

Tall Pine Council  
2008-10 Strategic Plan

Pillar Code: IV - A      Committee Area : Chartered Organizations and Alliances

Date: 12-17-07

**Objective:** Organization Call Program - An active and continuous Chartered Organization program to increase the total number of organizations sponsoring TPC Scout units, in support of the National BSA goals, and to retain them to economically deliver the TPC Scouting program to the community

Current Situation	Desired Position	Financial Cost & Benefit	Action Plan		
			What	Who	When
Decline in total number of Chartered Organizations active in Scouting.	Increase total number of active Chartered Organizations each quarter <b><u>to a total of 290 by 12-2010, which would be an increase of 60</u></b> as of 2007 data.	IV-A01	Organize a Membership-Relationship Committee to manage the expansion of new Chartered Organizations and current relationships. Expand the membership of this committee to be representative of the diversity of our community and consist of representatives from religious organizations, educational institutions, service clubs, fraternal organizations, PTO's, businesses, etc.	Membership VP and Membership - Relationship Committee	Meet at least quarterly, in 2008-10, for status checks & assignments.

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		IV-A02	Establish a formal structured Call Program, with specific procedures, training and BSA marketing materials. Develop a Prospect List of local organizations, with the "Full Family of Scouting" potential, including but not limited to Service Clubs, schools, golf or country clubs, businesses, fraternal organizations, Home School associations, ethnic related organizations, special-needs agencies etc.. Develop a "sales" culture, within the Call Team.	Membership VP and Membership - Relationship Committee	Continuous in 2008-10
		IV-A03	Develop and expand a specific team of call-persons to make in-person contacts, at the highest levels available, within <b><u>20 new prospect organizations and strengthen relationships by contacting 25 of the current established TPC Chartered Organizations every quarter.</u></b>	Membership-Relationship Committee Call Team and Commissioners with each Call Person.	Meet at least quarterly, in 2008-10, for status checks & assignments, in addition to status reports to the Executive Committee.

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		IV-A04	Request assistance from specific TPC Board members, which have large corporations or Fortune 500 companies as customers, to assist in identifying their customers with a strong local presence and the potential or need to become more involved in the local community or expand their leadership training through Scouting. Utilize the National BSA Corporate Contact Lists and new technologies to access companies or organizations.	Membership-Relationship Committee	Quarterly in 2008-10 and bi-monthly status reports to the Executive Committee
		IV-A05	Utilize a "mapping" technique to identify specific areas currently being serviced by Chartered Organizations, which would then identify specific populated areas in need of new Chartered Organizations to service the youth through Scouting.	Membership-Relationship Committee	Semi-annual review during 2008-10
		IV-A06	Obtain from the BSA specific training materials for Chartered Organizations and offer to conduct a leadership and motivational training program at least annually or as volunteer leadership changes.	Membership-Relationship Committee	Annually during 2008-10, with quarterly reports to the Executive Committee

FILE-P/Excel/EHN/Pillar IV Action  
Plan as of 12-17-07