



Heart of America Council

IDEAL YEAR OF SCOUTING



TROOP & CREW GUIDEBOOK

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



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 unit at less personal cost to you
- Increased parental involvement
- More Scouts 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.



Heart of America Council

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, not raising money.

PROGRAM PLANNING CONFERENCE:

Each Patrol should elect a Patrol Leader to serve on the Patrol Leaders' Council. Once your Patrol Leaders' Council is formed, the troop or crew should hold a Program Planning Conference. This conference should serve as the starting point for creating your annual program plan. While drafting your annual program plan it's important not to get stuck on what you have "always" done, but what you would "like to do." Steps in annual program planning include...

- **Brainstorm:** Brainstorm ideas of things you would like to do as a troop or crew. Include a wide range of activities from campouts to service projects. At this point, everything goes on the board - no evaluation happens at this point.
- **Evaluate:** The troop or crew committee evaluates each suggestion and goes back to the troop with the "approved list." Have your Scouts vote on their First, Second and Third choices.
- **Draft the Plan:** Put together a draft of your annual program calendar. Assign potential activities for further research (cost, times, availability, etc.). Then finalize your plan including a budget and share with your Scouts and unit families. Be sure to plan your calendar around council and district events. Review the program planning calendar later in this guide for council events.

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 Troop and Crew Budget Planners at www.hoac-bsa.org/IdealYearofScouting.

Four Steps for a Successful Fundraising Campaign

1. Establish an annual plan and budget using the Unit Budget Planners
2. Determine the expenses from all activities, advancements, and training your unit wants to do, then decide how much popcorn your unit must sell to cover those expenses.
3. Set a unit fundraising sales goal and break down to a per-Scout-goal based on your budget.
4. Put together an exciting popcorn kickoff.





PAY YOUR WAY

ANNUAL PRODUCT SALES

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

POPCORN SALE

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.

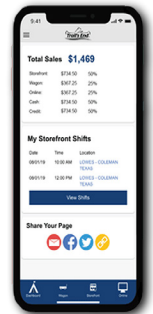
From the Trail's End app that can manage every transaction digitally to a robust Rewards program, we have the resources to make your sale better than ever!

THE TRAIL'S END APP

Save time managing your popcorn sale with the Trail's End app

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

Get the latest popcorn resources, including sales guides and best practices at www.hoac-bsa.org/popcorn



TROOP BUDGET PLANNING



Program Expenses		Annual Cost per Scout/Unit	Number of Scouts / Adults	Total Unit Cost
Registration & Program Fee	# youth	\$124.00		\$0.00
Registration & Program Fee	# adults	\$104.00		
Charter Fee	Yearly flat fee	\$100.00		\$100.00
Scout Life Subscriptions	1/household	\$24.00		\$0.00
Advancement	Ideally 100% of youth included in badges and ranks	\$18.00		\$0.00
Camping Trips	<u>Location</u>			
Camping Trip # 1				\$0.00
Camping Trip # 2				\$0.00
Camping Trip # 3				\$0.00
Camping Trip # 4				\$0.00
Camping Trip # 5				\$0.00
Camping Trip # 6				\$0.00
District Event(s)				
Fall Camporee				\$0.00
Spring Camporee				\$0.00
Winter Klondike				\$0.00
Youth Summer Camp				\$0.00
Leader Camp Fees				\$0.00
Special Activities				\$0.00
Field Trips				\$0.00
Leader Recognition				\$0.00
Adult Leader Training	(LST, OLS)			\$0.00
Youth Leader Training	SPL, PL			\$0.00
Troop equipment purchases	(Tents, stoves, lanterns, etc.)			\$0.00
Troop equipment maintenance	(Tents, stoves, lanterns, etc.)			\$0.00
Webelos Transition Recognition Items	Handbook, Troop Neckerchief, etc			\$0.00
Total Budgeted Program Expenses				\$75.00
Income				
Annual Dues	Monthly amount 10-12 times			\$0.00
Surplus from prior year				\$0.00
Other Income	Parent payment, etc.			\$0.00
Income Sub Total				\$0.00
Fundraising needed				(\$75.00)
Optional High Adventure Opportunities				
Philmont, Sea Base, Jamboree, etc.				
Troop sponsored events				

CREW BUDGET PLANNING



Program Expenses		Annual Cost per Scout/Unit	Number of Scouts / Adults	Total Unit Cost
Registration & Program Fee	# youth	\$124.00		\$0.00
Registration & Program Fee	# adults	\$104.00		
Charter Fee	Yearly flat fee	\$100.00		\$100.00
Scout Life Subscriptions	1/household	\$24.00		\$0.00
Advancement	Ideally 100% of youth included in badges and ranks	\$12.00		\$0.00
Camping Trips	<u>Location</u>			
Camping Trip # 1				\$0.00
Camping Trip # 2				\$0.00
Camping Trip # 3				\$0.00
Camping Trip # 4				\$0.00
Camping Trip # 5				\$0.00
Camping Trip # 6				\$0.00
District Event(s)				
Fall Camporee				\$0.00
Spring Camporee				\$0.00
Winter Klondike				\$0.00
Youth Summer Camp				\$0.00
Leader Camp Fees				\$0.00
Special Activities				\$0.00
Field Trips				\$0.00
Leader Recognition				\$0.00
Adult Leader Training				\$0.00
Youth Leader Training				\$0.00
Crew equipment purchases	(Tents, stoves, lanterns, etc.)			\$0.00
Crew equipment maintenance	(Tents, stoves, lanterns, etc.)			\$0.00
Total Budgeted Program Expenses				\$75.00
Income				
Annual Dues	Monthly amount 10-12 times			\$0.00
Surplus from prior year				\$0.00
Other Income	Parent payment, etc.			\$0.00
Income Sub Total				\$0.00
Fundraising needed				(\$75.00)
<u>Optional High Adventure Opportunities</u>				
Philmont, Sea Base, Jamboree, etc.				
Troop sponsored events				



MEMBERSHIP

BUILDING SCOUTING

The next step towards your Ideal Year of Scouting is recruitment. Recruiting new youth is the lifeblood of our organization and is essential to ensure the longevity of any Troop or Crew.

Unit Open House

The Unit Open House allows a troop or crew to open its doors to prospective families. It provides a forum to show off Scouting activities and the unit's accomplishments. Hosting a Unit Open House is a six-step process that has been proven across the nation.

1. Present a school rally to fifth and sixth grade students. Have them complete the High Adventure Survey.
2. Email or mail the parents of interested students a personal invitation to the Unit Open House.
3. Follow the invitation with a telephone call to the parents.
4. Create a Unit Open House Facebook Event and target area families.
5. Host the Unit Open House for them and their parents.
6. Organize a unit or district activity to involve new Scouts right away.

When thinking of different recruitment ideas for your unit, create a unit information sheet to include meeting dates, times, and locations; a troop or crew calendar; a list of leaders' contact information; other information about events and activities.

Go to www.hoac-bsa.org/IdealYearofScouting for Unit Open House resources including New Parent Surveys and more.

Your Role in Sign Up for Scouting

Sign Up for Scouting is the council's annual fall recruitment drive. A Sign Up for Scouting Night will be held at every elementary school within the Heart of America Council. Contact your "feeder packs" to assist them.

Troops should also be in attendance to welcome age appropriate students to the unit.



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 has on their life. Units should set a goal to re-register at least 85% 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 that Scouts that attend camp are more likely to stay involved in the program.
- Every new Scout should advance in rank, earning at least Tenderfoot within their first two months if you're in a troop. An appropriate troop goal is to earn First Class at the end of the first year.
- Adult leadership in your troop and crew should build an active relationship with the family of each Scout. Have conversations on a regular basis to discuss their Scouting career.
- Attend a BSA High Adventure Base. The thrill of our High Adventure Bases runs far and wide across America, and nobody in the world is better at sharing those experiences than the BSA.

WEBELOS TO SCOUT TRANSITION

One of Scouting's greatest challenges is to make the next level of Scouting readily available for a Scout once they meet the joining requirements. It should be the goal of every troop to make sure all Webelos Scouts have a unit to join. Here are 5 tips to help aid in your unit's Webelos to Scout transition process.

1. Select Scouts to serve as den chiefs for each Webelos and Cub Scout den.
2. Work with pack leaders to plan and conduct Webelos overnight activities.
3. Arrange for Webelos dens to visit a troop meeting.
4. Work with the Cubmaster in planning a meaningful crossover ceremony at the pack's blue and gold banquet.
5. Have youth crossover in November/December and recharter with the unit.





PROGRAM

PROGRAMMING

A major component of the Ideal Year of Scouting is program. Exciting programs are why youth join and stay in Scouting! It's our job as leaders to make sure adventure is at every turn.

ADVANCEMENT

It's important to regularly recognize achievements and advancement for Scouts. This is what keeps Scouts in Scouting! Monthly submission of earned achievements is vital. As they start working on various ranks, especially the Eagle rank, it is vital for the Scout's record to be up-to-date, so the processing of their rank paperwork can occur in a timely manner.

Units should plan to have at least 60% of their Scouts advance in rank each year.

SUMMER CAMP

Camping is an integral part of the Scouting program. Whether you're searching for fun, learning, advancing or adventure, the Heart of America Council has an outdoor opportunity for all Scouts. Choose your own outdoor adventure at one of our two premiere Scout camps, the H. Roe Bartle or Theodore Naish Scout Reservation.

H. ROE BARTLE SCOUT RESERVATION

Experience a 10-day, 9-night outdoor adventure in the Ozark Hills on Truman Lake in Osceola, Missouri.

Program Features: Traditional Merit Badge Programs • Swimming
• Water Skiing • Action Archery • Outpost Programs • C.O.P.E. • Sailing
• Tribe of Mic-O-Say • Ice Climbing

THEODORE NAISH SCOUT RESERVATION

Experience a 7-day, 6-night outdoor adventure in the rolling hills of Kansas overlooking the Kaw River in Bonner Springs, KS.

Program Features: Traditional Merit Badge Programs • Swimming
• Snorkeling • C.O.P.E. • Tomahawk Throwing • Outpost Programs
• Order of the Arrow • Golf

Learn more at www.scoutcamping.org



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 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.





LEADERSHIP

UNIT LEADERSHIP

Ensuring adequate volunteer support is the final step in the Ideal Year of Scouting. Volunteers make the Scouting program work and our movement relies on dedicated volunteers to promote its mission.

LEADERSHIP RECRUITMENT

Your troop or crew could always use more volunteer help, right? But before you recruit a new leader, it is important to know what you need. Use the Troop and Unit Succession Planning Worksheets 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 unit 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/IdealYearofScouting.

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.



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 Youth Protection 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://www.myscouting.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



PLANNING WORKSHEET

TROOP SUCCESSION PLANNING WORKSHEET



POSITION	CURRENT	NEXT	NEXT	COMMENT
CHARTER ORGANIZATION REPRESENTATIVE				
SCOUTMASTER				
ASSISTANT SCOUTMASTER				
ASSISTANT SCOUTMASTER				
COMMITTEE CHAIR				
SECRETARY				
TREASURER				
ADANCEMENT				
MEMBERSHIP / RECRUITING				
QUARTERMASTER				
COMMITTEE MEMBER				
COMMITTEE MEMBER				
COMMITTEE MEMBER				

PLANNING WORKSHEET

CREW SUCCESSION PLANNING WORKSHEET



POSITION	CURRENT	NEXT	NEXT	COMMENT
CHARTER ORGANIZATION REPRESENTATIVE				
ADVISOR				
ASSISTANT ADVISOR				
ASSISTANT ADVISOR				
CREW PRESIDENT				
SECRETARY				
TREASURER				
ADANCEMENT				
MEMBERSHIP / RECRUITING				
QUARTERMASTER				
COMMITTEE MEMBER				
COMMITTEE MEMBER				
COMMITTEE MEMBER				



SCOUTBOOK

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 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





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. Visit www.hoac-bsa.org/activities for upcoming activities or plan your year using our Council Calendar.

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-W-F)

9:00 am - 7:00 pm (T-TH)

10:00 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

