



Step 3

Strategic Planning



The Gifts for Peace programme is a key part of Scouting's Centenary celebrations in 2007. Gifts for Peace will enable Scouts of all ages, and from all cultures and communities, to make a real difference and create a more peaceful world.

It is important that young peoples' actions meet a real need in their community and help to develop Scouting locally. Using a strategic approach will help you to achieve this.

Here are some tips on taking a strategic approach to developing your Gift for Peace:

- **Be clear of what you want to achieve**

i.e. what are the key elements that need to be included in project?

How do you as a Scout Unit/Group/District/association want to progress?

- **Have a vision of how your community can be different?**

Creating and sharing a vision is a key factor in motivating others to be involved.

The young people in your Scout Group and members of the community should be part of setting out a vision for the future.

- **Identify your current starting point**

It is important to be realistic in assessing your current situation – in Scouting and in the community – and use this as the starting point for your planning.

- **Set priorities**

It will not be possible to do everything. Decide what actions will have the greatest impact and focus on these.

- **Be realistic with your plans**

It is much better to do a few things well and achieve results than have half-finished ideas with no achievements.

Review progress regularly and don't be afraid to change your plans to respond to changing circumstances.

- **Implement your plans**

Planning can be fun but you will only make a difference when your plans are implemented. All the Scouts should be involved in activities relevant to their age and experience.

- **Evaluate the plans and activities**

- Everyone involved in the project should have the opportunity to be involved in the evaluation.
- This should be an active process involving the young people themselves.
- Two aspects of the project should be evaluated – the impact on the community and the changes in the young people.

The Centenary Celebrations and Gifts for Peace do not require you to set aside the priorities in your association/district/group for 12-18 months; it is about using these as a means of achieving your priorities and achieving the Mission of Scouting.

This resource is designed to help you through the planning process – go to step 5 to see how the project might be developed using the materials in this resource.

We believe that Scouting can make a difference and create a better world. Let's show others the difference that we can make and remember to tell others what you have done. Happy planning!

*"It isn't enough to talk about peace. One must believe in it.
And it isn't enough to believe in it. One must work at it."*

Eleanor Roosevelt