GLFSC 2017 Spring New Unit Campaign

Overview

- Goal - Start 32 sustainable units in 16 weeks
- Timeline - March 3– June 23, 2017

New Unit Break Down

- Each staff person is responsible for at least 2 Units or
- 3 New Units per district (including Scout Reach & Exploring)

Reporting Structure & Accountability

- Bi-Monthly Touch Points (Meetings) to evaluate set benchmarks
    - 1st Friday and 3rd Friday of the month
    - Standing Report Meetings (15-20 Minutes)
    - 1 Person from each District Represented
    - Include "Motivational Minute"
    - Peer accountability visual grid to track campaign progress

2 Blitz Weeks w/Staff Mentors

- Dedicated week where focus will be on setting prospect meetings. Newer Staff will be paired with seasoned staff.
- Staff will set as many appointments as possible to reach their new unit goal
- Set minimum of 3 Appointments per Blitz week.
- First Blitz week (April 20-24)

Staff Incentive drawing at each benchmark achieved

- Scouting Adventure Days
- Gift Cards ($25-$50 value)
- District/Key 3 Meeting Coverage by your Field Director or Manager
- Lunch w/Scout Executive
- Sports Tickets
- Office for a month
- Summer Victory Celebration

Timeline & Benchmarks

	March 3	Campaign Kickoff
Week 1	Mar. 6-10	Identify 20 Prospects per District
Week 2	Mar. 13-17	Research Prospect List Secure Sales Calls in preparation for Blitz week
Week 4	Mar. 20-24	Blitz Week
Week 5	Mar. 27-31	Follow up Sales Calls
Week 6 Benchmark 1	By Apr. 7	At least (5) Potential Charter Partners Identified Volunteer Organizer/helpers recruited
Week 7	Apr. 10-14	Follow up Sales Calls Secure Appointments for Upcoming Blitz Week

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Week 8	Apr. 17-21	Blitz Week 2 – Schedule as many appointments as you can
Week 9	Apr. 24-28	Follow-up sales calls
Week 10 Benchmark 2	May 5	New Unit Applications & Charter Agreements Signed Charter Representatives recruited
Week 11	May 8-12	3-6 month calendar developed for new unit Key adult volunteers identified and recruited for each unit Join Scouting Night Scheduled
Week 12	May 15-19	Youth and Adults recruited and applications filled out
Week 13	May 22-26	Parent Orientation Held Adults completed Leader Specific Training and YPT
Week 14 Benchmark 3	By June 2	Unit Key-3s meet to finalize paperwork Unit sustainability plan agreed to by Unit Key-3s Units posted in Scoutnet
Week 15	June 5-9	First Youth Activity takes place
Week 16 Benchmark 4	By June 23	Unit committee meeting held for each unit

<u>Campaign Benchmarks</u>

Benchmark 1-April 7
At least (5) Potential Charter Partners Identified
New Unit Commissioner or District Volunteer Identified

Benchmark 2- May 5
New Unit Application & Charter Agreement Signed
Charter Representatives recruited

Benchmark 3-June 2
New Unit Committee Trained (YPT & Position Specific)
Youth Recruited
Units Posted in Scoutnet
Unit sustainability plan agreed to

Benchmark 4 – June 23
Held at least (1) pack meeting/activity
Held first parent committee meeting