

Black Swamp Area Council 2024- 2027 Strategic Plan				
Pillar	Pillar Lead	Goals	Initiatives	Progress Notes as of 10/31/2024
1. People Youth Membership Recruitment & Retention Volunteer Development	Cheryl Parson	1.1 Increase Cub Scout membership by 3%	The marketing efforts should include and reinforce the values and fun of Scouting.	Promotional videos created. Need to push them via social media
		Cub Scout Memmbership 12-31-23 1,561	Develop additional promotional items and access to school activities to replace the school flier that was traditionally handed out at youth talks in elementary schools.	Promotional cards are prepared. Need to improve distribution to units and Scouts.
			Provide training for Cub Scout Pack leaders and Charter Organizations on how to recruit the right volunteers. Engage Lion and Tiger Partners to help run den meetings to identify future leadership.	Round Tables in progress. Need to develop video training to provide continual access to training.
			Develop more access points for youth to join the Scouting movement.	
			Develop a presence at local community events.	Arrowwood District -- Yes. Uncertain as to other districts
			District events in the community	
		1.2 Increase Scouts BSA membership by 3%	The marketing efforts should include and reinforce the values and fun of Scouting.	Promotional videos created. Need to push them via social media
		Scouts BSA Membership 12-31-23 1,092	Develop additional promotional items and access to school activities to replace the school flier that was traditionally handed out at youth talks in elementary schools.	Promotional cards are prepared. Need to improve distribution to units and Scouts.
			Develop more access points for youth to join the Scouting movement.	
			Develop a presence at local community events.	Arrowwood District -- Yes. Uncertain as to others
			District events in the community	
		1.3 Increase the Council Retention rate to 75%	Provide training for Cub Scout Pack leaders and Charter Organizations on how to recruit the right volunteers	
12-31-24 Retention 74.41% 5-31-24 69.55%	Encourage more camporees in districts			
1.4 Increase Explorer membership by 5%	More Explorer events.			
12-31-24 Membership 87				

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2. Program & Properties	Tammy Cooper	2.1 Increase summer camp revenue generated by Camp Berry by 15% by end of year 3 12-31-24 net income \$(7,106)	Recruit more Black Swamp Area Troops to attend summer camps.	Need to further develop plan. Need to discuss initiative with Order of the Arrow 11-19-24 2 Family Camps planed for summer 2025
		2.2 Increase year round camp revenue generated by Camp Berry by 15% by end of year 3 12-31-24 net income \$(58,208)	Market our facilities for community groups and organizations Expand use of our camps for out units/Packs and for community organizations. More Explorer Events.	Wedding venue brochure completed. Need to promote to schools and commnuty groups
		2.3 Increase summer camp revenue generated by Camp Lakota by 15% by end of year 3 12-31-24 net income \$(6,821)	Cub and Webelos resident camps. Recruit more Black Swamp Area Troops to attend summer camps.	Yes, at Camp Berry In progress
		2.4 Increase year round revenue generated by Camp Lakota by 15% by end of year 3 12-31-24 net income \$(49,323)	Market our facilities for community groups and organizations. Expand use of our camps for out units/Packs and for community organizations, Cub and Webelos resident camps, Promote outdoor education activities for schools	In progress
		2.5 Camp Suitability	Council Achieves NCAP 5 year Authorization suitability objectives	Need for key persons (Dave, Tammy, Cale, camp directors and Curt) to meet and review objectives. 11-19-24 Camp Alumni functions being planned for both camps in 2025.
		2.6 Develop Camp Sponsorships Program	Organizations and Business are invited to sponsor camp program Areas	In Progress

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3. Increase Council Financial Position	Sherri Garner Brumbaugh	3.1 Increase product sales	Increase the number of Units Participating	
		2023 58 units out of 139 sold popcorn	Incentives for Non-Selling Units to participate	
		2024 20 units out of 137 sold coffee	Develop Communication plan annually for the sales	
		3.2 Increase special events	Council Events – work with committees to evaluate expenses and entry fees	In progress
		2023 Net Special events \$173,295	Council Events – recruit additional sponsors for the events	Council package gift program. Need to develop list of potential sponsors to approach
			District Events – develop committees, increase communication and sponsorship opportunities	Lima Golf Outing needs committee. Need to develop community event at Lakota Dining Hall
		3.3 Increase FOS	Work to increase our Data Integrity through learning to better utilize Blackbaud	
		2023 FOS \$288,411.72	Expand volunteer base to better recruit volunteers in all areas of our districts	In progress
			Establish a Development Committee and create a spreadsheet with contact information, committee to meet two times a year	In progress
		3.4 Grow the Council Endowment	An Active Endowment committee prospects and solicits new donors annually.	Need more committee members outside of Hancock County

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Future Items

- Camp Berry West Side/Family Camp
- Future Use for Meecheway Lodge
- Review off Council Service Fee
- Scouters Reserve, of volunteers not active with units who could staff community events to help with membership