



## HOW WOULD YOU LIKE?

- More parents involved?
- More time for Scouting activities?
- Enough money to do all of your activities for an entire year?
- Fewer fundraisers?
- Scouting to be simpler, easier, and more fun?

## I.Y.O.S. GOALS

- Train you to complete a plan and budget for your unit's Ideal Year of Scouting
- Help you communicate your plan to your Parents and Scouts
- Help you have your Ideal Year of Scouting!



## SCOUT RESEARCH – What do Scouts Want?

- 74% Camping
- 64% Field Trips & Special Outings
- 61% Meet NEW Friends
- 60% Outdoor Activities

## PARENT RESEARCH – What do Parents Want?

- 89% Good activities & experiences (son's dream fulfilled)
- 88% Character building
- 85% Learning opportunities
- 85% Teaching Values & Morals

91% Said it was important to have a complete annual plan and budget for their Scouting year because:

- Knowing what, when, and where allows us to plan our family calendar
- With advance notification of all activities my chances of participation increase and we don't like "last minute" planning or "surprise" activities
- Makes Scouting experience more meaningful when we know all of the planned activities

## CONCLUSIONS

Unit Leaders: To deliver a better program, which Scouts & Parents want, we need:

- More parental involvement
- Help in raising more money

Parents : To be more involved we need to know:

- What the expectations are
- The annual plan (what, when, & where),
- What it is going to cost
- How we can raise the money

**The Ideal Year of Scouting is a method for units to achieve these goals through the annual popcorn sale.**



## **COMPONENTS OF AN IDEAL YEAR OF SCOUTING**

### **STEP 1: BRAINSTORMING**

1. List the Activities that the Scouts want to do. *Be sure to have a copy of your council calendar, flyers for upcoming events, a flip chart, and markers.*
2. Review your Council calendar.
3. Encourage the Scouts to generate ideas.
4. Have Fun!

### **STEP 2: ACTIVITY PLANNER**

1. Plan which activities to do and when each will take place.
2. Calculate the cost for each event.

### **STEP 3: BUDGET PLANNER**

1. Budget all additional costs associated with running the Unit, BOYS' LIFE, registration, leader training, recognition awards, operating costs, etc.
2. Determine cost per Scout for Ideal Year
3. Add your activity costs to determine Unit's budget goal.
4. Set Unit and Scout Sales Goals to meet budget
5. Determine what the Scout receives when he exceeds his goal

### **STEP 4: INCOME PLANNER**

1. Calculate your Ideal Year Of Scouting goal per Scout. Divide the "per youth" cost for 1 year by your Popcorn Commission (35%). For example if the unit needs \$125 per boy for participate in all activities, divide 125 by .35, arriving at \$417. This is the amount of popcorn a boy would need to sell to pay for his "Ideal Year of Scouting." (In 2010, the average Scout in our council **sold more than \$467** in popcorn.)

### **STEP 5: COMMUNICATE THE PLAN**

1. Hold Program Kick-Off for ALL Parents to review program, budget, and family responsibilities
2. Stress the Goal for each Scout
3. Use a newsletter, E-mail, etc. to keep your families updated. Send the program and a calendar of events to every registered family.
4. "Sell" the youth on the fun and adventure they'll have by attaining their "Selling Goal."  
"Sell" the parents on the benefits their child will receive with no out of pocket costs.

### **I.Y.O.S. SUMMARY**

- Step 1: *Brainstorm*  
Step 2: *Plan Activities*  
Step 3: *Plan Budget*  
Step 4: *Plan the Income*  
Step 5: *Communicate the goal to parents AND youth*

### **WHAT NEXT?**

1. Plan your Ideal Year of Scouting.
2. Identify and recruit your unit Popcorn Chairman.
3. Schedule and plan your unit kickoff—involve your parents.