



100th Anniversary Plan Crater Lake Council, BSA Executive Summary

Our Vision: A Purpose-Driven Anniversary Celebration

Our goal is to deliver a purpose-driven celebration ... a sustained and coordinated effort that will allow us to share our powerful story in every community we serve.

Without question, this will include events around which we will gather to celebrate our important milestone. But, so too will this include an assertive and thoughtful effort to better communicate the tremendous value of Scouting in the Crater Lake Council while engaging Scouts, leaders, alumni, family, friends, and the public throughout the entire council.

A purpose-driven celebration includes activities that are fun and inspiring — but also deliver meaningful results that help strengthen Scouting. With this as our celebration vision, we can conclude 2010 with more youth involved, more adults serving as volunteers, more financial supporters, and more positive impressions of Scouting throughout our communities.

Celebration Objectives

To achieve the fun, inspiration, and meaningful results of a purpose-driven celebration our council plan has been developed and targeted to achieve these five outcomes:

1. Continue to position Scouting as critical to the quality of life in every community we serve.
2. Instill pride within our membership for what the Scouting has been, is, and will be.
3. Reconnect with and re-engage our Scouting alumni.
4. Strengthen ties between the council and our units.
5. Grow programs, increase membership, volunteers, and financial supporters

Achieving Meaningful Celebration Results

We received and considered many wonderful ideas for celebration of the 100th anniversary. In fact, so many that we needed a standard to determine which would deliver the most meaningful results from our combined efforts.

The “impact gauge” is the “filter” we use to determine the celebration activities with the greatest capacity to help our council, districts, and units achieve celebration objectives.

Every ounce of effort, at every level of our council, around the 100th must result in fun and inspiring activities but also must work toward growing membership, manpower, and financial strength ... while also enhancing the perception of Scouting and increasing engagement and recognition.

IMPACT GAUGE	
	Membership
	Manpower
	Money
	Increased Awareness
	Engagement
	Recognition

Applying this impact gauge against anniversary celebration

activities at the council, district, and unit level helps assure our efforts will achieve meaningful results. For any celebration activity idea, we simply ask and answer the question: “In what ways could we conduct this activity so that it would help increase....?” The answers will help identify the celebration activities that can deliver the most meaningful results from our efforts.

A Celebration Partnership: Council, District, and Unit Leadership

Our 100th Anniversary Celebration plan has been developed to be a true partnership between the national council and local councils, districts, and units. Together, we can achieve meaningful outcomes.

To assure this is a great partnership experience, our council celebration plan is built, and will be implemented, on the following principles:

1. **High quality vs. high quantity:** In addition to using the elements of the national celebration plan, our council plan includes only a few carefully selected high quality celebration activities.
2. **More than a hand-off ... a hand-up!:** Our celebration activities have been developed, and will be delivered, as a helping hand up for district and units in achieving their goals.
3. **Motivational rather than a mandate:** We have selected and developed activities that are so compelling people will want to participate.
4. **Simple and doable:** We have easy to use plans and materials to achieve our celebration outcomes.
5. **Leverages current programming:** Celebration activities are designed to fit into things we are already doing.
6. **Recognizes good work and leadership:** Our celebration engagement programs includes thanks and recognition to organizers and participants.
7. **Communicated broadly through the ranks:** Our simple, but comprehensive, communication plan is targeted to reach each of our audiences with the messages and information they need.

Celebration Infrastructure

An infrastructure has been developed to support our celebration partnership of council, district, and unit leaders — and drive implementation of our plan.

Council Leadership Team

A Council Leadership Team is being created so that staff and volunteers responsible for implementing 100th Anniversary receive the information and tools they need. All members of this team, professional and volunteer, will have access to *YourSource*.

YourSource

YourSource is a new online community where staff and volunteers can share ideas and resources across our council and with others, access planning materials, and find customizable toolkit materials to implement the plan. It is a “one-stop shop” for everything related to the 100th Anniversary Celebration. *YourSource* is supported by both the national office and the Crater Lake Council.

Toolkits & Templates

Crater Lake, in partnership with the national council, will provide toolkit and template materials as turnkey resources to promote the activities and engagement opportunities.

Council Marketing Support

The national council is providing assistance to council-wide 100th anniversary marketing efforts through Fleishman-Hillard International Communications.

Celebration Activities and Engagement Opportunities

Instead of a birthday blow-out, our celebration activities and engagement opportunities around the BSA’s centennial celebration are designed to help achieve celebration outcomes in a partnership of council, district, and unit leaders.

In addition to increasing awareness, these activities focus on increasing membership, volunteerism, financial contributions, and engagement — all while reinforcing Scouting’s positive impact on the communities we serve.

BSA Alumni Connection (Aug. 2008 – Dec. 2010)

The BSA Alumni Connection is a call to reconnect alumni with Scouting friends, mentors, and local councils across the country; rekindle enthusiasm for Scouting and the values it represents; and encourage them to re-engage with Scouting programs. With 50,000,000 living BSA alumni nationwide, this program has the potential to bring incredible value to Scouting at all levels of our council through renewed involvement of alumni.

National Hall of Leadership. (Feb. 2009 – Feb. 2010)

The 100th Anniversary National Hall of Leadership is a one-time opportunity to recognize extraordinary individuals for the differences they make through their leadership. Nominees must be living Scouts, Scouters, or volunteers. Inductees will be given national recognition to commemorate their leadership and dedication to living out Scouting virtues in service to others. A new awareness of how Scouting leadership impacts the communities we serve will result.

Generations Connection (Apr. 2009 – Dec. 2010)

The Generations Connection program inspires families to explore the value of Scouting in the family and identify it as something to be shared and passed through generations. Through a partnership with Arbor Day Foundation, BSA 100th Anniversary trees will be designated for families and communities to plant and nurture together, for generations to come. We will also encourage families to make Scouting their generational legacy, to retain and grow membership throughout our council.

[A Year of Celebration, A Century of Making a Difference \(Sept. 2009 – Dec. 2010\)](#)

Individuals including Scouts, volunteer leadership, and Scouting alumni can earn patches by demonstrating involvement in five of Scouting's core values — leadership, achievement, community service, character, and the outdoors. This program will demonstrate how Scouting impacts our communities and raise awareness of the values we teach.

[Touring Experiential Lodge \(Jan. - Aug. 2010\)](#)

The BSA 100th Anniversary tour will travel the country to rally people of all ages to join the BSA in "Celebrating the Adventure, Continuing the Journey." Through interactive experiences, demonstrations, activities, and more, visitors will have an exciting and inspiring view of the history and future of the Boy Scouts of America.

[A Pitch for Scouting \(Spring – Fall 2010\)](#)

In partnership with professional baseball, "A Pitch for Scouting" will reach baseball enthusiasts across the country. From the first pitch to the seventh inning stretch and everywhere in-between, Scouts will be on the field and involved in the game. In addition to being a lot of fun, this engagement will provide a national platform on which to promote Scouting.

[Get in the Game \(Aug 2009 – Dec. 2010\)](#)

Our Scouts and leaders will participate in a national, Scout-led 100th Anniversary geo-caching recruitment program. The popular outdoor treasure-hunting game will showcase how Scouts use Global Positioning System (GPS) receivers and other orienteering techniques. Each "treasure," or cache, will include information about the value of Scouting and a clue about how to find the next site. Specific programming can be customized locally.

[A Shining Light Across America \(Aug. 2010\)](#)

During one evening of the National Jamboree, a webcast will connect millions of Scouts in communities across the country and around the world — bringing together the entire Scouting family for a single, nationwide opportunity to celebrate and reflect. Local council participation at select locations will also be captured and beamed back to the Jamboree.

[Crater Lake Council Events \(Dates to be determined\)](#)

Events specific to the Crater Lake Council will be developed using the resources of the Council Office, District Executives and volunteers, and all local troops in the council. Any Crater Lake Council staffer is invited to volunteer, offer suggestions and/or be involved in this special One In a Lifetime event.

On the following Page 6 of 7 is [Council Leadership Team](#) that lists the **eight national engagements** that will need a chair and volunteers. Review this list for an event that may have special interest to you. Please contact the 100 Yr Anniversary Chairman, Roger Young (360-574-9503, youngrq@comcast.net) for additional information.

100th Anniversary Marketing and Promotion

In partnership, the National Office and the Crater Lake Council will lead a significant 100th anniversary marketing and promotion campaign to help Scouting grow in every community we serve.

Proactive Media Outreach Campaign

Media outreach has already begun and will continue. Scouting leadership will continue to be positioned as experts on youth leadership development and will discuss the relevance of Scouting in America today. Outreach will also be conducted around each of the engagement opportunities, both nationally and locally, through the Fleishman-Hillard network.

“I Am a Scout” Image Advertising Campaign

This will include a creative concept, along with print and electronic material, that captures a powerful, message-rich theme featuring current and former Scouts. Both print and electronic ads will be produced that are useable for multiple forms of placement.

“Why Scouting” Outreach/Visibility Campaign

National will leverage the content that was generated through the 100th Anniversary logo contest and what will be generated by the 100th Anniversary Online Scrapbook to create a series of posters, bumper stickers, T-shirts, and other materials to support community-based awareness-raising.

Monthly Content for All BSA Communications Outlets

The BSA’s internal assets will be used for promotion. This includes *Boys’ Life*, *Scouting*, *Scouting.org*, along with our council newsletters, Web site, and more.

National Events

The BSA has committed to sponsoring a float in the Tournament of Roses Parade and is pursuing other national presence opportunities.

Speaker’s Bank

The BSA leadership team will be speaking in front of appropriate audiences about the 100th Anniversary and the relevance of Scouting to America’s youth.

Products

The 100th Anniversary of the BSA provides the opportunity for the production of a significant number of commemorative items. These include a US Mint commemorative coin, a coffee table book, other BSA Supply Group products, popcorn tins, and more.

100th Anniversary Leadership

The 100th Anniversary Celebration is a great way for us, together, to strengthen Scouting in every community we serve. To succeed, we've formed a *Council Leadership Team*. This includes council and district level staff and volunteers. That's a great start — but to see maximum results, we invite and encourage every unit to name a 100th Anniversary Chairman. Unit Anniversary Chairman will share information and guide unit participation in anniversary activities. They will also assure that any unit planned anniversary activities are fun and inspiring, but also created with the purpose-driven vision and objectives.

Council Leadership Team

- **Appoint a team member to lead each of the eight national engagements.** That person, along with a staff adviser, can then “dig in” and become your expert on the engagement, guiding council thinking on ways to get the most value from it. Smaller councils can double-up asking district rep's to also be the council expert on one or more of the national engagement programs.
- Utilize the Council Marketing Committee for promotion — or use this as an opportunity to form a marketing committee.

Position	Name	Staff Adviser
Council Chairman	Roger Young	Paul Abbott
(Council Activity)		
(Council Activity)		
(Council Activity)		
Anniversary Marketing and Promotion	Need One!	
BSA Alumni Connection	Need One!	
National Hall of Leadership	Need One!	
Generations Connection	Need One!	
A Year of Celebration, A Century of Making a Difference	Need One!	
Get in the Game Geocaching	Need One!	
A Pitch for Scouting	Need One!	

A Shining Light Across America	Need One!	
Touring Experiential Lodge	Need One!	
YourSource: Council		
District Representatives:		
Fremont District	Need One!	Paul Abbott
Roaring Rogue District	Need One!	Kayle Moffat
Siskiyou District	Need One!	Kayle Moffat
Big Pines District	Need One!	Rob Merriman
Klamath District	Need One!	Tiffany Walton
Unit Chairmen		