

Doctorate of Commissioner Science
Sam Houston Area Council

Project

“2017 National Scout
Jamboree Promotion”

Russell Williams, D.D.S.

November 12, 2016

Table of Contents

Purpose	3
Promotion	4
Personnel	4
Process	5
Conclusion	7
Appendix	9

Purpose: The 2017 National Scout Jamboree will be held July 19 - 28, 2017 at the Summit Bechtel Reserve (SBR) in Beckley West Virginia.

Nearly 30 thousand scouts and visitors will experience the high adventure event of their lifetime. The National Scout Jamboree is held only every four years.

Boys Scouts age 12 to 18 and First Class rank, and Coed Venturing scout girls and guys age 14-21 may attend as participants.

Promotion: Getting the information out about the 2017 National Scout Jamboree is key to giving every scout the opportunity to attend. Particularly girls in the Sam Houston Area Council must be given the proper marketing resources to make the decision to participate.

Emails, printed pamphlets and personal presentations to the scouts are ways to “get the word out”.

Personnel:

Russell Williams, D.D.S. and Susan Hansen will be the Venturing Crew advisors.

BSAMustang@gmail.com 832.816.3694

Susan4scouts@gmail.com 713.398.9349

Process:

I made promotional materials, purchased business cards, used presentation tools, obtained large postcards from council, sent emails and coordinated with unit leaders and event chairs.

First leader meeting: December 1, 2015

Set up images for "Trading cards" December 27, 2015

Print and cut "Trading cards" December 28, 2015

Promote at Winter NYLT December 29, 2015

Hand out cards at dinner line, December 29, 2015

Print more trading cards, January 26, 2016

Mustang OA meeting, Thursday, February 18, 2016

Horseshoe Bend summer camp, July 1-9, 2016

Design and order online business cards, July 17, 2016

Email SMs about making presentation August 2, 2016

Presentation program at BSRT, Mustang August 11, 2016

Video and display at Venturing Banquet August 13, 2016

All day promotion at HEB Bunker Hill August 26, 2016

Troop 641 presentation August 30, 2016

Crew 993 presentation September 14, 2016

Troop 599 COH, talk with leadership September 20, 2016

Big Cypress WTSE, talk to leaders September 24, 2016

Place poster signs at Camp Brosig September 24, 2016

Troop 673 COH September 26, 2016

Discussed with Marti Sepulveda BSRT October 13, 2016

Venturing forum October 18, 2016

Troop 993 COH October 24, 2016

Mustang Cuboree Sunday October 24, 2016

Troop 599 Troop meeting November 1, 2016

Crew 599 Tuesday November 1, 2016

Conclusion:

This project fulfilled the Commissioner goal of “Helping Units Succeed” by providing exciting presentations and appeal for scouting youth to attend a “once in a lifetime” experience at the 2017 Boy Scouts of America National Jamboree held in Beckley, West Virginia.

Twelve large troops in the Mustang district were recruited to promote the Jamboree. Troop 642 has their own contingent troop and made their presentations. I made presentations to 4 troops and 2 crews.

Promotions were made at Sam Houston Area Council events with the primary focus of recruiting girls and boys ages 14 to 21 to participate as Venturing Scouts. Table top video tablet presentations and announcements were made at the Venturing forums, NYLT and Winter camp and Council leadership meetings.

Posters and poster board displays were placed at council camping properties and given to units to place on their bulletin boards.

Many youth have shown interest in attending. Seven youth have registered as Venturers at this time and eight more have expressed an

interest if funds and time could allow. The contingent troops are still adding youth to their rosters.

Slow registration may be due to the high cost and unknown schedules for our youth during the summer weeks.

Minimal cost was incurred. Personal tablet with bluetooth speakers, laptop and projector were used. I paid approximately \$30 for business cards from Vista Print and cardstock with inkjet and laser printing of the “trading cards” . The council provided ample postcards and posters that were distributed from national supply.

Approximately 105 man hours were involved with this project.

Appendix:

I had this promotion as my email signature line:

“Sincerely, Russell Williams, D.D.S.

Join scouts and co-ed Venturers at 2017 Jamboree:
PRICE REDUCED, \$1975, no Washington D.C. side trip
Register today! For more information sign up at
BSAJamboree.org



Russell Williams, D.D.S. Mustang
District Commissioner
Volunteer Brosig Campmaster
West Zone Quartermaster

BSAMustang@gmail.com
cell: (832) 816-3694 home:
(832) 288-3504
dental office: (713) 465-1234”

“Trading Cards” with contact information on back. Cut out 9 per sheet.



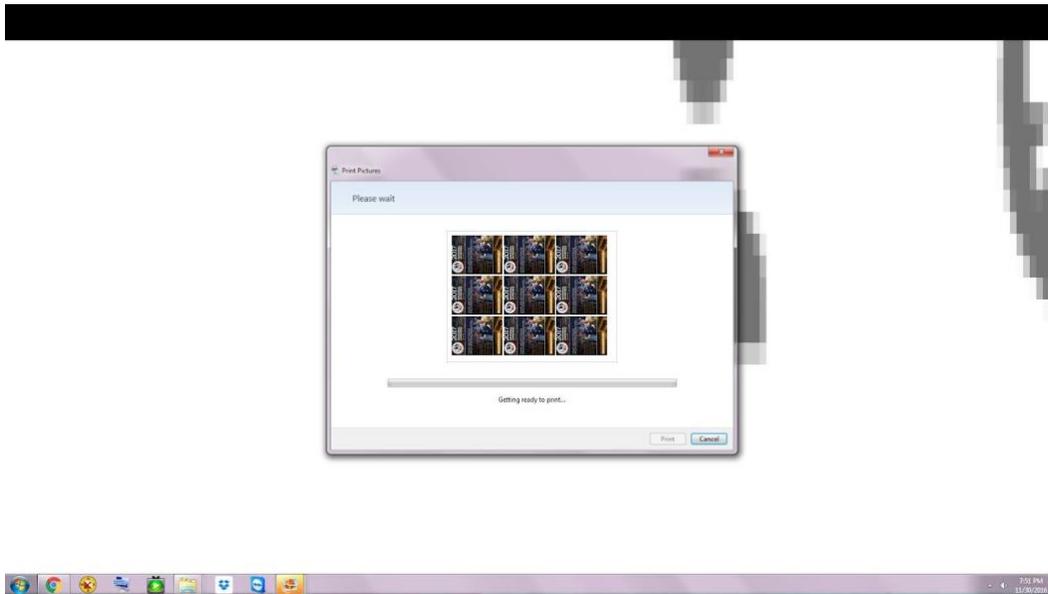
2017 NATIONAL JAMBOREE

July 19-28, 2017

STAFF AND ATTENDEE REGISTRATION IS NOW OPEN

Experience the best of Scouting in one place. From stadium shows to merit badges, patch trading to adventure sports, you'll want to be at the Summit Bechtel Reserve in 2017.

For more information, visit BSAJAMBOREE.ORG



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(713) 398-9349	(713) 398-9349	(713) 398-9349
Girls and boys age 14 to 21	Girls and boys age 14 to 21	Girls and boys age 14 to 21
forming Venturing patrols of 10	forming Venturing patrols of 10	forming Venturing patrols of 10
includes trip to Washington D.C.	includes trip to Washington D.C.	includes trip to Washington D.C.
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Email sent out:

Dear Scouting families,

Tomorrow is the day; Come hear about 2017 National Jamboree at Boy Scout Roundtable...

Join us this Thursday August 11th at 7 pm to learn more about the 2017 National Jamboree for Boy Scouts and co-ed Venturers. We will meet at Memorial Drive UMC, 12955 Memorial Dr, Houston, TX 77079 in the Friendship court.

Refreshments available starting at 6:30 pm with the general Roundtable gathering.

YouTube promo video: <https://youtu.be/pSCmT9SziUQ>

Following this quick 20 minute presentation and questions we will have a Boy Scout Roundtable discussion of summer camp and high adventure successes. See you Thursday...

Sincerely, Russell Williams, D.D.S.

Join scouts and co-ed venturers at 2017 Jamboree: PRICE REDUCED, \$1975, no Washington D.C. side trip

Register today! For more information sign up at BSAJamboree.org



Example email:

Robert,

I would like to make a presentation to your scouts and parents about the 2017 Jamboree.

I don't believe anyone from Troop 673 has signed up yet. Who would be your troop ASM or committee member for high adventure? Could you pass this along if someone else could help promote?

I am heading up the leadership for SHAC Venturing Crews at Jamboree. Could I get a roster of your older scouts that are inactive or aged out. We will have CoEd crews up to age 21. Could you canvas your scout families if they have girls that would like to attend Jamboree? We would like to contact them as well.

I also plan on having a Boy Scout Roundtable breakout Thursday August 11 where I will invite all scouts, parents and leaders that would like more information about Jamboree. We will also have a discussion about where troops went to summer camp or high adventure. thanks,

Sincerely, Russell Williams, D.D.S.

Sam Houston Area Council flyers

WANTED:

Sam Houston Area Council
is looking for youth participants and adult leaders with a sense of

ADVENTURE
to attend

2017 National Scout Jamboree!

WHERE: The Summit Bechtel
Family National Scout Reserve in
West Virginia

WHEN: July 19-28th



Cost includes
transportation, food and
lodging to and from the
National Jamboree as
well as Jamboree entry
costs.

The anticipated cost \$1,975

Register Now

samhoustonbsa.org/jamboree

For more information, contact Brett Lee

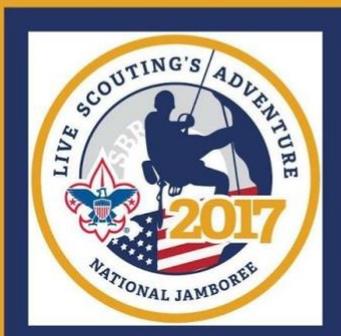
713-756-3306

brett.lee@scouting.org

Sam Houston Area Council poster display



2017 National Scout Jamboree



\$1,975 = Projected Cost
INCLUDES:
-Transportation
- Meals
-Entrance into 2017 National Jamboree

For more information:
samhoustonbsa.org/jamboree

Promotion day at HEB Bunker Hill



Promotion at Mustang District Roundtable
Tabletop video presentation with tablet and speakers



Links:

YouTube promotional video: <https://youtu.be/pSCmT9SjUQ>

Sam Houston Area Council flyer:

<https://drive.google.com/file/d/0BwZzypuBqTS1d21IUFM3dGQweIU/view?usp=sharing>