



## **New Race to Scouting Night 2007 Theme Announced**

As we make the turn into a new year, the key to maintaining the council/district position in the Race to Scouting is to carry our speed and momentum through the turn so we are at top speed early in 2007. Keep the following five tips in mind as we tune our strategy for this year's Scout Roundup campaign.

### **1. Identify the best strategy for your racetrack in 2007.**

Just as racing teams develop and improve strategies for each track based on experience; your membership team should take time to update your strategy for recruiting Scouts in 2007. Working with your District Professional, Membership Team and Commissioner Service team review and critique the 2006 race. Set achievable goals.

### **2. Make sure your crew is sharp and skillful.**

In a race, one second gained in the pits translates to several car lengths on the track. Similarly, by recruiting your Race to Scouting volunteer teams early in the year and providing them with training and appropriate materials quickly, your district will be in a much better position to reach the checkered flag first.

### **3. Bring your best car to the track and plan for tire wear and fuel mileage.**

There are many components to a racecar and to your Race to Scouting campaign. Rely on your trained volunteers to help insure every aspect of your campaign is cleaned, greased and functioning properly. Determine what area might need repaired. Plan now to handle the obstacles and delays that surprise you. Don't forget to consult the Race to Scouting "owners manual" guidebook. Above all use the roundup toolbox support package. This will save you and your unit's time and prevent obstacles from blocking the track.

### **4. Watch the weather and be ready to adapt as it changes during the race.**

Certain types of tires perform better when the track is wet. The key is having them available and being prepared to make such modifications. It is important that the Professional, District Membership Team and Commissioner staff not only have a strategy, but that you continuously monitor the conditions in your district(s) to take advantage of every opportunity to recruit boys and organize new units. During this campaign it will not always be sunny and warm. Be sure that your pit crew is monitoring the changes so you can adapt quickly and appropriately without letting up on the gas pedal.



## **5. Consistently discuss changing conditions, position, and strategy improvements with your crew.**

During a race, the pit crew chief and spotter often provide the best perspectives on how the race is developing. By sharing information and listening to the driver's report on how the car is handling, the race team is best able to identify and implement improvements and solutions. Be sure the communication lines are open between the District Professional, Membership Committee, Commissioner staff and the Unit Leaders. Share with each other how you see the campaign progressing. Recognize each other's efforts during the race, and be sure to listen to one another's ideas and analysis of how the race is going. Work together to identify ways to improve your performance and obtain a better finish time.

## **Once again team, Its Time to Start Your Engines!**

### **January 2007**

- ❑ Critique 2005 Race to Cub Scouting.
- ❑ Review and analyze marketing plan for the 2007 round-up campaign.
- ❑ The Pit Crew should set achievable goals.
- ❑ District key 3 commit to the Chief Scout Executive their intent to achieve a traditional membership growth and a plus in units by December 31, 2007.
- ❑ Professional, Membership Team and District Commissioner Planning Meeting.
- ❑ Begin working on new units in needed areas.
- ❑ **Set Webelos Transition Plan in motion.**

### **February 2007**

- ❑ Conduct key 3 membership meetings.
- ❑ Begin recruiting the additional manpower needed for the round-ups.
- ❑ Secure location for Spring Round up Unit Leader Training meeting
- ❑ **Continue Webelos Transition Plan**



### March 2007

- ❑ Contact school superintendents and building principals to secure their support and participation.
- ❑ Hold drivers (leaders) **training meetings** for the Race to Scouting. (Racing packets are available when training date is set.)
- ❑ Set April round up dates to recruit kindergarten youth.
- ❑ **Continue Webelos Transition Plan.**

### April 2007

- ❑ **Hold Spring Round-ups**
- ❑ Professional, Key 3 and Membership meeting.
- ❑ **Finish Webelos Transition Plan.**

### May 2007

- ❑ Recognize at round table your successful race teams for Spring Round-up.

### June 2007

- ❑ Get all newly recruited youth to your District Day Camp.
- ❑ LimaLand Motor Park "Big Event" Free to all Scouts and Scouters with membership card or wearing an official BSA shirt or blouse. Date to be announced. (Tentative)

### August/September 2007

- ❑ Billboard public service announcements go up in all 13 counties. (Donated by Lamar and Lammers agencies)
- ❑ Public Service announcements taken to Clear Channel.
- ❑ Ads sent to Cable Television.
  
- ❑ Start conducting boy talks and flyer distribution in schools and alternative rally locations
- ❑ Membership New-unit organizers complete organization of new units.
- ❑ Professional, Key 3 and Membership Committee meeting
- ❑ Begin marketing for the fall campaign.
- ❑ Conduct school rallies.
- ❑ Provide youth protection and fast start training for all new leaders.
- ❑ 1<sup>st</sup> Round-ups must be complete by September 30, 2006.



## October 2007

- ❑ Popcorn sales begins
- ❑ Cub Mobile Races on Main Street.
- ❑ 2<sup>nd</sup> Round Up promotion begins.
- ❑ Redistribute flyers to schools for 2<sup>nd</sup> Round Up
- ❑ Newspaper Advertising submitted for 2<sup>nd</sup> Round Up.
- ❑ Black Swamp Area Council/ U.S. Sportsmen's Alliance holds Outdoor Show at Camp Lakota and Berry on October 13<sup>th</sup>. (First big activity for new recruits and 2<sup>nd</sup> opportunity to join for youth finishing school Fall sports)
- ❑ Continue to complete New Unit organizations.
- ❑ Complete school rallies.
- ❑ Race to Scouting recognition complete. (Race is over)
- ❑ Beat the Pumpkin to Quality.
- ❑ Pinewood Derby Workshops held at local hardware stores. (Help youth and parents get ready for the big race)

## November /December 2007

- ❑ Council-wide Race to Cub Scouting Derbies held. **November 10<sup>th</sup>**. (For new scouts only at our sponsoring Chevrolet dealerships)
- ❑ Commissioners conduct unit inventories
- ❑ Recognize, Recognize, Recognize

## Incentive Program For New Cubs

- Every new Cub Scout who joins the program from April 1 through October 15<sup>th</sup> with paperwork turned into the service center by October 20 will receive a free Pinewood Derby with Drivers License enclosed.
- Also at the conclusion of the **BIG RACE** in November if they are participating they will receive an event patch.
- Every Youth participating in the Outdoor Show will receive a patch.



## Incentive for Boy Scout Troops Transitioning Webelos

- Every Troop crossing Webelos into their unit by April 30<sup>th</sup> will be put into a drawing for a double burner camping stove. A unit may only win one prize.
- Rules for the drawing:
  - Drawing is District Wide.
  - One chance for each Webelos or New Scout joining.
  - Paper work must be in and paid by May 1, 2006.
  - The Scoutmaster or designee must submit a list of Webelos who have crossed over and/or new scouts joining no later than May 1 to be eligible for the drawing. (Send list to BSAC 2100 Broad Ave, Findlay, Ohio 45840 or fax a list to 419-422-4681 Attention Dan Wagner.
  - Drawing will take place at June Roundtable
  - **Council membership records are the final authority.**

## Unit Incentive

- January through June we will be offering an incentive to Cub Scout Packs re-chartering 85% of their youth, Troops and Crews re-chartering 90% of their youth. This incentive is one Race to Scouting hat.
- Every Cub Scout Pack that recruits five more youth than one year ago (December 31, 2006) will receive a specially designed Race to Scouting Patch for every youth and adult in his or her Pack.
- Every Boy Scout Troop and Venturing Crew who recruits three more youth than one year ago (December 31, 2006) will receive a specially designed Race to Scouting Patch for every youth and adult in his or her unit.