BOY SCOUTS OF AMERICA®
NORTHERN LIGHTS COUNCIL

LONG RANGE STRATEGIC PLAN 2020-2025 — "Units First"

LEADERSHIP

GOAL #1:
Increase % of "Trained" Top Unit Leadership

- **Scoutmasters 69% to 90%**
- **Cub Masters 60% to 90%**
- Tiger **Den Leaders 40% to 59%**
- Den Leaders 39% to 56%
- Webelos Den Leaders 59% to 79%
- **Venture Crew Leaders 44% to 64%**
- Explorer Advisors 50% to 70%
- Commissioners 63 % to 95%

GOAL #2:
Increase Executive Board Diversity (Geographic, Ethic, Gender, and Age)

COMMUNITY AWARENESS

GOAL # 3:
Improve Community Awareness on the Value of Scouting with Increased Advertising & Effective Use of Social Media

GOAL #4:
Increase Community Financial Support

- **Direct Fundraising 2.3M to 3.5M**
- **Endowment Fund 5.7M to 6.2M**
- **Capital Net Assets 9.7M to 10.7M**

QUALITY PROGRAM

GOAL # 5:
Increase Membership & Units

- **Total Membership 5,153 to 8,508**
- **Total Units 276 to 342**

GOAL # 6:
Increase Property Utilization

3,715 to 5,400

- **Camp Wilderness 575 to 1,400**
- **Cub Resident Camp 184 to 750**
- **Cub Day Camp 88 to 1,200**
- **Off Season Use 669 to 1,400**

QUALITY PROGRAMS

STRONG UNITS

TRAINED LEADERS

EFFECTIVE UNIT SERVICE