



## A Year of Celebration. A Century of Making a Difference.

*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.

These 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. They reward personal development through these five values. *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 *A Year of Celebration* awards and will be eligible to receive patches.

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



### Focus on Outcomes

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, and awareness. How can your council use these awards to fulfill your own local needs?

#### **Youth awards focus on:**

- Increasing membership
- Promoting service
- Rank advancement and award achievement
- Character and skills development

#### **Adult awards focus on:**

- Building contacts and increasing membership
- Serving active units through volunteer opportunities
- Encouraging support for service projects
- Creating incentives for participation in council activities

BOY SCOUTS OF AMERICA  
100 YEARS OF SCOUTING



CELEBRATING THE ADVENTURE  
CONTINUING THE JOURNEY

### Committee Responsibilities

The *Year of Celebration* awards will provide your council's 100th Anniversary committee with an exciting incentive to get youth and adults involved with your council's Centennial activities.

#### ***To-do list:***

Review the *Year of Celebration* awards requirements and look at how to fit them into council activities you already have planned. These might include:

- Summer camp
- Camporees
- Scouting for Food drive

Think about your local needs and develop tactics that work toward meeting those goals. Use the awards as an incentive for involvement. Ideas include:

- A special 100th Anniversary service project for a valued local service partner organization
- An outdoors skills event designed to impress new youth recruits
- Promoting volunteer training through awards

Prepare district executives and volunteers to reach out to individual units with ideas on how to explore the *Year of Celebration*. Be sure they know that:

- Provide opportunities to earn awards at council activities
- Word-of-mouth will be essential in spreading the word to alumni; Scouts and adult leaders should tell their alum friends, and work with them to earn awards
- To order awards, individuals must fill out the online order form so that their good work does not go unnoticed

Make the *Year of Celebration* a part of your regular council communications. Tips include:

- Encourage individuals to become fans of the *Year of Celebration* Facebook page
- Include a *Year of Celebration* bulletin in your council newsletter
- Promote the program and highlights on your council Web site

### Reporting

A key feature of this awards program is the ability to track outcomes. Each award requirement is tied to a desirable outcome. Award recipients must fill out an online form which captures data on which requirements were completed. This data set will be made available to councils for internal use. Councils may then use this information for:

- Funding proposals
- Publicity materials
- Performance reviews and recognition

With your 100th Anniversary committee, consider what data points will be most useful to track and how they may add value to your council's operations.