2019-20 Investment in Character & Leadership (ICL)

Longs Peak Council Vision: To prepare today’s youth for future success!

❖ PURPOSE: Scouting makes a tremendous difference in youth, and local Scouting programs thrive when the council is financially sound. Every family in Scouting should have the opportunity to make an investment in the future of local youth by contributing to the Longs Peak Council. The goal is for each unit to achieve a gift of $200 per youth, to help offset the $600 annual cost for one Scout. Your gifts in support of Scouting in our community are deeply appreciated!

❖ UNIT AND FAMILY PARTICIPATION REQUEST: We are asking for 100% participation from all units, through the generosity of Scouting families, in both of the following fundraisers, benefiting the unit, while also supporting Scouting in the community.

Unit Popcorn Sales:  
- Participate in Council Popcorn Sale  
- Achieve an agreed upon Popcorn Goal  
- Units benefit by earning up to 35% commission from the fundraiser  
- 30% of Unit’s overall sales support Council

Unit ICL Presentation (The “Ask”):  
- Participate in an ICL Presentation  
- Ask all families to turn in a pledge card, even if they do not make a gift.  
- Support Scouting in the Community

❖ GOAL AND INCENTIVES: Incentives will be given to each unit that achieves its Popcorn goal and makes an ICL presentation to all unit families by April 1, 2020. Units must achieve an overall gift of $200 per Scout considering both ICL gifts and Popcorn sales.

Units that participate in the Popcorn sale and make an ICL presentation, resulting in a combined gift of $200 per Scout, will receive the following:

❖ Badges of Rank  
❖ Merit Badges for Scouts BSA  
❖ Parent Rank Recognition Pins  
❖ 15% LPC Council Camp Discount for 2020 *  
❖ Required Cub Scout Adventure Loops (New for 2019-20)  
❖ Webelos Achievement Pins  
❖ ICL Patches for Unit Key 3 & Participating Scouts *  
❖ 10% Bonus Commission on 2020 Spring Into Camp Sales *

Units achieving their goal during the 2019-2020 period will receive the above unit incentives.

(Units that achieved their ICL goal in 2018-19, will retain their free badges of rank, merit badges, parents pins, required adventure loops, and Webelos Achievement pins until June 30, 2020. * Camp Discounts, ICL patches, and Spring Bonus commissions need to be earned every year by achieving your ICL objective during the current program year.)

Scouting builds positive character, teaches youth leadership skills at a young age, and provides a foundation youth can stand on throughout their lives. The Tuft’s Study has demonstrated youth in Scouts outperform youth not involved in Scouting in Hopefulness, Helpfulness, Cheerfulness, Obedience, Kindness, and Trustworthiness. Scouting Works!

Thank you for your Investment in Character and Leadership of our youth, as well as the Scouting program, in the Longs Peak Council, Boy Scouts of America.