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, but immediately begin work on responsibility #2…

2. Identify and recruit enough of the right people as Operating Committee Chairmen—see all Position Descriptions below.

3. Plan and preside at Area Committee meetings.

4. Develop and implement plans for ensuring sustainable growth in all facets of the program. Establish communications channels for Trail Life policies.

5. Coordinate the annual calendar planning process (support and supplemental programming for Troops).

6. Ask the local American Heritage Girls Ministry Expansion Lead (M.E.L.) to join your Area Team. This partnership will greatly benefit the growth of both organizations.

7. 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.

8. Maintain a contact list of volunteers serving as Area staff members.

9. Report (to Regional Leadership Vice Chairman—might initially be State Leadership Chairman or Home Office staff) your Area’s progress monthly.
AREA MEMBERSHIP CHAIRMAN

KEY RESPONSIBILITIES

1. Set membership goals for your Area. Consider population and the number of churches in each community. Delegate duties to Membership Committee members as needed. *Our objective is to give every boy a realistic opportunity to join Trail Life—so Troops must exist close to his home.*

2. Develop and oversee 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. They should work with the AHG MEL. Once Troop is chartered, responsibility for support will transition to a Direct Service Advisor.

4. Recruit a Retention Chairman, who will understand and assure implementation of proven retention strategies (see “Best Methods for Retaining Trailmen”).

5. Maintain a current registry of Trail Life Troops and prospective chartering organizations.

6. Report progress monthly at Area Committee meetings.
AREA SERVICE TEAM 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 (reporting challenges and devising solutions); and continued training for DSAs.

4. Appoint DSAs to plan, promote, and coordinate a monthly Troop leaders’ 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. Get the word out to the community. Make sure everyone gets an accurate picture of Trail Life!

2. Create a stir using social media—Facebook, Twitter, and others.

3. Assemble a list of “friendly media” contacts from newspapers, radio and television stations. Regularly communicate Trail Life happenings, especially action-oriented or service activities. Take them a few Heart & Soul candy bars!

4. Start an Area website to promote your Area’s full calendar of activities. Also e-mail notifications of upcoming events to all volunteer leaders.

5. 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.

6. Just as important is setting up “internal communications”—regular information going out to Troop leaders, volunteers, and parents via Area newsletters, social media (Facebook), emails, and webcasts.

7. Report progress monthly at Area Committee meetings.
AREA PROGRAM SUPPORT CHAIRMAN

KEY RESPONSIBILITIES

1. Select and recruit Program subcommittees—experts in the fields of Advancement, Training, Activities, and Camping/Outdoor (see separate position descriptions below). Each of these subject matter experts recruits their own team to carry out their specific function. These subcommittee Chairs should attend, and if you wish, report on your behalf at the monthly Area 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. Plan 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. Become familiar with the many levels and recognitions offered within TroopTrack. Assure that each Troop understands Trail Life advancement opportunities and policies.

2. Track the advancement progress of each Troop, offering assistance as needed to Troops not advancing. Work with Area Service Team Chairman, who will appoint Direct Service Advisors to further assist those Troops.

3. Appoint member(s) to serve on Troop Freedom Award Boards of Review. Review Freedom Award application checklist and approve service projects.

4. Report progress monthly to Program Support Chairman. Attend (and give reports, if asked, at) Area Committee meetings.
AREA TRAINING CHAIRMAN

KEY RESPONSIBILITIES

1. Assure that all Trail Life volunteers leaders are trained in their current position. Recruit specialists in the various programs to hold training sessions.

2. Maintain a contact list of which leaders (whether available in TroopTrack or not) are/are not position-specific trained.

3. Invite all untrained leaders to attend upcoming sessions.

4. Lead the Training Committee to schedule and implement a year-round training plan for training modules that will be delivered in person (Equip, EquipYouth, and any additional training programs as they are developed).

5. Report progress monthly to Program Support Chairman. Attend (and give reports, if asked, at) Area Committee meetings.
AREA ACTIVITIES CHAIRMAN

KEY RESPONSIBILITIES

1. Oversee Area-wide events and activities. Organize special meetings, gatherings with multiple Troops. What’s going on in your community…parades, Veterans Day or Memorial Day remembrances? National Day of Prayer? Get connected to what’s already happening and get Trail Life involved in it! Empower these folks to structure program plans (and their supporting budgets).

2. Select and recruit a team of experts in the fields of Planning, Promotion, Physical arrangements, etc., for every event. Ensure that a sufficient volunteer staff is recruited to coordinate all activities during the event.

3. Be a resource for Troops; remember, it’s your job to supplement, not provide, a Troop’s annual program.

4. Report progress monthly to Program Support Chairman. Attend (and give reports, if asked, at) Area Committee meetings.
AREA CAMPING CHAIRMAN

KEY RESPONSIBILITIES

1. Identify and recommend places local Troops can camp, whether just locally for the weekend, or nationally for their Summer Adventure.

2. Hold a “how-to” session once a year on camping at the leader Roundtable gathering.

3. 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.

4. Assist Troops with suggestions and planning their own high adventure activities.

5. Assist Training team, as requested, teaching outdoor skills
AREA COMMUNITY SERVICE CHAIRMAN

KEY RESPONSIBILITIES

1. 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.

2. Create and coordinate special Area-wide projects, bringing Troops together once or twice each year to meet a community need.

3. 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”.

4. Work with Marketing Chair to get the word out!

5. Report progress monthly at Area Committee meetings.
AREA LEADERSHIP CHAIRMAN

KEY RESPONSIBILITIES

1. Understand all positions and 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 training opportunities for Charter Organization Representatives (CORs), Committee Chairs, Chaplains, and Troopmasters. The COR 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


2. Train Troop Treasurers how to effectively carry out their role.

3. Answer financial questions and advise Troop Treasurers on issues.

4. Review and approve all Area activity budgets, assuring proper policy and audit control.

5. Annually review the financial reports of the Area (if any).

AREA DEVELOPMENT CHAIRMAN

KEY RESPONSIBILITIES

1. Coordinate all fundraising for the local area, by recruiting experts in the fields of Donor Relationships, Special Events, and Product/merchandise Sales.

2. Develop relationships with those with means to give; connect them to their passion.

3. Assure that approved* donors have the opportunity to partner with us. Coordinate any significant requests with National Board or staff. See below.

4. Communicate approved fundraisers—preferred vendors, policies, etc.—to Troops.

5. Keep up to date with TLUSA fundraising policies. Funds are to be used for support of local Troops (or National TLUSA)—Areas may raise, but do not “keep” donations.

5. Report progress monthly at Area Committee meetings.

* Approved donors are those individuals and businesses aligned with Trail Life’s purpose and values, but not being approached by Trail Life’s National Board or Home Office staff.