HOW THE LOCAL COUNCIL SALES TEAM HELPS FORM A SUSTAINABLE NEW UNIT

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INTRODUCTION

This guide is designed to be used as a supplement to existing Boy Scout guides. Here is our time-tested checklist to form a sustainable Scouting unit. You should make sure no steps are skipped along the way to guarantee success.

THE STEPS TO A FORMING NEW, SUSTAINABLE UNIT

Prepare yourself! Create your recruiting tools. Coordinate with your local council membership committee. You will need copies of our *Scouting Serves the Jewish Community* brochure and our recruiting folder. Decide who makes the call and who takes the lead at the meeting. Make sure someone is ready to talk about the benefits of Scouting in general to the organization and how Jewish Scouting will help develop the young children the organization serves.

1. Representatives of the local Scout Council meet the rabbi, executive director or youth director of a prospective chartered organization to explain Scouting for Jewish Youth. Make use of the materials available on the website, www.Jewishscouting.org, under “new units” in preparation for this meeting. You may want to use one or two of the videos that are there during the meeting.
2. The prospective chartered organization’s board meets and adopts Scouting as a youth program.
3. The board appoints a Chartered Organization Representative from its own membership.
4. The Chartered Organization Representative meets with parents and interested members of the community to form an organizing committee.
5. Members of the Jewish committee on Scouting, the unit committee, the organization, represented by the Chartered Organization Representative, and parents meet for an orientation on Scouting and the Youth Protection Program.
6. The group selects unit leaders and committee members to be approved by the leadership of the chartered organization and the local Boy Scout Council. Leaders can be adult men and women that the chartered organization chooses. There should be at least 5 adult leaders: the committee chair, treasurer, advancement chair, Scoutmaster or Cubmaster, assistant Scoutmaster or Cubmaster.
7. Your new leaders are trained in program development.
8. Programs are planned for at least the first six months.
9. Young people are recruited to join. There should be at least 10 interested youth to start.
10. Unit meetings begin (weekly for Scout troops, monthly for Cub packs).
11. The new unit is installed and receives its charter from the Boy Scouts at a meeting at the chartered organization and it is ready to go.
12. An existing youth group can incorporate Scouting through Venturing and take advantage of Scouting's facilities and programs. The members of the group will have the opportunity to take an additional Youth Protection Training Unit.

**HOW DO WE GET STARTED?**

The Boy Scouts of America has tried and true methods of organizing new units. The key to organizing a new unit is to start with at least five adults on a unit committee and at least ten boys. Unit leaders need to obtain Youth Protection Training and position training at the start of the new unit. Every step in the process is found in the BSA’s publication *Unit Performance Guide*. The guide is posted online at the NJCOS website, [www.Jewishscouting.org](http://www.Jewishscouting.org), on the “New Units” page under “BSA Support Literature.” Follow this guide to the letter.

Don't try to reinvent the wheel! Talk to the local council membership committee volunteers and the professional staff. They are an integral part of any recruiting program and they are the experts. Your job is to help them sell Scouting to Jewish organizations. Do become familiar with our website, [www.Jewishscouting.org](http://www.Jewishscouting.org), and the materials on it under “New Units.” There are videos, brochures and a slide presentation, many of which highlight the Jewish aspect of Scouting. You need to know these things and use the appropriate ones in your sales calls.

The *Unit Performance Guide* methodology divides the unit-creation process into four parts, or pillars.

**Pillar 1: Know the Market**

The district membership chair, the Youth Serving Executive, and the district commissioner sit in on this process. The Youth Serving Executive has Council Marketing Analysis Research (CMAR) information available in addition to membership reports. The district commissioner has unit information that doesn't
appear on reports. For example, is current leadership of a given unit open to expansion? Are there adults within the unit that are capable of and eager for leadership in another unit within the same organization? The district membership chair, the Youth Serving Executive, and the district commissioner all work together as a team to identify the best prospective chartered organizations in their district to start new units. Here are things to consider when building Pillar 1:

- How many Jewish institutions are there in your area? Do a census and make a list. Note whether the institutions are Reform, Conservative, Orthodox or other.
- How many Jewish youth are there in your area? If you have a local JCC it may have this information.
- How many Scout units are there in your area? Your local council can tell you how many and where they are located.
- How many Jewish youth will not be served by non-religious units (Orthodox, kosher, Shomer Shabbat, etc.)
- Remember that the Jewish market is different from the gentile market – we have special considerations for many youth.

Pillar 2: Build the Team

Once the prospective potential chartered organizations have been identified, new-unit commissioners are assigned immediately by the district commissioner, one new-unit commissioner for each potential unit. That new-unit commissioner will assist the new-unit organizer from this very first beginning stage of the organization process and will stay with the unit all the way through the charter presentation. Then in the retention phase of the Unit Performance Guide methodology, that same new-unit commissioner will serve the unit for 36 months. With a new unit, the proper ratio is one unit to one new-unit commissioner.

Sometimes the potential new chartered organizations have a common denominator. Perhaps they are all of the same unit type or related to the same faith-based organization. When that happens a Together
Plan should be considered. A Together Plan is an opportunity to form multiple units at once by using a single "Make the Call" event.

**Pillar 3: Make the Call**

Should the opportunity for a Together Plan present itself, once the needed new-unit commissioners and the new-unit organizers have been recruited and trained, it is time to organize the event. Often this occurs at a dinner where the institutional heads of the potential organizations are invited. Usually there is an inspirational speaker who will highlight the value of Scouting for the organization. The institutional heads should each be seated at a table with the assigned new-unit organizer and new-unit commissioner, as well as an influential Scouter for that organization. After the speaker has finished, the "call" proceeds as though they were in the institutional head's office with each of the volunteers playing the role they would in the more typical situation as described in the next paragraph.

In the typical single-unit organization method, the new-unit commissioner goes along with the team. His or her role, along with the Youth Serving Executive, is to assure the institutional head or executive officer of the chartered organization of his or her long-term commitment to the unit. This is an added value toward the achievement of a sustainable unit. It also reassures the chartered organization that there will be someone to rely on for assistance.

Here are things to consider when building Pillar 3:

Who are the proper contacts?

- Who is in charge of youth programs in each institution?
- Are there parents with children of Scout age?
- Coordinate with the council membership committee
- Generally, there is a council procedure for forming new units to follow
Arrange the Sales Call:
• Generally a district’s youth serving executive or a member of the membership committee will participate
• Decide in advance who will take the lead at the call
• Make sure someone will have a laptop computer or an iPad with you
• Prepare the recruiting folder (see below)

Make the Sales Call:

• Introduce everyone on the sales team. Give their name, their role in Scouting and for volunteers their non-Scouting jobs
• After introductions are made, play the chairman’s message and the Faith in Scouting clip if appropriate
• Give the organization’s representative the recruiting folder
• Give the organization’s representative the website URL: www.Jewishscouting.org, and show that person where the new unit documents are located. Leave copies of our new Scouting for Jewish Youth pamphlet and offer to provide a DVD with appropriate documents. Leave a list of other appropriate resources such as contact people, websites or document locations
• Use our Main Selling Points:
  Explain the “Whys” of Scouting:

THE “WHY” OF SCOUTING FOR PARENTS

Your son needs to join the adventure of Scouting for Jewish Youth! He’ll make new friends, learn how to get along with other kids and how to work with his buddies as a team. He’ll be having fun safely while he develops a great value system and learns leadership and life skills beyond what he learns in school. Scouting for Jewish Youth will help your son develop a solid foundation and pride in his Jewish heritage through the religious emblem program and Jewish programming in his Scout unit. Scouting will bring your family closer together in an exciting setting while you watch your son grow into a real mensch. Make the most of the little bit of time you have with your son before he is out on his own through Scouting.

THE “WHY” OF SCOUTING FOR KIDS

Join Scouting today! Start an adventure to last a lifetime. Meet new friends! Have fun! Learn new stuff! Make a race car for the Pinewood Derby, go fishing, camp in the outdoors, learn how to start a fire safely, chop things, learn archery, shooting and boating!

THE “WHY” OF SCOUTING FOR CHARTERED ORGANIZATIONS
We have the ability to provide our young families with the experiences of a lifetime. They will grow closer together through Scouting. Scouting families will join and participate in many more Temples and Synagogues. They will teach Judaism to their children through the religious emblem program. As their children develop lifelong friendships and social skills, a love of the outdoors, a respect for our planet and tikkun olam and the desire to help others in life, our families, our Temples and Synagogues and our communities will benefit from this unique partnership.

First sell solutions, not units: Scouting will provide the organization with a way to meet the needs of its families and children

- The organization needs more young families and adult males.
- The organization has common goals with Scouting such as youth development, instilling values in young people, developing leadership.
- Scouting will enrich the organization’s current program.
- Scouting has high “brand” recognition.
- The Tufts Cub Scout Study – Scouting Works

Second, sell the benefits of Scouting:

- Scouting has age-appropriate opportunities for young people:
  - Cub Scouting for boys 6-10
  - Boy Scouting for boys 11-17
  - Venturing and Exploring for young men and women 14-20
- Scouting is a proven youth program – citizenship training, character development, fitness.
- Scouting has outdoor resources locally and nationally.
- Scouting will help religious organizations by:
  - Training leaders – leadership training skills, new leaders as adults volunteer to be leaders, the organization selects the leaders.
  - Increasing member numbers - more involved, younger members and involved families.
  - Providing programs for families and young people which support the organization.
• The Scouting unit is chartered to the congregation and belongs to the congregation.
• The Scouting program is led by volunteer adults – it is a family centered program tying families together- it provides alternatives for non-traditional families- it provides proven training and programs for leaders.
• Scouting is fun for youth with outdoor and indoor activities.
• Scouting builds citizenship, character, physical and mental fitness.
• Scouting teaches safety throughout all of its programs.
• Scouting teaches young people how to live through the Scout Oath, the Scout Law and the Outdoor Code.
• Scouting provides opportunities to learn future work skills through the merit badge program and Venturing.
• The Chartered Organization approves all leaders.
• The organization provides a meeting place and a representative to the local council. The unit is renewed (rechartered) every year.
• The BSA provides liability insurance coverage when BSA rules are followed.

**Pillar 4: Grow the Unit**

The basic best methods are simple: Begin the unit with 10 youth, five adults (unit committee members and unit leaders), a unit Key 3, and a strong chartered organization commitment. The new-unit commissioner will then serve the unit for 36 months using the Unit Service Plan. This is the same service plan that any unit commissioner will use with any unit of any tenure, underscoring once again that the *Unit Performance Guide* methodology is the best one for sustaining units.

**PREPARE THE RECRUITING FOLDER**

The recruiting folder can be a key component of any sales call. Remember, first impressions are critical but continuing impressions are vital too. You want this folder to be attractive and inviting. Buy a 1 inch, 3-ring binder with a clear plastic cover that you can insert a title page in and a set of dividers.
Download the documents for your recruiting file from our website, www.Jewishscouting.org, under New Units in Your Recruiting Folder. Pick and choose from these items and use the ones that you think are most relevant so you do not frighten your prospect with too much paper. Do this by finding out what is important to each potential chartered organization.

On the inside pocket make sure you have the names and contact information of the sales team members, including the District’s Youth Serving Executive. You will also want to include several copies of the pamphlet Scouting for Jewish Youth which is available by request from the national office – contact Jeanne.Tillman@Scouting.org.

These are the documents and you should put them in this order:

Recruiting Cover Page (Insert on the front cover)

Recruiting Spine (Insert on the spine)

These Could Be Your Kids! (poster)

Does Scouting Work? (slide show)

Scouting With a Jewish Flavor (poster)

Scouting for Jewish Youth is Now!

Why Do We Advocate Scouting for Jewish Youth?

Scouting Works – The Tufts Study

Scouting Values are Jewish Values

Janel, A Mother Says what Boy Scouts of America Means to Our Family

Janel’s5 Reasons to Love Day Camp

Put in a Divider

Cub Scout poster

Cub Scout Character Development

Hooked on Scouting Playbook for Cub Scouts

Put in a Divider

Hooked on Scouting (poster)

The Boy Scout Outdoor Program

Seven Principles of Leave No Trace

Put in a Divider

Venturing poster

Exploring is Back
DON’T GIVE UP

Remember, recruiting new units is a process. You begin by introducing yourself and Scouting to a Jewish organization. You assess the needs of the organization and determine if Scouting can help it to grow and prosper. Stress what Scouting can do for the organization, including the potential for new members and service projects for the organization. You mold the minds of the leaders and the members of the organization to accept Scouting. You may not succeed the first time you try this or the second time or even the third time, but if you build the relationship you will help the organization raise its sights to include Scouting for its young members.
APPENDIX 1: POTENTIAL JEWISH CHARTERED ORGANIZATIONS

- Synagogues
- Temples
- Chabad Houses
- Federations
- Jewish Community Centers
- Jewish War Veterans Posts
- Day Schools
- Existing Youth Groups
- YMHA-YWHAs
- Hillel Chapters
- JESPY Houses
APPENDIX 2: MEMBERSHIP STANDARDS

As a volunteer, you will encounter questions about the membership standards of the Boy Scouts of America with respect to sexual orientation. The Boy Scouts of America has adopted a policy of equality in youth and adult membership standards.

Sexual orientation, like racial background, religious belief and physical handicap, is not an issue in Scouting. No youth will be denied membership or discriminated against in Scouting due to sexual orientation. The Boy Scouts of America does, however, take a strong stand against sexual activity regardless of its nature. Sexual activity has no place in Scouting.

Scouting takes a similar view toward adult leaders in all of its phases except for certain units chartered by religious organizations. Those units are permitted to determine leadership standards that are restrictive with respect to sexual orientation if, and only if, their religious beliefs require them to do so.

The Declaration of Religious Principle of the Boy Scouts of America maintains that no member can grow into the best kind of citizen without recognizing an obligation to God but is absolutely nonsectarian in its attitude toward religious training.

Any further questions on this subject may be addressed to the National Jewish Committee on Scouting by contacting chairman@JewishScouting.org.
APPENDIX 3: JEWISH COMMUNITY CENTERS OF NORTH AMERICA

NATIONAL HEADQUARTERS

JCCA

520 8TH Avenue.

New York, NY 10018

212-532-4949 www.jcca.org

PURPOSE

• Sponsor cultural, educational, recreational, and social programming primarily, but not exclusively, for the Jewish community.

• Provide programs under professional guidance spanning nursery school to senior adults.

Special Interests. Jewish culture, physical fitness, youth camps. Membership often open to non-Jews also.

Special Interest in Scouting. Scouting is often one of the most successful youth programs in a JCC, especially Cub Scouting and Tiger Cubs Boy Scouts of America.

Methods of Supporting Scouting. Operation of units, providing rooms and facilities for training courses, district meetings, etc.

MAJOR PUBLICATION  The Circle

The Jewish Community Center Association of North America is the coordinating body of the Jewish Community Centers and Young Men's/Young Women's Hebrew Associations in North America. Locally, the president is the top lay officer of the Jewish Community Center and the executive director is the top professional.

Local Contact. Executive Director, or director of youth activities. The latter is frequently more knowledgeable about Scouting's potential in a center.
CENSUS OF DISTRICT JEWISH COMMUNITY CENTERS, SYNAGOGUES, TEMPLES, CHABAD HOUSES

Name

Location

Youth Activities Director

Phone

Units
To:          URJ Congregations and CCAR Rabbis
From:        Jennifer Brodkey Kaufman, Chair, Commission on Social Action
            Rabbi Seth Limmer, Vice Chair, Commission on Social Action
            Barbara Weinstein, Director, Commission on Social Action
Date:        August 5, 2015
Re:          Boy Scouts of America

In 2001, the Commission on Social Action sent a memo to all URI congregations and CCAR Rabbis concerning the Boy Scouts of America policy of discrimination against gay scouts and scout masters. The memo stated, “While we maintain our hope that the Boy Scouts of America will abandon its discriminatory policies, its lack of response to the many expressions of disagreement and disappointment with the policies gives us little basis for optimism. Therefore, and with pain, we must recommend that congregations sponsoring/housing troops/packs withdraw sponsorship of a troop/pack and/or stop housing one.”

We took this position based on the URI and CCAR’s longstanding commitment to ending discrimination based on sexual orientation and our support for full equality of gays and lesbians in all aspects of congregational and civic life. As a result, the overwhelming number of Reform congregations that had a relationship with the BSA severed those ties.

On July 27, 2015 the Boy Scouts of America voted to adopt a policy change in their leadership standards for adults. The new policy states: “No adult applicant for registration as an employee or non-unit-serving volunteer, who otherwise meets the requirements of the Boy Scouts of America, may be denied registration on the basis of sexual orientation.” This policy change builds on a previous policy adopted by the BSA in 2013 opening its ranks to gay youth.

The BSA’s new leadership standards for adults is a positive step reflecting the fact that leadership ability is never determined by sexual orientation. It assures that gay youth in the scouting movement will see themselves reflected in positive adult role models. **Scouts for Equality**, an organization composed largely of Boy Scouts of America alumni dedicated to ending the BSA’s ban on gay members and leaders, hailed the policy change. Zach Wahls, SFE’s Executive Director, said in a **statement**, “We’re calling on gay Eagle Scouts, parents who are straight allies, non-profit organizations who support LGBT equality and anyone else who has walked away from the Boy Scouts to rejoin the fold. Together, we can build a stronger, more inclusive Scouting movement.”
There are however, two areas where the CSA continues to have concerns about BSA policy:

1. The new BSA leadership standard for adults applies only to non-religious chartered BSA units. As the BSA’s website explains: The Boy Scouts of America issues charters to civic, faith-based, and educational organizations to operate scouting units to deliver the programs to their youth members, as well as the community at large. Over 100,000 scouting units are owned and operated by chartered organizations. Of these:
   - 71.5 percent of all units are chartered to faith-based organizations.
   - 21.3 percent of all units are chartered to civic organizations.
   - 7.2 percent of all units are chartered to educational organizations.

   That means that 71.5% of units will still be allowed, if they so wish, to bar gay leaders. Different denominations, based on their faith teachings, will make their own internal decisions about what their leadership policies will be. However, at the national level, and among all non-religious chartered BSA units, no discrimination is allowed.

2. The new BSA leadership standard is silent about the participation of transgender individuals. Although the participation of transgender scouts and leaders was not part of the concerns the Commission on Social Action raised in our 2001 memo, changing times and understandings of gender and gender identity compel us to note with concern BSA’s silence on this issue. We will continue to urge the BSA to have a fully inclusive policy for scouts and leaders.

   After considering the BSA policy change, the response from advocates within the scouting community generally and in particular, Scouts for Equality as a leading voice within the gay scouting community, the Commission on Social Action has concluded that if a URI congregation wishes to re-establish ties with the BSA and host a fully inclusive and welcoming unit, it should do so. However, we note with great concern the fact that some religiously chartered BSA units will continue to discriminate against gay leaders. We will continue to advocate for a fully inclusive and welcoming BSA for leaders and scouts who are gay and/or transgender, and we encourage those synagogues who elect to rejoin the BSA to participate wholeheartedly in this effort.

The Commission on Social Action of Reform Judaism is a joint body of the Central Conference of American Rabbis and the Union for Reform Judaism and its affiliates that seeks to apply the insights of Jewish tradition to domestic and foreign issues of social justice.
APPENDIX 4: JEWISH DAY SCHOOLS

National Agencies Involved:

Torah Umesorah (Orthodox)
620 Foster Avenue
Brooklyn, NY 11230
212-227-1000

Yeshiva University (Orthodox)
National Commission on Torah Education
500 W. 185th St.
New York, NY 10033
212-960-5400

Solomon Schechter Day Schools
(Conservative)
155 Fifth Ave.
New York, NY 10010
212-260-8450

- Combining of religious and secular studies in a single educational system.

- Strengthening of religious convictions and Jewish values. Depending on the ideological/denominational philosophy of the school, specific religious practice might be taught.

- Development of emotional, social and physical strengths and levels.
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<tr>
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<th>Principal</th>
<th>Phone</th>
<th>Units</th>
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**CENSUS OF JEWISH DAY SCHOOLS IN MY DISTRICT**
APPENDIX 5: JEWISH WAR VETERANS OF THE U.S.A.

NATIONAL HEADQUARTERS

1811 R St. NW

Washington, DC 20009

202-265-6280

MAJOR PUBLICATION Jewish Veteran

GOALS

• Combat bigotry and prevent defamation of Jews.

• Prepare youth to become responsible citizens.

• Cooperate with and support existing educational institutions and establish new ones.

Special Interests. Youth. Help to Veterans, community service.

Special Interest in Scouting. Eager to organize Scouting units as a method of encouraging doctrines of universal liberty and equal rights.

Methods of Using Scouting. Unit operation, unit leadership.

Structure. National organization is administered through State departments. Scouting functions under the Scouting Committee.

National commander is the top officer. Top professional is the national executive director. State department commanders are the executive officers. Each post has a post commander to handle local operations.

Local Contact. Post commander.
The JWV Endorsement: Boy Scouts

One of JWV's basic principles has always been to support scouting, both Boy Scouts and Girl Scouts. We recognize the need to train our youth to be good citizens, and that Scouting Programs are excellent tools to accomplish this. Therefore we would like to have every post support Scouting in some fashion. The best way would be to sponsor a scout unit, a scout troop or cub pack, etc. Where this is not possible, the support of scouting with leadership and/or financial aid is suggested. Leadership can be at either the local unit or council level.

Finally, something that all posts should do, is present JWV Eagle Scout Certificates to all new Eagle Scouts. Obtain the names of eligible scouts from your local Boy Scout Council, order our Certificates from National Headquarters for these scouts. Finally, present the Certificates at the Scouts' Eagle ceremony. Doing this gets the name of JWV before the public in a very positive way.

We recognize all Posts that participate in the Scouting program with a Certificate of Appreciation. To obtain this Certificate, all that is necessary is to return the scouting questionnaire that is in the packet containing the list of all JWV annual awards, with the information about your participation in the scouting program. Please direct all submissions to John Lozzi IV at JLozzi@jwv.org or 202-265-6280.

The Department with the best program in proportion to its size will be presented with the "Joseph Demiany" award at the National Convention. To apply, each Department should submit a report on the Scouting participation of the Posts in the Department. We would like all Departments to submit a report.
CENSUS OF J.W.V. POSTS IN MY DISTRICT

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<tr>
<th>Name</th>
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