



MAYFLOWER COUNCIL • STRATEGIC PLAN 2025-2029

Mission: *The Mission of Scouting America is to prepare young people to make ethical and moral choices over their lifetimes by instilling in them the values of the Scout Oath & Law*

Key Categories: *Youth Safety, Membership (recruitment, retention, diversity), Quality Program, Finance*

Leading Indicators: *Finance, Membership, Unit Service*

STRIVING FOR G.O.L.D.

Growth (Membership)

Grow the Scouting Program membership & market share, making the Mayflower Council the premier choice among local families for the development of their children.

- Increase the traditional Scouting & Exploring membership over the next five years to over 9,970.
- Increase the number of traditional Scouting & Exploring units over the next five years to 270, providing more opportunities for youth of all demographics to enjoy our programs.
- Sustainably develop and grow the outreach program (Scouting in Every Neighborhood) in communities that have underserved families, specifically focusing on Brockton and Framingham.

Opportunity (Program)

Create opportunities in our program and facilities that are “only in Scouting”, resulting in higher retention, increased facility usage, and greater community engagement.

- Increase Scout participation at council events by 20% in the 1st year, and 15% increase each subsequent year. Improved participation in quality programs will increase retention.
- Create a volunteer culture to support program operations with a core volunteer committee, ensuring they receive adequate training and regular communications.
- Ensure that 80% of direct contact leaders are trained in their respective positions.

Leadership (Volunteerism)

Recruit, cultivate, & empower volunteers at all levels of the Scouting Program. Strengthen our volunteer base (Executive Board & Council Committees) by providing adequate, reliable, and quality training.

- Establish and support effective council committees to create a robust and well-organized committee structure. By establishing a functional Nominating Committee and populating key council-level committees with qualified and diverse volunteers, we will enhance the overall effectiveness and governance, directly supporting the delivery of quality Scouting Programs.
- Increase, retain, & develop a high-quality adult volunteer force to expand & strengthen the Council's volunteer base.
- Significantly improve the direct support provided to our local units, addressing their needs promptly and effectively. By strengthening our Unit Coach Program (Formerly the Unit Commissioner Corps) and implementing community outreach initiatives, we will foster stronger, more resilient units, leading to improved program delivery and youth experience.

Development (Funding/Properties)

Develop a financial, physical asset & volunteer platform that will marshal the resources necessary to meet the Council's vision & strategic plan.

Funding

- Develop and deepen the philanthropic investment from and through the Board's efforts. By 2029 Board Giving goal is to raise \$225,000 through the annual campaign.
- Implement donor relations and retention program to increase total Endowment assets by \$50,000 by 2029.
- Execute high-quality & high-revenue events & annual giving programs that improve our exposure to selected demographics and generate significant funds, increasing by 5% each year.

Properties

- Leverage camp properties to increase revenue by \$100,000 annually through Scouting & outside group use by reimagining/developing/marketing as premier outdoor destinations.
- Strengthen Summer programs at our properties by increasing youth participation to 2500 campers by 2029.
- Evaluate each property and its structures to ensure they align with our mission, goals, and provide proper revenue to offset operational and capital costs. Drive donor-designated funds to priority items/projects that are tied to our mission and property utilization.