



## **Race to Membership Growth**

# **2025 Council Service Territory 10 KEY COUNCIL LEADERSHIP CONFERENCE**

**October 24-25 Holiday Inn  
Saratoga Springs, NY**

**Please forward this information to all key leaders in your Council, Districts and on your Executive Board**

Each council is encouraged to have a full team of council / district leaders and board members participate (All functions):

Council Key 3 & Executive VP  
Council Membership/Marketing Leads

Council Commissioner Staff  
Council Professionals  
Executive Board Members  
Council Finance Committee  
Council Program Leads

District Key 3  
District Membership/ Marketing  
Volunteers  
District Commissioners  
District Executives  
District Finance Committee  
District Committee Volunteers  
District Program Leads

...and **all** other Council and District level volunteers!

### **Highlights of the Conference:**

#### **Friday, October 24 – Holiday Inn Saratoga Springs**

- ❖ 3:00-5:00 Council Key-3's
- ❖ 4:00 Hotel Check-in
- ❖ 5:00-6:00 Conference Check In & Opening Reception
- ❖ 6:00-8:00 Dinner and Keynote Speaker – Dan Kiel



#### **Saturday, October 25 @ Holiday Inn Saratoga Springs**

- ❖ 7:45 – 8:50 Breakfast – Keynote Speaker – Roger Krone Chief Scout Executive, Scouting America
- ❖ 9:00 – 9:50 Breakout Session 1
- ❖ 10:00 – 10:50 Breakout Session 2
- ❖ 11:00 – 11:50 Breakout Session 3
- ❖ 12:00 – 1:20 Lunch
- ❖ 1:30 – 2:20 Breakout Session 4
- ❖ 2:30 – 3:20 Breakout Session 5
- ❖ 3:30 – 4:20 Breakout Session 6

**Dress for the Day is Scout Uniform (if you have one), otherwise business casual**

**Sessions and Registration Information are listed on the following pages**

## ❖ Sessions

- Risk Management – Council Structure of Safety and Safeguarding
- Building a Culture of Safety – S.A.F.E and Safeguarding
- Safeguarding Youth – Barriers to Abuse, S.A.F.E.Guarding Youth training; MESH
- Commissioners - Leading the Way for Commissioner Service
- Commissioners and Membership working together to increase our Impact on Membership Growth
- Commissioners - Breaking Down Communication Barriers for Commissioners
- Program - Promoting Camping Opportunities
- Program - Council Program Activities - Bringing on Inspiring Creative Activities
- Program – Program and Customer Service
- Program – Older Youth Programs
- Alumni - Uncover a Buried Treasure - Digging up Valuable Alumni to Bring Valuable Benefits to your Council
- Marketing - Scout the Story: Building Digital Narratives That Grow Membership and Increase Participation
- Marketing - Scouting's Best Classroom: Designing an Annual University of Scouting Program
- Fundraising and Finance - Best Methods for Friends of Scouting in Councils with Program Fees
- Fundraising and Finance - Restarting Your Endowment Again
- Fundraising and Finance - Endowment Management
- Fundraising and Finance - Council Finances Roundtable
- Fundraising and Finance - Camp Operating and Capital Budgets
- Leadership and Governance - Building Effective and Diverse Executive and Advisory Boards that Showcase Scouting to the Community
- Leadership and Governance - Property Stewardship and Effective Utilization
- Membership/Program/Training - Why Are Scouts Leaving
- Membership – Recruiting and Retaining Adults for Volunteer Leadership
- Membership – Building Awareness & Interest in Scouting Before Recruiting
- Membership – Expanding the Search for Charter Partners
- Membership – Recruiting Youth - Strategies – “The Menu” and “The Power of 3”
- Scout Executives ONLY
- Council Presidents and Chairs ONLY

## Conference Registration - \$125 Conference fee

Here is the Link for Conference registration:

<https://scoutingevent.com/397-KeyCouncilConference2025>

Be sure to select your classes/sessions using the red Update Information button:

Update Information

after entering your demographic information.  
Class registration is open until October 15.

## Hotel Reservation

Please make your hotel reservation before the deadline (below) to be eligible for the conference preferred rate.

**Room Reservations are required by [October 3, 2025](#)**

**Holiday Inn Saratoga Springs** – 232 Broadway; Saratoga Springs NY 12866  
**Phone:** 1-518-584-4550

[Holiday Inn Booking Link - Boy Scouts of America](#)

There are King, Queen, or Double Queen Rooms available at a rate of \$219 + 13% Tax.

**For reservations:** Everyone is responsible for making their own reservations. They may do so by calling (518) 584-4550 or 1-855-592-8367 or by using a hotel provided booking link with the **[Group Code BSA](#)**.