

Who do we serve? – Who are Scouting’s Customers?

Good Morning Again

Who do we serve?

Well we’re Commissioners

We provide service to our Scouting Units – Right

**Let’s not forget that we represent every Uniform Scouter –
Right**

But – Who are Scouting’s Customers..... Our Customers

**Yes they are our Scouting Units, our Scouts, our Adult Scouting
Volunteer Leaders**

Is that it?..... No

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First what makes up our Scouting Units?

**Scouts, Cubmasters, Scoutmasters, the Unit Committee but
there’s more.....The Families**

Moms, Dads, Brothers, Sisters..... Grandparents

Scouting needs to be family –

Families need to be involved,

be interested,

**be sold on what Scouting provides so we can retain the
Scouts.**

Our Scouting Families come from a very complex multi-cultural environment and within our communities, this varies drastically in very short distances

The Scouting Families making up our Units come from varied ethnic races,

distinctive religious choices,

different family environments,

and diverse age groups all requiring different support and having different needs

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Second what makes up our Adult Scouting Volunteers?

It's our District Committees, our District Commissioner Staffs, and our Unit Leadership.....

but once again there's more.....

Every Parent,

every neighbor,

every friend.....

well let's just say every adult can be a Scouting Volunteer

Yes... Everyone....

We just need to give them the reason for Scouting,

tell them how Scouting benefits the Scouts and also them,

this provides them the reason why they want to be involved...

be a Scouting Volunteer

Every possible Scouting Volunteer can provide Scouting much needed additional service as they come from different backgrounds,

have different abilities,

and can provide Scouting support from sources not presently available

It comes down to if we don't show them Scouting

and ask for their support we don't succeed in our mission of growing and sustaining Scouting

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Third and finally our communities.....

yes they are our customer

Businesses, community organizations, public entities

Yes, teachers, financial planners, public figures, county employees, local business owners, the list goes on and on

Dealing with the community is like Show & Tell and the result being Christmas

Scouting is the largest youth based organization in the country,

we teach good moral values,

lifelong skills,

and leadership abilities....

we are in the business of bettering youth's proficiencies of being a good community citizen

We need to let the community know what Scouting does,

as Scouts,

as Units,

as the entire Organization of Scouting

Once we show the benefits of Scouting we will reap the rewards multi-fold in both physical support and financial support

Scouting's customers are everywhere you look,

are everyone you talk to,

and these customers flourish through everything Scouting stands for

We not only need to let them, our Scouting customers know the benefits of Scouting but we need to encompass them in the movement

Yes Commissioner's service extends indefinitely as we are the face of Scouting,.....we are Scouting's representative

Good luck in your Scouting Adventure

