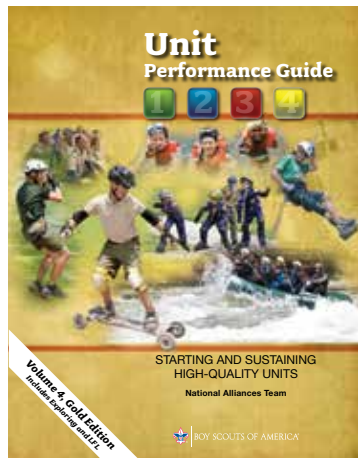


# Unit Performance Guide Methodology

The BSA-approved strategy for starting and sustaining high-quality units

## Four Pillars (Steps) of New-Unit Organization and Retention:



1. Know the Market
2. Make the Call
3. Build the Unit
4. Grow the Unit

### 1. Volunteer-driven, professionally guided.

The district executive, new-unit commissioner, and new-unit organizer all work together in the new-unit organization process. Professionals and volunteers partnering together help ensure the proper development of high-quality units.

### 2. A new-unit commissioner is assigned at the very start of the new-unit organization process.

Once the unit is organized, the commissioner serves the unit for three years to help it become a high-quality unit. There should be a 1:1 ratio—one new-unit commissioner for one new unit.

### 3. Organize every new (non-LDS) unit with at least 10 youth.

Starting with two dens or patrols or a crew of 10 helps ensure the unit has a good foundation to grow.

### 4. Recruit at least five adult unit volunteers.

Properly selected quality volunteers are important to the successful operation and sustainability of the new unit. Note: The chartered organization representative position should be a separate position and not a multiple position.

### 5. Develop the unit Key 3 concept.

The unit leader, committee chair, and chartered organization representative meet monthly. The assigned new-unit commissioner serves as the advisor to the meeting.

### 6. Focus on organizing the whole Scouting family.

The whole Scouting family normally includes a pack, a troop, and a crew chartered to the same organization. It can also include a Varsity Scout team or a Sea Scout ship.

### Resources:

To access the *Unit Performance Guide*, visit <http://scoutingwire.org/marketing-membership> and click on “New-Unit Development.” It also is available in PDF format (English, No. 522-025; English/Spanish, No. 522-026); in EPUB file for iPhone, iPad, Nook, and Android devices; and in MOBI file for Kindle.