

New NATIONAL PARENT INITIATIVE PROGRAM

Summary—September 12, 2006

Through the kind and generous support of the Gerald I. Lawhorn Family, we are pleased to announce as part of the new national strategic plan, a **National Parent Initiative** to engage parents in all units—Cub Scout Packs, Boy Scout Troops, Varsity Teams and Venturing Crews. The implementation of this program will be integrated into our current literature and our program delivery system. Goals, strategies, and tactics are being developed to help carry out the mission and vision of this program.

The mission is to create, implement, and develop initiatives that increase participation and the passion of volunteers, especially parents, by promoting parent's understanding, appreciation, and prioritization of Scouting and its importance to their child's development and their Scouting success.

The vision of the program is:

“A passionate parent initiative that continually increases youth and parent recruitment, retention, advancement, participation, perseverance, and a passion for Scouting.”

By adopting this philosophy of support, a unit will be able to turn their dream into action and reality. The theme captures our passionate attitude and it is our hope that it will inspire many parents to become involved and more committed to the success of their child's Scouting experience.

All units are encouraged to adopt the program as an integral part of their unit's program. It is a part of one of the requirements to earn the new Centennial Quality Award beginning in 2007.

The objectives established for the program initiative include:

- Increase parent recruitment.
- Increase parent retention.
- Increase parent participation.
- Increase youth advancement.
- Increase youth determination.
- Increase the passion for participation in Scouting by youth and parents.

As part of the basic program, each youth member's family will be encouraged to:

- 1) Influence their child to become a Scout;
- 2) Participate in Scouting directly with their child;
- 3) Go to and observe Scout meetings;
- 4) Be part of the unit's program-- both weekly meetings and outings;
- 5) Support the program financially;
- 6) Coach their child's advancement and the earning of recognition awards; and
- 7) Serve in one support role during the Scouting year.

More information on this exciting new program will be forthcoming.