



HOOSIER TRAILS COUNCIL · SCOUTING AMERICA

Charter Organization Recruiting Kit

A practical guide for Scout leaders on finding, approaching, and signing new organizations to host our units.

How to use this kit

Keep it simple. You don't need to be a salesperson — you need to make a warm introduction between an organization that cares about young people and a program that's ready to serve them. Read the talking points, pick one or two organizations you already have a connection to, and start a conversation. Everything you need to leave behind is the one-page info sheet that goes with this kit.

Why this matters

Every strong unit needs a strong home. A committed charter organization gives a unit a place to meet, a connection to the community, and the stability to last for years. When we add and strengthen charter partners — especially in our smaller and rural communities — we open the door for more young people to experience Scouting.

The single biggest reason charter partnerships fade is that they were treated as a signature instead of a relationship. Your job in recruiting isn't only to sign a new organization — it's to start a real partnership that a Charter Organization Representative will carry forward. Keep that in mind from the very first conversation.

Who to approach

Any organization that cares about young people is a candidate. Start with groups you or your families already have ties to. Here's where to look:

Churches & faith communities Youth service is often already part of their mission.	Veterans' posts VFW and American Legion posts value citizenship and service.
Civic & service clubs Rotary, Lions, Kiwanis, Optimist — community youth is their purpose.	Schools & PTOs A natural connection to families and meeting space.
Fire & police departments Community-minded and trusted by local families.	Fraternal organizations Elks, Moose, and similar groups with a service tradition.
Businesses Local employers looking to invest in their community.	Rural & neighborhood groups Community associations and granges close to families with no nearby unit.

Build your short list: Which organizations do your current families already belong to? Where are there young people but no nearby unit? Who in your community is known for showing up for kids? Start there.

Making the ask

Four simple moves. Listen more than you pitch.

- 1 Find a warm connection.** A personal introduction beats a cold call every time. Ask a family in your unit, a mutual friend, or a fellow member to open the door.
- 2 Ask for a short meeting.** Request 20–30 minutes with a decision-maker — a pastor, post commander, club president, or principal. Be clear it's just a conversation.
- 3 Have the conversation.** Ask about *their* mission first, then show how hosting a unit serves it. Use the talking points below. Be honest about what it takes.
- 4 Leave the info sheet and follow up.** Hand them the one-page overview, offer to answer questions with a council rep, and agree on a next step and a date to reconnect.

Talking points you can say out loud

Speakable lines that lead with what the organization gains.

Lead with their mission: “Your organization already believes in raising good young people. Hosting a Scouting unit is a ready-made way to do exactly that — you don’t have to build a thing.”

It’s low-lift: “You provide a place to meet and your good name. Scouting brings the whole program, trains the leaders, and the council supports the unit all year.”

You keep control: “You approve the adult leaders, so the unit always reflects your values. We support your mission — we don’t govern it.”

It’s protected: “Every adult is background-checked and youth-protection trained, and Scouting America provides insurance coverage for authorized activities.”

It lasts: “The young people you serve today become the volunteers and leaders of tomorrow — often right back in your own organization.”

The one ask: “All we ask is one person to be your representative and stay connected. That’s what keeps the partnership real.”

Handling common objections

“We don’t have money for this.”	There is a \$100 annual charter fee per unit, and in most cases the unit itself covers it rather than the organization. Beyond that, your contribution is a meeting space and your good name; the council can help families who need financial assistance so cost never keeps a child out.
“We don’t have the time.”	You host and encourage the unit — you don’t run its meetings. The main ask is naming one representative and a simple annual renewal. Trained volunteers handle the week-to-week program.
“We’re not a church.”	You don’t need to be. Civic clubs, schools, veterans’ posts, businesses, and neighborhood groups all charter units. Any group that cares about youth is a great fit.
“What about liability?”	Scouting America maintains general liability insurance coverage for chartered organizations in connection with authorized Scouting activities, and applies youth-protection standards to every unit.
“We can’t find people to lead it.”	That’s where the council comes in. The district team helps recruit, screen, and train leaders — and keeps supporting them so the unit stays healthy.
“We tried Scouting before and it fizzled.”	Usually that happens when the partnership became a signature with no one connected. This time we build it around a representative and ongoing council support so it lasts.

What happens after they say yes

Reassure them — the council takes it from here. The steps are simple:

- 1 A council or district representative meets with the organization to finalize the fit and the meeting space.
- 2 Together you identify the unit's first leaders — with the council's help recruiting and training them.
- 3 The organization names its Charter Organization Representative and signs a simple annual charter agreement.
- 4 The unit launches, and the district team and commissioner keep supporting it all year.

Loop in the pros early. As soon as an organization shows interest, connect with your District Scout Executive and commissioner so they can help close and set the partnership up to last. Don't wait until the paperwork stage.

Keep it a relationship

The recruiting job isn't done at the signature. Make sure the organization names a real Charter Organization Representative and that someone — the COR, the commissioner, or you — checks in through the year. A partnership that stays connected is a unit that stays alive.

Leader's checklist

- ☐ I've listed 2–3 organizations I have a warm connection to
- ☐ I've identified who could make a personal introduction
- ☐ I've requested a short meeting with a decision-maker
- ☐ I've reviewed the talking points and objection responses
- ☐ I have the one-page info sheet ready to leave behind
- ☐ I've looped in my District Scout Executive / commissioner
- ☐ I've agreed on a next step and a date to follow up
- ☐ We've confirmed who will serve as the Charter Organization Representative

Questions, or found a prospect?

Loop me in and I'll help you take the next step.

Tony Zizak · Charter Organization Coordinator

tzizak@gmail.com · (317) 995-2857