

Leaving COVID behind WIGs focused on growth and retention

	Marketing	Program	Field ops	Chartering
Department WIGs	1. Increase Find a Troop Inquiries: from 0 to 4000 by Dec 31, 2020	1. Complete all content for the Health and Safety Guide with new philosophy and process: from 1 to 2 documents by Dec 31, 2020	1. Increase the percentage of conversion of Find a Troop inquiries to members: from 19% to 27% by Dec 31, 2020	1. Reduce the average number of days to charter from application date to charter date: from 104 days to 90 days by Dec 31, 2020
	2. Increase Start a Troop Inquiries: from 0 to 700 by Dec 31, 2020	2. Release Christian Worldview Mentoring Guides corresponding to the required Trail Badges: from 0 to 18 by Dec 31, 2020	2. Charter new Troops: from 0 to 100 by Dec 31, 2020	2. Complete the first major improvements to TLC: from 0 to 7 by Dec 31, 2020
	3. Increase store weekly gross: from \$1,100 to \$3,400 by Dec 31, 2020	3. Complete the concept of a new Adventurers' Award: from 3 to 4 awards by Dec 31, 2020	3. Enroll new members from Join the Trail: from 0 to 12,000 by Dec 31, 2020	3. Create "How To" resources in TLC: from 0 to 13 documents by Dec 31, 2020
	4. Increase store weekly net: from \$900 to \$2,200 by Dec 31, 2020	4. Increase the Overall Required Badge Completions (based on store sales): from 0 to 10% by Dec 31, 2020	4. Increase the number of Field volunteers: from 358 to 478 by Dec 31, 2020	5. Enhance Trail Life USA's position and effectiveness on Youth Protection training by creating a job description for TMLs and general training for Core leaders: from 0 to 2 resources by Dec 31, 2020
	5. Develop new eBook and Summit Event(s) Homeschool Resources: from 0 to 2 resources by Dec 31, 2020	5. Complete content for the Youth Shooting Sports Guide: from 0 to 1 resource by Dec 31, 2020	5. Increase the number of Peak 2 completions: from 506 to 750 by Dec 31, 2020	
	6. Develop homeschool partners: from 0 to 1 by Dec 31, 2020	6. Project WIG: Fully plan the technological components of the Health and Safety Guide update: from 0 to 6 components by Dec 31, 2020	6. Increase the number of Areas hosting monthly Trail Gatherings: from 46 to 75 by Dec 31, 2020	