**Example of a S.M.A.R.T. Goal**

1. Develop and execute a camp promotion presentation plan to promote our council’s Scouts BSA and Cub Scout summer camp program in an effort to increase attendance to our council’s summer camp opportunities.
   1. S - Specific
      1. Who:  Promotion presentation will be established by the council camping committee in conjunction with the Lodge Chief and the Lodge Vice-Chief of Chapters.  Lodge Vice-Chief of Chapters will train chapter election teams at the Lodge Leadership Development Conference.  Chapter youth members will give these presentations as part of the unit election or as a stand-alone visit to a unit.
      2. What - PowerPoint presentation to promote Scouts BSA summer camp in our council and Cub Scout summer camp in our council will be established.  Chapters will work to schedule unit visits to present this promotion to Packs, Troops, Crews, and Ships.
      3. When - Presentations will be given during the “election window” of the Lodge and done in conjunction with unit election visits for units that qualify for a unit election.  Presentations will also be offered to units who have not requested an election.
      4. Where - Presentation will be done at unit meetings.
      5. Which - AV equipment will be needed for units who do not have the necessary equipment for the presentation.
      6. Why - Summer camp attendance in our council has been lacking since the COVID pandemic.  These presentations will give awareness to our units of our council camping opportunities.  We are meeting the mission and purpose of the Order of the Arrow by promoting our camps,
   2. M - Measurable
      1. 100% of the units in the council will be contacted and offered a presentation.
      2. 85% of the units will receive a presentation
      3. These will be tracked in Lodgemaster
   3. A - Achievable
      1. With the guidance of the council camping committee and the manpower of the Chapters, this goal is attainable for 2025.
   4. R - Relevant
      1. These camp promotion presentations are relevant to the mission and purpose of the Order of the Arrow.
      2. These camp promotions have the potential to entice more Scouts to attend summer camp in our Council which will allow the council to invest more into this program.
      3. Studies have shown that the best way to keep youth in Scouting is to get them to summer camp!
   5. T - Time-Bound
      1. Presentations will be given between the LLDC and Memorial Day (February - May) in 2025.
      2. Lodge Adviser will work with the council camping committee to put together talking points for the presentation.
      3. Lodge Chief and Lodge Vice-Chief of Chapters will begin promoting this plan for the next election cycle
      4. Lodge Chief and Lodge Vice-Chief of Chapters will work with the council camping committee to train presentation teams at LLDC.
      5. All presentations will be completed prior to Memorial Day 2025.