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Scouting America
Greater Alabama Council

How does our unit move forward?


Successful Units that attract and keep Scouts:

- Have leadership that is helpful, friendly, kind, trained, organized, and provide good communication.
- Have a strong annual program plan that is FUN!
- Ensure all Scouts and their families feel welcome.
- Have an easy to explain finance plan that funds the unit expenses AND offers a way for families to subsidize their Scouting journey.

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Families want to know 2 things:

What are we going to do?

How much is it going to cost?



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**THIS IS THE WAY WE'VE
ALWAYS DONE IT**



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Review what the unit did last year. Ask questions like, what events went well, what events didn't go well? Did we earn the National Summertime Award? How did we do with weekly attendance? Did we participate in day camp, summer camp, or high adventure? Did we sell popcorn and camp cards? Feel free to ask as many questions as you want, but do not spend too much time on this, as the key issue is planning the upcoming year. Just use this research to help guide what you might want to keep, replace, or improve.

Step 3 - BRAINSTORM

Brainstorm activities your unit might want to do in addition to weekly meetings. Include things such as: Blue and Gold Banquet, Courts of Honor, Pinewood Derby, Scouting for Food, Weekend Campouts, community service activities, youth recruitment events, District Events, Council Events, etc. Remember the brainstorming rule, which is anybody can suggest anything without critique or criticism. Feedback and analysis come later, after all the ideas have been captured. Once you have a list of things your unit might want to do, start prioritizing the list. Take a vote(s) on which activities to include on the schedule, then add the activities to your calendar.

Step 4 - ASSIGNMENTS

After the dates have been placed into the calendar, the next step is to assign the person who will be responsible for each event (if possible).

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Step 5 – Finance and Funding

Expense Categories:

Unit Expenses:

- Things that the unit typically pays for
- Advancement, Unit Gear, Pinewood Derby Cars, etc.

Family Expenses:

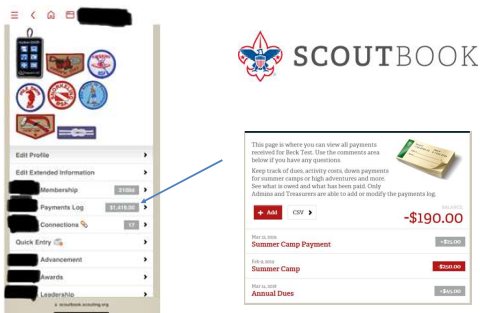
- Things that the family typically bears the cost of
- Cub Haunted, Uniform, Weekend Campouts, Summer Camp, etc.

IMPORTANT! Your funding plan needs to fund BOTH!

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Your funding plan needs to fund the unit expenses
AND
offer a way for families to subsidize their Scouting journey.



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Scout Accounts are important because

INCENTIVES MATTER!

Example 1:

Our Pack charges dues of \$225 which covers all Pack activities for the year. These dues are paid in mid-November as part of the re-charter process. Families participate in our Popcorn Sale from Aug to Oct. From the commission earned, our Pack keeps just 20% and 80% goes into the Scout's account in Scoutbook. The family can use these funds for anything Scouting related including paying the \$225 Pack dues, registration fees for events like Cub Haunted, and purchasing their uniform.

Example 2:

Our Troop sells Christmas trees. Scouts work 3 shifts but can work more if available. Our Troop keeps about 30% of the commission to cover unit expenses. Based on the number of shifts they work; the rest goes into the Scout's Accounts in Scoutbook. Scouts can use these funds to pay for anything Scouting related including uniforms, weekend campouts, Summer Camp, and NYLT. We also encourage our Scouts to participate in the Council Popcorn and Camp Card sale as a way to fund their Scout Adventures.

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Step 6 - PUBLISH YOUR PLAN

Review your plan to ensure you have captured everything your unit wants to do in the upcoming year. Include your unit's funding plan with the expectations of each Scout/family. Publish your plan and get it to each family. Sharing the annual plan with your families could be the most important step in retaining your Scouts and building tenure. Create a printable flyer that can be given to new and prospective families.

Annual program planning is an ongoing process.

Review the plan regularly to make sure you are still on track. Additional resources including examples can be found at www.1bsa.org.



For Scouts BSA, Sea Scout, & Venturing Units:

The process of this meeting is the same but please remember that in Troops, Crews, and Ships the youth are the ones who are holding and leading this meeting.

There are training videos on our website 1bsa.org

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Council & District Program Support



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POPCORNSALE



WHY SELL POPCORN?

- Easy and turn-key way to fund your Unit's program.
- Helps families pay for their Scouting Adventures.
- Scouts learn life lessons by "earning their own way."
- Amazon Gift Card Prizes!
- Sell online to friends and family out of town.
- App allows ALL Scouts to accept Credit Cards.
- Show-n-sell locations secured by Trails-End and available for sign-up directly from the app!



CALENDAR

Virtual Leader Training: 9:30am Saturday, July 19th

Virtual Leader Training: 7pm Tuesday, July 22nd

Orders Due: Sunday, Aug 10

Order Pickup: Thursday, Aug 21

Continuous replenishment offered as needed

Second Order Due: Sunday, Sept 7

Gathering of Heroes Celebration!

Our top 50 selling Scouts will be invited to the Gathering of Heroes party on Saturday, Jan 31st.



The Gathering of Heroes includes tons of super hero themed fun and excitement!

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Cub Scout Recruitment Bootcamps!

Inviting new families to join Scouting is the most important thing we can do. Every fall, a sign-up night is held at each elementary school across the nation. These sign-up nights are heavily advertised and are the main way that most families sign-up to participate in Scouting. The Unit New Member Coordinator is a member of the Unit committee that organizes these sign-up nights, inviting new families to join and ensuring they feel welcome.


LEADERS! Attend a Recruitment Bootcamp to learn how we will help your Pack be successful!

Location	Date	Time	Location
Anniston	July 17th	6:30pm	TBA
Birmingham	July 17th	6:30pm	Birmingham Scout Office
Cullman	July 17th	6:30pm	TBA
Huntsville	July 17th	6:30pm	TBA


Order your free marketing materials online at bsa.org/membership-growth, and we'll deliver them to you at Bootcamp!

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Program and Training in 2025 and 2026



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Get ready for fun and adventure with Cub Scouts!

Cub Scout Fishing Derbies-
 -September - November
 -9am-12pm

Date	Location
September 13	Joe Wheeler Marina
September 27	Sylvania Lake
October 4	Camp Sequoyah
October 18	Aldridge Gardens
November 1	Braham Spring Park

Cub Haunted Weekends-
 -Registration will open early August
 -Camp Comer = 6 different sessions
 -Westmoreland = 1 Session (Oct. 24-25)

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Get ready for fun and adventure with Cub Scouts!

Cub Scout Cast Iron Quest
July 12th
Sloss Furnaces National Historic Landmark

Joy to the Woods Holiday Campout
December 12-14

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Get ready for fun and adventure with Cub Scouts!



Webelos Resident Camp
 July 6-9
 Camp Comer
 REGISTRATION OPEN!

Cub Scout Summer Camp
 July 9-12
 Camp Comer
 REGISTRATION OPEN!

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Scouting for Food



Oct 24 - 28 is Door Hanger Distribution


Nov 1 - 5 is Food Pick-up and Drop Off

Nov 1st from 11am to 2pm is the main drop-off at our Scout Offices




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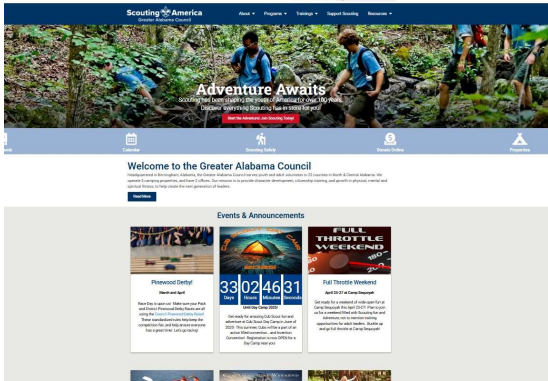



Key District Events



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Visit 1bsa.org





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Program Planning Kick-off & Training



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