



7
million \$ endowment
100
% staffed & trained
15,000
members

Council name and logo should go here.

Vision 2025

Mission

The mission of the Boy Scouts of America is to prepare young people to make ethical and moral choices over their lifetimes by instilling in them the values of the Scout Oath and Law.

Scout Oath: On my honor, I will do my best To do my duty to God and my country and to obey the Scout Law; To help other people at all times; To keep myself physically strong, mentally awake, and morally straight.

Scout Law: A Scout is: Trustworthy, Loyal, Helpful, Friendly, Courteous, Kind, Obedient, Cheerful, Thrifty, Brave, Clean and Reverent.

	Manpower	Membership	Money
	Key to our success is recruiting, training and inspiring volunteer and staff adult leaders.	Our purpose is to serve young people and instill timeless values in their development.	We aspire to be a sustainable and enduring council for generations to come.
Vision	100% Staffed – 100% Trained	15,000 Members	Debt Free – \$7 Million Endowment
Tactic 1	STAFFED DISTRICTS No position, volunteer or staff, open longer than 60 days. Nominating committees' active year-round. Three deep prospects for each position. Focus on Membership chair, Lion/Tiger Chair and teams for new units and Lion/Tiger strategies. Fully staffed district commissioner corps.	LIONS & TIGERS & CUB SCOUTS Focus council resources on growing Tiger Scouts. Assure a Cub Pack is available in every public elementary school and a Lion/Tiger den in every pack. Every Pack earns National Summertime Pack Award.	DEBT FREE Budgets must be balanced, and capital projects only proceed when funded. Annually budget for a positive surplus (net operating income) between 3 – 5%. Endowment fund principle will not be used to balance operating budget. Cash Balance above \$500k at all times. No long-term debt.
Tactic 2	TRAINED LEADERSHIP & ADOPT TECHNOLOGY 100% youth protection trained annually, upon registration. 100% leadership position trained within 3 months of the new position. Use technology to improve processes.	FAMILY & PROGRAM Embrace membership changes that allow female youth to join and participate in scouting's proven programs. Deliver program to the highest national BSA standards.	GROW REVENUE Grow Family FOS to 600k with 80% on a recurring giving program, community FOS to 150k. Build net annual income from camp operations to 500k, popcorn to 325k, the auction to 110k and sporting clays to 25k. Develop 1 to 2 new fundraising actions. Deploy fundraising technology advancements.
Tactic 3	DIVERSE & ACTIVE EXECUTIVE BOARD Board membership representative of the communities we serve. Each board member active in an area of interest: finance, programs, membership, properties, development. A Board retreat is held at Philmont, the Sea Base or the Summit every other year.	CAMPING Every Troop attends a BSA summer camp. Develop the property at XXXXXXXXXX as a premier scout camp, recruiting tool and training facility. Execute the camp master plan, develop staffing and training plan and achieve the status and reputation as one of the top scout camps in the nation.	FUND THE ENDOWMENT Complete funding the New Century and Kaiser funds. Grow the maintenance endowment through contributions and investment to \$1.5 million and the total endowment to \$7 million.



BOY SCOUTS OF AMERICA