GREAT LAKES FS COUNCIL
BOY SCOUTS OF AMERICA



2019-2020
COUNCIL OPERATIONS PLAN

Overview

This handbook has been built to reflect the many key priorities and strategies in place to deliver our mission to our Scouting families and the community. There are many tasks that need to be accomplished to guarantee that every year is successful. To serve the needs of our community today and build a sustainable foundation for the future, there are two focus areas.

- **Benchmarks and action items** – Campaign achievement levels for each month or items to be accomplished
- **Cadence Planning** – Items to be part of a day of planning to build a foundation of success and look ahead 90 days.

July - Key Objectives

	Benchmarks or Action Items	Cadence Planning
Friends of Scouting *Family and/or Community*	• Family Chairman Recruited • Community Chairman Recruited	• Previous Year Campaign Evaluation • P & E campaign donors • Campaign clean-up/2020 goal proposal
Product Sales *Spring and Fall*	• Promote Kickoff Attendance • Familiarize self with Trails end system	• 1 on 1 trainings with underperforming units • Warehouse support recruitment
Camp Promotions *Cub Scouts and ScoutsBSA*	• Visit Packs / Troops at Camp • Take SM / PLC of targeted non-MCC Camping Troops to visit MCC Camp.	
Membership *Fall Recruitment* *Spring Recruitment* *New Units* *Exploring* *Scoutreach* *Webelos to Scout Transition*	• New Units: Prospect Sales call for Sept/Oct start units. • Identify prospects for Pack Recruitment Mentors. • Recruitment Mentors recruited and assigned to each Pack. • Begin collecting both Recruitment Night dates and September/October Pack Meeting dates from units. • Troop and Venture Crew program calendars requested from units • Location for District Report Nights secured. • Promote Training Attendance	• New Units: Evaluate new unit progress vs year end goal. • Charter Partner visits • 1 on 1 meetings with new Cubmasters/Committee Chairs • Identify units without Detailed Assessment • Identify units with no advancement to date
Rechartering *Units and District*	• ADC for recharting identified • ADC for recharting training	• Prospect recharter turn in locations and dates
Manpower	• Ensure District Recharter processed correctly	• Identify manpower recruitment needs for JTE

August - Key Objectives

	Benchmarks or Action Items	Cadence Planning
Friends of Scouting *Family and/or Community*	• Recruit Family Presenters and other project committee members • Staff FOS Planning Conference for upcoming year's campaign	• Set recruitment meetings • Finalize proposed 2020 FOS goals with District Key-3/Finance Chair
Product Sales *Spring and Fall*	• Participate in August Pickup • Follow up with units to place initial order. •	• Inform units for order date in September
Camp Promotions *Cub Scouts and ScoutsBSA*	• Call troops that attended out of council camps to see how their experience was	•
Membership *Fall Recruitment* *Spring Recruitment* *New Units* *Exploring* *Scoutreach* *Webelos to Scout Transition*	• New Unit Prospect Sales Call • New Units: Leadership recruitment for Sept/Oct start units • Conduct FSC-wide Cub Scout Recruitment Trainings for Pack Recruitment Coordinators and Mentors. • FSC-wide follow-up Pack training webinars • Deliver Fall Recruitment news releases to all local media. • Cub Scout Pack calendars requested from units • Units meet with school principals to secure permission to have a table at Student Registration Day and • School Open House • Confirm dates and times of flyer distribution, scout talks and round-ups with schools and alternate locations. • 100% of Packs are trained. • District Cub Scout Recruitment Coordinator confirms Recruitment locations, dates, times, and readiness • levels with Pack Round-Up Coordinators and/or Mentors. • 100% of Recruitment Events are scheduled. • 100% of Pack flyers ordered. • Units Post banners, flyers, yard signs, etc. • 2020 FSC Webelos to Scout Transition Chair recruited • Complete unit advancement audit	• Principal visits
Rechartering *Units and District*	• Unit Commissioner Recharter Training	• Identify units that rechartered late in 2019
Manpower	•	•

September - Key Objectives

	Benchmarks or Action Items	Cadence Planning
Friends of Scouting *Family and/or Community*	• Conduct District FOS Conference/Training • Recruit council pacesetter chair	•
Product Sales *Spring and Fall*	• Touch base with top selling units • Follow up with units to place order • Participate in September Pickup	• Inform units of final order date
Camp Promotions *Cub Scouts and ScoutsBSA*	• Scouts BSA: Get feedback on summer camp experience from past summer. • Cub Scouts: Get feedback on summer camp experience.	• Scouts BSA: Troop Camp plans for following summer. • Scouts BSA: Camp Promotions Chair prospects identified • Cub Camp: Camp Promotions Chair prospect identified
Membership *Fall Recruitment* *Spring Recruitment* *New Units* *Exploring* *Scoutreach* *Webelos to Scout Transition*	• New Unit Prospect Sales Call • Start conducting flyer distribution in schools and alternate rally locations. • First day to conduct Scout Talks in schools • Focus on conducting school Recruitment Events between September 5 and October 10 (No recruitments should be • scheduled prior to Sept. 5). • District Turn-in and Victory Celebration • FSC Report meetings via Conference Call • First MCC Report meeting via Conference Call • 80% of Recruitment Events completed. • 100% of Round-Up applications submitted to the Scout office for processing • audits to ensure all members are registered and participating in dens. • Deadline for new youth recruitment incentive	• Principal visits
Rechartering *Units and District*	• Recharter turn in dates and locations secured • Recharter training for units scheduled • Logins sent to units	• List recharter turn in event manpower needs to share with District Commissioner or recharter District Recharter Champion
Manpower	•	•

October - Key Objectives

	Benchmarks or Action Items	Cadence Planning
Friends of Scouting *Family and/or Community*	• Presenter Trainings • Pacesetter unit presentation dates set	• CFOS kickoffs set if responsible • Populate FFOS tracker
Product Sales *Spring and Fall*	• Touch base with all units on sale progress	• Inform units of final order date • Inform units of prize order due date
Camp Promotions *Cub Scouts and ScoutsBSA*	• JTE Camping numbers finalized	•
Membership *Fall Recruitment* *Spring Recruitment* *New Units* *Exploring* *Scoutreach* *Webelos to Scout Transition*	• New Unit Prospect Sales Call • 2nd Round-Ups scheduled for all Packs that did not meet their recruitment goal. • Fall Recruitment Professional Staff debriefs held and follow-up strategies developed • Each Pack conducts a New Parent Orientation Meeting separate from Pack Meeting • Assure that all new leaders receive online YP and CS leader specific training. • Send thank-you letters to school superintendents and school principals for their support. • Conduct District Cub Scout Round-Up Committee Meetings to review results and develop follow-up • strategies. • 100% of Follow-up Round-Ups completed. • Packs hold overnighter or another new-member event. • A minimum of 3 High School lunch room visits scheduled per district for Exploring/Venturing recruitment • MCC holds second membership report meeting	• Membership gap-to-go analysis completed • New units kicked off • Generate list of 5th grade Webelos
Rechartering *Units and District*	• End of October review units with commissioner staff which have not logged in • Commissioners conduct Membership Inventories to ensure all members are registered.	• Determine plan to share with District Commissioner to follow up with units which have not logged in.
Manpower	• New Unit Commissioners recruited	• Generate list of new leaders needing training

November - Key Objectives

	Benchmarks or Action Items	Cadence Planning
Friends of Scouting *Family and/or Community*	• Presenter Trainings • Distribute FOS Campaign Unit Materials • 40% of FOS dates scheduled	•
Product Sales *Spring and Fall*	• Ensure each unit places an order on time • Participate in final pick up.	• Inform units about payment due date.
Camp Promotions *Cub Scouts and ScoutsBSA*	• Scouts BSA: Secure where troops are going camping & those undecided. • Scouts BSA: Scouts BSA Camp Promotions Chair secured. • Cub Scouts: Camp Promotions Chair secured. •	• Cub Scouts: Camp Promotions presenters identified
Membership *Fall Recruitment* *Spring Recruitment* *New Units* *Exploring* *Scoutreach* *Webelos to Scout Transition*	• New Unit Prospect Sales Call • Conduct FSC/district Cub Scout Round-Up Committee Meeting to review results and develop follow-up • strategies. • 100% of District Webelos Den Days held	•
Rechartering *Units and District*	• Recharter turn ins • Contact units which have not logged in	• Determine plan to share with District Commissioner for follow up with delinquent units.
Manpower	• New leaders contacted to promote training	•

December - Key Objectives

	Benchmarks or Action Items	Cadence Planning
Friends of Scouting *Family and/or Community*	• Pacesetter Presentations Begin • 75% Family Presentations Scheduled • 10% Campaign Benchmark • Kickoff Event • District leadership campaigns complete	• Scheduling FOS unit presentations
Product Sales *Spring and Fall*	• Follow up with unit payments	• District Popcorn goals proposed
Camp Promotions *Cub Scouts and ScoutsBSA*	• Scouts BSA: Schedule camp promotions discussion with troops w/o a summer camp plan • Cub Scouts: Key Packs that should receive a presentation identified •	•
Membership *Fall Recruitment* *Spring Recruitment* *New Units* *Exploring* *Scoutreach* *Webelos to Scout Transition*	• Conduct FSC/district Cub Scout Round-Up Committee Meeting to review results and develop follow-up strategies. Council & District • Recognize key volunteers and staff members who achieve their Cub Scout Recruitment Campaign objectives.	•
Rechartering *Units and District*	• Contact units which have not turned in recharter • Clear defectives • 100% charters turned in	• Determine recharter campaign evaluation plan
Manpower	•	•

January - Key Objectives

	Benchmarks or Action Items	Cadence Planning
Friends of Scouting *Family and/or Community*	• 20% of family presentations completed • 100% of Family presentations scheduled • 20% campaign benchmark • CFOS kickoffs completed	• Schedule unit presentation dates • Audit Presentations • Lead & follow-up process • Phone-a-thon
Product Sales *Spring and Fall*	• Complete District Potential worksheets	•
Camp Promotions *Cub Scouts and ScoutsBSA*	• Cub Scouts: Key Pack presentations scheduled (February – April), and presenter assigned.	•
Membership *Fall Recruitment* *Spring Recruitment* *New Units* *Exploring* *Scoutreach* *Webelos to Scout Transition*	• New Units: New Unit Target areas (geographic & type) identified (Growth Plan Workbook) • New Units: Establish New Unit Goal based on recharter results / opportunities • New Youth recruitment incentive secured • MCC Membership Growth Conference • District Webelos to Scout Transition Chairs recruited • Monthly District membership goals finalized	• District Membership plan completed with membership team •
Rechartering *Units and District*	• Clear Defectives • Collect delinquent charters • Dropped Unit Red Letter forms distributed • Unit JTE forms collected	•
Manpower	•	•

February - Key Objectives

	Benchmarks or Action Items	Cadence Planning
Friends of Scouting *Family and/or Community*	• 60% presentations completed • 40% campaign benchmark • Mid Campaign Rally	• Audit Presentations • Lead & Follow-up process • Confirm attendance at rally • Phone-a-thon • 1st FOS mailing
Product Sales *Spring and Fall*	•	• Prospect for district popcorn kernal
Camp Promotions *Cub Scouts and ScoutsBSA*	• Scouts BSA: Troops with no Summer Camp plan have a camp presentation to Scouts • Cub Scouts: Camp Promotions materials (placemats, flyers, etc) in the hands of all Packs	• Develop Target list of Troops camping Non-MCC that should be invited to visit an MCC Camp.
Membership *Fall Recruitment* *Spring Recruitment* *New Units* *Exploring* *Scoutreach* *Webelos to Scout Transition*	• New Units: New Unit Conference • New Unit Prospect Sales Call • Spring Recruitment Chairs Recruited • New Unit Conferences held within each district	• New Units: Prospects for Spring New Units identified. • •
Rechartering *Units and District*	• Clear defectives • Collect delinquent charters	•
Manpower	•	•

March - Key Objectives

	Benchmarks or Action Items	Cadence Planning
Friends of Scouting *Family and/or Community*	• 85% presentations completed • 60% campaign benchmark	• Audit presentations • Lead & follow up process • Phone-a-thon
Product Sales *Spring and Fall*	• Recruit District popcorn kernal • Develop sales plan	•
Camp Promotions *Cub Scouts and ScoutsBSA*	•	•
Membership *Fall Recruitment* *Spring Recruitment* *New Units* *Exploring* *Scoutreach* *Webelos to Scout Transition*	• New Unit Prospect Sales Call • Professional Staff New Unit Campaign Kick-off by FSC • Spring Recruitment Kickoffs held at Roundtables • Spring Recruitment Unit Coordinators Recruited • 60% of Spring Recruitment dates set • A minimum of 5-10 Troops in each district host a Webelos open house • A minimum of 5 Middle School Scout Talks scheduled per district	•
Rechartering *Units and District*	• Recharter campaign celebration • Dropped Unit Red Letter forms are due	•
Manpower	•	•

April - Key Objectives

	Benchmarks or Action Items	Cadence Planning
Friends of Scouting *Family and/or Community*	• 95% presentations completed • 80% campaign benchmark • Mid Campaign Rally	• Audit Presentations • Lead & follow up process • Confirm Rally Attendance • Phone-a-thon • June Completion gap analysis completed • 2nd FOS mailing
Product Sales *Spring and Fall*	• 50%-unit commitment goal.	• Get units committed to the popcorn sale.
Camp Promotions *Cub Scouts and ScoutsBSA*	• Cub Scouts: All Pack presentations complete.	•
Membership *Fall Recruitment* *Spring Recruitment* *New Units* *Exploring* *Scoutreach* *Webelos to Scout Transition*	• New Unit Prospect Sales Call • 100% of planned Spring Recruitment dates set • FSC Fall Cub Scout Recruitment Chair recruited • 25% of Spring Recruitment Events complete	•
Rechartering *Units and District*	•	•
Manpower	•	•

May - Key Objectives

	Benchmarks or Action Items	Cadence Planning
Friends of Scouting *Family and/or Community*	• 100% presentations completed • 90% campaign benchmark	• Audit process • Follow up Process • Phone-a-thon
Product Sales *Spring and Fall*	• 80% Unit commitment Goal	• Promote popcorn kickoff
Camp Promotions *Cub Scouts and ScoutsBSA*	• Follow-up with any Packs not registered for Camp that attended last year.	•
Membership *Fall Recruitment* *Spring Recruitment* *New Units* *Exploring* *Scoutreach* *Webelos to Scout Transition*	• New Unit Prospect Sales Call • Fall Membership Campaign timeline/plan shared with units at Program kickoffs • District Fall Cub Scout Recruitment Chairs recruited • 80% of Spring Recruitment Events complete	•
Rechartering *Units and District*	• ADC for rechartering recruited	•
Manpower	•	•

June - Key Objectives

	Benchmarks or Action Items	Cadence Planning
Friends of Scouting *Family and/or Community*	• 100% Campagin Benchmark • Victory Celebration	• Follow up process • Phone-a-thon • 3rd FOS mailing • Campaign completion gap analysis completed
Product Sales *Spring and Fall*	• 100%-unit commitment goal • Familiarize with popcorn system	• Promote popcorn kickoffs
Camp Promotions *Cub Scouts and ScoutsBSA*	• Scouts BSA: Target Non-MCC Camping Troops have SM/PLC visit to camp scheduled •	•
Membership *Fall Recruitment* *Spring Recruitment* *New Units* *Exploring* *Scoutreach* *Webelos to Scout Transition*	• New Unit Prospect Sales Call • 100% of Spring Recruitment Events complete • Conduct the Council Cub Scout Recruitment Training for District Recruitment Chairs, Commissioners, • and professional staff • Welcome letter mailed to all new Cub Scouts recruited in Spring • All Fall FSC campaign materials printed and ready for distribution. • 100% of Webelos transitioned • Webelos transition guide mailed to incoming 5th grade families	• Generate list of units without a detailed assessment
Rechartering *Units and District*	• ADC for rechartering Training	•
Manpower	•	•