

Questions to Consider for Success Stories

Success stories are an important marketing tool as well as a valuable way of telling the story of Prairielands Council, BSA. Success stories focus on ways we have positively influenced our local communities, whether it be through volunteer hours or activities that give someone inspiration to change their personal life for the better. Success stories provide our audience with real-world ways we are important and how we remain consistently relevant to our community, nation, and world.

1. Has a participant reached out to you to say that an activity directly changed their life in a positive way? If so, what specifically did they say?

Example: A Venturer reaches out to their advisor to state how attending Philmont changed how they look at the world, and built better relationships with their family and friends.

2. Did you do an unusual activity or project, one that is reaching a different audience or that varies from your usual unit events? How did it differ and why is it special?

Example: A Cub Scout Pack put on a hands-on STEM workshop to engage with the world around them, and understand the cool science behind everyday objects.

3. Did your activity or project directly impact the community in a positive way where you can see trackable, tangible results?

Example: Local Packs, Troops, and Crews collaborate to plant pollinator gardens in their seven-county area resulting in four acres of bee and butterfly habitat in their communities.

4. Was the program especially well attended or did it have any special, "high-profile" attendees/speakers?

Example: The OA Lodge hosts a section conclave and the Region Chief attended and had participants from 9 different councils.

5. Does your story have an emotional hook?

Example: A Boy Scout used the skills he learned with the First Aid merit badge to help save his father's life.

Submit Your Success Stories

Name: _____ **Subject** (theme of story) : _____

Unit (circle one): Pack Troop Crew Ship Post Team **Unit #:** _____

Email: _____ **Phone:** _____

Please tell us about your Scouting success story! Note any names, dates, and locations **will** be shared unless you specifically ask them to remain anonymous. If someone under the age of 18 is mentioned, you must get permission from their parent/guardian in order to use their full name.

When/where did your story occur?

Story

What did you enjoy most about the experience?

Photo. We'd love to accompany your story with a photo. Simply click the upload button to add your photo.

You must be at least 13 years of age to submit material to us. Your submission of material constitutes your permission for, and consent to, its dissemination and use in connection with Prairielands Council, BSA and its online content. If you have so indicated on the form, your material may be published on social media (with or without your name, depending on what you have selected). Otherwise, your response will only be available to approved staff and volunteers in Prairielands Council for research purposes.

My material may be published on social media With name Without name

Signature of guardian (if under 18): _____ **Date:** _____