



Heart of America Council

IDEAL YEAR OF SCOUTING



PACK GUIDEBOOK

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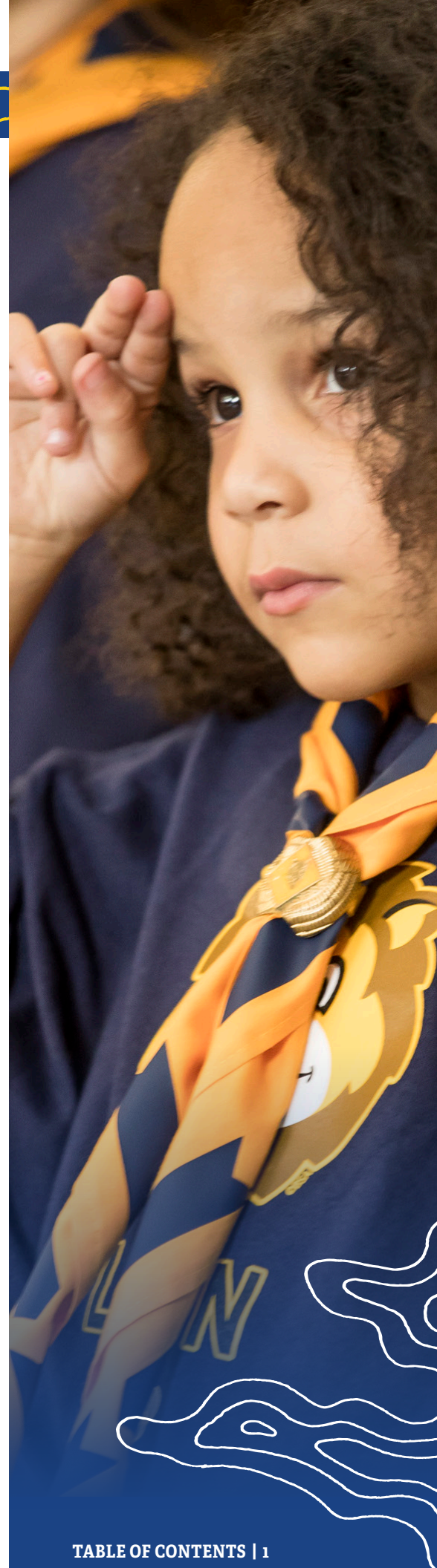
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This guide and all **Ideal Year of Scouting** resources can be found online
www.hoac-bsa.org/Ideal-Year-of-Scouting



Heart of America Council



HOW TO USE THIS GUIDE

Every great project starts with a **GREAT PLAN**. The same goes for Scouting. By following our proven Ideal Year of Scouting plan, you can expect to see...

- A stronger program for your Cubs at less personal cost to you
- Increased parental involvement
- More Cubs camping
- Better retention
- More funding with less time spent fundraising
- A simpler, easier and more enjoyable Scouting program

Over the next few pages we'll set you on the path to your Ideal Year of Scouting. If you have questions or get stuck along the way don't worry...we've got you covered! This guide and additional online resources are available at www.hoac-bsa.org/Ideal-Year-of-Scouting.

You can also contact us at 816.942.9333 and we'll connect you with a Scouting professional who can help answer any questions and help you achieve your Ideal Year of Scouting goals.



Prepared. For Life.™

This guide and all Ideal Year of Scouting resources can be found online
www.hoac-bsa.org/Ideal-Year-of-Scouting

PROGRAM PLANNING

PLANNING & BUDGET

The first step on the Ideal Year of Scouting path helps you develop an annual **program** plan, a **budget** to go along with that plan, and a **fundraising** plan to reach your program goals.

The result is a well-managed, well-financed Scouting unit that spends time Scouting and not raising money.

DEVELOPING YOUR PROGRAM:

- **Brainstorm:** Hold a brainstorming session with youth and make a list of activities. Include a wide range of activities like field trips and service projects.
- **Evaluate:** The unit committee evaluates each suggestion and goes back to the unit with an “approved” list.
- **Vote:** From that “approved” list, have youth vote on their first, second, and third choices. The activities receiving the most votes should be put into your program plan.
- **Finalize:** Put the program plan to paper and into your unit calendar. Be transparent and share your plan with all families in the pack.

FUNDING YOUR PROGRAM:

So you’ve got a great program plan in place...but now how are you going to pay for it? To get started download the Pack Budget Planner at www.hoac-bsa.org/Ideal-Year-of-Scouting.

4 STEPS FOR A FUNDRAISING CAMPAIGN

1. Establish an annual plan and budget using the Pack Budget Planner.
2. Determine the expenses from all activities, advancements, camping and training your unit wants to do, then decide how much popcorn your unit must sell to cover those expenses.
3. Set a pack fundraising sales goal and break down to a per-Scout-goal based on your budget.
4. Put together an exciting popcorn kickoff for your unit. Communicate sales goals and share prize program details. Offer additional incentives for Scouts to sell.



PAY YOUR WAY

ANNUAL POPCORN SALE

Hard work is a value that Scouting teaches and selling popcorn is a great way for Scouts to learn the importance of earning their own way.

WHY SELL POPCORN?

Selling popcorn helps pay for Scouting expenses like going to summer camp. But it's not just about selling, it's also about promoting Scouting! We're excited to partner with Trail's End Popcorn to deliver an unbeatable sale opportunity for our Scouts.

More than 70% sales supports your program and local Scouting! The Heart of America Council does all the pre-work to set up the sale, eliminating the need for your unit to research opportunities, calculate returns, create sales and promotional materials.



SCAN TO SIGN-UP TO SELL

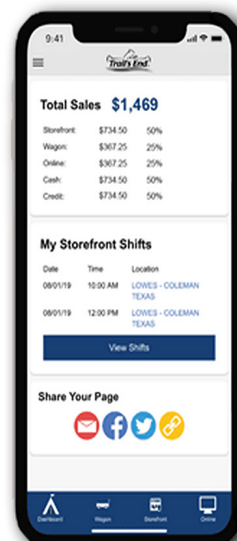
or go to www.hoac-bsa.org/popcorn

THE TRAIL'S END APP

Save time managing your popcorn sale with the Trail's End Popcorn App!

- Report real-time storefront and online sales
- Track inventory by Scout
- Cash and credit card friendly

Sign-up to sell and get the latest popcorn resources, including sales guides and best practices at www.hoac-bsa.org/popcorn.



PACK BUDGET PLANNING



Program Expenses		Annual Cost per Scout/Unit	Number of Scouts / Adults	Total Unit Cost
Registration & Program Fee	# youth	\$124		\$0.00
Registration & Program Fee	# Adults	\$104		\$0.00
Charter Fee	Yearly flat fee	\$100.00		\$100.00
Scout Life Subscription	1/household	\$24.00		\$0.00
Advancement	Ideally 100% of youth to earn belt loops, pins, activity badges, etc.	\$18.00		\$0.00
Recognition	1 for each youth (Thank you's, etc.)	\$10.00		\$0.00
Special Events	Blue and Gold			\$0.00
	Pinewood Derby			\$0.00
	Webelos Graduation			\$0.00
	Other			\$0.00
Special Activities	<u>Location</u>			
Field Trip A				\$0.00
Field Trip B				\$0.00
Field Trip C				\$0.00
Field Trip D				\$0.00
Camp				
Wolf Camp	Per youth			\$0.00
Bear Camp	Per youth			\$0.00
Webelos Camp	Per youth			\$0.00
Cub Family Camp	For Cub and Parent			\$0.00
Leader's fees				\$0.00
Program Materials	Ceremony supplies, den projects, camping items, etc.			\$0.00
Leader Basic Training				\$0.00
Reserve Fund	Registration Scholarships			\$0.00
Other Expenses	Contingency Funds			\$0.00
Total Budgeted Program Expenses				\$60.00
Income				
Annual Dues	(Monthly x's 9 to 12)			\$0.00
Surplus from prior year	(Beginning fund balance)			\$0.00
Other Income	(Parent payments, etc)			\$0.00
Income subtotal				\$0.00
Fundraising needed				

MEMBERSHIP

GROWING CUB SCOUTING

The next step on your path to the Ideal Year of Scouting is **recruitment**. Recruiting new families is essential to ensure the longevity of any Cub Scout Pack.

All packs should strive for an increase in Cub Scout membership annually and hold recruitment events year-round including their own Sign Up for Scouting event.

SIGN UP FOR SCOUTING

Sign Up for Scouting is our annual recruitment drive. From August to October, nearly 2,000 new youth will join the fun of Scouting. Your pack's sign up event is one of the most critical activities you will plan all year!

Here are a few helpful hints to ensure your pack's recruitment night is a success...

1. Plan Your Ideal Year of Scouting

- Create an annual program plan
- Tie the plan to a budget
- Communicate the plan to Scouting families during Parent Orientation Meeting / Program Kick-off

2. Have a Marketing Plan

- Get the word out about your Sign Up for Scouting Night! Utilize marketing materials like our digital design portal, flyers, yard signs and more available at www.hoac-bsa.org/recruit.

3. Offer More Ways to Join:

- Give families multiple opportunities to join. Conduct a recruitment event in August as well as September and October.

4. Select Adult Leaders

- Your sign-up night should be about recruiting youth, not selecting leaders. Identify your leaders before the recruitment event or prior to your Parent Orientation Meeting.



MEMBERSHIP

RETENTION BEST PRACTICES

While recruiting new youth is essential, it is just as critical to retain current Scouts. The Scouting program transforms lives and the longer a Scout is in the program, the more impact it will have on their life. Packs should set a goal to re-register at least **75%** of eligible youth members each year.

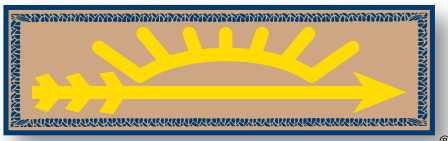
Use the following tips to strengthen your retention efforts.

- Attend a Heart of America Council summer camp. Studies show Scouts that attend camp are more likely to stay involved in the program.
- Every new Scout should advance in rank, earning at least Bobcat within their first 30 days of joining.
- Adult leadership in your pack should build an active relationship with the family of each Scout. Have conversations on a regular basis to discuss a Cub's Scouting journey.

WEBELOS TO SCOUT TRANSITION

The Scouting journey doesn't end for a Scout after earning their Arrow of Light, it's just beginning! It should be the goal of every pack to graduate every Webelos Scout into a Troop. Here are 5 tips to help this goal become a reality.

1. Develop a working relationship with the leadership of a Scout troop or troops in the community.
2. Work with troop leaders to secure den chiefs for each Webelos den and Cub Scout den.
3. Work with troop leaders to plan and conduct Webelos overnight activities.
4. Work with troop leaders to plan visits to troop meetings.
5. Plan a meaningful crossover ceremony at the pack's blue and gold banquet.



PROGRAM

CUB SCOUT PROGRAMMING

Another important component of the Ideal Year of Scouting is **program**. Program is the “heart” of Scouting and encompasses everything from the outdoors to advancement.

Exciting programs are why youth join and stay in Scouting! It’s our job to make sure there’s adventure at every turn of their Scouting journey.

ADVANCEMENT

Recognition is important to Cub Scouts! The Cub Scout advancement plan provides fun for Scouts, gives them a sense of personal achievement as they earn badges, and strengthens family understanding as adult family members work with Scouts on advancement projects. Advancement also keeps Cubs in Scouting longer.

Packs should plan to have at least **75%** of their Cub Scouts advance in rank each year. Make sure every new Scout earns Bobcat within their first 30 days of joining.

CAMPING

Camping is an integral part of the Cub Scout program. Whether it’s a weekend overnight or a custom resident camp, Cub Scouts who go camping stay in Scouting longer.

It should be the goal of every Cub Scout Pack to participate in at least **5 outdoor** activities each year. Packs should encourage all of their Scouts to participate in Family Camp and/or Cub Scout Resident Camp each summer.

WOLF, BEAR & WEBELOS CAMPS

Adventure is everything when it comes to camping and we’ve created custom outdoor experiences perfect for every program level at Camp Naish.

Wolf Camp (2-days / 1-night), **Bear Camp** (2-days / 1-night) and **Webelos Camp** (3-days / 2-nights) include activities ranging from shooting sports to a Pirate Ship Water Park. Each camp includes activities tailored to the Scout’s specific program.

Camp details, including dates, locations and fees, can be found at www.scoutcamping.org.

PACK & DEN MEETINGS

IMPORTANCE OF MEETINGS

Cub Scouts meet weekly and Den Meetings are like stepping-stones: each week a Cub progresses a little further toward the next rank, learning skills as they go.

Monthly pack meetings are like milestones that mark achievements along the Cub Scout trail and celebrate accomplishments along the way.

Boring or unorganized meetings are the number one reason Cub Scouts drop out of Scouting!

TIPS TO MAKE YOUR MEETINGS WORK

1. **Plan Your Meetings in Advance:** Plan your meetings ahead of time with emphasis on the flow of activities.
2. **Code of Conduct:** Establish rules that each meeting will follow.
3. **Ceremonies:** Ceremonies are important for marking the beginning and end of each meeting. They are also a time for reinforcing the aims and purposes of Scouting and bringing them together.
4. **Immediate Recognition:** Using immediate recognition is a method of encouragement along the advancement trail. Congratulate them!
5. **Treats:** Simple nutritious refreshments add a finishing touch.

Looking for more ideas? Download Pack and Den Meeting plans at www.hoac-bsa.org/Ideal-Year-of-Scouting.

DEN LEADER EXPERIENCE

Gone are the days of juggling den leader guides and other hard-copy resources. Now it's all in Scoutbook! Scoutbook makes planning your year, preparing for meetings and tracking advancement so much easier--and right at your fingertips!

- Create Meeting Plans
- Update your Den's Calendar
- Access Online Den Leader resources

Learn more: scouting.org/landing/den-leader-experience



DEN LEADER RESOURCES

SO, YOU'RE A NEW DEN LEADER

Welcome to the fun and adventure of Cub Scouts. Your time volunteering as a Den Leader will be both rewarding and fun.

Now, you may be asking yourself. “*What Did I Get Myself Into?*” Don't worry, you're not alone and we're here to help! In fact, hundreds of thousands of adults just like you have done this before. So, we're going to use their knowledge and some tips and tricks so you don't have to “re-invent the wheel” as you plan for your den meetings.

We've created a New Den Leader resource website complete with an overview video at www.hoac-bsa.org/new-den-leader to help you get started.

HOW TO GET STARTED

STEP 1: GET TRAINED

The BSA is a proven leader in developing training and policies designed to keep young people safe. The first thing any new leader must do is create a my.scouting account and complete Youth Protection Training.

STEP 2: KNOW YOUR DEN

Before you hold your first den meeting you need know who's in your den and when and where it's happening. Complete a den roster to get started.

STEP 3: GET THE UNIFORM

The uniform is an iconic and important part of the Scouting experience. By putting on the uniform, you also set the example for all the Scouts in your den.

STEP 4: FOLLOW THE GUIDE

Den Leader Guides are your best resource along with online lesson plans through Scoutbook. Both contain detailed and specific meeting plans for all required and elective adventures.

STEP 5: CONDUCT YOUR FIRST MEETING

The Scouts will be showing up for their first meeting soon! Visit www.hoac-bsa.org/new-den-leader for a few tips to kick-off your first meeting right.





VOLUNTEER LEADERSHIP

CUB SCOUT LEADERSHIP

Ensuring adequate **volunteer leadership** is the final step in the Ideal Year of Scouting.

Scouting relies on its dedicated volunteers to promote its mission of preparing young people to make ethical and moral choices over their lifetime by instilling in them the values of the Scout Oath and Scout Law.

LEADERSHIP RECRUITMENT

Your pack could always use more volunteer help, right? But before you recruit a new leader, it's important to know what you need. Use the **Pack Succession Planning Worksheet** to find out what volunteer positions are vacant. You should also plan your succession strategy to make sure you identify future leaders now instead of later.

New recruits will also want to know their responsibilities and your expectations for them. Ask your pack families what volunteer positions they would like to fill. Use the New Parent Survey to help identify potential volunteers.

Download New Parent Survey at www.hoac-bsa.org/Ideal-Year-of-Scouting.

TRAINED LEADERSHIP

Every Scout deserves a trained leader. A trained leader is knowledgeable and more confident in the role being performed. Trained leaders exhibit a knowledge and confidence that is picked up by people around them.

Trained leaders impact the quality of programs, leader tenure, youth tenure, safety, and a whole lot more. A trained leader is better prepared to make the Scouting program all it can be!

- Visit www.hoac-bsa.org/training for the list of required trainings or to complete online training.



Trained

SAFEGUARDING YOUTH

SAFETY IS OUR TOP PRIORITY

Scouting is committed to providing a safe and secure environment for our youth members. Safeguarding Youth requires sustained vigilance, and we work every day to protect children through mandatory policies and procedures at every level of our organization. We are also committed to continuous improvement in our approach to youth protection.

Our policies, procedures, and training have evolved to learn from the past while also borrowing from best practices developed by leading experts in this field. Today, the Safeguarding Youth practices of Scouting America are the gold standard among youth-serving organizations.

SAFEGUARDING YOUTH

- Mandatory Training
- Mandatory Background Checks
- Banned One-On-One Interactions
- Mandatory Law Enforcement Reporting
- Volunteer Screening Database

These safeguards are key parts of our multilayered approach to help keep kids safe. These measures were created by respected experts in the fields of child safety, law enforcement, and child psychology, and are among the strongest safeguards found in any youth-serving organization.

It is critical that every adult in our program – whether they are a uniformed leader or a parent of a Scout – knows and follows Scouting America’s Safeguarding Youth policies.

SAFEGUARDING YOUTH BEGINS WITH YOU!

To complete Safeguarding Youth Training:

1. Go to [My.Scouting.org](https://my.scouting.org)
2. If a new user, create an account or Login
3. Click Menu > My Dashboard
4. Find the My Training page
5. Complete the course and print your certificate



SUCCESSION PLANNING WORKSHEET



POSITION	CURRENT	NEXT	NEXT	COMMENT
CHARTERED ORG REP				
CUBMASTER				
ASSISTANT CUBMASTER				
ASSISTANT CUBMASTER				
COMMITTEE CHAIR				
SECRETARY				
TREASURER				
ADVANCEMENT				
MEMBERSHIP/ RECRUITING				
ACTIVITIES				
BLUE AND GOLD				
CAMPING				
POPCORN				

SERVICE PROJECTS

COMMUNITY SERVICE

Giving back is an essential part of the Scouting experience. Nothing your Scout unit can do raises more goodwill and community awareness more than a service project. These “good turns” are some of our best marketing tools and they send the message that Scouts are here and they’re making life better for others.

Plan to participate in at least **5 service projects** each year with your pack and make sure you record your project and hours in Scoutbook.

PAY IT FORWARD

Service is one of the most important values we have in Scouting. The Scout Oath calls on us all to “help other people at all times.” The Scout Law says a Scout is Helpful, Friendly, Courteous, and Kind. These may be the most important ideals a young person takes away from their time in our program, no matter how long they stay in Scouting.

SCOUTING FOR FOOD

As Scouts, most of us know how fortunate we are to have a warm meal every night — whether around the campfire or at the kitchen table. And we know that not everyone is so lucky. That’s what “Scouting for Food,” the annual food collection drive, is all about. Our council is proud to host the “Scouting for Food” tradition in our our hometowns every March.

RECORDING SERVICE HOURS

Tracking service hours is now easier than ever! Simply enter service hours in Scoutbook.

Enter service hours at www.hoac-bsa.org/Ideal-Year-of-Scouting.





WHAT IS SCOUTBOOK?

Scoutbook is a user friendly app developed to help to simplify Scouting by making advancement tools, record keeping, and tracking a Scouts progress accessible at your fingertips!

The best part? **It is entirely FREE for all users!**

FOR LEADERS

Scoutbook provides access to valuable tools and resources that will help with the day-to-day management of a unit, giving every leader more of what they need most: TIME!

FOR PARENTS

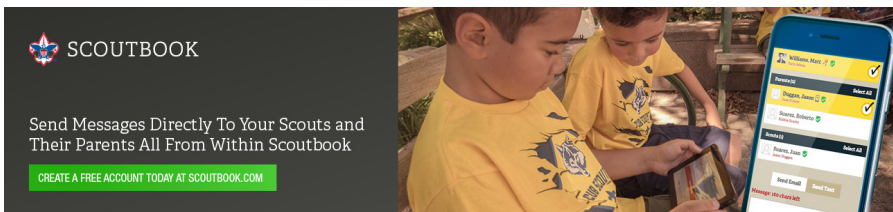
With hectic family schedules, staying informed and connected with what your Scout is doing is critical for any parent on-the-go.

FOR SCOUTS

With customizable profiles and interactive features, Scoutbook puts the excitement of advancement into the hands of the Scout. They can share their success with friends and family as they progress through the program!

GETTING STARTED

If you don't have a Scoutbook account yet, visit [Scoutbook.com](https://scoutbook.com) to create one now. If your unit hasn't signed up for their Scoutbook account yet, don't worry, you can still log on and create an account for your Scout.



WHAT CAN SCOUTBOOK DO?

- Track a Scout's advancement
- Track logs like service hours, hiking, and camping
- View parent and/or Scout profiles
- Upload photos
- Send messages to leaders, Scouts, and parents
- Provide parent access to your Scouts' accounts
- Helps plan den meetings



PROGRAM RESOURCES

SUPPORTING YOUR PROGRAM

One of the most critical components of the Ideal Year of Scouting is making sure you have an annual program plan. If you are still looking for a few fun events for the whole Scouting family then look no further.

Our online calendar will help you plan your unit's monthly program. For more family friendly activities be sure to visit www.hoac-bsa.org/activities.

CONTACT US



Heart of America Council Service Center

10210 Holmes Road
Kansas City, MO 64131
816.942.9333
www.hoac-bsa.org

Hours of Operation:

8:30 am - 5:00 pm (M-F)



Kansas City Scout Shop

10210 Holmes Road
Kansas City, MO 64131
816.942.7757

Hours of Operation:

9:00 am - 6:00 pm (M-F)
9:00 am - 4:00 pm (SAT)



Theodore Naish Scout Reservation

1100 Martinek Lane
Kansas City, KS 66111
913.422.1035



H. Roe Bartle Scout Reservation

5525 NE Scout Camp Road
Osceola, MO 64776
417.646.8115

