



Welcome to the  
Jayhawk Area Council  
Boy Scouts of America  
Ideal Year of Scouting Plan





# Goals of this Session

- **Present ways to utilize the Ideal Year of Scouting concept in your unit.**
- **Help you with strategies to sell the IYOS concept to your committee and families**



# What's in it for You?

- **More youth attending activities**
- **More youth earning advancements**
- **More commitment and participation from Parents and Scouts**
- **More Scouts staying in the program and having more fun!**

**IT'S ALL ABOUT THE SCOUTS!!!**



# **What's in it for Scouting?**

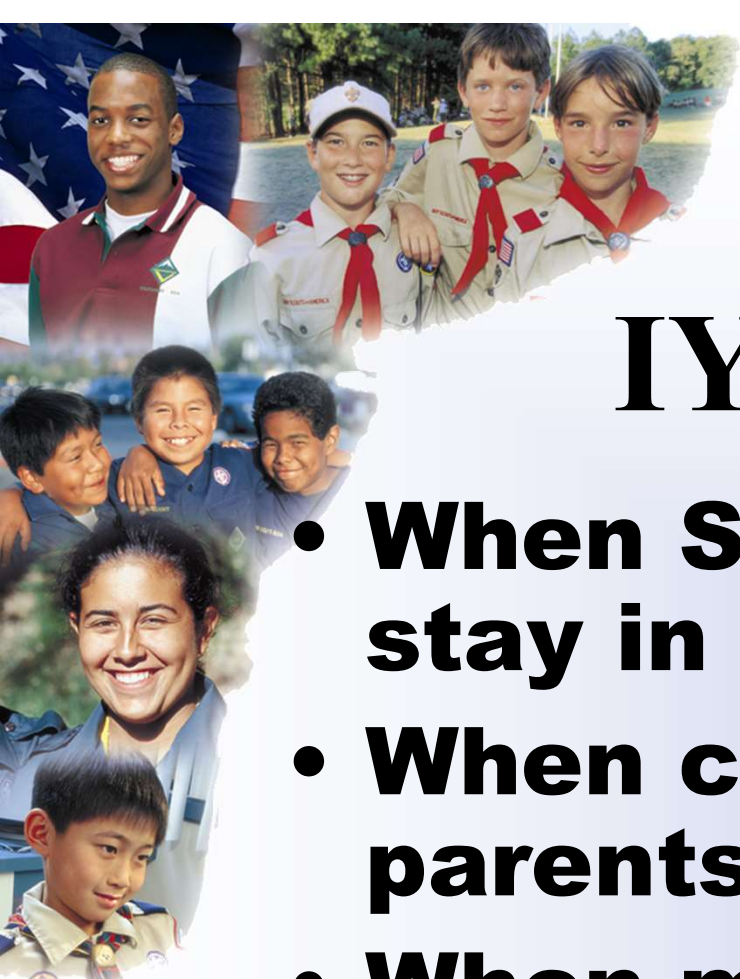
- **Better retention of existing Scouts**
- **Stronger Unit Programs**
- **Stronger Sales**
- **More Active Scouts and Units**

**ONCE AGAIN, IT'S ALL ABOUT THE SCOUTS!!!**



**What's in it for the Scout?**

**FUN!!!!!!!**



# IYOS Philosophy

- **When Scouts have fun, they stay in longer**
- **When children are active, more parents become active**
- **When more Scouts and families are active, they invite friends**
- **A well-planned program helps out everyone**

# The Ideal Year of Scouting

## • The Ideal Year Steps

- 1) **Brainstorm Ideas/Plan Your Program**
- 2) **Assign Costs/Set a Budget**
- 3) **Set Sales Goals**
- 4) **Communicate Plan**





# Step 1 Brainstorming

- **Brainstorming can be done:**
  - **A scout and his family**
  - **Den/Patrol**
  - **Pack/Troop**
- **Make sure that parents are watching**





# Tips on brainstorming

- **Prime the Pump**
  - Give scouts big ideas
- **Have Parents Watch but not Participate**
  - It's amazing what parents will do when their sons dreams are at stake
- **Use of flip chart or chalk board to write down ideas**



# Key items to remember

- **Schedule activities by month**
- **Scouting is a 12-month program**
- **Don't forget a Fall and Spring Membership Rally**
- **Add in district and council dates**



## Step 2

# Create your Budget

- **Assign dollars to your activities**
- **Add in costs for Advancements, Dues, Registration, Scouts Life and Books**
- **Consider unit expenses (pinewood derby tracks, camping equipment, etc.)**
- **Take into account new Scouts**



# Prioritize your Activities

- **Basic Needs/Activities**
- **Strongly Encouraged Events**
- **Optional but Popular**
- **Great Incentive for Top Sellers**



# **Basic Needs Ideas**

- **Basic Pack Expenses**
- **Youth Registration**
- **Blue and Gold Banquet for Scout**
- **Next Year's Handbook**
- **Youth Advancements (avg.)**
- **Pinewood Derby Car**
- **Other Activities that are traditionally covered (Halloween Party, Pool Party, etc.)**



# **Strongly Encouraged Events**

- **Blue and Gold Banquet Fees for Family**
- **Scouts Life Subscription**
- **Pack Summer Campout**
- **Other activities where Scout is covered in first level but family can be covered at this one**
- **Pick one Council or District Activity (Cub Adventure Day, Webelos Woods, Spring Camporee)**
- **A “Super Activity” that all would want to attend**



# Optional but Popular Events

- **Rocket Derby**
- **Add more Family Fees for previous events**
- **Skating Party**
- **Sports Nights for Scout and Parent**



# **Great Incentive for Top Sellers**

- **Summer Camp, Day Camp or Webelos Camp**
- **Trip to Disneyland**





# Determine Sales Levels

- Add up the costs for each item
- Multiply by 3 to determine sales goal
- Round up to cover Pack Costs.
  - \$85.00 Youth Registration
  - \$10.00 Blue and Gold
  - \$15.00 Advancements for Year
  - \$7.00 Pinewood Derby Car
  - \$10.00 Pack Lock-in
  - \$127.00 Total x 3 = \$381.00 round to \$400.00
- Determine costs for each level and add to previous



## **Step 3 Set Your Goals**

- **Set den/patrol and Scout Sales Goals**
- **Consider setting Family Goals if have many with multiple children**
- **Determine what the Scout receives when he exceeds his goal**
- **Consider special gimmicks for different levels – Pizza Party, Pie in the Face, Special Seating at B&G**



# Step 4 Communicate the Plan

- **Plan a formal kick-off during a pack or troop meeting**
  - **Put together a one-page flyer to give to parents and Scouts**
  - **Share unit, den/patrol and Scout goals**
- **Present calendar, budget and goals to ALL families at your recruitment nights**
- **Publish Calendar on School Website**



# One-Page Flyer

- **Flyer must be concise**
- **Share with all during a pack meeting**
- **Let all know the importance of hitting the base level.**



## **Step 4 Communicate to the public**

- **Consumers will spend more they know what the money is being used for.**
- **Use posters, news releases and newsletters to tell people of your plan.**
- **It will increase sales.**



# Challenges to Implementing IYOS

- **Planning takes a lot of time**
- **The committee is not sold on the concept**
- **We like the concept, but not all Scouts sell the family goal while others overachieve**



# **Planning takes a lot of time**

- **Do planning by den or patrol – not unit**
- **Lay out traditional activities and pick low participation events for substitution**
- **Troop – use Patrol Leader’s Council to plan calendar**



# **Committee Not Sold**

- **Share this with your committee—the more that hear it the better**
- **Use your District or Council resources**
- **Have committee members attend the summer Popcorn Kick-off and attend the IYOS session**
- **Start small & build toward the full concept**





# Motivating Families to Sell

- **Use the “Basic Need” verbiage**
- **Do not set “buyout” lower than the Basic Level**
- **Set up Table Sales/Blitz Days to allow Scout a chance to hit Basic Level**
- **Encourage 100% family participation**
- **Have dens/patrols hold mini reports during meetings and share with entire unit**



# The Benefits

- **Easier for Treasurer – You just have to keep a list of who achieved what level**
- **Easier for Parents – They better understand the cost of the program**
- **Gives Families Options – They can strive to get everything earned or choose to pay for things not covered**
- **Constant Promotion – Whenever you have an activity, you can recognize those who earned that activity**
- **Rewards individual achievement while advancing the unit needs**



# Support Materials

- **JayhawkCouncil.org**
  - Planning, Budgeting, Links to Activities & Program Ideas
- **Human Resources**
  - Popcorn Kernel, Council Volunteers, District Committee and Commissioners
- **Print Resources**
  - Council Calendar, Training Materials, eNews!, Website
- **Program Resources**
  - Cub Adventure Day, Roundtables, Summer Camps, and much more!



# **SAVE THE DATE**

## **POPCORN TRAINING CAMP**

July 27

9:00 AM - 3:00 PM

Falley Scout Reservation

Open to Leaders, Scouts and Families

Popcorn Kernel Training, Games and Activities for  
Scouts to become a “Certified Popcorn Seller”



Thank you for your Time and Cooperation!