



## NEW TROOP ORGANIZER

Especially prepared for \_\_\_\_\_

### KEY RESPONSIBILITIES

1. Set objectives for yourself -- how many new Troops will you start, and where they should be placed? Consider population density, and the number of churches in each community. Develop strategies for achieving your goals. Your objective is to give every family a realistic opportunity to join Trail Life—so Troops must exist close to where they live.
2. Practice conducting effective sales calls--see the following page (“Steps to Success”).
3. Work alongside the local AHG Ministry Expansion Lead (MEL) in planning, approaching prospects, following up with prospects. Communicate with each other at least every two weeks.
4. Maintain a list of existing Trail Life Troops in the Area and prospective chartering organizations— create a separate file for each prospect; sort by status: Hot, Warm, and Cold leads. Follow up regularly to move them forward, connecting them with the Start-A-Troop tab of [www.TrailLifeUSA.com](http://www.TrailLifeUSA.com) website.
5. 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/Senior Ministry Leader—don’t just stop by or send materials!
4. Visit the Senior Ministry Leader (usually a Pastor) 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 (here are 5 of the most common):
  - 1) Bring new young families into the church
  - 2) Outreach to the community (visible, relevant, and helpful)
  - 3) Generational discipleship (growing the faith of current youth and adult members)
  - 4) Connecting dads and families
  - 5) Developing leaders for other church ministries (as they are trained up through Trail Life)

6. Respect his time. Briefly answer questions; hand him the New Troop Organizer kit—make sure to include your contact information, so he can call you when questions come up.
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 centered on 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 TML, you may need to assist the TML with questions as he selects the rest of the Core Team (Committee Chairman, Chaplain, Treasurer, and Troopmaster). Share Ready, Set, Charter! document.
9. Involve a Direct Service Advisor from your Area Team to assist the new Troop with the rest of the process (finishing the Core leadership recruiting; getting the Troop up and running).

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**IMPORTANT:**

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 you involve the Direct Service Advisor, he will become the Troop’s point of contact. He 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.