



Trail Life USA Area Position Descriptions

Point Man (Area Chairman)

Key Responsibilities

1. Be the first point of contact; the one who brings Trail Life to your community. Get the ball rolling, and immediately begin building your team.
2. Using your circles of influence, select the right people to serve as Operating Committee Chairmen—see all Position Descriptions below. Start with just two: A New Troop Organizer and a Direct Service Advisor (which forms a “Power Team 3”).
3. Through your Area Committee members:
 - a. Develop and implement plans for ensuring sustainable growth and establish internal communications with troops (membership committee)
 - b. Coordinate an annual area calendar planning process (support and supplemental programming for Troops).
 - c. Provide in-person “Three Peaks” training sessions for Troops (Training Committee).
 - d. Implement monthly Area Trail Gatherings (Leader Roundtables) for Troop leader (Direct Service Advisors).
 - e. Create external marketing opportunities (PR/ marketing committee)
4. Plan and preside at Area Committee meetings.
5. Gather progress reports from all Chairs at monthly Area Committee meetings. Have them report verbally to the whole Team, but ask them for a written summary as well for accountability purposes.
6. Maintain a contact list of volunteers serving as your Area Team members.

7. Report (to your Regional Team Leader) your Area's progress.

8. Maintain Regular communication with Point Men serving in adjacent Areas, and follow up promptly on new Troop or new member contacts.

Area Membership Chairman

Key Responsibilities

1. Set membership goals for your Area. Consider population and the number of churches in each community. Oversee Membership Committee members, delegate responsibilities as needed.
2. Develop strategies for achieving your goals, including, but not limited to, Pastors' gatherings, church rallies, and New Troop organization campaigns.
3. Recruit and Train New Troop Organizers. Once a charter organization agrees to charter a Troop, responsibility for support will transition to a Direct Service Advisor. *Our objective is to give every boy a realistic opportunity to join Trail Life—so Troops must exist close to his home.*
4. Recruit a Retention Chairman, who will understand and assure implementation of proven retention strategies (see “Best Methods for Retaining Trailmen”).
5. Recruit a “Join the Trail” fall recruiting drive chairman, who will become familiar with all recruiting resources to help Troops grow.
6. Report progress monthly at Area Committee meetings.

Area Direct Service Chairman

Key Responsibilities

1. Assure that Trail Life Troops receive the needed support to deliver a quality program.
2. Recruit enough Direct Service Advisors to give each Troop adequate attention. Suggested ratio is 3 Troops per Direct Service Advisor (DSA).
3. Plan and preside at monthly meetings of the DSAs. The purpose of this meeting is to share information about Troops (DSA's reporting challenges and devising solutions); and continued training for DSAs.
4. Appoint DSAs to plan, promote, and coordinate a monthly Troop leaders' meeting called an "Area Trail Gathering" (like the previous organization's "Roundtable"), which includes training topics and discussion to encourage and prepare leaders for the next month. Ideally, program leaders will attend breakout sessions specific to their level (i.e. Woodlands Trail, Navigators, Adventurers).
5. Report progress monthly at Area Committee meetings.

Area PR/Marketing Chairman

Key Responsibilities

1. Recruit and oversee additional committee members, delegating responsibilities as needed.
2. External communications get the word out to the community. Make sure everyone knows we exist, and gets an accurate picture of Trail Life!
3. Create a stir using social media—Facebook, Twitter, and others.
4. Assemble a list of “friendly media” contacts from newspapers, radio and television stations. Regularly communicate Trail Life happenings, especially action-oriented or service activities.
5. Internal communications start an Area website to promote your Area’s full calendar of activities. Just as important as getting our message out is setting up “internal communications”—regular information going out to Troop leaders, volunteers, and parents via Area newsletters, social media (Facebook), emails, and webcasts.
6. Coordinate information distribution with existing ministries within local churches (Upward sports, AWANA, Sunday School classes, gift bags to visitors, etc.). Churches can also link to your social media and website, display TLUSA signage on their property, and spread the word in the community at large. Empower churches! This team should work closely with the Membership team.
7. Report progress monthly at Area Committee meetings.

Area Program Support Chairman

Key Responsibilities

1. Select and recruit Program subcommittees—subject matter experts in the fields of Advancement, Training, Community Service Activities, and Camping/Outdoor (see separate position descriptions below). Each of these subject matter experts recruits his own team to carry out their specific function. These subcommittee Chairs should attend, and may report at the monthly Area Committee meeting.
2. Oversee and coordinate these four distinct program subcommittee Chairs as they carry out their duties.
3. Communicate all Trail Life Program policies to Troops through these Chairs.
4. Help the Direct Service Chairmen and coordinate the Annual (Fall) Program Kick-off meeting—one large gathering to provide information for all Area Troops.
5. Assist with annual Calendar planning for the Area and all Troops.
6. Report progress monthly at Area Committee meetings.

Area Advancement Chairman

Key Responsibilities

1. Recruit and oversee additional committee members; delegate as needed.
2. Become familiar with the many ranks, badges, and recognitions offered in each program level. Assure that each Troop understands Trail Life advancement opportunities and policies.
3. Track the advancement progress of each Troop, offering assistance as needed to Troops not advancing. Work with Direct Area Service Team Chairman, who will appoint Direct Service Advisors to further assist those Troops.
4. Appoint a member to serve on Troop Freedom Award Boards of Review. Review Freedom Award application checklist and approve service projects. This person will keep current on Trail Life Freedom Award processes.
5. Report progress monthly to Program Support Chairman. Attend and give reports at Area Committee meetings.

Area Training Chairman

Key Responsibilities

1. Recruit additional committee members; delegate responsibilities as needed and oversee.
2. Ensure that all Trail Life volunteer leaders are trained in their current position. Recruit specialists in the various program levels to hold training sessions.
3. Maintain a contact list of which leaders are/are not position-specific trained (this may be automatically updated in Trail Life Connect)
4. Invite all untrained leaders to attend upcoming sessions.
5. Lead the Training Committee to schedule and implement a year-round training plan for training modules that will be delivered in person (Three Peaks, and any additional training programs as they are developed).
6. Make sure all adult Trail Life members complete the appropriate section(s) of the Trail Life Connect LMS (Learning Management System).
7. Report progress monthly to Program Support Chairman. Attend and give reports at Area Committee meetings.

Area Camping Chairman

Key Responsibilities

1. Identify and recruit Committee members; delegate responsibilities accordingly.
2. Identify and recommend places local Troops can camp, whether just locally for the weekend, or nationally for their Summer Adventure.
3. Hold a “how-to” session once a year on camping at an Area Trail Gathering.
4. Plan supplemental campouts (Camporees) to involve Multiple Troops—one in the spring, and one in the fall. Make it program-specific, including age-appropriate “Forest Adventure” for Woodlands Trail boys; and plenty of action for older Trailmen.
5. Assist Troops with suggestions and planning their own high adventure activities.
6. Assist Training team, teaching outdoor skills as part of their Three Peaks in-person training courses.

Area Community Service Chairman

Key Responsibilities

1. Recruit and oversee additional committee members, delegate responsibilities and needed.
2. Challenge Troops to serve others well (1 Peter 4:10; Ephesians 2:10), informing them of local service opportunities they can do as a Troop.
3. Create and coordinate special Area-wide projects, bringing Troops together once or twice each year to meet a community need. Champion a National Day of Prayer gathering, a Memorial Day remembrance, or participation in a Veterans' Day parade.
4. Projects may include a food drive, roadside clean up, neighborhood repairs, parks, nursing homes—use your imagination! Anything that Trailmen can do to better their communities. Need help? Google “99 Community Service Ideas”.
5. Work with Marketing Chair to get the word out!
6. Report progress monthly at Area Committee meetings.

Area Leadership Chairman (Coach for Troop Committees)

Key Responsibilities

1. Understand all positions in, and all issues affecting Troop Committees. Troop Committees represent the “business” side of Trail Life Troops. Other members of the Area Team (Direct Service Advisors and the various Program functions) deal with the program leaders.
2. Provide regular learning opportunities for Troop Ministry Liaisons (TMLs), Committee Chairs, Chaplains, and Troopmasters. The TML is our vital link between the church and their youth ministry—look for ways to regularly keep them in the loop. Committee Chairs oversee a large and varied group of adults (see *Troop Level Positions*). Chaplains constantly connect *mission* with program. Troopmasters must understand these other Committee roles so their weekly program stays strongly linked and accountable.
3. Remain available to Troop Committee members to give expert advice.
4. Report progress monthly at Area Committee meetings.

Area Finance Chairman

Key Responsibilities

1. Understand Financial Statements and accounting procedures.
2. Teach Troop Treasurers how to effectively carry out their role.
3. Answer financial questions and advise Troop Treasurers on issues.
4. Review all Area activity budgets, assuring proper policy and audit control. (Examples would be fall and spring camporees, community service events, or the annual program kickoff.)
5. Annually review the financial reports of the Area (if any).
6. Advise Troops on fundraising policies, as needed.
7. Report on Financial matters monthly at Area Committee meetings.