



# TRAIL LIFE USA®

Adventure › Character › Leadership

## RETENTION BEST PRACTICES FOR AREAS

### Area Team Retention Basics

- 1- Promote Area and State events via email, at monthly Trail Gatherings, and during Direct Service Advisor visits to Troops.
- 2- Provide EQUIP Training at the Area level.
- 3- DSA's must host a monthly Area Trail Gathering.
- 4- Create a statewide or regional 'Super Troop' award with fun requirements the whole Troop will enjoy participating in.
- 5- Encourage Troops to be realistic about 'official' uniforms and plan for purchase at a future designated time (after successful fund raising projects).
  - a. It should be stressed that the T shirt direction is a cost effective solution.
  - b. The Standard can be hand-made.
- 6- Promote the importance of having a twice a year budget meeting of the Troop committee (this is in follow-up to the summer Planning and Budgeting session—to make sure Troop is still on target financially).
- 7- Create a brief list of proven fund raiser ideas.
- 8- Customer service is key! Point Man and Area volunteers who regularly contact Charter Organizations (CORs) will have a more personal impact on the re-charter process.

### Additional Point Man Retention Responsibilities

- 1- PM must first have the passion and realistic commitment, along with training (and hopefully some Area Team members to help), to work with established Troops.
- 2- PM should always involve COR in communications with a Troop.
- 3- PM should remind established Troops of the importance of utilizing (5) core leaders, not combining leadership at the core level.
- 4- PM (in coordination with Home Office) must ensure proper ministry alignment is in place BEFORE a new Troop kicks off, and keep the ministry focus in the forefront afterward.