



# *A Year of Celebration, A Century of Making a Difference*

An Awards Program to Honor 100 Years of Scouting

## Local Council Planning Guidelines

*A Year of Celebration, A Century of Making a Difference* is a series of awards developed to explore the values of leadership, character, achievement, community service, and the outdoors as we celebrate a century of living by the Scout Law. Each *Year of Celebration* award recognizes Scouts and adult leaders who demonstrate dedication to these values.

In developing these awards, hundreds of Scouting professionals and volunteers were surveyed and interviewed to determine the outcomes they'd like to achieve through this awards program. As a result, *Year of Celebration* awards requirements are tailored to accomplish specific outcomes in recruitment, engagement, fundraising, and awareness.

### Program Overview

*Year of Celebration* awards seek to engage each participant to become involved in Scouting activities based on each of these five values. Requirements will emphasize engagement and reflection on the lessons Scouting teaches.

*A Year of Celebration* will be available to Cub Scouts, Boy Scouts, and Venturers, as well as their respective adult leaders. Scouting alumni are also encouraged to earn *Year of Celebration* awards and will be eligible to receive patches.

Activities occur and patches are earned during the September 2009 to December 2010 program year.

*A Year of Celebration* is comprised of five possible awards, with different requirements available by age group.

### Leadership

Scouting has a proud tradition of producing great leaders. Self-determination, teamwork, and preparedness are synonymous with Scouts everywhere. For Scouting's 100th Anniversary, let's celebrate this tradition of developing youth leaders. The *Year of Celebration* Leadership Award encourages Scouts to explore and reflect upon the qualities of a good leader. The award recipients will work on leadership skills. The Leadership Award rewards participants for reflecting upon and sharing leadership lessons and skills. Scouts earning this award will look to be role models, will lead groups, and participate in leadership-building activities. Adults and alumni will build their unit leadership skills by emphasizing membership growth, volunteering, and providing role models.

### Achievement

Achievement in Scouting builds self-esteem and fosters collaboration with others. With every rank advanced and award earned, Scouts develop pride in themselves and their units. More than just getting a patch, Scouting's myriad of awards challenge Scouts to excel, have fun, and grow into healthy, prepared adults. In addition to advancement, the award recipient makes an active effort to reflect on personal achievements and those of other Scouts. The *Year of Celebration* Achievement Award highlights the possibilities for personal achievement. Scouts

will pursue rank advancements, religious emblems, as well as engage adults and alumni in conversation about their own achievements in Scouting.

### **Community Service**

Scouting's contribution to society is most visible in the movement's commitment to community service. Service is interwoven into many of Scouting's honors and is mandatory for earning the higher rank advancements. Through service, Scouts demonstrate that they provide an essential function to their communities. The *Year of Celebration* Community Service Award rewards recipients for providing time and resources at no charge for the good of their local community. More than just engaging in service, the award recipient must also share their thoughts about why service is crucial to our society and how Scouts today fulfill a 100-year-old legacy of serving communities.

### **Character**

Scouting is a character-building enterprise. Youth learn that personal responsibility and integrity are essential to accomplishing one's goals. They learn to do good turns without expectation of reward. They learn to be brave when challenged to do the right thing. The *Year of Celebration* Character Award rewards recipients for engaging in an active conversation about living by the Scout Law. The award involves elements of citizenship, family life, and personal fitness. Scouts will reflect on their own character and values. Adults and alumni will rediscover the impact Scouting makes on their own character.

### **Outdoors**

From campouts to High Adventure, Scouting happens outdoors. Since its inception, Scouting has centered on teaching values through working and playing outside, and fostering respect and understanding of one's natural surroundings. The *Year of Celebration* Outdoors Award is geared toward getting individuals active in nature. The recipients must participate in outdoor activities and show growth in personal outdoor skills. They must also demonstrate increased knowledge of nature. Scouts must show understanding of the impact humans can have on ecosystems and why one must Leave No Trace when experiencing the outdoors. Adults and alumni are encouraged to share their outdoor Scouting experiences with Scouts, as well as non-Scouts of all ages. The Award centers on principles of stewardship, discovery, and personal fitness.

### **Program Partners**

Over the years, the Boys Scouts of America has partnered with several national organizations to accomplish some great service projects.

There will be special 100th Anniversary service kits available for download with ready-to-go projects from:

Nothing But Nets      U.S. Census Bureau

If you are looking for other service project ideas, consider the following options:

Scouting For Food  
Habitat for Humanity  
Our National Parks

American Red Cross  
Arbor Day Foundation  
Take Pride in America

The Salvation Army  
Cell Phones for Soldiers  
Preserve Our Waterways

Councils are encouraged to also use these awards to strengthen relationships with local service partners.

## National Kickoff

Individuals may begin to earn *A Year of Celebration* awards on September 1, 2009. The program officially ends December 31, 2010.

## Local Council Kickoff

Consider having a kickoff event in your council for *A Year of Celebration*, or encourage units to hold their own event where award requirements are earned.

## Planning Materials

We've built planning and implementation materials and template tools on *YourSource* (Scouting.org/100years) to guide your effort. Remember, this is **your** program. Use your knowledge of your council and communities to implement this program in a way that makes the most sense in your locale.

Materials include:

- *Year of Celebration* Program Fact Sheet
- Patch Requirements
- *Year of Celebration* Program Concept Handout
- Local Council Planning Guidelines
- Patch Images
- Council newsletter bulletin templates
- A 100th Anniversary calendar image

## Recommended Committee Structure and Responsibilities:

One member of the council's 100th Anniversary Celebration Committee should be asked to lead the *Year of Celebration* program. Invite others to help as needed. Also, consider assigning a staff adviser to administer day-to-day activities and coordinate with the council Scout shop.

## Responsibilities:

1. Ensuring all members of the *Year of Celebration* team have access to *YourSource* and are receiving national anniversary celebration updates by being enrolled on the 100th Anniversary National Leadership Team.
2. To develop an understanding of the program, listen to the *Year of Celebration* webinar on *YourSource*. Review the associated planning materials. Be sure each council staff member or volunteer working on the team does so also.
3. Using the Local Council Planning Guidelines document materials, along with other committee members:
  - a. Plan and conduct a council kickoff event. This could be a council-wide event, a district gathering, or even a unit activity. Do what makes the most sense for your council. The key point is to get the word out about the program start in September.
  - b. Think about events already in your plan where *A Year of Celebration* could be included in the offered program. This might include offering awards sessions at summer camp or Cub day camp, camporees, training session, or a Scouting for Food drive.
  - c. Brainstorm ways to encourage individual units to add the awards to their existing programs and outings. For example, the Outdoors award will be especially relevant on campouts. How can these awards fit in with your units?

- d. Identify council and/or district fundraising, membership, and awareness needs in 2009 and 2010 that could be enhanced by using *Year of Celebration* awards. Each award requirement is tied to a specific desirable outcome. Think of simple ways to use the awards as an incentive to become involved. For example, bolster a community awareness plan by providing service hours for a prominent charity and using *A Year of Celebration* to provide incentive for and measure your efforts.
- e. Use the awards as a fun incentive to re-engage alumni in your area. Coordinate with your committee members who manage the Alumni and Generations Connections outreach efforts.
- f. Let units know that there will be ready-made toolkits available on [Scouting.org/100years](http://Scouting.org/100years) for national service opportunities with the U.S. Census Bureau and global opportunities with *Nothing but Nets*, a malaria-prevention program.
- g. Be sure your council knows that to order patches, one must go online to [Scouting.org/100years](http://Scouting.org/100years) and fill out the online order form. This data will be collected and made available to you to demonstrate your council's impact on your communities.

### **Questions & Answers for *A Year of Celebration***

#### **How is *A Year of Celebration* going to help my Council?**

Year of Celebration awards are designed to be fun, easily-implemented, and to produce beneficial outcomes in membership, fundraising, engagement, and awareness. The awards are offered to anyone ever involved in Scouting, past or present. They are an incentive for youth to be involved and reflect on Scouting's core values, to encourage adults in their volunteer service to Scouting, and for alumni to re-engage with their local council.

#### **What will our Scouts get out of the program?**

In addition to receiving a unique 100th Anniversary award to wear on their uniform, Scouts will be rewarded for exploring Scouting values. These awards will also be a reminder to Scouts about the principles by which we define ourselves to others.

#### **What has the National Office done to support us in implementing the *Year of Celebration* program?**

In addition to this planning document, the National Office has invested in developing a host of tools and templates to make your involvement in *A Year of Celebration* simple, effective, and fun. These tools are located on *YourSource* in the 100th Anniversary Planning Tools, Planning Materials section.

#### **Where can I see the patch?**

Official patch images are available on *YourSource*.

#### **Did the patches change design?**

Yes. Many of you may recall seeing concept versions of the patch at the national convention in Nashville. The new design captures the feel of those concept patches and allows for an individual to display all five awards at once.

#### **How can I order patches and ribbons?**

After September 1, 2009, individuals will be able to go online to [Scouting.org/100years](http://Scouting.org/100years) and order patches and ribbons. There, they must fill out a very simple data collection form to get to the patch order. Patches may then be purchased online or an order form printed and taken to a Scout shop.