Program Planning
Kick-off & Training
“Would you tell me, please, which way I ought to go from here?”
"That depends a good deal on where you want to get to."
"I don't much care where -"
“Then it doesn’t matter which way you go.”
What do we learn from Alice?

“Begin with the End in Mind” – Stephen R. Covey

Where are you trying to go?

&

What are you trying to accomplish?
Why is this important to your unit?

Where do we lose Scouting families engagement?
What part of our program causes families to leave?

We generally lose families because of:

1. Poor Den Meetings
2. Weak Unit Funding plan
3. Weak Unit Program Plan

What is the part of the program where we lose the most scouts? What causes Scouts to leave?

- Den Meetings
- No funding plan, or a bad funding plan
- No Annual Plan, or a light annual plan
**Why is this important to your unit?**

Where do we keep Scouting families?
What parts of our program keeps families engaged?

1. Camp Attendance (Day Camp, Summer Camp)
2. Large & Fun District Events
3. Large & Fun Council Events
4. Large & Fun Pack Events
   1. Pinewood Derby
   2. Fishing Trip
   3. Camping, etc.

Where do we keep Scouts?
- Day Camp, Summer Camp, Sleepover Camp
- District & Council Event Attendance
- Large Pack Functions
It comes down to this:

New & existing families want to know the answer to these 2 questions:

1 – What are we going to do?

2 – How much is it going to cost?

What are we going to do & How much is it going to cost?

If the unit can answer these 2 simple questions, families will sign up and stay involved. It always works!

The better the program plan the more fun the Scouts have and the more value the families see in Scouting.

The better the funding plan the more fun activities the Scouts can do and the more value the families see in Scouting.
This brings us to Annual Program Planning.
It is an annual unit meeting to:
- Schedule Key activities and Events
- Create a Calendar for the year
- & Develop a Finance Plan

This is then shared with the families in the form of a calendar.
The Results

 Scouts Receive a Mountain-top Scouting Experience!

• More Scouts & Families
• More Funding
• Higher Scout Retention
• Higher Participation
• More Volunteers

You can tell prospective families:
What they will do & how much it will cost!
We have created a new tool to help your unit succeed!

The Program Planning Guidebook outlines all of the Large Council & District events that your unit should be a part of.

It goes from June 2019 to May 2020.
Using the Book as a Guide.

The 1\textsuperscript{st} Part of the Book shared key information that is helpful in your planning. We will be reviewing some of these key programmatic things later.

The 2\textsuperscript{nd} half of the book is the calendar.

- You’ll notice that the left side of the book contains a blank calendar
- The right side contains key District & Council Dates.
- The idea is that you take the information that applies to your unit and add it to the calendar on the left.
- Thus you are creating a customized calendar specific for your unit.
Program Planning Training Video

May Program Planning

Cub Scout Video:  
https://youtu.be/DhYtkk-SAK4

Scouts BSA Video  
https://youtu.be/jtv-tKfnEY4

For the Program Planning Kick-off, Use the Cub Scout Version.
Before we dive into program, let’s talk about the very important element of funding your program.

Families want to know how much will Scouting cost?
Are their hidden fees?
How can I afford to put my son or daughter into this program?

Unit’s who can tell families how they can pay for Scouting, keep them.

Strong funding plans often include Turn Key Fundraisers - Popcorn & Camp Cards
Turn-Key Fundraisers

Spend more time on program & less time fundraising!

Through:

- Popcorn – To Fund Unit Activities
- & Camp Cards – To help kids get to camp

Simply Sign up, show up, sell, & then get back to program!

Setting up a unit fundraiser takes a lot of time and energy. To help your unit spend more time on program and less time fundraising we offer 2 turn-key fundraisers.

Popcorn – To fund unit activities
Camp Cards – To help kids get to camp

These are turn-key because Council leadership handles all the behind the scenes planning and logistics required to organize a fundraiser, saving your unit time. Simply sign-up, show up, sell and then get back to program!
Council Popcorn Sell

- New Selling Calendar
  - 7 Weekends to sell! (up from 4 last year)
- New Commission Structure with Volume Bonuses
- New Trails-end App
  - All Scouts can take Credit Cards for Free!
- Free Shipping with Online Sales!
- New Prize Program
  - New District Top Seller Prize:
    - 2 season-passes to Six-Flags Over Georgia & Six-Flags Whitewater with free parking!
  - New Military Patch program
  - Weekly Major Prize Drawing for cool prizes

See Page 9 of Calendar for full details.

Six Flags season-passes are for the rest of 2019 season and all of 2020 season. Top seller per District will receive the prize (minimum of $1,500 sales)
Camp Card Sale

Camp Card Commitments Due: February 3rd 2020
Sale Begins: February 28th 2020
Sale Ends: April 17th 2020

Designed to help scouts and families attend Day Camp & Summer Camp.

Campership Prizes will again be offered.
Council & District Program Support
Every Unit should have a registered New Member Coordinator.

Unit’s can simply e-mail your District Executive with instructions to move an already registered member of committee to serve in this role. (no new application needed).

District Leadership will be contacting each unit during the summer to identify your unit’s new member coordinator(s)
Attend your District’s Fall Membership Kick-off!

- Learn about our New Fall Recruitment plan and available resources:
  - New Pre-Printed flyers
  - New Pre-Printed Stickers
  - Council Paid - Social Media advertising for every one of your Schools!
  - Follow the plan and get FREE Rockets & Books for every new Scout that joins!
Friendly reminder to update your BeaScout.org Pin

Also, Did you know you can now take Online Applications?

Visit My.Scouting.org to learn more!

Friendly reminder to update your Beascout.org pin.

Unit can now take online application through beascout. All of this is done through My.scouting.org.
- A member of the unit key 3 must turn on online applications for youth.
- Only the chartered Representative can turn on online applications for adults.
Steps to Successful and EASY recharter!

1. Attend Recharter Training in October

2. Complete online re-charter by Nov 21st

3. Attend your District’s RECHARTER CELEBRATION!
   (December Roundtable)
Scoutbook

It’s FREE & It’s AMAZING!

Take an 8 step advancement process and turn it into a 2 with Scoutbook!

Scoutbook is a Scout’s Handbook & Advancement record in the cloud.

It’s simple, easy and all Scouts and units should be using it!

See Page 13

Read the introduction to Scoutbook image, it does a good job of explaining the differences.
“Every Scout deserves a trained leader, and every leader deserves to be trained”

Great News Cub Scout Volunteers!
• Brand New Online Trainings have been released
  • Significantly shorter than previous version
  • Get trained in your position from your phone or mobile device
  • Already trained in one position?
    • It takes just 12 minutes to get trained for your new position online!

In Addition to online trainings, your Local District offers multiple classroom trainings throughout the year.
The BSA’s Top Leader Training

Weekend 1: April 3-5
Weekend 2: April 17-19
Winter Course:
January 18-20
February 15-17
@ Camp Comer

Summer Course:
July 6-11
@ Camp Sequoyah
The Pinnacle experience for every Cub Scout!
Every Cub Scout should attend DAY CAMP!

Visit www.1bsa.org to view the 2019 Camp Dates & Locations!

2020 Dates will be released in January.
Webelos Resident Camp

Each Summer, Webelos Scouts and rising Arrow of Light Scouts can participate in a summer-camp type experience at Camp Comer and can participate in activities taught by Scouts BSA summer camp staff members.

2019 Dates: July 21-24
2020 Dates: July 19-22

Cub Haunted Weekend

Each October, the ghosts and goblins are on the prowl at Camps Comer, Sequoyah, and Westmoreland. Come for a weekend of fun, camping, haunted hay rides, shooting sports, costume contests, and more!

2019 Dates:
Oct. 11-13 - Camp Comer, Camp Sequoyah
Oct. 18-20 - Camp Comer, Camp Sequoyah
Oct. 25-27 - Camp Comer, Camp Sequoyah, Camp Westmoreland
Summer camp is the anchor of a quality year of Scouting for youth ages 11-18. At Camp Comer or Camp Sequoyah, Scouts learn valuable skills not just in merit badge classes, but in the numerous programs our camps offer them. With revised merit badge course offerings, the widely acclaimed "Eagle Bound" program for first-year Scouts, water carnivals, and more, your troop will have an absolute blast at Camp this summer!

Merit Badge Registration is available on Tentaroo at:
www.tentaroo.com/campcomer
—or—
www.tentaroo.com/campsequoyah

### 2019 Dates
- June 9-15
- June 16-22
- June 23-29
- June 30-July 6
- July 7-13
- July 14-20 (Comer Only)

### 2020 Dates
- June 7-13
- June 14-20
- June 21-27
- June 28-July 4
- July 5-11
- July 12-18 (Comer Only)
Big Council Events

2019:
• Powderhorn – Aug. 16-18, & Sept. 13-15
• University of Scouting – Sept. 28
• Cub Safari – Oct. 6
• Jedi Academy – Nov. 1-3

2020:
• Merit Badge University @ Auburn U. – Feb 29
• Cub Adventure Weekend – April 24-26
We have a new Council website.

Updated with all the information your unit needs to be successful!