

# Unit Program Planning

A Program Plan reflects the Scout Motto, “Be Prepared” and is designed to help Units provide year-round quality Scouting programs.

Units develop an annual Program Plan which includes program and financial planning, communication and execution of the plan. Fundraisers are included in the plan to generate the needed funds to make a great year of Scouting possible. Those Units that desire a fun, meaningful, well-managed and comprehensive youth program that achieves the objectives of Scouting will find the Program Plan the ideal way to go.

## The 4 steps to develop a Program Plan are:

1. Plan the Unit’s complete annual program.
2. Develop a Unit budget that identifies all sources of possible income (dues, fundraiser, camp and event fees) and includes all planned expenses (registration fees, leader training, camps, advancement badges, etc.).
3. Set a Scout and Unit goal to meet the financial needs of the Unit and allow for the funding of the Scout’s annual experience (badges, camps, etc.).
4. Communicate and gain the commitment of parents, leaders, and Scouts.

**To qualify for the additional 3% Bonus commission, turn in your Unit’s Program Plan and Popcorn Sale Kickoff Handout to the Council before September 28<sup>th</sup>.**

## Planning the Unit’s Program Budget

Worksheets are available to download at [Trails-End.com](http://Trails-End.com). Unit leaders and committee members plan the year and then develop a budget to make their plan a reality. By sharing the Unit’s Program Plans and budgetary needs, you can help Scouts and their parents gain a greater understanding of just what fun is waiting for them during the entire program year. An organized Unit that effectively communicates its plan will also experience increased youth and parent participation.

## Goal-Setting and Communication

Conducting one fundraiser to help provide funds for the entire program year is a central theme of the Program Plan. Rather than nickel-and-dime families every week, it is better to figure the total cost for the complete year up front. A commitment can be created among the Unit, Scouts and parents by setting a Scout goal and communicating what is included (registration and event fees, advancement badges, supplies, etc.). Ideally, all income needed would come from the fall fundraiser at the beginning of each program year.

We have also found that members of the public are overwhelmingly supportive of Scouting and willing to purchase products to support a boy’s Scouting experience. Why have parents and Scouts pay for all of their programs from out of their own pockets if others in your community are willing to assist with the needed funds?

## **Some Important Points to Remember with the Program Plan:**

### **Youth and Program Successes Increase**

Units using the Program Planning method have traditionally realized higher product sales growth, stronger programs, increased rank advancements, higher retention rates for youth and volunteer leaders, and a higher level of involvement and satisfaction of everyone involved (Scouts, leaders and family members). Units that fail to include this key step in planning and preparation, tend to operate all aspects of their Unit's programs in the same haphazard manner, often leading to frustrated families, leaders and Scouts due to inconsistent and disorganized meetings and communications.

### **Paying Your Own Way**

This is a fundamental principle of the Boy Scouts of America. It is one of the reasons why no solicitations (requests for contributions from individuals or the community) are permitted by Scout Units. Young people in Scouting are taught early on that if they want something in life, they need to earn it. It is among the reasons that adults who were Scouts are found to be more successful in their careers and have higher incomes.

The finance plan of any Unit (pack, troop or crew) should include participation by a Scout in a regular dues plan. An annual Unit participation fee, contributed by parents, does little to teach a boy responsibility. The Unit's entire budget must be provided for by the families through either fundraising or other means such as dues or fees.

### **Individual Scout Accounts**

Individual Scout accounts, whereby the Unit keeps track of how much a Scout or his family has raised toward his Program Plan goal, are helpful to the success of this program. When individual Scouts are credited for their efforts, they develop a sense of personal responsibility and participation.

### **Fundraiser Guidelines**

The Council-organized Program Promotion - Unit Fundraiser does not require a Unit Money-Earning Application. Units are still to follow the 10 guidelines outlined on the form.