



CHARTERED ORGANIZATIONS & FAMILY SCOUTING



It's an exciting time to be in Scouting!

With our move to serve the entire family — boys and girls alike — we have a chance to reach an entire new generation with our amazing programs.

While there are many things to consider, perhaps the most important are the relationships we forge with our chartered organizations. We simply cannot serve youth without their sponsorship and support.

It is critical that you meet with your chartered organizations to inform them of the changes facing our organization, and inspire them to join us on this journey. We must remind them of the benefits of Scouting to their communities and to their organizations. Ultimately, we want to work with them to start new packs and dens, troops, crews, and ships to serve girls.

As a unit-serving executive, you are the face of Scouting. Your relationships, your connections and your ability to work with religious organizations, clubs, and community organizations make Scouting possible for thousands of youth.

The information, articles, and resources in this packet are designed to help you be prepared as we move Scouting ahead.

MOVING AHEAD WITH CHARTERED ORGANIZATIONS

Chartered organizations are critical as we move to serve boys and girls in Scouting. To be successful in serving the whole family, we must meet with and ask each of our chartered organizations if they would like to expand their youth outreach. If the answer is yes, they can begin by starting dens, packs, troops, crews, and ships to serve girls — and boys — alike.

‘Isn’t Scouting Coed Now?’

One common misunderstanding with many is that Scouting is going “coed.” While it’s true that we are serving boys and girls, these changes don’t make our dens and troops coed. With these modifications, you still have boys in dens and troops, and girls in their own dens and troops.

In Cub Scouting, you can have a separate pack for girls, or you can have separate dens for girls and dens for boys in the same pack. In the case of troops for older youth, you must have separate troops for boys and girls. A chartered organization may also have “linked troops,” which means a chartered organization can have a shared troop committee with separate troop for boys and for girls.

What does all this mean? It means we need additional dens, packs, and troops to serve girls, as well as more female leaders. And that means new units! And that means talking to your chartered partners.

5 EASY STEPS TO GET READY FOR THAT IMPORTANT CHARTERED PARTNER MEETING:

1. Set meetings with each chartered organization head in your service area to discuss the exciting new opportunity to serve girls and boys alike through Scouting.
2. Prior to the meeting, prepare discussion points emphasizing the impact of the chartered organization on youth through Scouting including, service hours, number of Eagle Scouts, advancements, etc.
3. Be prepared with questions about their organization and their goals with youth in the community. As the opportunity arises, discuss how they can start serving girls in Cub Scouting, Scouting, Venturing, and Sea Scouting, and who would be the best person to work with in the organization.
4. Make the call/hold the meeting.
5. Follow up immediately with a thank you note and any additional information that was discussed. This includes setting meetings with the people who can help you start the units.

NEW CHARTERED PARTNERS

The basic process for talking to potential chartered partners is very similar, but in addition to identifying potential chartered organizations, you also should find an influential volunteer or member of that congregation, club, or community to go with you on the visit.

Remember: Chartered organizations are the backbone of Scouting. If we want to be successful in serving girls AND more boys in Scouting, we must start new units.

For more information on starting new units, you can find the Unit Performance Guide on the [Marketing and Membership Hub](#) on *Scouting Wire*.

In addition, you can find all of the latest Family Scouting information on scouting.org/familyscouting.

REASONS TO BECOME A CHARTERED ORGANIZATION:

- **Scouting Meets Your Needs.** Scouting can provide a full youth development program for your organization — serving both boys and girls — in a way that meets your needs and the needs of your youth.
- **Outreach.** Scouting can help grow your outreach in the community, bringing new families into your organization.
- **Scouting Meets the Needs of Youth.** Scouting is foundational in many communities and has a program that has been proven to meet the needs of youth.
- **Scouting Meets the Needs of Your Community.** The ideals and principles behind the Scouting program are shared by many community organizations, clubs, and religious institutions. Through a program of fun, adventure, learning, service, and achievement, Scouting develops character and leadership in today's youth. Your organization can be the catalyst that makes that kind of success possible for youth in your community.

5 THINGS EVERY CHARTERED ORGANIZATION SHOULD KNOW ABOUT FAMILY SCOUTING:

1. **THERE HAVE BEEN YOUNG WOMEN IN SCOUTING PROGRAMS SINCE 1969.**
That's right. Starting with special-interest Exploring posts in 1969, there have been young women in the programs of the BSA. And they've been in Sea Scouting and in Venturing, too. In each of these programs, young women have learned leadership skills that have helped them excel in their personal lives and their careers. Now, through Cub Scouting and a program for older youth, they will have an opportunity to earn Scouting's highest rank, Eagle Scout. So young women in the BSA is not new. In fact, today there are more opportunities than ever.
2. **CUB SCOUTING AND SCOUTS FOR OLDER YOUTH ARE NOT COED.**
One common misunderstanding with many is that Scouting is going "coed." While it's true that we are serving boys and girls, these changes don't make our dens and troops coed. With these modifications, you still have boys in dens and troops, and girls in their own dens and troops. In Cub Scouting, you can have a separate pack for girls, or you can have separate dens for girls and dens for boys in the same pack. In the case of troops for older youth, you must have separate troops for boys and girls. A chartered organization may also have "linked troops," which means a chartered organization can have a shared troop committee with separate troops for boys and for girls.

3. THERE IS TREMENDOUS EXCITEMENT FROM GIRLS AND THEIR FAMILIES ABOUT THESE CHANGES.

For years, girls and their families have asked to join Cub Scouts and Boy Scouts. Because those programs were strictly for boys only, they weren't allowed. As we make this change, we hear from girls and their families daily about how excited they are to be part of the adventures offered through Cub Scouts and our older youth program. They are eager for the fun, achievement, and success Scouting makes possible. Our leaders and chartered organization will be the catalyst that makes that kind of success possible for boys and girls in your community.

4. IF YOU DON'T WANT TO SERVE GIRLS IN YOUR EXISTING PACK, YOU DON'T HAVE TO.

Whether or not to serve girls is up to the chartered organization. We believe giving young women the same opportunities as young men benefits youth, families, and our communities. Many chartered organizations have told us that serving girls through the programs of the Boy Scouts of America is a tremendous opportunity to bring more youth into their organizations and congregations. The choice is strictly up to the chartered organization.

5. SCOUTING LETS YOU SERVE THE ENTIRE FAMILY.

The exciting thing for chartered organizations is now you can have one program that meets the need of boys and girls alike and for differing ages — from kindergarten through age 20, with no need to juggle separate programs. It's a proven, exciting program that's been positively affecting young people for decades, ready-made for today.

MISTAKES TO AVOID:

We've all made sales calls. Sometimes they go well, sometimes they don't. The keys to a successful sales call include lots of preparation, finding the right person with whom to meet, listening to find solutions, and following up. If your calls aren't going well, here are five rookie mistakes that may be tripping you up:



1. YOU DO ALL THE TALKING.

Okay. We get it. You're smart and you have a lot to say. No one else can get a word in. So take a breath and relax. The best sales people know how to ask questions to get the other person talking. Your job is to engage the other person in a conversation and listen. You want to understand their challenges (See Mistake Number 2) and needs and those of their organizations, and then find solutions through Scouting.



2. YOU'RE NOT WELL PREPARED.

You show up for a meeting with a pastor or community leaders without preparing. Preparing means talking to unit leaders who may attend that church or organization, visiting their website, looking at calendars, searching out annual reports, or searching them on the web. Maybe the pastor received an award or the church has been written up in the media for something. Why go to all this effort? You do it to develop a good understanding of the organization BEFORE you go to the meeting. Armed with information,

you'll be prepared to talk intelligently about them, their organization, and find ways to be helpful. To Be Prepared is a really good idea after all.



3. YOU DON'T FOLLOW UP.

This is huge. Following up with a simple handwritten note thanking that rabbi or community leader for taking the time to meet with you has a huge affect. They'll remember. If you promised to send them a copy of the council annual report, or that form they misplaced — do it. Not only is it good manners, it creates an opportunity to connect again. And more connections with chartered partners (and donors, too) is good.



4. YOU'RE NOT TAKING SOMEONE WITH YOU.

Yes, you can make a call on a leader by yourself. And you should from time to time. But on a sales call, it's usually a good idea to ask someone influential go with you. That person could be a respected member of the congregation or a well-known Scouter in the organization. The best scenario is to invite someone along who knows the person with whom you are meeting and can help break the ice and facilitate the conversation. Think of it as a "wing-person."



5. YOU'RE MEETING WITH THE WRONG PERSON.

In most organizations, there are a lot of people you could meet with. The challenge is to meet with the person who has the power to make a decision. Typically, it's the senior pastor or the head of the organization. Depending on the size of the church or organization, it can be difficult to get to the right person. Be patient, do your homework, and work your network to make the right connection.



PRO TIP: We know we don't have to tell you this, but always, always, always be nice to the assistants in the offices — they have all the information and they are typically gatekeepers. They can help you get in or keep you out. (Plus, they are probably really nice people!)

RESOURCES:



[Family Scouting Fact Sheet](#)



[Family Scouting FAQ](#)



[Family Scouting Infographic](#)



[Unit Performance Guide](#)



[Chartered Organizations Resource Guide](#)



[New Unit District UPG Tracking Chart \(Front, Back\)](#)