

Welcome to MTC BSA

College of Commissioner Science

Advanced Studies



BOY SCOUTS OF AMERICA®

KEEPING SERVICE IN SCOUTING

Larry Chase, Council Commissioner
Atlanta Area Council



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Nashville Cub Scouts Handing out Water
During Flood Recovery Efforts

A Scout is ... **HELPFUL**



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Source: <http://scouting.org/100years/100years/100yearsImages.aspx>

Did you know?

(Excerpts from "History of the BSA Highlights" Scouting. Org)

1914

First tree-planting project was held in New York

1917

Scouting's full resources were placed at the service of the government

Slogan: "Help Win the War"



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Scouts' War Effort: 1917–1918

Sold Liberty bonds and war savings stamps totaling more than \$355 million.

Collected 100 railroad cars full of nutshells and peach pits for gas mask manufacturing

Distributed more than 300 million pieces of government literature

Aided in food and fuel conservation projects



Source : http://www.livinghistoryfarm.org/farminginthe40s/crops_02.html

**Planted 12,000 Boy Scout
war gardens**



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1918

BSA adopted the slogan “The War Is Over, but Our Work Is Not”

Scouts rendered nationwide service during the influenza epidemic

1919

First four Gold Medals were awarded by the National Court of Honor for saving a life at the risk of the rescuer’s own

U.S. Bureau of Naturalization invited Scouts to aid in its Americanization program



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1930–1939

President Roosevelt called for help from the Scouts for the distressed and needy.

1934

Nationwide Good Turn
Collected 1,812,284 items of
clothing, household
furnishings, foodstuffs, and
supplies



Photo Source: <http://scouting.org/100years/100years/100yearsImages.aspx>



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Scouts' War Effort 1941–1945

Included 69 specific requests from the government

Collected 30 million pounds of rubber during a two-week drive

Distributed pledge cards for war bonds and savings stamps

Distributed stamp posters

Collected aluminum, wastepaper, and salvage

Conducted defense housing surveys

Distributed air-raid posters

Served as messengers and dispatch bearers

Assisted emergency medical units

Served as fire watchers



Source: <http://scouting.org/100years/100years/100yearsImages.aspx>


1950–1959

**2 million pounds of clothing
collected for domestic and
foreign relief, 1952**

**Distributed more than a
million posters and 30 million
Liberty Bell doorknob hangers
in the Get-Out-the-Vote
campaign, 1952**



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1970–1979

Scouting Keep America Beautiful Day

June 5, 1971

**Scouts collected more than a million tons of
litter**

1980–1989

First Scouting for Food National Good Turn, 1988

More than 60 million food items were collected

Photo Source: <http://ktgr.com/will-scout-for-fo>

Helping Others That's What We Do!



Photo Source: <http://mtcbsa.org/assets/forms/JulyAugSept2010.pdf>



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Photo Source: Billy Tindall, MTC Volunteer

**In Boy Scouts of
America**

**Service
does not
mean**

“Serve Us”!



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So as Commissioners how do we assist a Unit Leader in successfully encouraging the youth to do the not-so-much-fun stuff?



KISMMIF



Photo Source: Billy Tindall, MTC Volunteer

Nashville Cub Scouts Handing out Water During
Flood Recovery Efforts

IDENTIFY THE NEED

“Good service project ideas match real community needs to the interests and skill level of a potential group of volunteers. Good ideas often come from service coordinators, volunteers, teachers, agencies, and other people in the community. “



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The Identification Process

Consider the following:

- Who will conduct the process?
- Is this a long-term or short-term project?
- Who are your partner and what do they know?
- How much time do I have to decide?
- How can the process help young people learn?



*Source: The Points of Light Foundation
Service Project Ideas*



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A few ideas for Identifying Community Needs...

- **Mind Mapping**
- **Conduct a survey**
- **Hold a community forum**
- **Interview senior citizens**



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...and a few more...

- **Three wishes**
- **Watch the news**
- **Utopian towns**
- **I have a dream...**
- **Group goals**
- **Ask legislators**
- **60-minute search**

*Content Source: The Points of Light Foundation
Service Project Ideas*

Photo source: <http://www.dreamstime.com/stock-images>



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“Involving potential participants in the creation of the service project can increase the chances that activities meet real community needs while providing a rewarding leadership experience for young people. There are many methods to identifying community needs, so remember to consider your time frame, and the strengths of your group.”

*Source: The Points of Light Foundation
Service Project Ideas*



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Once a need has been identified:

- Does the project fit the unit's resources?
- Plan, Plan and Plan Some More
- Make the project(s) FUN
- Include media promotion
- Say 'thank you' and offer recognition



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- **Can the project fit the unit's resources?**
 - Every unit is not qualified to meet all needs
 - Don't Set up for Failure
- **Plan, plan, and plan some more**
 - Project outline
 - Dates, times, places and access
 - Human resources
 - Tools and supplies
 - Project management



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- **Make the project(s) FUN**

- Find the fun in it!
- PMA
- Take breaks
- Add music
- Introduce new skills
- Insure variety

- **Include media promotion**

- Provides Win³
- Media resources

- **Say “thank you” and offer recognition**



**Trick Or Treating
For Food**

Photo Source: Billy Tindall, MTC Volunteer



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Marketing Excellence Award

← → http://mtcbsa.org/Volunteers/news/unitmarketing.html Middle Tennessee Council ... x

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YOUTH PARENTS VOLUNTEERS SUPPORTERS

"THERE IS NO TEACHING TO COMPARE WITH EXAMPLE"
— Sir Robert Baden-Powell

PACK 21
DAVID LIPSCOMB ELEMENTARY

VOLUNTEERS

- About Us
- Districts
- Scout Shop
- Council Calendar
- Commissioner Service
- Training
- Activities
- News & Marketing
 - Join Troop
 - Unit Marketing Award
 - Submit Your Story
 - Scouting in the News
- Recognition
- Unit Support
- Camping

Home > Volunteers > News > Unit Marketing Award

Marketing Excellence Award

Did you or your Unit capture the attention of the local media? If so, we want you to share it with us!

It's important to let the community know how Scouting benefits our families and neighborhoods. That's why we offer the Unit Marketing Award for Scouts and Scouting leaders who get the recognition they deserve from the local press.

Description: The Unit Award of Marketing Excellence is for Packs, Troops, Teams, Crews, Posts and Ships. The award is designed to encourage Units to share all the good things they do with their local media such as TV, radio, local papers, school newspapers, church bulletins, etc.

[Click here](#) to download Unit Award Application for Marketing Excellence.

How to Apply: A unit will complete the application form along with a copy of the media that was published. If it was a TV spot, send a VHS tape or CD of the segment. If it was a radio spot, send an audio tape of the segment. If it was a newspaper article, send a hard copy of the article. If the media coverage was on a website, then a link to the site must be submitted. The application and the media will then need to be mailed or delivered to:

Middle Tennessee Council, Boy Scouts of America
Attn: Unit Marketing Award of Excellence
3414 Hillbore Pike
Nashville, TN 37218

Recognition: All units who submit an application will receive a certificate along with a special streamer for their unit flag.

Winners: Quarterly winners will receive a special patch for each member of their unit.

For more information, contact Kim Sisson at (615) 493-9279 or kbrinson@mtcbsa.org.

For valuable information and resources on how to generate news coverage for your Scouting Unit, visit the National Marketing website at www.marketing.scouting.org.

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Conservation Good Turn



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Keep America Beautiful Home town U.S.A. Award



Photo source: <http://scouting.org/100years>



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Keeping Service in Scouting

Classroom Exercise



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Volunteer Websites

- **Kids Care Clubs**
 - <http://www.kidscare.org>
- **EPA Community Service Projects**
 - <http://www.epa.gov/wastes/education/pdfs/mad-guide.pdf>
- **Kid Activities**
 - <http://www.kidactivities.net/post/Community-Service-Ideas-for-Kids.aspx>
- **Volunteer Guide**
 - <http://volunteerguide.org/?gclid=CLG0742G6asCFcECQAodUUIHGw>
- **Keep America Beautiful**
 - http://www.kab.org/site/PageServer?pagename=kids_zone
- **Hands on Nashville**
 - <http://www.hon.org/HomePage/index.php/home.html>



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