

September 2024
National Preparedness Month

Unit Program Quickstart Guide

Plug & Play Open House Program & Recruiting Activities!
Neighborhood Preparedness!
Unit/Scout Fundraiser!



What You'll Find in this Guide

1. Why "National Preparedness Month: Our Purpose & Vision
2. Campaign Timeline
3. First Aid Kit Fundraising
4. Themed Open House Nights: How-to-Guide
5. Campaign Tools



Why National Preparedness Month

Purpose

- To easily invite new friends/families into Scouting!
- To invite friends, families & neighbors become prepared
- To support Scouts/Units to raise \$\$\$ for adventure, grit & growth
- To promote the new Scouting America name

Vision

- To start a National Preparedness movement
- To partner with like-minded organizations help communities

Be Prepared



Timeline

- June 30: Unit/Family deadline for First Aid Kit order to Lifeline.
- July 1: Units can order promo materials produced by council.
- August:
 - First aid kits available from Lifeline (Lake Oswego)
 - Promo materials available for pickup by units at CPC Service Center
- August 24: Portland Timbers Scout Night: PA Announcement!
- September: National Preparedness Month!
 - Open House Nights for 2nd, 3rd, 4th weeks of September
 - First Aid Kit sales: door-to-door, friends, family, coworkers, etc.





Your Quickstart Guide



Fundraising: How it Works

- Families/units purchase @ wholesale prices by June 30
- Kits get custom-branded in July
- Units determine sales/payment strategy
 - i.e. door-to-door, retail, friends/family, etc.
- Families/units pick up kits in August for September (or earlier) sales
 - Council provides:
 - Sales sheet and tracker
 - Sales pitch “script” for Scouts
 - Door hanger promoting Scouting & unit contact info for kits



IMPORTANT: kits *cannot* be sold at retail alongside popcorn.



Fundraising: Your Profit



85-Piece Hard Shell Office/Car Kit

- Unit purchase price: \$13.
- MSRP: \$20
- Unit/Scouts Profit: \$7/kit.



107 Soft Shell Family Camping Kit

- Unit purchase price: \$19.5.
- MSRP: \$30
- Unit/Scout Profit: \$10.50/kit



Fundraising: The Sales Pitch

Hi, I'm (scoutname) from (unit) of Scouting America. Did you know it's national preparedness month?

The Scout Motto is "Be Prepared" I'm here to help our neighbors be prepared like a Scout. Here's a card that has more info about how you can be prepared like me!

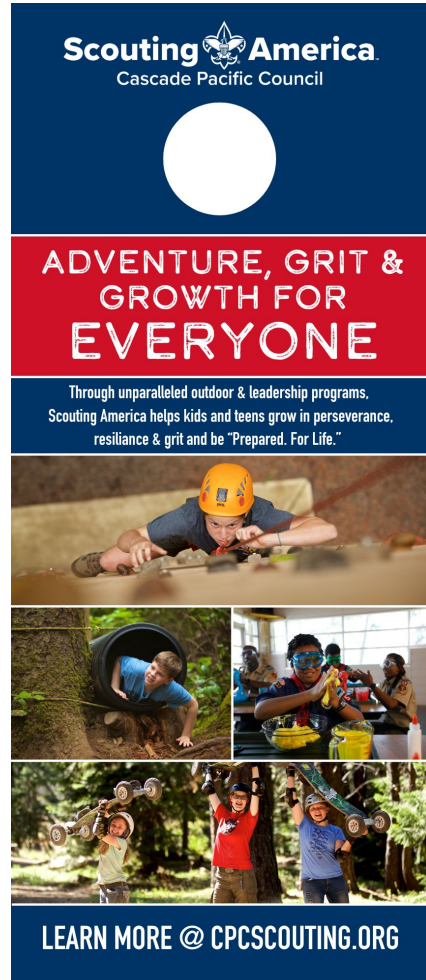
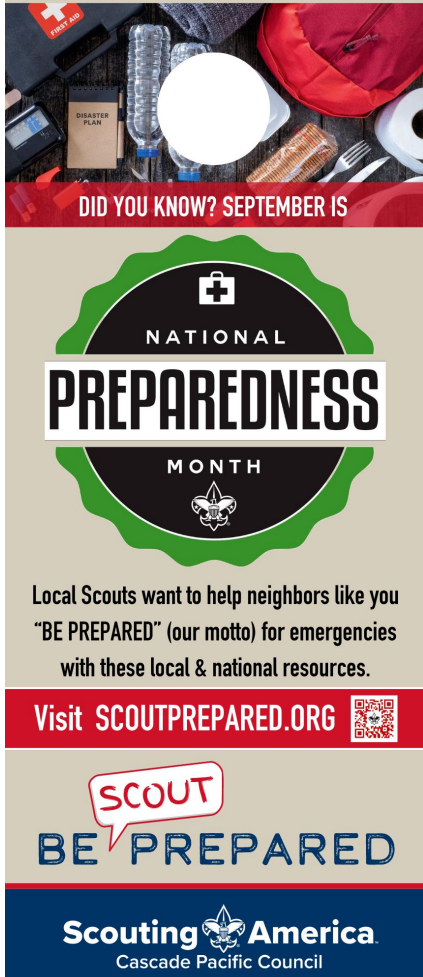
Also, **do you have a personal first aid kit in your car and office or a family camping first aid kit?** If not, you can be prepared like me and help me grow in Scouting by purchasing one of our Scouting America First Aid kits. (SHOW SALES SHEET or KITS)

The car/office kit is only \$20 and has a nice protective shell. The \$30 family kit is perfect for your home or your next outdoor adventure!

(Even if your neighbor says "no", tell them thank you and to be sure to visit the website on the **door hanger**. And if they're not home, leave the door hanger!)



Be “Scout” Prepared Door Hanger



Help neighbors be prepared like you!

Promote the new Scouting America brand!

Use during your First Aid Kit sales pitch.

SCOUTPREPARED.ORG will have national, state and county-by-county resources (very important!)





Open House Nights

Your Quickstart Guide to 3 plug & play
Open House Nights for September
(National Preparedness Month)



Open House Nights: How they Work



1. Units place order for postcards, stickers, etc. by July 31.
2. Units order necessary activity materials (see web page)
3. Units plan a Week 3 adventure: hike, first responder visit, etc.
4. Scouts invite friends! (1-on-1, Back-to-School nights, etc.)
5. Units/friends have fun at 3 Open House nights
6. Friends join the Scouting America Adventure!

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Open House Nights

Your 3 Cub Scout Focussed Plug & Play Programs



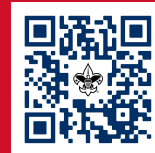
Pack Open House Nights Overview

- Week 1: 6 Essentials Game, 911 Skit/Game, Build a First Aid Kit
- Week 2: Basic First Aid Uses, Build a Family First Aid Kit
- Week 3: 6 Essentials & First responder outing or visitation



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What Prospective Scouts Receive

- Their 1st First Aid kit from your awesome pack!
- An “I’m Scout Prepared” sticker
- 6 Essentials Card
- Family “Pocket Plan” & Activity Book
- A fun outing & new friends!



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Plus Patches for New & Recruiting Scout!

- For the New Scout
- For the Recruiting Scout



May be worn in the
"position patch" area of
left sleeve.



Open House Nights

Your 3 Plug & Play Open House Programs



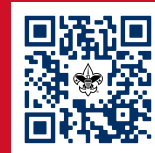
Older Scout Open House Nights Overview

- Week 1: EDGE method: build a Personal First Aid Kit + Relay Games
- Week 2: Real-Life First Aid Situations + Relay Games + 10 Essentials Overview PLUS new 10-Essentials camp song!
- Week 3: 10 Essentials Gear Check + Adventure (Walk, Hike, Geocaching).



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What Prospective Scouts Receive

- A custom 1st First Aid kit from your Scout unit!
- An “I’m Scout Prepared” sticker
- 10 Essentials Card
- Family “Pocket Plan”
- A fun outing & new friends!



GET IT ALL @

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Prepared. For Life.™

Plus Patches for New & Recruiting Scout!

- For the New Scout
- For the Recruiting Scout



*May be worn on
the left sleeve!*



Campaign Tools

Collateral to Invite Prospective Scouts



Open House Tools: FREE Postcards



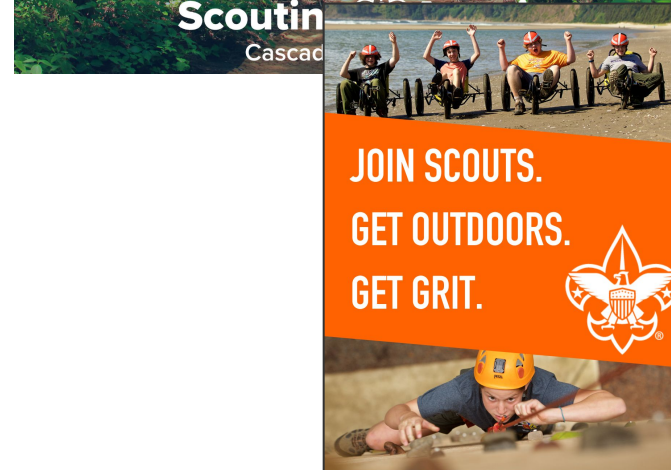
Customize Me!



Scouting America
Cascade Pacific Council
Learn more at CPCSCOUTING.org/GRIT



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Open House Tools: Ads & Giveaways

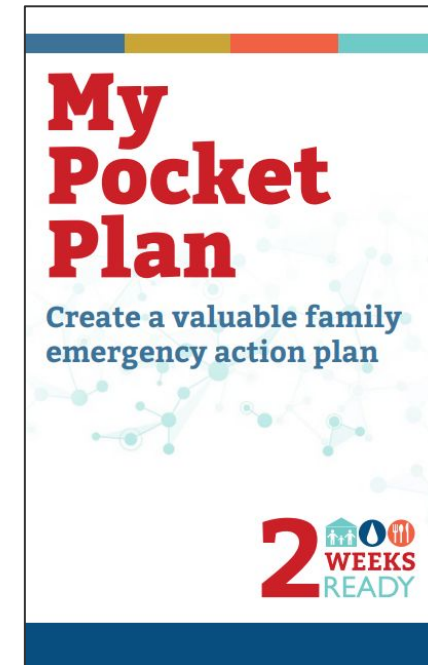
- Images, Posts, Videos **COMING IN JULY!**
 - Exclusively for Units doing Preparedness Month:
 - Preparedness Month ads targeted to your zip code!
- Giveaways



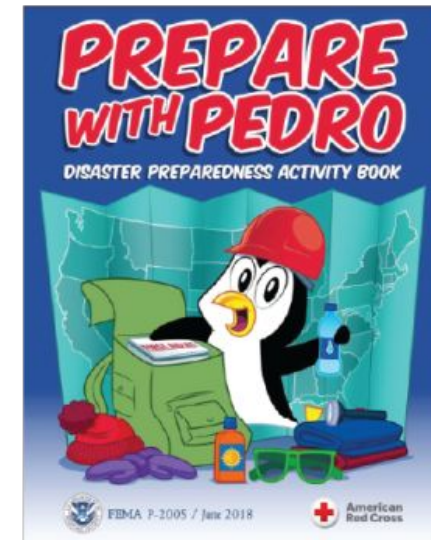
Stickers!



Essentials Checklists!



Family Plan!



Activity Book!



Get Details @

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