

The Purpose

Our Strategic Plan charts a clear path forward — strengthening today’s families, empowering our youth and volunteers, and building a thriving Scouting community that will shape lives for generations. The Plan centers on 6 key “Themes”.

Below, you’ll see the main Themes and their objectives through January 1, 2030. Also included are the key Projects associated with each Theme, which will be the council’s focal points over the next 18–24 months. These Projects will have quarterly reviews to stay on target. An updated Overview will be shared publicly in February each year through 2030.

As you will see, our objectives are large, but attainable if we all remain focused, steadfast, and work as a team. Together, we will make a greater, more positive impact on the kids, families, and communities we serve in the Cascade Pacific Council of Scouting America.

Strategic Theme: Goal-Driven Membership Growth

The Goal: **10,000 Scouts**
by January 1st, 2030

What this could mean for our Council & our communities:

- 5 fully-operational Summer Camp properties
- 500 Eagle Scouts and Eagle Projects annually
- Half a million pounds of food collected for local pantries
- A quarter million hours of community service provided

2026–27 Projects:

- Recruit and train District membership Chairs.
- Create growth and engagement plans for more than 200 units.
- Launch the New Member Coordinator role for Scout units.
- Increase retention & renewal rate by 7% year-over-year.

Annual Targets

Youth Membership:

6,500 on 1/1/2027

7,700 on 1/1/2028

8,900 on 1/1/2029

Retention Rates:

63% on 1/1/2027

70% on 1/1/2028

77% on 1/1/2029

10,000 Youth by 1/1/2030

Strategic Theme: Create a Safeguarding Culture

Purpose: Ensure the highest standards of youth safety and continuous improvement.

2026–27 Projects: New reporting resources, implement Safety Moments, host Safeguarding Summit (2027).

Metrics: 100% leader compliance with safeguarding training. Documented response to 100% of reported concerns within established timelines. Year-over-year reduction in preventable incidents.

Success Looks Like: Stronger safety culture, early reporting, fewer preventable incidents over time.



Strategic Theme: Relationship-First Philanthropy

Purpose: Create a sustainable, relationship-first approach to advancing and supporting our mission.

2026-27 Projects: Launch Friends of Scouting, rebuild and nurture relationships with alumni and the donor community.

Metrics: Philanthropy will hit its 2026 Board of Director goals while purposefully renewing relationships with previously engaged Scouting Community.

Success Looks Like: Building "Relationships. For Life." and meeting or exceeding fundraising goals.



Strategic Theme: Thriving Unit Programs

Purpose: Deliver programs aligned with family expectations for leadership, character, and outdoor experiences.

2026-27 Projects: Ensure all direct-contact leaders are trained, host multiple council-wide advancement opportunities for youth, host Program Planning Summit, develop project management-centered event system, and run multi-District service projects.

Metrics: 100% of unit leaders trained. 3 multi-county service projects annually. 10% increase in youth retention.

Success Looks Like: Higher retention, stronger community visibility, and higher community satisfaction.

**Training,
Tools &
Fun
with Purpose!**

Strategic Theme: Best-in-Class Unit Service

Purpose: Ensure every unit and leader receives responsive, personalized support.

2026-27 Projects: Council Unit Service Plan, Unit Renewal Guide, and Unit Performance Guide.

Metrics: 10% Increase in retention & renewal rate in 2026.

Success Looks Like: At least 85% of units maintain a written annual program plan, achieve on-time renewal, and report feeling connected to and supported by the council.



Strategic Theme: High-Impact Brand Revitalization

Purpose: Position CPC as the region's premier youth development organization.

2026-27 Projects: Streamlined communication and marketing system, role-focused onboarding tools, launch "Prepared. For Life." campaign for Fall 2026 and beyond.

Metrics: Net Promoter Score established, 16 news articles published, 1,000 leads & 500 conversions (minimum).

Success Looks Like: Year-over-year increase in web & social media traffic, conversion rates.



Prepared. For Life.™

