

Amangamek-Wipit Lodge

Key 3 Challenge

General Purpose:

Promote the importance of three key metrics around Lodge Membership and recognize those Chapter, Area, and Lodge leadership teams who achieve one or more of these key metrics.

Implement the Lodge Key 3 (Lodge Chief, Lodge Adviser, and Lodge Staff Adviser) Challenge. The Lodge Key 3 Challenge would promote and incentivize leadership of the Lodge, Areas, and Chapters to focus on Unit Visitations and Elections, Inductions and Retention of members, and Activation of new members. These metrics are an important part of the Lodge's Performance Measurement Program and are leading indicators of Lodge membership health. The Lodge Key 3 Challenge will recognize youth and adult leaders at all levels of the organization who excel at these key metrics. Recognition item would likely be rectangular pocket dangle patches.

How the Challenge Works:

The Key 3 Challenge runs from January 1st through December 31st of the calendar year. In order to maximize the impact on the Lodge of each challenge, Chapters are strongly encouraged to report all Key 3 Challenge related data in conjunction with all other Lodge recharter data.

For each of the challenges that is successfully completed by a chapter, the Lodge will recognize the Chapter Chief, Chapter Adviser, the Chapter District Executive, one additional youth, and one additional adult with the recognition patch for the Key 3 Challenge completed. The additional youth and additional adult will be selected by the Chapter Key 3.

If all Chapters in a service area successfully complete a particular challenge, the Lodge will recognize the Area Chief, Area Vice Chief, Area Adviser, Associate Area Adviser, and the Field Service Director for the Area. As an example, if all chapters in the area successfully complete the Key 3 Membership Challenge, then the area leadership will be recognized.

If all Areas in the Lodge successfully complete a particular challenge, the Lodge will recognize the Lodge Chief, Lodge Vice Chiefs, Lodge Adviser, Lodge Associate Advisers, and the Lodge Staff Adviser. As an example, if all Areas in the Lodge successfully complete the Key 3 Membership Challenge, then the Lodge leadership will be recognized.

If a Chapter successfully completes all three of the Lodge Key 3 Challenges, the Lodge will recognize the Chapter Chief, Chapter Adviser, the Chapter District Executive, the additional

youth, and additional adults with the recognition patch for the Key 3 Challenge Triple Crown. The additional youth and additional adults will be those previously selected by the Chapter Key 3 from the previously completed.

If all Chapters in a service area successfully complete the Key 3 Triple Crown challenge, the Lodge will recognize the Area Chief, Area Vice Chief, Area Adviser, Associate Area Adviser, and the Field Service Director for the Area. As an example, if all chapters in the area successfully complete the Key 3 Triple Crown Challenge, then the area leadership will be recognized.

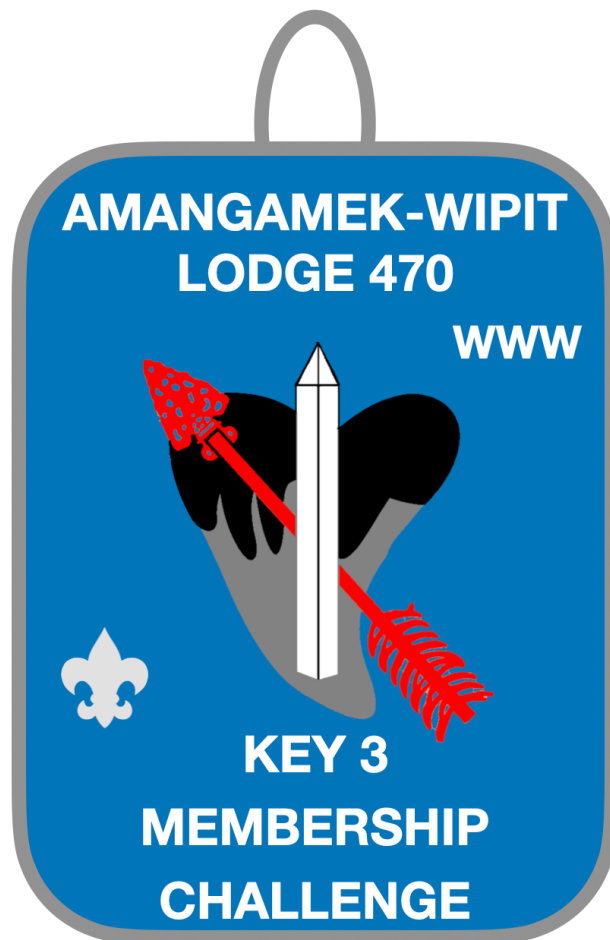
If all Areas in the Lodge successfully complete the Key 3 Triple Crown challenge, the Lodge will recognize the Lodge Chief, Lodge Vice Chiefs, Lodge Adviser, Lodge Associate Advisers, and the Lodge Staff Adviser. As an example, if all Areas in the Lodge successfully complete the Key 3 Triple Crown Challenge, then the Lodge leadership will be recognized.

Specific Challenges:

Membership

The purpose of the Key 3 Membership Challenge is to recognize membership growth at the chapter level. In order to successfully complete this challenge, a chapter must finish the calendar year with at least one more member than they finished with the previous year. Chapters may assess their progress on this challenge by going into Lodgemaster and reviewing the “Dues Count Report” for their chapter. Membership growth can be achieved through membership retention (i.e. members who paid their dues the prior year also pay their dues for the current year) and by the addition of new members through the Ordeal Induction.

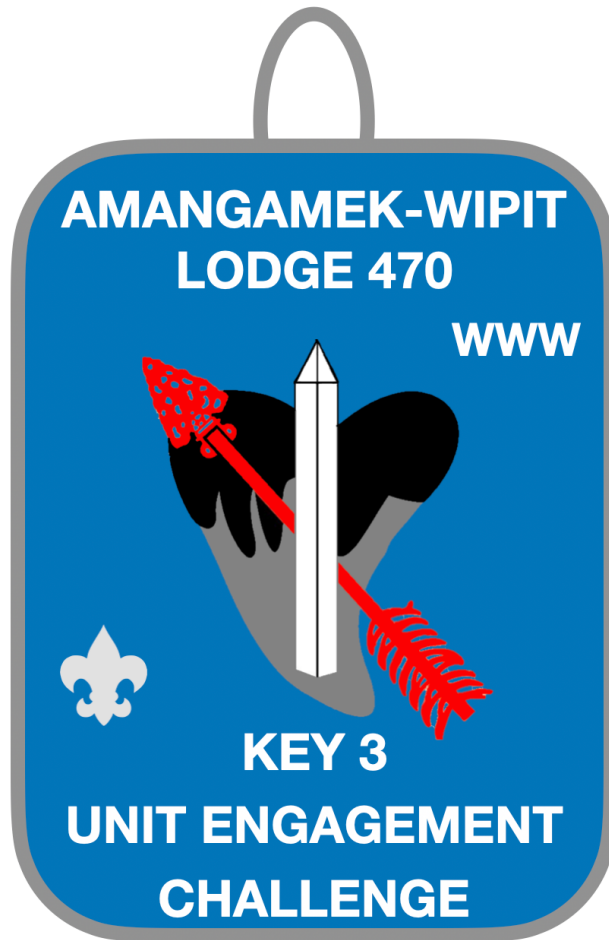
Successful completion of the Key 3 Membership Challenge will be recognized as defined above with a patch (*current artwork shown*).



Unit Engagement

The purpose of the Key 3 Unit Engagement Challenge is to recognize the chapters making contact with and visiting the units within their district. In order to successfully complete this challenge, a chapter must visit 90% of the units (troops, crews, and ships) within the chapter during the calendar year. A unit engagement is counted by one of the following: conducting a unit election, conducting a camp promotion for the unit, or by contacting the unit and being advised by the unit leader that they do not have eligible scouts for election and do not desire a unit visit form the chapter.

Successful completion of the Key 3 Unit Engagement Challenge will be recognized as defined above with a patch (*current artwork shown*).

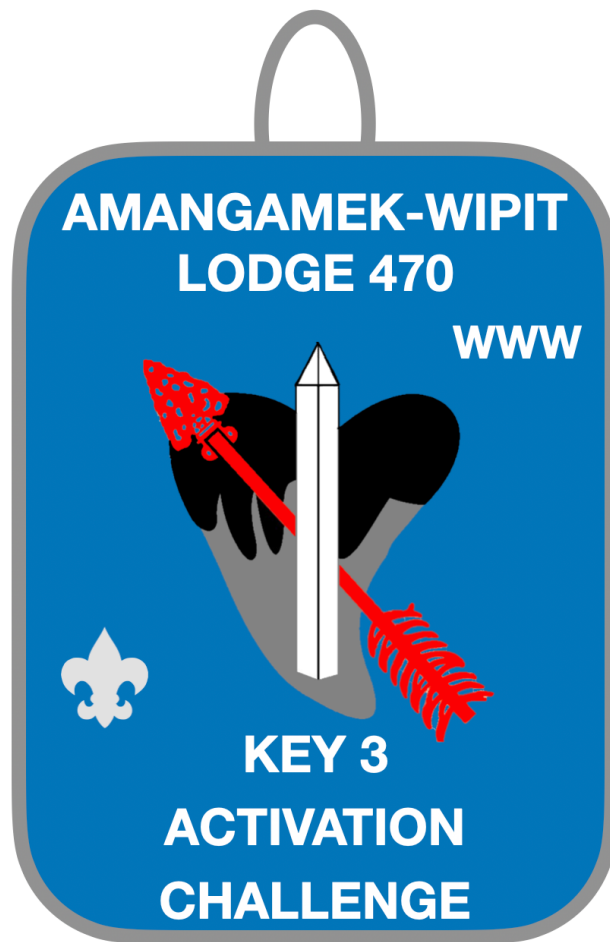


Activation

50%

The purpose of the Key 3 Activation Challenge is to recognize the engagement of new youth members at the chapter level within the first six months of membership. In order to successfully complete this challenge, a chapter must activate at least 50% of their new youth members within the first six months of them becoming a member. Chapters may assess their progress on this challenge by going into Lodgemaster and reviewing the “New Member Activation Report” for their chapter. Chapters must submit event attendance reports for their activation events.

Successful completion of the Key 3 Activation Challenge will be recognized as defined above with a patch (*current artwork shown*).



Triple Crown

Successfully complete the Key 3 Membership Challenge, Key 3 Unit Engagement Challenge, and the Key 3 Activation Challenge within the same calendar year to be recognized with the Key 3 Triple Crown Challenge patch (*current artwork shown*).

