

# YOUR 2022-23 PROGRAM PLANNING CHECKLIST

## Your Step-by-Step Guide to an Incredible Scouts BSA Program!



MY NOTES

### Action Items:



BOY SCOUTS  
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CASCADE PACIFIC COUNCIL

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## Your Step-By-Step Guide to an Impactful Scout Program



- ☐ Choose your planning tools: Kindle, Scoutbook, Printed Program Planner, Other \_\_\_\_\_
- ☐ Schedule a Planning Meeting: Date: \_\_\_\_\_
- ☐ At your Planning Meeting, use this checklist as an agenda and add your event dates below:
  - ☐ Fall Snack Attack (popcorn) Fundraiser: \_\_\_\_\_
  - ☐ Fall Friend Event/Join Night: \_\_\_\_\_
  - ☐ New Parent Orientation: \_\_\_\_\_
  - ☐ University of Scouting: November 5, 2022
  - ☐ Veterans Day: November 11, 2022
  - ☐ Fall/Winter Service Project: \_\_\_\_\_
  - ☐ Camp4All Presentation: \_\_\_\_\_
  - ☐ Make Summer Camp Reservations @ [cpbsa.org](http://cpbsa.org)
  - ☐ Winter Lodge: \_\_\_\_\_
  - ☐ Spring Adventure: \_\_\_\_\_
  - ☐ Spring Snack Attack Fundraiser: \_\_\_\_\_
  - ☐ Court of Honor: \_\_\_\_\_
  - ☐ Horse Ride/Family Campout: \_\_\_\_\_
  - ☐ Spring Scouting for Food: March 4, 2023
  - ☐ Spring Recruiting Event: \_\_\_\_\_
  - ☐ Summer Camp 2023: \_\_\_\_\_
- ☐ Make a Budget
- ☐ Check for updated Youth Protection and Adult Training

MORE TOOLS & HOW-TO @  
[cpbsa.org/programplanning](http://cpbsa.org/programplanning)



# THE ULTIMATE JOIN NIGHT & UNIT MARKETING CHECKLIST



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Here's what other Scout units have found successful to grow. (Remember: more Scouts means more parent volunteers and more fun for all!) And though this may seem like an exhaustive list, many items take only a moment:

- Download social media graphics at [cpcbsa.org/recruiting](http://cpcbsa.org/recruiting)
- Create a public-facing Facebook page for your Scout unit.
- Connect your Facebook page to the CPC at [cpcbsa.org/marketing](http://cpcbsa.org/marketing) (We'll post additional fun things to help keep your social media feed fresh!)
- Ask parents to like/follow your page.
- Create your first post.
- Ask parents to **share the post**. (Pro Tip: make this a weekly habit!)
- Choose your Join Night date, location & activity.
- Order our postcards and labels at [cpcbsa.org/recruiting](http://cpcbsa.org/recruiting), then print your own invitations using the downloadable Word template at [cpcbsa.org/recruiting](http://cpcbsa.org/recruiting).
- **Ask each family to invite 1 friend per Scout** to your join night via text AND a postcard. (Friends can put the postcard on their refrigerator as a reminder!)
- Put yard signs and banners up in your neighborhood! Order yours at [cpcbsa.org/recruiting](http://cpcbsa.org/recruiting)
- Put up a poster in your school and/or meeting place!
- Post your Join Night information on [NextDoor.com](http://NextDoor.com)
- **MOST IMPORTANTLY: HAVE FUN AT YOUR JOIN NIGHT!**

NEED HELP? CONTACT  
[INFO@CPCBSA.ORG](mailto:INFO@CPCBSA.ORG)

## MARKETING TOOLKIT



## DIGITAL DOWNLOADS



## ORDER MATERIALS

