

4 Monitoring Your Charter Renewal Campaign



Campaigning

A successful charter renewal process is designed, implemented and managed like any other campaign (fall recruitment, popcorn sales, Friends of Scouting). The council charter renewal campaign requires a detailed timeline or schedule of deadlines, a commissioner staff, training, communications, and monitoring. To assist in the communications and monitoring of the campaign, Internet Rechartering has four reports that are available through the PAS Membership report submitter under the Recharter and General Ledger selection. The UCRS administrator creates the reports and distributes them appropriately.

Access Codes

The first report is the *UCRS Access Code Report*, which allows the council to create the required access codes for each unit. These codes are necessary for the unit processor to log in. Each code is unique for that unit. The report may be printed for the whole council or for a district or sub-district. Codes will be generated for all units by month for the specified unit charter expiration date. This report may be generated as a report, a word processing file for use in mail merge communications, or as labels for attachment to a generic communication. The distribution and control of these access codes must be a part of the council's charter renewal campaign plan.

Commissioner's Status Report

Because Internet Rechartering can be completed from any convenient Internet access, it is important to know if the unit leadership has begun the process and if so, what stage of completion they are in. The *UCRS Commissioner's Status Report* provides the details for each unit. The report format is separated into your council's structure much like a District Totals Report, thereby providing valuable information to the professional staff and commissioner staff on the progress of each unit in completing their Internet Rechartering.

Any council employee with the MS inquiry role in PAS (or higher) may print this report from Membership Reports in PAS.

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**Members Not
Renewing**

A membership inventory is a vital part of the charter renewal campaign. The *UCRS Members Not Renewed Roster* provides a roster of all youth members not renewing their membership for the next charter year. This roster is created based on the month of unit expiration.

**New Members
Roster**

All new members to Scouting should be registered when they first join the Unit; however, sometimes this process does not get completed. Therefore, these new members are identified during the charter renewal process. The *UCRS New Members Added Roster* provides a listing of all new members being added during the Internet Rechartering process and the name and contact information of the unit's Internet Rechartering processor. The council can use this report to identify, secure applications for, and register new members before the charter renewal process has been completed.

**Unit Charter
Renewal Report
Package**

During the Internet Rechartering process, the unit processor can view the unit roster as it is being created. Once the renewal processing is completed and the renewal submitted, the processor will print the Unit Charter Renewal Report Package. This document is created in a PDF version, and it includes the charter renewal application with the appropriate signature lines.

This package also includes lists of all new adult and youth members, all transferring adult and youth members, any multiple adult and youth members, and all no-fee adults. The charter renewal application shows the registration fee to be submitted, and the application must have the needed certifying signatures. All new adult and youth application forms, any council-required applications or forms, and the fee payment must be attached to the package. The package instructions also request the unit to designate a contact person, who may not be the renewal processor, in case of any questions. This packet is presented at the unit charter renewal meeting for review, authorized signatures, and discussion.