



BOY SCOUTS OF AMERICA
100 YEARS OF SCOUTING



CELEBRATING THE ADVENTURE
CONTINUING THE JOURNEY

Boy Scouts of America 2010

VOLUNTEER GUIDE

The Boy Scouts of America 2010 Tour

PIERCE

- The Boy Scouts of America is rallying people of all ages to celebrate 100 years of scouting!!
- The Adventure Base 100 is packed with special activities and attractions that bring the past, present and future of scouting to life!
- Please read through this overview to help guide you through your responsibilities as a volunteer at the Adventure Base 100.



Adventure
Base 100

Welcome Volunteers!

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As a volunteer you will:

- Bring information and enthusiasm to new Boy Scouts
- Create a lasting impression for existing Boy Scouts
- Re-engage those who have a history with Boy Scouts



Important Note:

All volunteers under the age of 14 must be accompanied by a parent or legal guardian to participate.

Pierce as a Partner

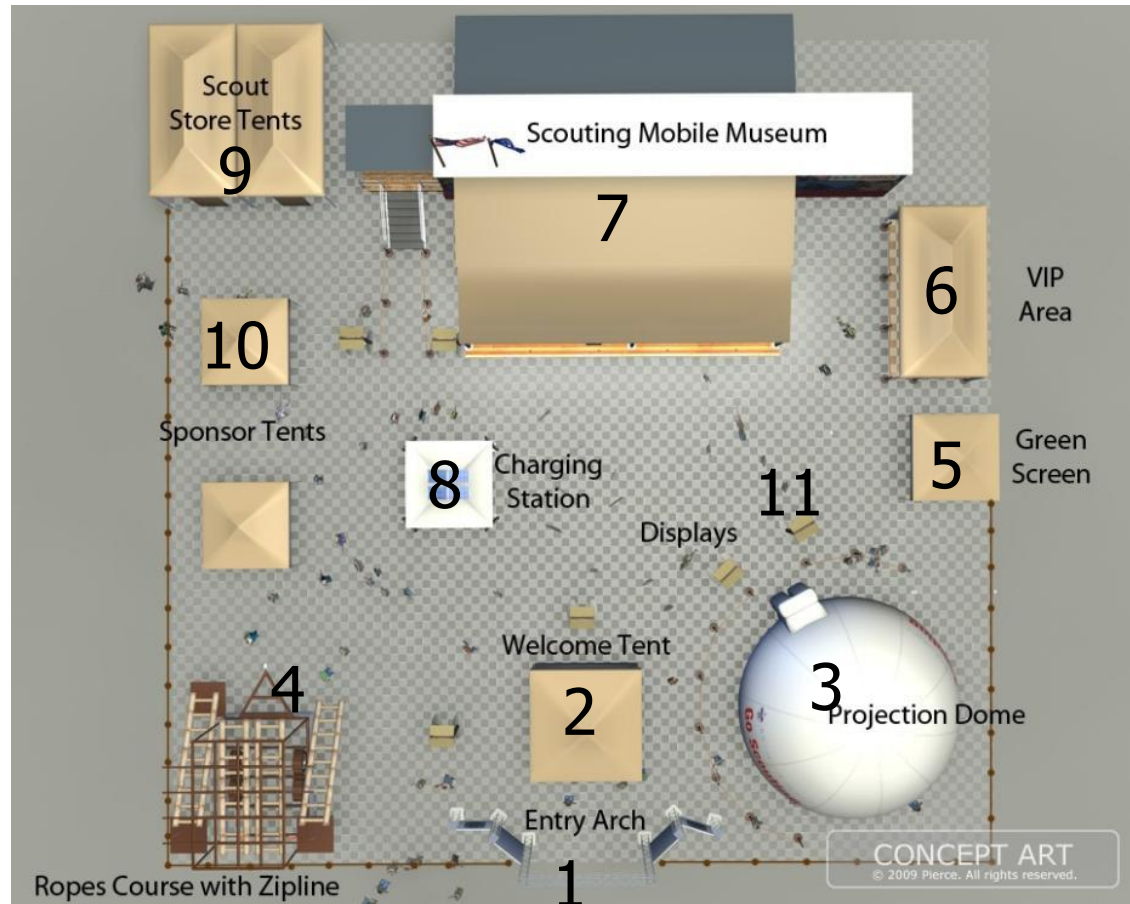


- In celebration of the BSA's 100th Anniversary, Pierce Promotions, a partner of the BSA, has developed Adventure Base 100.
- In business for nearly 20 years and the recipient of multiple industry awards, Pierce develops experiential marketing strategies customized to a brand's objectives.
- The Adventure Base 100 will travel with six full-time staff and six in-market Brand Ambassadors. These individuals will be responsible for the set-up and breakdown of all event elements, as well as all technical aspects.

Event Footprint

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1. **Entry Arch**
2. **Welcome Tent / Penny Press/ Local Recruitment**
3. **Projection Dome**
4. **Ropes Course**
5. **Green Screen**
6. **VIP Area**
7. **Scouting Mobile Museum**
8. **Charging Station**
9. **Scout Store**
10. **Recruitment Tent**



1. Entry Arch



This is where guests will enter the event.

Position Title: Greeter

Purpose: To greet and welcome guests as they arrive. The volunteer will also direct guests to the Welcome Tent where they will receive their official Adventure Base 100 Passport (by using a barcode this passport will track all of the experiences they have during the event day). One greeter will be responsible for using a hand counter to keep a rough count of the number of guests that come through the entrance.

Number of Volunteers: 4 –10*

*This number can increase or decrease based on the number of anticipated guests.

Suggested Talking Point: “Hi! Welcome to Adventure Base 100. Please make your way through the entrance and over to the Welcome Tent to receive your materials for the event.”



All technical aspects of the tour will be handled by Pierce staff



2-A. Welcome Tent



Guests will go to this station to receive their passport.

*Please see the image of the passport on the next page.

Position Title: Registration Greeter

Purpose: To ensure each guest is handed a passport and that the guest writes their name on each passport.

Number of Volunteers: 3

Suggested Talking Point: “Here is your passport for the event. Please write your name on the passport so that it won’t be confused with others. After you have completed all of the activities throughout the Adventure Base 100 campus, be sure to stop back by this tent in order to receive your souvenir penny!”



All technical aspects of the tour will be handled by Pierce staff



2-B. Welcome Tent



BSA 2010
Adventure Base 100

PASSPORT

YOUR GUIDE TO THE
ULTIMATE SCOUTING EXPERIENCE

This passport belongs to: _____

Welcome to the
Boy Scouts of America's
Adventure Base 100!



SOUVENIR PENNY

There are many exciting activities for you to explore at the Adventure Base 100. This Passport will be your key to obtaining personalized information from some of your experiences here today. You will want to make sure that you scan your passport at the **Souvenir Photo Tent** and the **Pinewood Derby Experience** located inside the Traveling Scouting Museum.

If you provided your e-mail address, you will receive an e-mail within 7 days of your visit here today that will include a link to obtain your personalized information.

BSA 2010

Be sure to create your Adventure Base 100 souvenir penny, which you can place in the slot above for safekeeping.

Be sure to visit
www.adventurebase100.org
for more information about
joining the Boy Scouts of America


Present your Passport at the BSA store to receive \$5.00 off all copies of the BSA's 100th Anniversary souvenir guide that you purchase today.

Thank you for visiting the
Boy Scouts of America's
Adventure Base 100!

Go to www.adventurebase100.org within seven days of registering and enter the access code listed below in order to receive your souvenir photo and pinewood derby Score.

BSA 2010 | **Adventure Base 100**

ACCESS CODE
44001010060



A Special Thanks to our Sponsors:



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2-C. Welcome Tent Penny Press



Position Title: Penny Press Operator

Purpose: To assist in operating the Penny Press in a safe and efficient manner.

Number of Volunteers: 1

Suggested Talking Point: “Do you need a Penny for the Souvenir Penny Press Machine?”

***This is a very popular attraction and it is best to limit pennies to one per person**



All technical aspects of the tour will be handled by Pierce staff



3. Projection Dome

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Guests will go to this station to watch a show that is featured inside of the dome. Each volunteer working this station will watch the show before working the event.

Position Title: Greeter

Position Responsibilities: To manage the line and keep track of time (the show will last for six minutes). While guests wait you will talk about the show as well as your experiences with Boy Scouts. Ensure that only 15 people enter the dome at a time.

Number of Volunteers: 3

Suggested Talking Point: “Hello everyone. Please form a straight line while you wait for the show. The show will last for six minutes. Only 15 people will be allowed in at one time.”



4. Ropes Course with Zipline

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This station allows guests to participate in the ropes course.

Position Title: Greeter, Waiver and Height Management

Purpose: To manage the line and share your experiences with Boy Scouts while guests wait.

Number of Volunteers: 3 –4

Suggested Talking Point: “Hello and welcome to the ropes course! Please form a straight line while you wait your turn.”

***Please note all participants must be 48” tall and weigh less than 200 lbs. All participants must sign a waiver and any under the age of 18 must have their parents permission.**



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Adventure
Base 100

5. Green Screen

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This station allow guests to get their picture taken in front of a background of their choice.

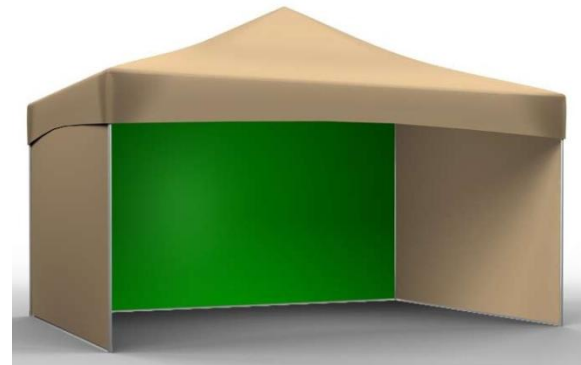
Position Title: Greeter

Purpose: To manage the line and assist guests with choosing their background picture.

Number of Volunteers: 2 -3

Suggested Talking Point: “Welcome! Do you have your Adventure Base 100 Passport? I will need this in order for us to send you your green screen picture. If you don’t have one, you can obtain one from the Welcome Tent (point to Welcome Tent).”

After the picture is taken: “Now I will need to scan your passport. If you provided your email address when registering your information for this passport then you will receive an email within 7 days with a link to your picture. If you did not supply your email address then go to www.adventurebase100.org in 7 days and enter in the code that is listed on the back of your passport.”



Adventure
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6. VIP Area

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If the local council is planning on utilizing the 10" x 20" tent provided, volunteers may be needed. Direction will be provided by the local council. The set up of this tent will be handled by the Pierce Staff.

Position Title:

Purpose:

Number of Volunteers:

Suggested Talking Point:



7-A. Scouting Mobile Museum Outside - Stage



Stage content will be developed by the Host and Partnering Councils. The Adventure Base 100 Pierce Emcee can work with you onsite to help communicate the programming for the day. Please work with matt.scapelliti@piercepromotions.com if you have not already developed your stage programming. Matt can help provide recommendations and key learnings from previous events.

The number of volunteers for the stage will depend on the programming.

Position Title:

Purpose:

Number of Volunteers:

Suggested Talking Points:



7-B. Scouting Mobile Museum Outside – Entrance/Exit

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This is where guests will be waiting to enter the Traveling Scouting Museum.

Position Title: Line Greeter

Purpose: To greet guests at the museum entrance and manage the flow of the line.

Number of Volunteers: 2 –3

Suggested Talking Point: “Hello and welcome to the Traveling Scouting Museum!” Please form a straight line while you wait your turn. The Volunteers inside of the museum will be happy to answer any questions and assist you with working your passport.”

*Line Greeter will also be in charge of handing out Spanish translation museum maps to any and all Hispanic guests.



7-C. Scouting Mobile Museum Inside, Merit Badge Wall



At this station guests can browse and view content for any Merit Badge, past or present.

Position Title: Museum Guide

Purpose: To answer guest questions and assist with the technology.

Number of Volunteers: 1-2

Suggested Talking Point: “Welcome to the Traveling Scouting Museum! Here you can browse and view content for any Merit Badge, past or present.”



7-D. Scouting Mobile Museum Inside, Pinewood Derby



At this station guests can build their own Pinewood Derby Car and learn about the impact of math, science, and engineering on the performance of a race car.

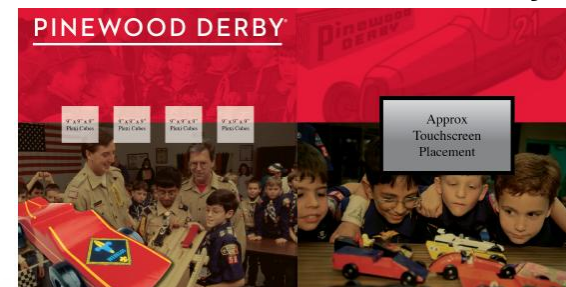
Position Title: Museum Guide

Purpose: To answer guest questions and assist with ensuring their passport barcodes are working.

Number of Volunteers:1-2

Suggested Talking Point: “Welcome! Do you have your Adventure Base 100 Passport? I will need this in order to send you your race score. If you don’t have one, you can obtain one from the Welcome Tent.

After the race:“Now you will need to scan your passport. If you provided your email address when registering your information for this passport, you will receive an email within 7 days with a link to your score. If you did not supply your email address, please visit www.adventurebase100.org in 7 days and enter the code that is listed on the back of your passport.”



7-E. Scouting Mobile Museum Inside, Alumni Tree-osk



At this station guests can register as BSA alumni on the Alumni Kiosk or register to purchase a centennial tree as part of the Year of Celebration.

Position Title: Museum Guide

Purpose: To answer guest questions and encourage alumni to sign up for the Alumni Database and inform and encourage guests to purchase a centennial tree to be planted in the Flathead National Forest by visiting www.arborday.org/boyscouts.

Number of Volunteers:1-2

Suggested Talking Point: “Are you a BSA alumni? Are you on the BSA Alumni Database? You can sign up here!” “Did you know you can purchase a tree to be planted in the Flathead National Forest as part of our Year of Celebration?”



8. AT&T Charging Station



At this station guests can charge their cell phones and demo AT&T products, such as Netbooks, to use on site.

Position Title: Charging Station Assistant

Purpose: To answer guest questions and assist with the use of the AT&T phone charging station and internet kiosks.

Number of Volunteers: 2-3

Suggested Talking Point:“Hello, please feel free to use the solar powered charging station, powered by AT&T, to recharge your cell phone. The 3G internet kiosks are free for all visitors to the Adventure Base 100.”

9. Scouting Store



Volunteers will help inform guests of the items for sale at the Adventure Base 100 store.

Position Title: Scouting Store Volunteer

Purpose: To answer guest questions and show off Adventure Base 100 gear.

Number of Volunteers: 1-2

Suggested Talking Point: “Hello, have you seen all of the exciting Scout gear and accessories available at the Adventure Base 100 store?”

10. Local Recruitment



At the exit located behind the Welcome Tent, the Host and Partnering Councils will have the opportunity to sign up interested individuals to the BSA.

Position Title: Recruiter

Purpose: To answer questions about Scouting and help recruit new Scouts.

Number of Volunteers: 1-2

Suggested Talking Point: “Do you have any questions about scouting?”



All technical aspects of the tour will be handled by Pierce staff



11. Rope Tying Kiosks



Volunteers will help guests try their skills at the knot tying kiosks and AT&T displays.

Position Title: Rope Tying Volunteer

Purpose: To answer guest questions about the rope tying kiosks and show off AT&T phones on display.

Number of Volunteers: 1-2

Suggested Talking Point: “Hello, have you had a chance to test your skills on the rope tying kiosks yet? Check out all the cool features that AT&T phones can now help Scouts with!”

Volunteer Requirements



	Maximum Needed	Minimum Needed
• Entrance Greeter	10	4
• Registration Greeter	3	3
• Penny Press Operator	1	1
• Recruiter	2	1
• Go Dome Greeter	3	3
• Ropes Course	4	3
• Green Screen Greeter	3	2
• VIP Tent	?	?
• Stage	?	?
• Traveling Museum	3	2
• Museum Guide –Merit Badges	2	1
• Museum Guide –Pinewood Derby	2	1
• Museum Guide – Alumni Tree-osk	2	1
• AT&T Charging Station	3	2
• Scouting Store	2	1
• Rope Tying Kiosks	2	1



Thank You!

PIERCE

Thank you for all of your help in making this tour a success!

Additional training information, a lanyard (which will hold all training materials) and a volunteer pin will be given to you on the event day:



Volunteer pin



Lanyard

***Please note that these items will need to be returned at the end of each shift in order to provide for the rest of the tour.**

Please remember that all technical aspects of the tour will be handled by our full-time program staff.