

# YOUR 2023-24 PROGRAM PLANNING CHECKLIST

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



MY NOTES

Action Items:



BOY SCOUTS  
OF AMERICA®  
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 4, 2023
  - Veterans Day: November 11, 2023
  - Fall/Winter Service Project: \_\_\_\_\_
  - Camp4All Presentation: \_\_\_\_\_
  - Make Summer Camp Reservations @ [cpbsa.org](http://cpbsa.org)
  - Winter Lodge: \_\_\_\_\_
  - Super Weekend: \_\_\_\_\_
  - Spring Snack Attack Fundraiser: \_\_\_\_\_
  - Court of Honor: \_\_\_\_\_
  - Horse Ride/Family Campout: \_\_\_\_\_
  - Spring Scouting for Food: March 3, 2024
  - Spring Recruiting Event: \_\_\_\_\_
  - Summer Camp 2024: \_\_\_\_\_
- 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:

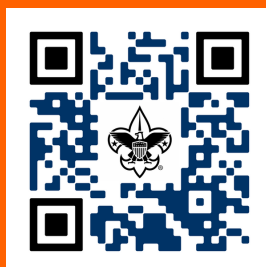
- Download social media graphics at [cpcbsa.org/recruiting](http://cpcbsa.org/recruiting)
- Create a public-facing Facebook page for your Scout unit.
- Connect your Facebook page to the CPC at [cpcbsa.org/marketing](http://cpcbsa.org/marketing) (We'll post additional fun things to help keep your social 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

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