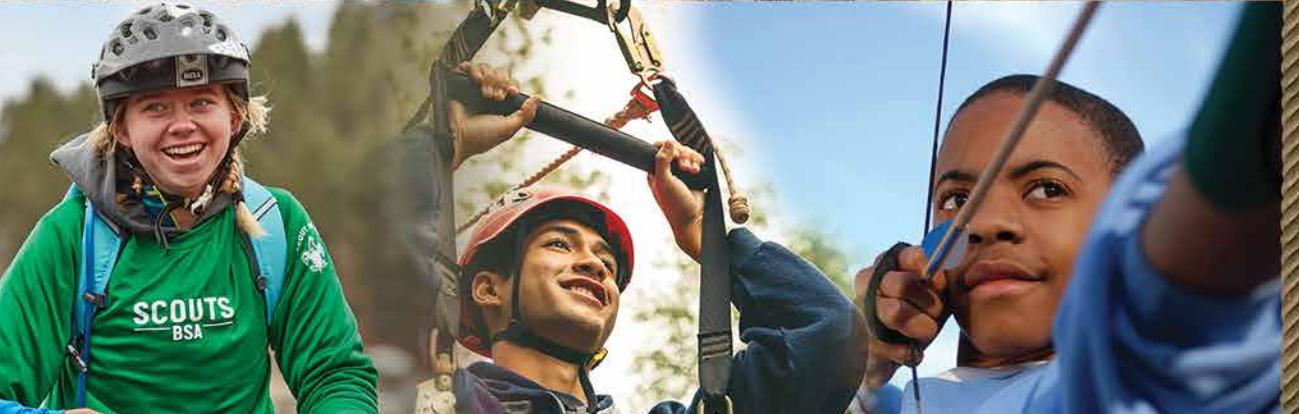


IDEAL YEAR OF SCOUTING

2020 SCOUTS BSA | CONQUISTADOR COUNCIL



District Map

The council is divided into 5 service areas called districts, where the Scouting program is delivered to the local communities.

 Lincoln County
Sierra Blanca

 Chaves County
Rio Hondo

 Eddy County
Chisum Trail

 Lea County
Oil Patch

 Curry, Roosevelt, DeBaca
El Llano Grande

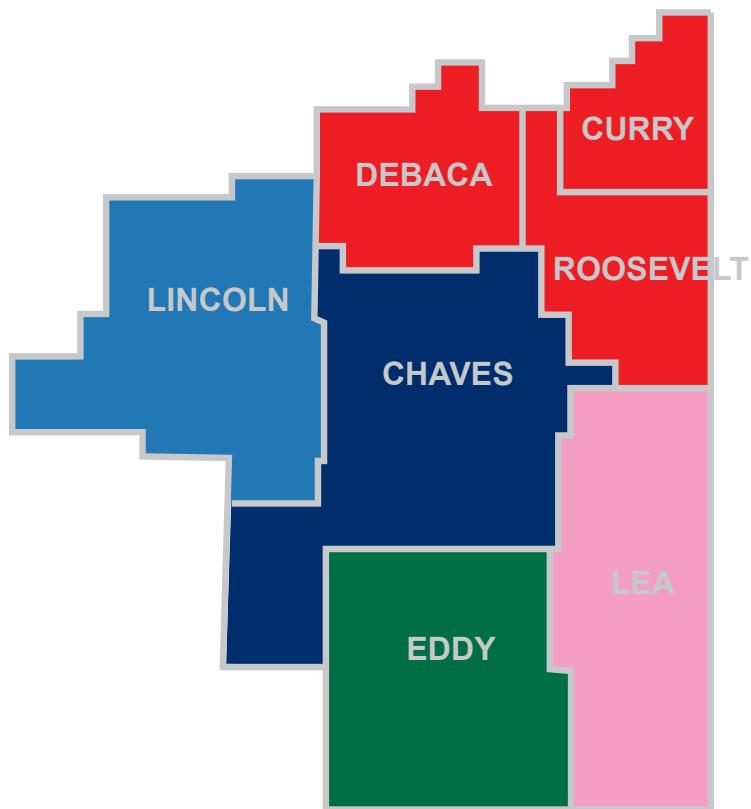


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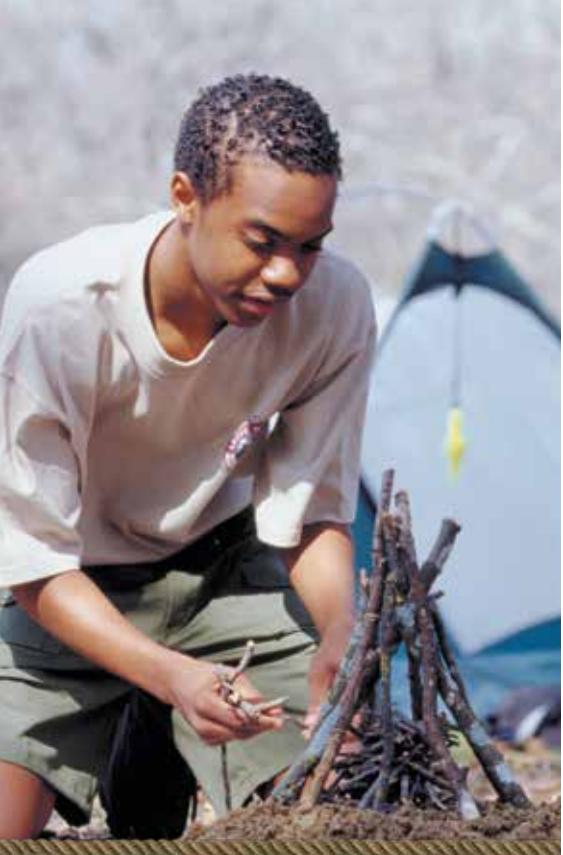
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This guide and all ***Ideal Year of Scouting*** resources can be found online: <https://www.conquistador-bsa.net/>



BY FOLLOWING AN IDEAL YEAR OF SCOUTING PLAN,...

Every great project starts with a great plan. The same goes for Scouting. By following our proven ***Ideal Year of Scouting*** plan, you can expect to see...

- **A stronger program for your youth at less personal cost to you**
- **Increased parental involvement**
- **More youth camping**
- **Better retention**
- **More funding with less time spent fundraising**
- **A simpler, easier and more enjoyable Scouting program**

The ***Ideal Year of Scouting*** follows the BSA's Journey to Excellence recognition program. Think of Journey to Excellence (JTE) as your scorecard for Scouting success. The 2020 Journey to Excellence scorecard is located on the next page and will help you identify, quantify, track and report key factors to make the program you deliver even better for your Scouts.

During the spring of 2020, work through this book to set your goals and make your plans. You should have a clear picture of the program you will offer from August, through the school year.

Over the next few pages we'll guide you through the Journey to Excellence criteria and set you on the path to your ***Ideal Year of Scouting***. If you have questions or get stuck along the way, don't worry...we've got you covered!

This guide and additional online resources are available at <https://www.conquistador-bsa.net/>.

You can also contact us at (575) 622-3461 and we'll connect you with a Scouting professional who can help you achieve your ***Ideal Year of Scouting***.



JOURNEY TO EXCELLENCE QUALIFICATIONS

Complete the 2020 Journey to Excellence Scorecard and submit with your 2020 recharter paperwork before December.

Troop _____ of _____ District

2020 Scouting's Journey to Excellence

"The BSA method for annual planning and continuous improvement"

Item	Objective	Bronze Level	Silver Level	Gold Level	Bronze Points	Silver Points	Gold Points
Planning and Budget						Total Points:	200
#1	Planning and budget: Have a program plan and budget that is regularly reviewed by the committee, following BSA policies related to fundraising.	Have an annual program plan and budget adopted by the troop committee.	Achieve Bronze, plus troop conducts a planning meeting involving youth leaders for the following program year.	Achieve Silver, plus troop committee meets at least six times during the year to review program plans and finances.	50	100	200
Membership						Total Points:	500
#2	Building Scouting: Recruit new youth into the troop in order to grow membership.	Have a membership growth plan that includes a recruitment activity and register new members in the troop.	Achieve Bronze, and either increase youth members by 5% or have at least 25 members.	Achieve Silver, and either increase youth members by 10% or have at least 35 members.	50	100	200
#3	Retention: Retain a significant percentage of youth members.	Reregister 75% of eligible members.	Reregister 80% of eligible members.	Reregister 85% of eligible members.	50	100	200
#4	Webelos-to-Scout transition: Have an effective plan to recruit Webelos Scouts into the troop.	With a pack or Webelos den, hold two joint activities.	Achieve Bronze, plus recruit two Webelos Scouts.	Achieve Bronze, plus provide at least one den chief to a pack and recruit five Webelos Scouts.	25	50	100
Program						Total Points:	900
#5	Advancement: Achieve a high percentage of Scouts earning rank advancements.	40% of Scouts advance one rank during the year.	50% of Scouts advance one rank during the year.	60% of Scouts advance one rank during the year.	50	100	200
#6	Short-term camping: Conduct short-term or weekend campouts throughout the year.	Conduct four short-term overnight campouts.	Conduct seven short-term overnight campouts.	Conduct nine short-term overnight campouts.	50	100	200
#7	Long-term camping: Participate in a long-term camp with a majority of the troop in attendance.	The troop participates in a long-term camp.	60% of Scouts attend a long-term camp.	70% of Scouts attend a long-term camp.	50	100	200
#8	Service projects: Participate in service projects, with at least one benefiting the chartered organization.	Participate in three service projects and enter the hours on the JTE website.	Participate in four service projects and enter the hours on the JTE website.	Participate in five service projects and enter the hours on the JTE website.	25	50	100
#9	Patrol method: Use the patrol method to develop youth leaders.	The troop has patrols, and each has a patrol leader. There is an SPL, if more than one patrol. The PLC meets at least four times a year.	Achieve Bronze, plus PLC meets at least six times. The troop conducts patrol leader training.	Achieve Silver, plus PLC meets at least ten times. At least one Scout has attended an advanced training course, such as NYLT or Order of the Arrow Conference.	50	100	200
Volunteer Leadership						Total Points:	400
#10	Leadership and family engagement: The troop is proactive in recruiting sufficient leaders and communicates regularly with parents.	Have at least one registered assistant Scoutmaster.	Achieve Bronze, plus the troop holds two courts of honor, where troop plans are reviewed with parents.	Achieve Bronze, plus the troop holds three courts of honor, where troop plans are reviewed with parents.	50	100	200
#11	Trained leadership: Have trained and engaged leaders at all levels. All leaders are required to have youth protection training.	Scoutmaster or an assistant Scoutmaster has completed position-specific training.	Achieve Bronze, plus the Scoutmaster and 60% of assistants have completed position-specific training or, if new, will complete within three months of joining.	Achieve Silver, plus two-thirds of active committee members have completed position-specific training and at least one person has attended an advanced training course involving a total of at least five days.	50	100	200

- Bronze:** Earn at least 525 points by earning points in at least 7 objectives.
- Silver:** Earn at least 750 points by earning points in at least 8 objectives.
- Gold:** Earn at least 1,000 points by earning points in at least 8 objective and at least Bronze in #6 or #7.

- Our troop has completed online rechartering by the deadline in order to maintain continuity of our program.*

- We certify that these requirements have been completed:*

Total points earned: _____

No. of objectives with points: _____

Scoutmaster _____ Date _____

Committee chair _____ Date _____

Commissioner _____ Date _____

Scouting's Journey to Excellence

2020 Troop Planning, Performance, and Recognition

Journey to Excellence uses a balanced approach to measure performance. It guides program planning before the year begins, monitors activities for continuous improvement during the year, and recognizes performance at the end of the year. In planning your strategy, use actual numbers from the previous year to guide your performance improvement goal planning. The period for measuring performance will be the calendar year.

Planning and Budget Measures	
1	The troop has a program plan and budget that is reviewed at all troop committee meetings, and the troop follows BSA policies relating to fundraising and fiscal management as found on the Unit Money-Earning Application form and any other publication that the council has developed for fundraising and fiscal management. A meeting is held with youth leaders where they are involved in developing the plan for the next program year. The troop's program plan should be shared with the unit commissioner. Separate troops for males and females under the same chartered organization may have a shared unit committee.
Membership Measures	
2	The troop has a growth plan to serve the diversity of our community and conducts a formal recruiting event. On December 31, 2020, the troop has an increase in the number of youth members as compared to the number registered on December 31, 2019. A membership growth plan template can be found at www.scouting.org/membership . The troop has an up-to-date pin on the "Be a Scout" website.
3	Number of youth members on the most recent charter renewal (A) divided by the number of youth registered at the end of the prior charter year (B) minus any age-outs (C). Total = (A) / (B-C). Age-outs are youth who are too old to reregister as Scouts. If the troop has a December charter, use the one expiring on December 31, 2019; otherwise use the one expiring during 2020.
4	Hold at least two activities with a pack or Webelos den, and recruit new Webelos Scouts into the troop. Den chiefs are provided to one or more Cub Scout dens.
Program Measures	
5	Total number of Scouts advancing at least one rank (Scout, Tenderfoot, Second Class, First Class, Star, Life, Eagle) during the calendar year (A), divided by the number of youth registered at the end of the year (B). Advancement = (A) / (B). The troop is encouraged to use Scoutbook to track each individual's advancements.
6	Conduct short-term (at least one overnight) campouts throughout the year.
7	Number of Scouts who attend any in-council or out-of-council long-term summer camp (of at least five nights), high-adventure experience, or jamboree, or serve on camp staff within the past year, divided by the Scout membership on June 30, 2020. Youth attending long-term specialty camps such as NYLT or STEM are also counted.
8	The troop participates in service projects during the year and enters them on the Service Hours website or through Scoutbook. The projects may be completed as joint projects with other organizations. At least one project must benefit the chartered organization.
9	The troop is separated into patrols and each patrol has an elected patrol leader. If the troop has more than one patrol, there is an elected senior patrol leader. If the troop has more than one patrol, the PLC meets at least four times each year. The troop holds patrol leader training each year, and youth have the opportunity to participate in advanced training.
Volunteer Leadership Measures	
10	The troop has a Scoutmaster, an assistant, and a committee of at least three members. Ideally, the chartered organization representative should not be dual registered as one of the committee members. Separate troops for males and females under the same chartered organization may have a shared unit committee. The troop conducts courts of honor where youth are recognized and program plans are shared with parents.
11	All leaders have completed youth protection training. Scoutmaster and 60% of the assistants have completed position-specific training or, if new, will complete within three months of joining. Two-thirds of active committee members (including chartered organization representative) have completed position-specific training. For Gold, one leader must have attended an advanced training course involving a total of 5 days or more, such as Wood Badge, Summit or Philmont Training Center, at some point in their Scouting tenure.

Scoring the troop's performance: To determine the troop's performance level, you will use the above information to determine the points earned for each of the 11 criteria and then add those individual point scores to determine a composite score. Count only the highest point total achieved in any one criterion. Bronze level requires earning at least 525 points in at least 7 criteria, Silver level requires earning points in at least 8 criteria and 750 points, and Gold level requires earning points in at least 8 criteria, meeting at least bronze standards in either short-term or long-term camping, and earning at least 1,000 total points.

For more resources including workbooks and planning guides: www.Scouting.org/jte



JOURNEY TO EXCELLENCE

PROGRAM PLANNING

PLANNING & BUDGET:

Utilizing Journey to Excellence criteria, the first step on the ***Ideal Year of Scouting*** path helps you develop an annual program plan, a budget to go along with that plan, and a fundraising plan to reach your program goals. The result is a well-managed, well-financed Scouting unit that spends time Scouting and not raising money.

Item	Objective	Bronze Level	Silver Level	Gold Level	Bronze Points	Silver Points	Gold Points
Planning and Budget							Total Points: 200
#1	Planning and budget: Have a program plan and budget that is regularly reviewed by the committee, following BSA policies related to fundraising.	Have an annual program plan and budget adopted by the troop committee.	Achieve Bronze, plus troop conducts a planning meeting involving youth leaders for the following program year.	Achieve Silver, plus troop committee meets at least six times during the year to review program plans and finances.	50	100	200

#1 The troop has a program plan and budget that is reviewed at all troop committee meetings, and the troop follows BSA policies relating to fundraising and fiscal management as found on the Unit Money-Earning Application form and any other publication that the council has developed for fundraising and fiscal management. A meeting is held with youth leaders where they are involved in developing the plan for the next program year. The troop's program plan should be shared with the unit commissioner.

TROOP PROGRAM PLANNING CONFERENCE:

Each Patrol should elect a Patrol Leader to serve on the Patrol Leaders' Council. Once your Patrol Leaders' Council is formed, the troop should hold a Program Planning Conference. This conference should serve as the starting point for creating your annual program plan. While drafting your annual program plan it's important not to get stuck on what you have "always" done, but what you would "like to do." Steps in annual program planning include...

- Brainstorm:** Brainstorm ideas of things you would like to do as a troop. Include a wide range of activities from campouts to service projects. At this point, everything goes on the board - no evaluation happens at this point.
- Evaluate:** The troop committee evaluates each suggestion and goes back to the troop with the "approved list." Have youth vote on their First, Second and Third choices.
- Draft the Plan:** Put together a draft of your annual program calendar. Assign potential activities for further research (cost, times, availability, etc.). Then finalize your plan including a budget and share with youth and troop families. Be sure to plan your calendar around council and district events. Review the Conquistador Council calendar online at
<https://www.conquistador-bsa.net/iyos>.

FUNDING YOUR PROGRAM:

So you've got a great program plan in place...but now how are you going to pay for it? To get started download the Troop Budget Planner at: <https://www.conquistador-bsa.net/>.

Four Steps for a Successful Fundraising Campaign

1. Establish an annual plan and budget using the Troop Budget Planner on the next page.
2. Determine the expenses from all activities, advancements, camping and training your unit wants to do, then decide how much popcorn your unit must sell to cover those expenses.
3. Set a troop fundraising sales goal and break down to a per-Scout-goal based on your budget.
4. Put together an exciting popcorn kickoff for your unit. Communicate sales goals and share Trails End prize program details. Offer additional incentives for Scouts to sell. For example, sell \$100 and you get to throw a pie in your Scoutmaster's face!

LARGE TROOP BUDGET

ONLY ENTER DATA IN HIGHLIGHTED SPACES

- Enter all your activities and costs **per Scout** under each month.
- Enter your number of Scouts and unit commission %.
- Fill in the four shaded fields at the bottom of the sheet (Lower Left) & yellow cell for camp cards, and other income (Lower Center & Right).

Unit Type
Unit #
Number of Scouts in Unit

Troop
123
80
34%

August			September			October		
Date	Activities	Cost	Date	Activities	Cost	Date	Activities	Cost
	Scout Day w/Colts	\$35.50		Scout Day w/Indy Eleven	\$11.00		Camporee	\$15.00
				Campout	\$10.00		Halloween Party	\$5.00
				Good Turn for Nature	\$10.00			
				Court of Honor	\$10.00			
	Total Cost	\$35.50		Total Cost	\$41.00		Total Cost	\$20.00
November			December			January		
Date	Activities	Cost	Date	Activities	Cost	Date	Activities	Cost
	Scout Night w/Pacers	\$30.00		Monster Jam	\$21.00		Scout Night w/Indy Fuel	\$12.00
	Camp Reservation	\$150.00		Campout	\$10.00		Campout	\$10.00
	Campout	\$10.00		Holiday Party	\$10.00			
				Court of Honor	\$10.00			
	Total Cost	\$190.00		Total Cost	\$51.00		Total Cost	\$22.00
February			March			April		
Date	Activities	Cost	Date	Activities	Cost	Date	Activities	Cost
	Supercross	\$11.00		Campout	\$10.00		Campout	\$10.00
	Camp Deposit	\$50.00					Camp Balance	\$90.00
	Yeti Jump	\$15.00					Final Camp Deposit	\$90.00
	Total Cost	\$76.00		Total Cost	\$10.00		Total Cost	\$190.00
May			June			July		
Date	Activities	Cost	Date	Activities	Cost	Date	Activities	Cost
	Campout	\$10.00						
	Court of Honor	\$10.00						
	Scout Night w/Indians	\$17.00						
	Total Cost	\$37.00		Total Cost	\$0.00		Total Cost	\$0.00

Unit Expenses	
\$40	Registration & Insurance
\$12	Boys' Life
\$15	Advancements
\$10	Other Expenses
\$15	Rank Book
\$92	Total Expenses

Camp Card Sales (Unit Total)	
4,000	Est. Number of Cards Sold
\$20,000	Unit Commission (\$5/Card)

Unit Income/Expense Summary	
\$61,160	Unit Total Activity Cost & Expenses
\$765	Scout Total Activity Cost & Expenses
\$20,000	Camp Card Commission
\$10,000	Other Income
\$91,647	Unit Popcorn Sales Goal
\$1,146	Scout Sales Goal

MEMBERSHIP

BUILDING SCOUTS BSA

The next step on your path to the ***Ideal Year of Scouting*** is recruitment. Recruiting new youth is the lifeblood of our organization and is essential to ensure the longevity of any Scouts BSA Troop. All troops should strive for an increase in Scouts BSA membership annually and hold recruitment events year-round including their own Troop Open House.

Membership					Total Points: 500		
#2	Building Scouting: Recruit new youth into the troop in order to grow membership.	Have a membership growth plan that includes a recruitment activity and register new members in the troop.	Achieve Bronze, and either increase youth members by 5% or have at least 25 members.	Achieve Silver, and either increase youth members by 10% or have at least 35 members.	50	100	200
#3	Retention: Retain a significant percentage of youth members.	Reregister 75% of eligible members.	Reregister 80% of eligible members.	Reregister 85% of eligible members.	50	100	200

#2 The troop has a growth plan, and conducts a formal recruiting event. On December 31, 2020, the troop has an increase in the number of youth members as compared to the number registered on December 31, 2019. A membership growth plan template can be found at www.scouting.org/membership.

#3 Number of youth members on the most recent charter renewal (A) divided by the number of youth registered at the end of the prior charter year (B) minus any age-outs (C). Total = (A) / (B - C). Age-outs are youth who are too old to re-register as Scouts BSA. If the troop has a December charter, use the one expiring on December 31, 2019; otherwise use the one expiring during 2020.

Troop Open House

The Troop Open house allows a troop to open its doors to prospective youth. It provides a forum to show off Scouting activities and the troop's accomplishments. Hosting a Troop Open House is a five-step process that has been proven in troops throughout the nation.

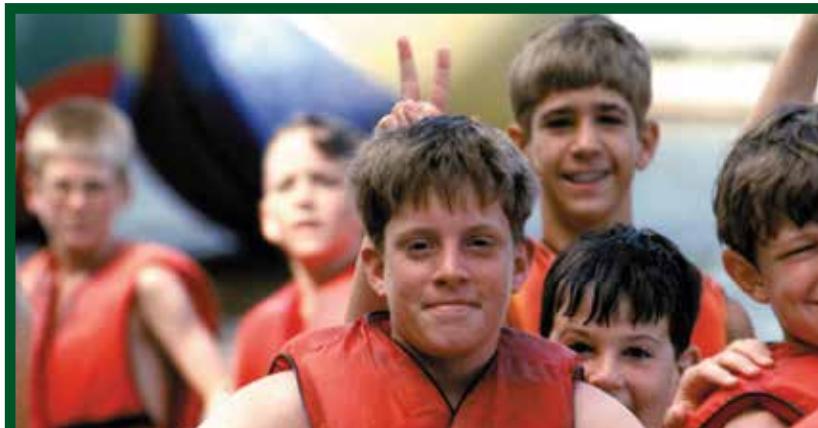
- Present a school rally to fifth and sixth graders. Have them complete the High Adventure Survey.**
- Email or mail the parents of interested youth a personal invitation to the Troop Open House.**
- Follow the invitation with a telephone call to the parents.**
- Host the Troop Open House for youth and their parents.**
- Organize a troop or district activity to involve new Scouts right away.**

When thinking of different recruitment ideas for your unit, create a unit information sheet to include meeting dates, times, and locations; a troop calendar; a list of leaders' contact information; other information about events and activities.

Go to <https://www.conquistador-bsa.net/> for Troop Open House resources including High Adventure Surveys, New Parent Surveys and more.

The Troop's Role in School Night for Scouting

School Night for Scouting is the council's annual fall recruitment drive. A School Night or Join Scouting Night will be held at every elementary school within the Conquistador Council. Troops should contact their feeder pack to assist with School Night. Troops should also be in attendance at School Night to welcome Scouts BSA age youth to the troop.



RETENTION BEST PRACTICES

While recruiting new youth is essential, it is just as critical to retain current Scouts. The Scouting program transforms lives and the longer a young man is in the program, the more impact it has on his life. Troops should set a goal to re-register at least 85% of eligible youth members each year. Use the following tips to strengthen your retention efforts.

- Attend a Conquistador Council summer camp. Studies show Scouts that attend camp are more likely to stay involved in the program.
- Every new Scout should advance in rank, earning at least Tenderfoot within his first two months. An appropriate goal is to earn First Class at the end of the first year.
- Adult leadership in your troop should build an active relationship with the family of each Scout. Have conversations on a regular basis to discuss a youth's Scouting career.
- Attend a BSA High Adventure Base. The thrill of our High Adventure Bases runs far and wide across America, and nobody in the world is better at sharing those experiences than the BSA.

WEBELOS TO SCOUT TRANSITION

One of Scouting's greatest challenges is to make the next level of Scouting readily available for a young man once he meets the joining requirements. It should be the goal of every troop to make sure all Webelos Scouts have a troop to join. Here are 5 tips to help aid in your troop's Webelos to Scout transition process.

1. Select Scouts to serve as den chiefs for each Webelos and Cub Scout den.
2. Work with pack leaders to plan and conduct Webelos overnight activities.
3. Arrange for Webelos dens to visit a troop meeting.
4. Work with the Cubmaster in planning a meaningful crossover ceremony.
5. Have youth crossover by the end of March to get acclimated with the Troop prior to summer camp.

Membership				Total Points:	500
#4	Webelos-to-Scout transition: Have an effective plan to recruit Webelos Scouts into the troop.	With a pack or Webelos den, hold two joint activities.	Achieve Bronze, plus recruit two Webelos Scouts.	Achieve Bronze, plus provide at least one den chief to a pack and recruit five Webelos Scouts.	25 50 100

#4 Hold at least two activities with a pack or Webelos den, and recruit new Webelos Scouts into the troop. Den chiefs are provided to one or more Cub Scout dens.

PROGRAM

SCOUTS BSA PROGRAMMING

Another important component of the ***Ideal Year of Scouting*** is program. Program is the “core” of Scouting and encompasses everything from the outdoors to advancement. Exciting programs are why **youth** join and stay in Scouting! It’s our job as leaders to make sure there’s adventure at every turn in a young man’s Scouting journey.



Program						Total Points:	900
#5	Advancement: Achieve a high percentage of Scouts earning rank advancements.	40% of Scouts advance one rank during the year.	50% of Scouts advance one rank during the year.	60% of Scouts advance one rank during the year.	50	100	200

#5 Total number of Scouts BSA advancing at least one rank (Scout, Tenderfoot, Second Class, First Class, Star, Life, Eagle) during the calendar year (A), divided by the number of youth registered at the end of the year (B). Advancement = (A) / (B). The troop is encouraged to use Scoutbook to track each individual Scout’s advancements.

ADVANCEMENT:

It’s important to regularly recognize achievements and advancement for Scouts BSA. This is what keeps youth in Scouting. Monthly submission of earned achievements is vital. As youth start working on various ranks, especially the Eagle rank, it is vital for the Scout’s BSA record to be up-to-date, so the processing of his rank paperwork can occur in a timely manner. Troops should plan to have at least 60% of their Scouts advance in rank each year.

Make sure every new Scout advances in rank, earning at least Tenderfoot within his first two months.

SCOUTS BSA CAMP

Wehinahpay Mountain Camp is the resident summer camp operated by the Conquistador Council.

Wehinahpay provides a wonderful high mountain experience for campers of all ages. Situated between 8,500 and 9,500 feet in elevation, Wehinahpay offers mild summer temperatures with low humidity, typically no warmer than 85 degrees and cool crisp nights that range in the mid to low 50's.

Wehinahpay Mountain Camp offers a diverse program with activities for Scouts of all ages. In 2020, nearly 40 merit badges, an ATV program, Mountain Man, numerous new shooting venues and many more action-packed activities will await your arrival. Whether you love to fish, go



camping, or just sit in the shade- this is the place for you!

Book your reservation now to secure your troop’s space at Wehinahpay Mountain Camp. Remember, it’s the cool place to be!

SHORT TERM CAMPING/OUTDOOR ACTIVITY

As Scouts begin to take more leadership in their unit, it is important for the adult leaders to help support and guide youth in the planning of their own outdoor experiences. A great way to do just that is to provide them with tools to help make their planning successful.

<https://filestore.scouting.org/filestore/boyscouts/pdf/512-505-2016-Scout-Planning-Worksheet.pdf>

Program						Total Points:	900
#6	Short-term camping: Conduct short-term or weekend campouts throughout the year.	Conduct four short-term overnight campouts.	Conduct seven short-term overnight campouts.	Conduct nine short-term overnight campouts.	50	100	200

#6 Conduct short-term (at least one overnight) campouts throughout the year.

NATIONAL OUTDOOR AWARDS FOR CAMPING, AQUATICS, CONSERVATION, HIKING, RIDING, AND ADVENTURE

Program					Total Points:	900
#7	Long-term camping: Participate in a long-term camp with a majority of the troop in attendance.	The troop participates in a long-term camp.	60% of Scouts attend a long-term camp.	70% of Scouts attend a long-term camp.	50	100
	Service projects: Participate in service projects,	Participate in three service	Participate in four service	Participate in five service		200

#7 Number of Scouts BSA who attend any in-council or out-of-council long-term summer camp (of at least five nights), high-adventure experience, or jamboree, or serve on camp staff within the past year, divided by the Scouts BSA membership on June 30, 2020. Youth attending long-term specialty camps such as NYLT or STEM are also counted.

When a Scout excels in outdoor participation, there are awards to show for it! This program, conceived by the BSA's National Camping Task Force, includes a series of six badges designed to recognize a Scouts BSA, Varsity Scout, Sea Scout, or Venturer who has exemplary knowledge and experience in performing high-level outdoor activities.

The award consists of up to six emblem segments positioned around the perimeter of a beautiful center emblem. All are embroidered in full color. The segments represent six areas of emphasis: Camping, Aquatics, Conservation, Hiking, Riding, and Adventure, with rigorous requirements to earn each segment. The center emblem features an outdoor scene with fleur-de-lis and the words "National Outdoor Awards."

For a complete list of the requirements, go to

<https://www.scouting.org/programs/boy-scouts/youth/awards/noa/>



SERVICE PROJECTS

Giving back is an essential part of the Scouting experience. Nothing your Scout unit can do raises community awareness more than a service project. These good turns are some of our best marketing tools and they send the message that Scouts are here and they're making life better for others. Plan to participate in at least 3 service projects each year with your pack and make sure you record your project and hours online at <https://www.conquistador-bsa.net/>.

Program					Total Points:	900	
#8	Service projects: Participate in service projects, with at least one benefiting the chartered organization.	Participate in three service projects and enter the hours on the JTE website.	Participate in four service projects and enter the hours on the JTE website.	Participate in five service projects and enter the hours on the JTE website.	25	50	100

#8 The troop participates in service projects during the year and enters them on the Service Hours website or through Scoutbook. The projects may be completed as joint projects with other organizations. At least one project must benefit the chartered organization.

MAJOR COUNCIL SERVICE PROJECTS

- **Scouting for Food**

Participate in the Council's annual Scouting for Food campaign that serves Southeastern New Mexico. This service project aims at addressing the issue of hunger in our communities. Scouts canvas their neighborhoods to collect can goods to donate to their food pantry of choice. This project occurs in November. Bags and stickers will be available at March roundtable.



HOW TO LOG SERVICE HOURS

Log your Scout's service hours at <http://servicehours.scouting.org>

First Time Users: Log In >>

What you will need:

- Your unit ID (five to 11 digits)
- Your unit number (four digits, no letters – ex. Pack 62 = 0062)

If you do not have this information, call your district or council and they can supply your unit ID.

To register on the site:

1. Place your cursor over the words **New Users Click Here** and click the left mouse button.
2. Click **I agree** at the **Confidentiality Statement** window. If you disagree, you will not be allowed to enter information into the site.
3. Use the unit ID (five- to 11-digit number) and local unit number (four-digit number) you received from the council to fill in the three fields on the user profile page. In the second field, select the type of unit you are registering. If you have not received your unit's ID number or local unit number, call your local council or your district executive. If you are a volunteer for several units, each unit will have a separate ID and local unit number. (Keep this information somewhere where you can find it, because you will need it to change your user name or password.)

TIP: If your unit number has less than four digits, add zeros in front of the number so that you have four digits (example: Unit 12 = 0012)

4. Enter your name, address, city, state, zip code, e-mail address.
5. Type in a user name of your choice. If the user name you typed in is already in use, you will be asked to select another user name.
6. Type in and verify your password. This can be anything you choose between six and 10 characters.
7. Click **Register**. The **Home** page of the data collection site appears.

If you have problems logging in, contact the local council or your district executive to verify your unit ID.

Returning Users – Log In >>

Type the user name and password that you created when you registered at the site.

- If you forgot your password, see the next section titled **Forgotten Passwords**.
- If you forgot your user name, you will need to contact your district executive or the council so that they can give you the user name you registered.
- If you have problems logging in, contact the local council or your district executive to verify your unit ID.

For more information and other project ideas, go to <https://www.conquistador-bsa.net/>



PATROL METHOD

Program				Total Points:	900		
#9	Patrol method: Use the patrol method to develop youth leaders.	The troop has patrols, and each has a patrol leader. There is an SPL, if more than one patrol. The PLC meets at least four times a year.	Achieve Bronze, plus PLC meets at least six times. The troop conducts patrol leader training.	Achieve Silver, plus PLC meets at least ten times. At least one Scout has attended an advanced training course, such as NYLT or Order of the Arrow Conference.	50	100	200

#9 The troop is separated into patrols and each patrol has an elected patrol leader. If the troop has more than one patrol, there is an elected senior patrol leader. If the troop has more than one patrol, the PLC meets at least four times each year. The troop holds patrol leader training each year, and youth have the opportunity to participate in advanced training.

Patrols are the building blocks of a Scouts BSA troop. A patrol is a small group of youth who are similar in age, development, and interests. Working together as a team, patrol members share the responsibility for the patrol's success. They gain confidence by serving in positions of patrol leadership.

The patrol leaders are elected by their patrols to represent them at the Patrol Leaders' Council (PLC) meetings.

The PLC meets monthly to fine-tune the plans for the upcoming month. The PLC also helps facilitate the annual Troop Program Planning Conference.

Download Troop Program Planning Conference resources at: <https://www.conquistador-bsa.net/>

VOLUNTEER LEADERSHIP

Scouts BSA LEADERSHIP

Volunteers make the Scouting program go. The BSA relies on its dedicated volunteers to promote its mission of preparing young people to make ethical and moral choices over their lifetime by instilling in them the values of the Scout Oath and Scout Law. Ensuring adequate volunteer support is the final step in the *Ideal Year of Scouting*.

Volunteer Leadership					Total Points:	400	
#10	Leadership and family engagement: The troop is proactive in recruiting sufficient leaders and communicates regularly with parents.	Have at least one registered assistant Scoutmaster.	Achieve Bronze, plus the troop holds two courts of honor, where troop plans are reviewed with parents.	Achieve Bronze, plus the troop holds three courts of honor, where troop plans are reviewed with parents.	50	100	200

#10 The troop has a Scoutmaster, an assistant, and a committee of at least three members. Ideally, the chartered organization representative should not be dual registered as one of the committee members. The troop conducts courts of honor where youth are recognized and program plans are shared with parents.

LEADERSHIP RECRUITMENT

Your troop could always use more volunteer help, right? But before you recruit a new leader, it is important to know what you need. Use the Troop Succession Planning Worksheet on the next page to find out what volunteer positions are vacant. You should also plan your succession strategy to make sure you identify future leaders now instead of later.

New recruits will also want to know their responsibilities and your expectations for them. Ask your troop families what volunteer positions they would like to fill. Use the New Parent Survey to help identify potential volunteers.

Download the Family Talent Survey at

<http://www.scouting.org/filestore/CubScoutMeetingGuide/PDF/Appendix/34362.pdf>

TRAINED LEADERSHIP

Every Scout deserves a trained leader. A trained leader is knowledgeable and more confident in the role being performed. Trained leaders exhibit a knowledge and confidence that is picked up by people around them. Trained leaders impact the quality of programs, leader tenure, youth tenure, safety, and a whole lot more. A trained leader is better prepared to make the Scouting program all it can be! Visit <https://www.conquistador-bsa.net/> for the list of required trainings or to complete online training.

Item	Objective	Bronze Level	Silver Level	Gold Level	Bronze Points	Silver Points	Gold Points
	Planning and Budget				Total Points:	200	
#11	Trained leadership: Have trained and engaged leaders at all levels. All leaders are required to have youth protection training.	Scoutmaster or an assistant Scoutmaster has completed position-specific training.	Achieve Bronze, plus the Scoutmaster and 60% of assistants have completed position-specific training or, if new, will complete within three months of joining.	Achieve Silver, plus two-thirds of active committee members have completed position-specific training and at least one person has attended an advanced training course involving a total of at least five days.	50	100	200

#11 All leaders have completed youth protection training. Scoutmaster and 60% of the assistants have completed position-specific training or, if new, will complete within three months of joining. Two-thirds of active committee members (including chartered organization representative) have completed position-specific training. For Gold, one leader must have attended an advanced training course involving a total of 5 days or more, such as Wood Badge, Summit or Philmont Training Center, at some point in their Scouting tenure.

WOOD BADGE

Wood Badge is advanced Scout leader training that began in 1919 by Lord Baden-Powell, founder of Scouting and Wood Badge's first director. It came to America in 1948 and has been updated to reflect current BSA policies and programs. Incorporating the best techniques available, Wood Badge has become the most advanced leadership training course in Scouting!

Wood Badge is the highest level of Scout leadership training and provides participants with the tools to be a well-rounded leader. The leadership skills taught are for volunteers from all Scouting areas including Cub

Scouting, Scouts BSA, Venturing and the district and council.

The course is delivered over two weekends. The first half of the course utilizes a classroom environment and practical exercises to teach the essentials of leadership. The second half offers classroom and outdoor experiences to help you learn the application of leadership skills. Finally, you will write and complete a "ticket". The "tickets" consists of five written goals. These goals connect your new leadership knowledge to your role in Scouting.

Any adult volunteers who has completed basic training for their registered position can attend.

TROOP SUCCESSION PLANNING WORKSHEET

POSITION	CURRENT	NEXT	NEXT	COMMENT
CHARTER ORGANIZATION REPRESENTATIVE				
SCOUTMASTER				
ASSISTANT SCOUTMASTER				
ASSISTANT SCOUTMASTER				
COMMITTEE CHAIR				
SECRETARY				
TREASURER				
ADVANCEMENT				
MEMBERSHIP/ RECRUITING				
QUARtermaster				
COMMITTEE MEMBER				
COMMITTEE MEMBER				
COMMITTEE MEMBER				

FRIENDS OF SCOUTING

What is Friends of Scouting? What does it mean to be a Friend of Scouting? And why should you consider becoming one?

First, the basics: Friends of Scouting is your council's annual giving campaign. In most councils, Friends of Scouting (or FOS) represents the council's largest source of income.

Friends of Scouting campaign typically begins in November and ends in March. During the campaign, a volunteer will visit your pack meeting or troop court of honor to explain the campaign and make an appeal for your support. You'll be asked to make a tax-deductible pledge to your local council.

The natural next question is: Why should I give money to my local council? Many councils answer this with what's called "The Iceberg Analogy."

What do councils provide? In other words:

What's beneath the surface?

- **Volunteer and staff training**
- **Insurance coverage** to protect volunteers, chartered organizations, staff members and properties
- **Support staff** for registration, publications and other program support
- **Camp promotion** for Cub Scout day camps, Scouts BSA summer camps, high-adventure bases and more
- **Camp rangers** to keep the council camps up-to-date and ready for Scouts and families
- **Camp equipment**, like tents, cooking equipment, camp vehicles, building repairs, canoes, equipment replacement and repair, and general upkeep of council camps
- **Recognitions for leaders** who complete training, volunteer for special projects and help in many Scouting roles
- **Professional staff** to work with volunteers to organize new units, manage fundraising

programs, conduct training, assist membership recruitment, provide counsel and direct support for district, camps and programs

- **Administrative needs**, including postage, computers and links to the National BSA computer system, copy machines, folding machines and a printing shop
- **Service centers** to provide additional support to volunteers
- **Audio-visual supplies** used in training, at camps and in volunteer meetings
- **Postage** to mail materials to leaders, parents and youth members
- **A council website** to keep you informed
- **Reference publications and resources**, including program planning kits and camping cookbooks
- **Camp scholarships**, uniforms and registration fees for disadvantaged young people

As you can see, there's more happening at your council than the average volunteer sees. And it can't happen without the support of volunteers like you.

EMPLOYEE MATCH PROGRAMS

Some companies, possibly including the one for which you work, will match their employees' charitable contributions. Be sure to see whether your workplace has such a program. If so, you'll double your impact.

How does it work?

The Friends of Scouting (FOS) annual giving campaign is planned, directed and conducted by volunteers - and its success depends of them! Each volunteer team has a professional advisor (usually a district executive) to assist with communication, training and supplies.

The campaign kicks off during the fall of 2020 and wraps up by March. Each presentation will receive council prepared materials to make a successful 10 minute presentation.

Instant recognition for all gifts and pledges is done at a pack or troop meeting for any giving level. The presenter will be responsible for following up with the unit FOS chairman to contact the families that were not at the presentation. They will collect the pledge cards and the contributions and deliver them to the district executive or local council service center.

For more information, please go to <https://www.conquistador-bsa.net/>

POPCORN

One of the goals of Scouting is to teach a Scout to become self-reliant and to earn their own way. Through a proper money-earning project, leaders have the opportunity to show Scouts how they, through their individual and combined efforts, can earn all the money it takes to operate their pack, troop, team or crew for the entire year. The only limiting factor is their level of participation.

Important Date to Remember

- **Unit Commitments =**
- **Initial Orders =**
- **Sale Begins =**
- **Sale Ends =**
- **Final Order =**
- **Prize Order =**
- **Final Payment =**

POPCORN SALES METHODS

ONLINE

Average Sale Per Customer: \$45

Description: Scouts solicit customers via email or social media. Customers order popcorn using Scout's online link or searching for them on www.trails-end.com. Then customers pay shipping and receive popcorn within 3-9 business days.

2019 ONLINE PRODUCT MIX

Who Buys This Way?

Out-of-town family and friends, parents' co-workers, and social media connections.

Best Practice: Scouts self-register for online selling and create an account at the beginning of the sale (online sales begin Aug. 1). They are encouraged to email and share personal order links on social media. Within two weeks, they should follow-up with those who have not ordered and send thank you messages to those who have.

ORDER FORM ("TAKE ORDER")

Average Sales Per Hour: Sky's the limit!

Description: Customer orders popcorn on an order form and waits for it to be delivered in mid-November.

Who Buys This Way?

Family members, friends, neighbors, parents' co-workers, teachers, coaches, hairdressers, and customers purchasing only military magnets.

Best Practice: Before Scouts hit the streets and knock on doors, they should approach closest family and friends, especially during the new two-week blitz (**DATE**). Help Scouts make a list of 10-15 family and friends they know will make a purchase. After initial contacts, they should be close to their goal and feeling confident of their sale victories! Unit decides whether to collect payment at the time of the order or delivery. Remember to explain to the customer that a product delivered back to them later in the sale is mid-November; otherwise, they assume that you will return within the next day or two.

Strategies:

- **Take the order for to work**
 - If not allowed to solicit at work, ask if putting a form in the break room is acceptable
- **Create a map of your area**
 - Print off Google Maps of your area, and give to Scout Families
 - Ask Scouts to mark houses that did and did not purchase
- **Always save copies of order forms**
 - Give your Scouts a copy of their previous year's order form to follow up with past customers
 - Always have Scouts turn in their order form, even if they don't sell

STOREFRONT SALES

Average Sales Per Hour: \$100

Description: Scouts sell popcorn (exchange popcorn and money on-the-spot) to strangers in front of high-traffic stores or events.

Who Buys This Way?

Strangers, grocery store shoppers, college students, sports attendees, and festival attendees

Best Practice: Schedule booth time with store managers as soon as possible. Schedule Scouts to fill two-hour time slots. Try "SignUp Genius" as an easy online tool to manage this. All participating Scouts get equal credit for the day's total sales. This is a great way to increase visibility in the community and recruit new Scouts!

Strategies:

- **Secure the right location**
 - Think outside the box- where do the people gather in your community?
- **Retail stores, school sporting events, auctions, churches, farmers markets, fairs**
 - Always get permission before selling
- **Accept Credit Card Payments**
 - Have your unit set up and account with Square, PayPal, Stripe, etc.
- **Tell Scouts' stories with pictures**
 - Customers want to know what they are supporting

NEIGHBORHOOD BLITZ/DOOR-TO-DOOR SALES

Average Sales Per Hour: \$200

Description: Scout, with a friend or family member, sells popcorn on-hand (in a wagon or vehicle) to customers at home; delivering the popcorn and collecting payment on-the-spot.

TIP: Present a customer receipt when collecting payment on-the-spot.

Who Buys This Way?

Suburban neighborhoods, rural homes, city townhouses, and customers only purchasing military ribbons.

Best Practice: Allow the customer to receive popcorn on-the-spot only after they place an order on the form. Say, "Would you like your product now instead of waiting?" Customers tend to choose the least expensive item that you have on hand, so don't let them see your "stash" right away.

Strategies:

- **Popcorn Blitz Day**
 - Set a unit and per Scout fundraising goal for the day
 - As a group, canvas a large neighborhood in your area
 - Once goals are reached, have an ice cream or hot chocolate party in a nearby park



CAMP CARDS

The annual spring Camp/Discount Card sale allows Scout units to raise funds to pay for their summer Scouting program. "Camp Cards" are discount cards sold for \$10 each to the general public. Unit commission will be 50% on each card (\$5.00). Funds earned from this fundraiser may be used for any Scouting or Exploring purpose -- to purchase equipment such as tents and backpacks, summer camp and activity fees, high adventure trip, uniform, handbooks, membership fees, event fees, etc. Camp/Discount Cards are meant to complement, not take the place of, popcorn sales in the fall.

SALES METHODS AND TIPS

- Door-to-door sales in your neighborhood
- Set up a table in your church lobby
- Parents create a sign-up sheet on their office door / break room
- Solicit via social media
- Family vendors (i.e. barber, attorney, dentist, landscaper, doctor)
- Ask Family, Friends, Teachers, School faculty, Coaches, and Bus driver
- Ask business owners to purchase multiple cards as employee appreciation gifts Sample Door-to-Door Script: "Hi, my name is _____ (say first name only). I'm a Scout with Pack/Troop _____ here in _____ (city). I am selling discount cards to help raise money to go to Scout Camp. By buying a card today, you'll be helping me earn my own way to camp this summer and do fun things with my Pack/Troop all year long. (Show Customer the discount card. Tell customer about some of the discounts) You'll help me, won't you?" The card only costs \$10! Be sure to say "Thank you" even if the customer does not purchase a card.

MOTIVATING YOUR SCOUTS:

- Stir up enthusiasm and excitement by telling Scout/families about your Camp Card sale.
- Enlist the help of your committee to plan a fun camp card kickoff.
- Involve other parents. Help the parents feel important and to see the value of the sale.
- Create competition. Kids love a challenge.
- Decide on unit-level incentives (highest selling Scout throws a pie in a unit leader's face, weekly prizes for top three sellers, pizza party for all Scouts that sell ten or more cards).

For more information, please go to
<https://www.conquistador-bsa.net/>



CONQUISTADOR COUNCIL
IDEAL YEAR OF SCOUTING | 2020 SCOUTS BSA