

Tall Pine Council
2008-10 Strategic Plan

Pillar Code: IV - D

Committee Area : Chartered Organizations and Alliances

Date: 12-17-07

Objective: Funding Sources - Identify major Organizations that could become significant funding sources for the Tall Pine Council 2008-10 Strategic Plan

Current Situation	Desired Position	Financial Cost & Benefit	Action Plan		
			What	Who	When
Limited participation by Chartered/Non-Chartered Organizations or Alliances in the funding of specific TPC programs.	Significantly expand the funding by various Organizations to produce an annual net \$100,000 funding increase to the TPC Operating Budget for 2008-10 Strategic Plan projects	IV-D01	Complete marketing research to identify all organizations with a significant presence, in our three county area. Develop an Organization and Alliance Prospect List with the specific objective of obtaining additional direct funding for specific phases of the TPC 2008-10 Strategic Plan.	Finance Committee - Special sub-committee	Continuous during 2008-10, with quarterly reports to the Executive Committee

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		IV-D02	Obtain special BSA marketing materials, being developed in 2006-10 for specific public campaigns to Chartered Organizations or Strategic Alliances and for the 100th anniversary of the Boy Scouts of America in 2010. Establish stronger relationships with Organizations found supportive of Scouting principles and encourage their financial support.	Finance and Marketing Committees	1) Continuous during 2008-10, with quarterly reports to the Executive Committee. 2) Initiate a Council-Wide project, from 2009 Q-4 to 12-31-2010, to promote throughout the 3 county area the 100th Anniversary of Scouting and the direct involvement plus support of Organizations and Volunteers, in the community.
Chartered Organizations declining within Council market	Increase number of Chartered partners	CR- IV-A TPC- IV-D03	Increase the number of TPC Chartered Org. by ____% each year, utilizing training of professionals, BSA Relationship Division materials, marketing tools and recognition programs focused on Chartered Org.	Commissioners	Fall 2010
	Prepare support materials or programs to expand alliances.	CR- IV-B TPC- IV-D04	Utilize BSA media materials to implement the National programs of Home School in 2008, Baptist churches in 2009 and Evangelical Churches in 2010.	Commissioners	Fall 2010

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	Expand the number of "Full Family" partners.	CR- IV-C TPC- IV-D05	Utilize the TPC Call Program to focus on Full Family organizations and increase the number by ____% each year.	Commissioners	Fall 2010
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