



**Occonechee Council
District & Unit Guidebook**

To: District and Unit Leadership

From: Rod Frankel, Council President
John Akerman, Scout Executive

Subject: Good Turn for America Guidebook

In November of 2007 the Board of the Occoneechee Council approved a resolution (Appendix A) establishing the Occoneechee Council Good Turn America program to enhance its serving the greater good of the communities of our council's service area. The program will be Unit and District based with the Units and Districts free to select "Good Turn America" partners and projects that are most beneficial to their communities.

This guidebook has been prepared to support you as you embark on this endeavor to serve "the greater good" as we support the communities and our own neighborhoods with the service we have been giving since the beginning of the Scouting program.

Each District will be challenged to come up with one coordinated Good Turn for America project each year as a part of their quest to be named as a "Centennial Quality District". Additionally, each Unit should plan to support their District as well by coming up with personalized service projects for their neighborhoods, chartering institutions and community.

This is an exciting new Council initiative that can only succeed by having all Districts and Units embrace the program and serve their community in new and innovative ways. This initiative is a result of task force work done on Lone Range Plan Item #10 (Appendix B), which establishes the policy and procedures for our Council and for this guidebook.

This guidebook has been prepared to assist you, District and Unit leadership, in defining its Good Turn for America.

What is Good Turn for America?

Good Turn for America is a national call to service by the Boy Scouts of America to address the issues of hunger, homelessness, and poor health in our nation. In this effort, the Boy Scouts of America is partnering with some of the nation's most respected service organizations, including The Salvation Army, Habitat for Humanity, the American Red Cross, the American Cancer Society, America's Second Harvest, and the Department of Homeland Security. These organizations and thousands of others will work to provide opportunities for youth and volunteers to fight hunger and homelessness, and teach the habits of healthy living.

Youth and volunteers are looking for ways to serve their communities. At the same time, service organizations need dedicated volunteer help. By working together, we can improve our young people, our communities, and the nation.

What is a Good Turn?

Some Good Turns are big—saving a life, helping out after floods or other disasters, recycling community trash, working with [others] on conservation projects.

But Good Turns are often small, thoughtful acts—helping a child cross a busy street, going to the store for an elderly neighbor, cutting back brush that is blocking a sign, doing something special for a brother or sister, welcoming a new student to your school. A Good Turn is more than simple good manners. It is a special act of kindness.

How does Good Turn for America benefit my community?

Meeting the substantial needs of every community is dependent on its citizens to answer the call of volunteerism. There is a natural fit between the Boy Scouts of America and other community organizations. Service learning is an integral part of the Scouting program. As a result, youth and adults seek opportunities to volunteer. Community organizations need volunteers to help them fulfill their missions. Working with these organizations creates a win/win situation for everyone, especially our communities.

Why a Good Turn?

Service is Scouting's greatest legacy and the primary reason that the Boy Scouts of America is the world's premiere youth organization. This initiative addresses three critical areas of need in our society: hunger, homelessness, and poor health. We know that your youth and volunteers are already answering this call through food drives, building and repairing homes, supporting events such as blood drives, and much more. By focusing all of our efforts along with those of other community organizations, we can

do even more! Good Turn for America is an important service initiative that also offers you ways to open doors to new funding sources, highlight the outcomes of our programs, and continue to build on the positive image of Scouting—all this by focusing on work we do for our communities. The opportunities Good Turn for America offers are incredible. By taking advantage of them, we can strengthen membership, leadership, new-unit development, and fund-raising while we build on the positive image of Scouting.

Overview & Benefits

Since the BSA's inception in 1910, members have learned to live the principles of the Scout Oath and Law through community services and "helping other people at all times." With that history in mind, the BSA has developed a service initiative - Good Turn for America.

What began with a singular act of service on a foggy London night quickly evolved into daily Good Turns and then into more encompassing national initiatives. These have included selling war bonds, collecting rubber and scrap metal, growing victory gardens during World War II, and more recently, Scouting for Food.

We now have the opportunity to raise our levels of community service and increase awareness of the Scouting program within our neighborhoods. Nationally, the Boy Scouts of America has partnered with The Salvation Army, Habitat for Humanity, the American Red Cross, the American Cancer Society, America's Second Harvest, and the Department of Homeland Security to increase our efforts in meeting the challenges of the 21st century.

Good Turn for America will build on our members' and participants' current service efforts and will also include important partnerships with other community service organizations. These partnerships will provide many additional avenues for all of our members and participants to provide community service in their neighborhoods.

Good Turn for America Public Statement (Example for district use)

Since the BSA's inception in 1910, both Scouts and Scouters alike have learned to live the principles of the Scout Oath and Law through community services and "helping other people at all times." With our rich history in mind, we are pleased to announce a new service initiative—Good Turn for America.

What began with a singular act of service on a foggy London night quickly evolved into daily Good Turns and then into more encompassing national initiatives. These have included selling war bonds, collecting rubber and scrap metal, growing victory gardens during World War II, and more recently, Scouting for Food.

We now have the opportunity to raise our levels of community service and increase awareness of the Scouting program within our neighborhoods. Nationally, the Boy Scouts

of America has partnered with The Salvation Army, Habitat for Humanity, and the American Red Cross to increase our efforts in meeting the challenges of the 21st century.

Good Turn for America will build on our members' and participants' current service efforts and will also include important partnerships with other community service organizations such as (include local community partnerships). These partnerships will provide many additional avenues for all of our members and participants to provide community service in their neighborhoods.

“The concept of serving other people at all times, found in our Scout Oath, is a theme we want to reinforce with both the youth and adults in our programs,” said John Akerman, Council Scout Executive. “Good Turn for America is meant to include everyone in the community—you don’t have to be a member of scouting to make a difference in our community.”

For more information, please contact the Occoneechee Council or visit www.goodturnforamerica.org or www.ocscouts.org.

Frequently asked questions

How is this different from Scouting for Food?

Scouting for Food is a once-a-year effort focusing on one area of need. Good Turn for America is a year-round initiative that addresses hunger, inadequate housing, and health issues in our communities.

How do Units record their service hours?

Units may still register their service hours through the National Council website or use the report form in the forms section of this packet to report service hours.

How can an Eagle Scout record his service hours?

Eagle candidates are encouraged to complete the report attached to this packet or download a report form at www.ocscouts.org

Where does the Good Turn for America patch go?

The Good Turn for America patch qualifies as temporary insignia. Therefore, it should be worn centered on the right pocket. Only one temporary patch may be worn at a time. Female leaders wearing either the traditional yellow Cub Scout leader blouse or the optional tan leader blouse may wear one temporary insignia centered above the Boy Scouts of America strip. Females in Boy Scouting and Venturing place temporary insignia the same as on the men's shirt.

How can I get items such as pins, coins, etc?

Visit your local Scout Shop to find the following items. Also available on www.scoutstuff.org, search for "Good Turn for America."

Benefits for the District

Good Turn for America has several great benefits for scouting districts:

- Community service projects—Scouting for Food, Scouting for Shelter, and Scouting for Healthy Living—all help Cub Scouts, Boy Scouts, and Venturers learn good citizenship, which is one of the bedrock purposes of Scouting.
- Good Turn for America provides additional program ideas for Units or gives additional recognition for activities that some Units are already doing.
- Good Turn for America provides a great opportunity to help Districts strengthen their relationship with:
 - Community leadership in the District.
 - Chartered organizations in the District.
 - Other organizations in neighborhoods the District serves.

Role of the District

The role of the District in Good Turn for America is the same as in any other aspect of the Scouting program: to guide and support Units so kids learn from the program. Appendix B expands upon this role for “Good Turn for America” program.

- Districts (through commissioners) guide Units in planning unit Good Turn for America activities.
- Districts (through their activities and civic service committees) plan, promote, and carry out District-level Good Turn for America projects.
- Districts (through both commissioners and activities and civic service committees) help the District and its Units participate in Council-level Good Turn for America projects.
- District Key 3s create the vision and mobilize the people to cause Good Turn for America activities to touch the lives of youth.

Be sure to see the following position descriptions that list the specific tasks and responsibilities for success:

- District Chairman
- District Program Chair
- Youth-serving executives
- District Activities and Civic Services Chair
- District Good Turn For America chair
- The Commissioner staff
- Good Turn for America event subcommittees

District Chairman

- Share the vision of Good Turn for America, including the potential outcomes in the lives of both community residents and Scouting youth members.
- Along with other members of the District Key 3, assure the overall success of Good Turn for America in the District.
- Follow the guidance for District leadership in Appendix B.

District Program Chairman

- In consultation with the District Activities and Civic Service Chair and the District Executive, recruit a District Good Turn for America Chair.
- Be sure the District Activities and Civic Service committee is up to desired strength.
- Coordinate with the Council “Good Turn for America” Coordinator.

Youth-Serving Executives

- Work with the District Program Chairman and District Activities and Civic Service Chair to select and recruit a Good Turn for America Chair.
- Review Good Turn for America plans in the monthly visit with the Activities Committee Chair, including the development of the monthly committee meeting agenda.
- Guide the Commissioner staff as commissioners help units develop Good Turn for America activities.
- Assure that “Good Turn for America” reporting procedures are being implemented and assist in media release efforts.

District Activities and Civic Services Chair

- Ask the District Program Chair in consultation with you to select, recruit, and appoint a District Good Turn for America Chair to serve on the committee.
- Help the Good Turn for America Chair to recruit enough people or short-term task forces to plan, conduct, and promote approved District-level Good Turn for America projects.

District Good Turn for America Chair

- Coordinate the Good Turn for America initiative throughout the District.
- Conduct a survey of food, shelter, and health issues and related community organizations of the district that might lend themselves to appropriate Good Turn for America projects for the District.
- Recommend a Good Turn for America project or activity to be carried out at a District level.
- Develop collaborative relationships with other community service organizations for all District-level projects.
- Recruit enough people or short-term task forces to plan, conduct, and promote District-committee-approved District-level Good Turn for America projects.
- Encourage Units to carry out Unit-level Good Turn for America projects, as well as take part in District- and Council-level projects.

The Commissioner Staff

- Encourage Units to plan Good Turn for America projects as a part of a balanced Unit program.
- Help Unit leaders learn and use the six criteria to ensure that a project actually teaches qualities of good citizenship. (See pages 26-27 of the *Activities and Civic Service Committee Guide*.)
- Help Unit leaders understand how participation in Good Turn for America projects can help Cub Scouts, Boy Scouts, and Venturers to achieve requirements toward rank advancement and other awards.

- Share Good Turn for America ideas and plans at District Cub Scout, Boy Scout, and Venturing roundtables.
- Look for ways in which Good Turn for America projects can strengthen the bond between Scouting Units, their chartered organizations, local service organizations, and their community civic leaders.

Good Turn for America Event Subcommittees

(If a subcommittee of the District activities committee is needed)

- Led by the District Good Turn for America Chair or someone they appoint, this committee plans and carries out a specific project or activity.
- With the help of the collaborating agency/organization, become well informed about the community need that the project is intended to alleviate so that the project is truly helpful and appropriate.
- Plan the project in partnership with the collaborating community agency/organization selected by the District/Council.
- Develop a work schedule of all the steps for the project.
- Recruit/assign an adequate number of persons to carry out different parts of the project.
- With the professional staff adviser, develop a project budget.
- Upon the completion of the project, provide recognition and thanks to all who contributed to the project's success.
- Hold a critique of the project and develop a report with recommendations for future consideration.

Resources

To effectively implement initiatives at the District level, also consider the following:

- District Activities and Civic Service committees are the natural leadership structure to coordinate and implement Good Turn for America at the District level. Additional volunteers will be needed on these committees to implement the Good Turn for America initiative. The *Activities and Civic Service Committee Guide*, No. 33082D, can be a major committee resource, particularly pages 24-34 on civic service activities.
- District and Unit personnel should learn the six criteria to ensure that a project actually teaches qualities of good citizenship. How a community service project is carried out is far more important than the nature of the project itself in determining whether young people learn citizenship. (See pages 26-27 in the *Activities and Civic Service Committee Guide*.)
- Also note the considerations in selecting civic service projects for Units and Districts. (See page 28 in the *Activities and Civic Service Committee Guide*.)

Project Ideas & Opportunities

Before starting any project, be sure to consider the following:

- The project should be age-appropriate. Youth should not be asked to participate in activities that are beyond their physical, mental, and emotional capacity.
- There should be proper adult supervision during all phases of the project.
- Appropriate safety guidelines related to the project should be communicated to all participants.
- Those within Scouting should follow the Guide to Safe Scouting.

Project Ideas – Feeding the Hungry

- Assist agencies that provide meals to the needy by helping them prepare and serve the meals
- Conduct or expand Scouting for Food programs
- Deliver home-cooked meals to families staying at Ronald McDonald House
- Dog food drive
- Food donation - leftovers from Blue and Gold
- Food pantry - stock shelves, carry to vehicles
- Free coffee at rest stop on Thanksgiving weekend
- Help deliver meals and food to the homebound and elderly in conjunction with organizations such as Meals on Wheels
- Make and donate gift boxes to be distributed by Feed the Children
- Participate in collaborative food drives and collect food donations for food pantries
- Prepare and serve hot chocolate at annual town Christmas tree lighting
- Serve meals at social center - set up and clean up
- Troop/Crew put on and cater a pack Blue and Gold

Project Ideas – Providing Shelter

- Add library shelves to existing library
- Adopt a town after disaster
- Assist with assembly of desks for new computer lab at school
- Assist organizations that provide home maintenance services for those in need
- Assist with the painting of the school cafeteria
- Book donation to day care
- Book drive to send to military deployed in Middle East
- Clean Habitat house before family moves in
- Clean local animal shelter
- Clean school classrooms
- Collect baby/infant products at pinewood derby
- Collect blankets for homeless
- Collect books and school supplies for children living in shelters
- Collect books for VA medical center

- Collect clothing, toiletries, and supplies for people living in shelters
- Collect eyeglasses
- Collect fans for elderly
- Collect items for Goodwill
- Collect personal items and make baskets for elderly with no families
- Collect toiletries and fill socks and hats with them for homeless shelter
- Collect toothbrushes to be distributed to needy families
- Collect toys and gifts for children of prisoners or those living in shelters
- Collect Toys for Tots
- Collect winter coats for homeless shelters
- Collection for Domestic Violence Center at Blue and Gold
- Collection of books and books on tape for inner-city school
- Conduct a fund-raiser for a not-for-profit shelter
- Conduct entertainment programs for residents of shelter/elderly home
- Conduct visits and reading programs for residents of shelter/elderly home
- Construct alphabet blocks for identifying books in children's library
- Construct reading center for elementary school classroom
- Construct school kits for children in Ethiopia
- Construction of art easels for orphanage
- In April 2006, Christian Library International is planning a National Christian Book Drive, collecting 1 million Christian books across the nation to distribute to more than 900 prisons, shelters, and international missions. They are actively seeking churches and organizations to participate in this special event. If your organization would like to participate, please visit www.christianlibraryinternational.org.
- Make fleece blankets for Project Linus
- Make welcome home hygiene kits for disaster victims
- Make bandanas and pillows for cancer patients
- Perform janitorial duties for chartered organization
- Provide care packages to school-age children in Iraq
- Provide other volunteer services that improve the quality of shelter life
- Provide telephone cards to veterans
- Remove Christmas lights for residents
- Repaint fence at firehouse and other buildings
- Repair damaged resident camp tents at council camp
- Repair tent pads for council camp
- Take part in a Habitat for Humanity homebuilding project

Project Ideas – Health and Fitness

- Adopt a town after disaster
- Adopt-a-Highway cleanup
- Assist at basketball tournament
- Assist community beautification projects, including repairing/repainting homes and sprucing up the yards of those in need
- Assist in alternative trick-or-treat events

- Assist in packaging of medical supplies for developing countries
- Assist in training search and rescue dogs, acting as victims
- Assist with Special Olympics - ribbons/medals, water, etc.
- Beautification and litter cleanup projects
- Beautification project at city hall
- Blood drive
- Blood drives
- BSA Physical Fitness Award and the Venturing Quest Sports and Fitness Award
- Build fence around air conditioners on playground for children's safety
- Build picnic tables
- Cemetery cleanup and inventory
- Clean out and refill bird feeders at local Audubon Society
- Cleanup and beautification of community center
- Clean up campgrounds
- Clean up high school student parking lot
- Cleanup of local park
- Cleanup of river
- Cleanup, beautification of council camp
- Clear brush from fire buffer zone
- Clear debris and downed trees from people's yards following disaster
- Collect and repair wheelchairs for needy
- Conduct a child fingerprinting event
- Conservation and recycling projects
- Construct a low-water bridge for trail by lake
- Construct a portable gazebo for special education class
- Construct a soccer field - lines, goals, benches
- Construct an urban garden
- Construct and install seedling planters at nursing home - care for flowers at waist level
- Construct duck houses
- Construct educational sandbox for local nature center
- Construct fencing and gate to keep 4-wheel drives from destroying ground and wilderness
- Construct greenhouse at school
- Construct horseshoe pit in park
- Construct information kiosk for hiking trail
- Construct meditation garden for church
- Construct owl boxes
- Construct oyster mats to help repopulate oyster beds
- Construct pergola for school nature center
- Construct retaining wall to prevent erosion
- Construct signs to greet visitors at local park
- Construct stretchers for community emergency response team
- Construct walking path for children walking to school
- Construction and installation of bluebird and bat houses to combat mosquitoes

- Construction of new environmental trail - detailed information on each species of tree
- Convert atrium into prayer garden
- CPR training event
- Design and build a bench for American Legion post
- Distribute organ donor cards to the public
- Distribute healthy-living and drug-abuse-awareness literature
- First aid station at district event
- Fun run/walk/cycle event
- Help children make safety kits - take home and use while bicycling
- Hold pack family picnic and bike safety rodeo
- Host a bike rally to train youth on bike safety and maintenance
- Improve walking trail
- Locate, clean, and paint fire hydrants
- Operate volunteer recycling center
- Organize a cleanup work party
- Paint storm drains
- Park or camp trail maintenance and repair
- Participate in local dune stabilization event
- Pick up trash at school prior to Scout meeting
- Projects to enhance wildlife habitats
- Refurbish community park
- Remove trees marked by Forestry Department for growth and development
- Repair, repaint playground equipment
- Road cleanup
- Scout field games
- Serve as "victims" for county EMT training course/First Responders
- Set up for blood drive
- Set up, clean up, water stations at walk-a-thon
- Shoreline cleanup
- Snow and ice removal for elderly, widows, etc.
- Sponsor trail hike, participants bring food donations
- Take a unit hike day/weekend
- Transplant a butterfly garden
- Tree-planting and revegetation projects
- Work in American Red Cross distribution center
- Wrap native oak trees with chicken wire to prevent beavers from destroying them
- Yard cleanup at American Legion Hall
- Yard work for senior citizen in neighborhood

Project Ideas – Supporting our Military

- Adopt a service troop - send birthday cards
- Book drive to send to military deployed in Middle East
- Christmas cards/pen pals with military
- Collect books for VA medical center

- Create video histories of American Legion members
- Design and build a bench for American Legion post
- Make and deliver thank-you cards to veterans at Veteran's Day parade
- Make Valentine's cards for the veterans' home
- Organize a movie night at VA medical center
- Place American flags on grave sites for Memorial Day
- Provide telephone cards to veterans
- Yard cleanup at American Legion Hall

Project Ideas - Safety

- Build fence around air conditioners on playground for children's safety
- Build handicapped access ramps at community locations
- Construct walking path for children walking to school
- CPR training event
- First aid station at district event
- Help children make safety kits - take home and use while bicycling
- Hold pack family picnic and bike safety rodeo
- Host a bike rally to train youth on bike safety and maintenance
- Make welcome home hygiene kits for disaster victims
- Repair, repaint playground equipment
- Serve as "victims" for county EMT training course/First Responders

Project Ideas – Cleanup and Beautification

- Adopt-a-Highway cleanup
- Assist community beautification projects, including repairing/repainting homes and sprucing up the yards of those in need
- Beautification and litter cleanup projects
- Beautification project at city hall
- Cemetery cleanup and inventory
- Cleanup and beautification of community center
- Clean up campgrounds
- Clean up high school student parking lot
- Cleanup of local park
- Cleanup of river
- Cleanup, beautification of council camp
- Clear brush from fire buffer zone
- Clear debris and downed trees from people's yards following disaster
- Improve walking trail
- Organize a cleanup work party
- Pick up trash at school prior to Scout meeting
- Road cleanup
- Shoreline cleanup
- Yard cleanup at American Legion Hall
- Yard work for senior citizen in neighborhood

Project Ideas – Home Repair/Maintenance

- Adopt a town after disaster
- Assist organizations that provide home maintenance services for those in need
- Assist with the painting of the school cafeteria
- Clean Habitat house before family moves in
- Clean local animal shelter
- Conduct a fund-raiser for a not-for-profit shelter
- Perform janitorial duties for chartered organization
- Provide other volunteer services that improve the quality of shelter life
- Repaint fence at firehouse and other buildings
- Repair damaged resident camp tents at council camp
- Repair tent pads for council camp

Project Ideas – Supporting the Elderly

- Christmas caroling at senior resident home
- Collect personal items and make baskets for elderly with no families
- Conduct entertainment programs for residents of shelter/elderly home
- Conduct visits and reading programs for residents of shelter/elderly home
- Construct reading tables for residents at nursing home - read sitting in chair or in bed
- Skits/plays at senior resident home
- Snow and ice removal for elderly, widows, etc.
- Valentine's bingo at elderly home
- Yard work for senior citizen in neighborhood

Project Ideas

The following projects are related to Pets

- Assist in training search and rescue dogs, acting as victims
- Clean local animal shelter
- Clean out and refill bird feeders at local Audubon Society
- Collect and crush aluminum cans to donate to animal shelter
- Construct duck houses
- Construct educational sandbox for local nature center
- Construct owl boxes
- Construct oyster mats to help repopulate oyster beds
- Construction and installation of bluebird and bat houses to combat mosquitoes
- Dog food drive
- Socialization time with service dogs as part of their training

Occoneetchee Council

Boy Scouts of America

**Good Turn for America
Unit Service Report**

Unit number _____ Pack Troop Crew

Reported by:

Name _____

Unit Position _____

Address _____

Email _____

Daytime Phone _____

City, State Zip _____

Project information

Date of project _____

Description of the project

Number of registered scouts participating _____

Number of non-Scouts (brothers, sisters, friends) _____

Number of adult leaders participating _____ Number of other adults _____

Total hours worked (number of people times the length they worked) = _____

Organizations that joined on the project:

Organization, group or individual who benefited from the project:

Number of items collected (if applicable): _____

Recognitions requested for this project: _____

Please mail, fax email or deliver this report to:

Occoneetchee Council, BSA

P.O. Box 41229

Raleigh, NC 27629-1229

Email: lgrady@bsamail.org

Fax: 919-878-5563

**Occoneechee Council
Good Turn for America
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Appendix

Appendix A	Executive Board Resolution serving the “Greater Good”
Appendix B	“Good Turn for America” Policy & Procedure Guidelines (Long Range Plan Item 10)
Appendix C	“Good Turn for America” Recognition Program
Appendix D	Unit Media Guide
Appendix E	Council Annual “Good Turn for America” Report Outline
Appendix F	2006-2010 Strategic Long Range Plan Objective #10

OCCONEECHEE COUNCIL

BOY SCOUTS OF AMERICA

**Serving the “Greater Good” Resolution
11.29.07.01**

Where as the Boy Scouts of America movement has a heritage of duty to God, country and communities by the actions of youth and adult Scouting volunteers,

Where as the National Scouting organization established a “Good Turn America” program to enhance the movement national service commitment by partnering with other service organizations,

Where as Occoneechee Council’s 2005-2010 Long Range Plan contained a strategic objective to “select a theme and define a multi-faceted program that focuses on Occoneechee Scouting serving its communities in both traditional and non-traditional ways”,

Therefore be it resolved that the Board of Directors of the Occoneechee Council by this resolution on this day, establishes the Occoneechee Council Good Turn America program to enhance its serving the greater good of the communities of which it is a part. Said program will be Unit and District based with the Units and Districts free to select “Good Turn America” partners and projects that are most beneficial to their communities. The Council will establish and publish a coordinating document titled “Occoneechee Council good Turn America Policy and Procedures Guidelines” that will be used by all Council Units and Districts to implement and report the efforts and community benefits of this program. An annual report of these efforts and benefits will be prepared and distributed to appropriate persons and organizations.

Resolution passed by Executive Board on November 29, 2007

**“Good Turn America”
Policy and Procedure Guidelines**

A). Policy Aspects

1. Occoneechee Council will adopt a policy of having a Council-wide program for serving the “greater good” of the communities our Council area encompasses.
2. The Council’s program will be based upon the national program “Good Turn America” (GTA) and follow its general guidelines.
3. The Council program will be Unit and District based with the Units and District free to select “Good Turn America” partners and projects that are most beneficial to their communities.
4. Appropriate Scout Eagle projects will be considered and count as GTA projects. The Council will document volunteer hours for Eagle projects as part of the GTA effort.
5. The Council will prepare and publish an annual “Good Turn America” report both internal Council and general public dissemination.

B). Program Content/Structure

1. All Unit and District GTA projects will follow National BSA guidelines as to partner relationships and project selection.

In addition to the National BSA collaborating partners (Red Cross, Habitat for Humanity, Salvation Army, USA Freedom Corp., Ready Kids – Department of Homeland Security); full consideration should be given to service clubs like Lions Club, Kiwanis, Jaycees, etc. and to past regional partners like the Food Bank of North Carolina. It is suggested that Unit and District leaders contact the collaborating organization’s leadership at the President, Executive Director (if appropriate), or Program Chair level to begin the relationship development process.

2. The leadership of the Unit/District and the collaborating organization should agree upon the specifics of the community service project, preferably in a letter of agreement.

3. The existing District Eagle Review Boards will establish an Eagle project review process by which a Scout's Eagle project appropriately is recognized as a GTA project.
4. In order to qualify for Unit and/or District Centennial Quality Awards, each Unit and District must conduct at least one GTA project.
5. Each Unit and District conducting a GTA project will utilize their Council "media kits" to achieve appropriate community awareness and "goodwill" that should result from their GTA projects.
6. Each District will establish a GTA Chairperson to coordinate GTA efforts among Units and with Council headquarters.
7. Units and District are encouraged to be creative in identifying and selecting their GTA projects and collaborating partners.

C). Organization and Leadership

1. By policy, Occoneechee Council's GTA program is Unit and District centered, meaning that the identification, selection, and execution of GTA projects is the responsibility of Units and Districts within established council guidelines.
2. The Council headquarters and each District will appoint a GTA chairperson to manage and coordinate GTA projects, publicity arrangements, project and "boy hour" reporting and award qualification.
3. Each District Executive (DE) will have a GTA objective in his annual critical achievement profile.
4. Each District GTA chairperson will work with Scout/Cub Unit leadership and identify a process by which individual Scout/Cub and Unit "Good Turn" activities are integrated into the District GTA database and media communication efforts.
5. Council headquarters will assemble a District and Unit GTA policies, procedures, and guidelines document using existing National BSA GTA materials, modified appropriately per Council policies.
6. Using the National BSA GTA website as a template, Council headquarters will create a Council-wide GTA project and "boy hours" reporting methodology. Unit and District reports can be sent by mail, fax or email. Council headquarters will collect and correlate this material for data input to the National website.

D). Communications and Reporting

1. The collection, correlation, reporting and media release of GTA information and data is a shared responsibility between District and Council GTA chairs, District Marketing Chairs and the Council Marketing Committee.
2. The public release of GTA project information (for maximum Unit, District and Council benefit) will follow Council and District established guidelines and be a joint responsibility of GTA and media chairs.
3. GTA project and “boy power” data will be as outlined in section C). 6. of this report.
4. The objective of GTA project and “boy hour” report and media release of information is to, over time, build community awareness and good will for Scouting’s good works and community value.
5. Each District Chair is encouraged to appoint a Marketing Chair or “media person” to work with Units on preparing and arranging for public release of GTA and all noteworthy accomplishments of Scouting individuals, families and Units.
6. District Marketing Chairs will be supplied Unit Media Guides, prepared by Council headquarters, to assist them in building strong relationships with local media organizations.

E). Program Promotion

1. The keys’ to success for the Occoneechee Council’s “Good Turn America” program relies on Unit and District leadership commitment and project execution. The key leadership team of District Chairman, District Commissioner and District Executive are expected to give the GTA program appropriate priority in District affairs and Unit leader promotion.
2. Council leadership, both volunteer and professional, will assist District leaders with promotional material preparation and District Roundtable presentation.
3. The Council will prepare a Council-wide annual report, based upon District and Unit GTA accomplishments. The report format and content will be of such quality to achieve significant Scouting public relations value with the general public and community leaders.
4. The Council professional staff will conduct an annual “Good Turn America” orientation program for district GTA leadership. District personnel will be expected to share their GTA experiences and program “lessons learned”.

5. The Council and District recognition and awards program (Section F) is expected to significantly contribute to the successful promotion of the “Good Turn America” program with all Units and individual Cubs/Scouts.

F). Recognition Program

1. The Council will implement a Council-wide, District, Unit and individual “Good Turn America” recognition and award program using the National BSA program awards as a guideline.
2. To the extent appropriate National Supply materials and recognition items will be used for individual, Unit, District and council GTA achievement recognition.
3. Each District will recognize individual and unit GTA accomplishments at its Annual District recognition events.
4. The Council will include district “Good Turn America” awards and outstanding achievement awards at its annual council recognition banquet.
5. The Council Executive committee will annually appoint a “Good Turn America” awards selection committee to select council-wide GTA awardees. The committee will be chaired by the council GTA coordinator. Members of the award selection committee will be equally drawn from the Council Executive Board and District GTA chairpersons.
6. The GTA awards selection committee will establish and publish specific award categories and selection criteria. The following are the initial awards and recognition categories:
 - Unit GTA Participation Award
 - Unit GTA Honor Award
 - District GTA Participation Award
 - GTA Honor District Award
 - Unit Media Distinction Award
 - “Good Turn” Honor Award
(Individual Cub/Scout award for outstanding GTA project or service hours accomplished.)
 - District Executive GTA Honor Award

Good Turn for America Recognition Program

The Occoneechee Council's Good Turn for America ("GTA") recognition program will have as its goals:

- Encourage wider participation in the GTA program by individuals, units and districts
- Promote documentation of GTA projects
- Encourage programs which are most beneficial to the communities being served
- Provide ideas and suggestions for possible programs
- Incorporate existing projects where possible
- Include Eagle Scout projects as a vital component of the overall GTA effort
- Value the diversity of the districts in the Council
- Assist with the publication of the Council's annual Good Turn for America report

The Council will establish in early 2008 and thereafter, a Council-wide GTA committee, which will implement the GTA program. District Activities and Civic Service Committee chairs be asked to participate in the make-up of the Council Good Turn for America Committee. The Order of the Arrow, as a service organization within the Boy Scouts, should be encouraged to participate in the Council's overall GTA effort.

GTA Awards Selection Committee--One of the subcommittees of the Council GTA committee will be the GTA Awards Selection sub-committee. Its task will be to develop the actual criteria for the award categories and the selection criteria. The GTA Awards Selection sub-committee will select the council wide GTA awardees and the initial committee will also have the task of establishing and recommending to the Executive Board the specific participation, and recognition award categories and selection criteria. The GTA Awards Selection Committee shall be chaired by the Council's GTA coordinator and equally drawn from the council executive board and district GTA chairpersons.

While the actual award categories and selection criteria shall be made by the Council Executive Committee, upon recommendation from the GTA Awards Committee, the following awards and recognitions will be considered:

- Unit GTA Participation Award
- Unit GTA Honor Award
- District GTA Participation Award
- GTA Honor District Award
- Unit Media Distinction Award
- "Good Turn" Honor Award
(Individual Cub/Scout award for outstanding GTA project or service hours accomplished.)
- District Executive GTA Honor Award

In order to qualify for Centennial Quality Awards, each Unit and each District must conduct at least one GTA project.

The Awards selection committee is encouraged to explore ways to make the GTA awards meaningful, and to recognize the diversity of the various Units and Districts of the Council. While some awards may be based upon total man-hours, more recognition should be given for the quality of the program and having a high level of involvement by the Unit or District participating.

Participation Awards—each Unit which participates in the GTA program by conducting a GTA service project which meets minimal standards promulgated by the Council GTA Awards selection committee should be eligible for a **Unit GTA Participation Award**. Each District which participates in the GTA program by conducting a GTA service project which meets minimal standards promulgated by the Council GTA Awards selection committee should be eligible for a **District GTA Participation Award** (with a minimum criteria for recognition being 60% of Units participating in a GTA service project and at least one District-wide GTA service project. Participation in the GTA program will be one of the criteria considered in the Honor District competition for 2008.

In order to be considered for either the participation recognition award or the honor awards, Units and Districts must comply with National and Council GTA guidelines; including specifically the reporting of service hours and documentation of the event.

Recognition Awards—each District will award a **Unit GTA award**, based on District specific criteria (with overall guidelines to be set by the Council GTA Awards Selection committee). In the absence of a specific GTA Chair, the District Activities and Community Service Chair will be the chair for the GTA program in their District. Consideration should be given by the GTA Awards Selection Committee for implementing other District level GTA awards.

The Council will recognize outstanding GTA projects in several ways. The **GTA Honor District Award** will be given at the Annual Council Recognition banquet to the District which has the highest percentage of participation in the GTA program by all traditional units, and such other criteria as may be established by the GTA Awards Selection Committee. The **Unit Media Distinction Award** will be given to the unit which does the best job of publicizing their GTA project, with criteria to be set by the GTA Awards Selection Committee. “**Good Turn**” **Honor Award** should be given to a Cub Scout pack, a Scout Troop, a Venturing Crew and a non-traditional (Learning for Life, etc.) Groups or Posts according to standards determined by the GTA Awards Selection Committee. The GTA Awards Selection Committee should also give consideration to ways of recognizing special achievements in each of the three national project areas: **Food Projects, Shelter Projects and Healthy Living Projects**. Consideration should also be given by the GTA Awards Selection Committee as to ways to recognize individual Eagle projects which best exemplify the GTA ideals, and ways to collect Eagle service project information so that the data is easily available for transmission to the

National GTA database, and good project ideas are available for consideration by other Scouts.

The GTA Awards Selection Committee is also encouraged to coordinate their efforts with the “media persons” designated in Section D, so that preparation of the Council’s annual GTA report and other publicity to both local media and the National BSA office are able to use the information gathered in the course of selecting Participation and Recognition Awards. Ideas for good GTA projects should be shared at District Roundtables and other opportunities for publicizing project Council-wide.

Unit participation and District GTA Recognition awards will be included in the District’s Annual Recognition Banquets. Major Council GTA Awards will be given at the Council’s Annual Recognition Banquet, with other awards to be presented at appropriate Council-wide meetings or ceremonies (like the Eagle Recognition Banquet).

To the extent appropriate, National Supply materials and recognition items should be used for individual, Unit, District and Council GTA achievement recognition. The GTA Awards Selection Committee is encouraged to suggest defraying the cost of the GTA awards as a possible program to be considered for a grant from one of the grants sought by the Council’s Foundations and Grants Committee.

Council Annual “Good Turn for America” Report Outline

(Section/Appendix to be supplied at a future date)

OCCONEECHEE COUNCIL

BOY SCOUTS OF AMERICA

SERVING COMMUNITIES FOR “THE GREATER GOOD”	
Strategic Objective	<i>Select a theme and define a multi-faceted program that focuses on Occoneechee Scouting serving its communities in both traditional and non-traditional ways.</i>
Case Statement	The National Scouting Organization has recognized the importance of Scouting giving back to the communities in a non-traditional way by establishing the “Good Turn for America” program concept. Occoneechee Council should accept this service challenge and define and communicate its program of serving its communities.
Focus Points	<ol style="list-style-type: none">1. Define and promote community service objectives that are compatible with “Good Turn for America” principles.2. Define the program elements of Occoneechee Council selected objective theme that are applicable for Cub Scouts, Boy Scouts and Venturers.3. Define how the program elements of the above should impact traditional council programs; leader training; internal and external communications; and Scout/Scouter recognition processes.4. Identify other organizations with which a cooperative alliance would be beneficial to meeting the goals of the objectives of serving our council communities.

SERVING COMMUNITIES FOR “THE GREATER GOOD”	
Strengths Weaknesses Opportunities and Threats (SWOT) Analysis	
Strengths	Weakness
<ul style="list-style-type: none"> • Quantity and quality of Scouting program/units. • Loyal, dedicated volunteers. • Ability to communicate values. • Internal/External Marketing Committee. 	<ul style="list-style-type: none"> • Lack of good press on Scouting. • Poor use of existing communication tools. • Lack of coordination with all elements of council, district and units. • Planning ahead.
Opportunities	Threats
<ul style="list-style-type: none"> • Access to variety of resources/contacts. • Support of key community leaders “ACC” partnerships. • Untapped resources. • Unlimited opportunities to serve our communities. • Opportunity to use technology. 	<ul style="list-style-type: none"> • PSA’s low frequency of airtime. • Uncooperative media • Geographic dispersed market area. • Competition from other youth agencies.