



# TRAIL LIFE USA®

Adventure › Character › Leadership

## NEW TROOP ORGANIZER

A member of the Area Committee's Power Team 3

### SKILLS NEEDED

- Bold, not afraid to approach prospects
- Involves others—teamwork mentality
- Planner/strategic thinker
- Sales personality
- Go-getter
- Self-starter

### KEY RESPONSIBILITIES

1. Set specific objectives for new Troops for your Area—how many will you start, and where they should be placed. Consider population density, and the number of churches (and denominations with best relationships) in each community. Develop and oversee strategies for achieving your goals.

*Our objective is to give every family a realistic opportunity to join Trail Life—so Troops must exist close to where they live.*

2. Learn to conduct effective sales calls--see the following page for Steps to Success.
3. Work with the AHG Ministry Expansion Lead (MEL) in planning, approaching prospects, following up with prospects. Communicate with each other at least every two weeks.
5. Maintain a list of existing Trail Life Troops in the Area and prospective chartering organizations—a separate file for each prospect; sort by status: Hot, Warm, and Cold.
6. Report progress monthly at your Area Committee meeting.

## Steps to Success in Approaching Potential Charter Organizations

1. *Read* all information in the New Troop Organizer packet and become familiar with it.
  2. *Research* the prospective Charter Organization (usually a church). Do their values and Statement of Faith seem to align with those of Trail Life USA? [Final determination will be made later by TLUSA Home Office]
  3. *Set an appointment* with the Pastor/Institutional Head—don't just stop by.
  4. *Visit* the Pastor/IH in person (with New Troop Organizer Packet in hand). Listen first; ask about his church's goals and challenges.
  5. *Connect* his challenges to TLUSA solutions:
    - Outreach ministry to bring in new young families
    - Outreach to the community as a partner with AHG and TLUSA
    - Discipleship within the church (growing the faith of current youth and adult members)
  6. *Respect* his time. Briefly answer questions; hand him the New Troop Organizer kit—make sure to include your contact information.
  7. *Follow up* by phone a week later, asking if he has any questions about what he has read. Direct him to the [www.TrailLifeUSA.com](http://www.TrailLifeUSA.com) website—the "Start a Troop" Tab is in the upper left of the home page.
  8. *Remain available* once the Troop is pre-chartered. Offer to help with issues that may come up during the chartering process. [After Pastor appoints the COR, you may need to assist the COR with questions as he selects the rest of the Core Team (Committee Chairman, Chaplain, Treasurer, and Troopmaster). Share [Ready, Set, Charter!](#).
  9. *Involve* a Direct Service Advisor from your Area Team to assist the new Troop with the rest of the process (getting the Troop up and running—IMPORTANT: see Step 10).
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10. Personally provide NO *on-going* support. You need to be free to repeat the process above—don't get bogged down in programmatic issues! Once the charter is granted, the Direct Service Advisor will become the Troop's point of contact. He or she will help them recruit the other leaders needed (and, eventually, youth members); plan their annual program; connect them to leader training, Trail Gatherings (Roundtables), Area Camporees, and Area support resources.