_WB.pdf

Scouting in the Hispanic/Latino Community

www.scouting.org/filestore/multicultural/pdf/523-012_WB.pdf

Cultural Marketing, African American Focus, American Indian Focus, Asian American Focus

www.scouting.org/sitecore/content/Home/Membership/Cultural_Marketing

Church Denominations near a location

www.churchpick.com/?gclid=Ci2n856av68CFWpntgodAzd8xQ

Stats about all U. S. cities

www.CityData.com

Potential Chartered Organizations

www.scouting.org/scoutsources/Membership/Charter_Partners/Community.aspx

Combining Values and Community Expectations

Values of Americans - a Study of Ethics and Character

www.scouting.org/filestore/hispanic/english/02-849.pdf

Creating Units – by Type

Scouting's Selecting Cub Scout Leadership, No 522-500

www.scouting.org/filestore/membership/pdf/522-500_web.pdf

Delivery System Manual - Cub Scout Program

Boy Scouting's Selecting Quality Leaders, No. 523-981,

www.scouting.org/filestore/membership/pdf/522-981

Venturing Fast Start, No. 25-878,

www.scouting.org/filestore/pdf/25-878.pdf

Sea Scouts BSA

www.seascout.org/

Varsity Team Program

www.scouting.org/filestore/pdf/VarsityTeamProgram-V1.pdf

Commissioner Service Assistance

Commissioner Fieldbook for Unit Service

www.scouting.org/filestore/pdf/33621.pdf

Administration of Commissioner Service, No. 34501

www.scouting.org/filestore/pdf/34501.pdf

Commissioner Service, *Champion of the Units* - elective 311, PowerPoint

www.scouting.org/filestore/membership/doc/membership_plan_council_013.doc

Forms

New Unit Application

www.scouting.org/filestore/pdf/524-402_WB_old.pdf

Annual Charter Agreement

www.scouting.org/filestore/pdf/524-182WB.pdf

Adult Application

www.scouting.org/filestore/pdf/524-501.pdf

Youth Protection Training (required with adult application)

www.scouting.org/youthprotection

Youth Application

www.scouting.org/filestore/pdf/524-406A.pdf

District New Unit Chart

www.scouting.org/filestore/commissioner/pdf/14-904.pdf

Community Organizational Survey Worksheet

www.scouting.org/filestore/membership/pdf/522-222WB.pdf

Insurance Coverage for BSA Volunteers and Chartered Organizations

www.scouting.org/filestore/pdf/512-018_WB.pdf

Abbreviations and Acronyms

www.scouting.org/scoutsource/Media/LOS/abbreviations.aspx