This new-unit sales kit is designed to help you open doors and start conversations about changing the lives of youth with Scouting in urban and inner-city environments.

**What Is “Troop 491: The Adventures of the Muddy Lions”?**

“Troop 491” is a movie by first-time African-American filmmaker Praheme, who was a member of a real-life Troop 491. The movie’s powerful story contains messages that resonate with today’s youth. The movie and the materials in this kit and online are intended to help you reach out to and have a dialog around starting Scouting units.

In addition to the materials offered in this folder, additional resources are available for download at bsamuddylions.org/councils. These can be downloaded and customized to create a resource kit. For example:

1. Download the introductory letter from bsamuddylions.org/councils. Then customize the letter with the recipient’s name and title, organization name, and address. You may wish to add specific details about your council and/or its work on behalf of youth in your community.

2. Be sure to include the business cards of the volunteer and professional who will be involved in the conversation.

3. Add letters of support or endorsements of Scouting in the local community or from national chartered organizations such as faith-based or civic groups.

**Letters of Support and Endorsements of Scouting**

In your council, there are respected leaders who support Scouting. These leaders might be city or government officials, religious or community leaders, or even teachers, principals, or volunteers who can speak to the value and impact of Scouting. Include in your introductory kit copies of endorsements, letters of support, and even personal notes that add impact, credibility, and interest to your material. It will be even better if there is a connection between those leaders and the organization you are approaching. For instance, you may have a letter of support from a local religious leader of the same faith as that of the church you are approaching. The membership resources pages at Scouting.org/membership have helpful information about many of the BSA’s national chartered organizations.
Ways to Use the “Troop 491” Folder and Movie

Every organization and opportunity is different, so use the movie and folder in the way that best fits your needs. In general:

• **Research the organization and the leaders you plan to contact.** *In many cases, the most important part of the sales process is the work you do before the actual visit.* What are their priorities, plans, and needs? What are the concerns or priorities of the communities? Who is the best person to make the contact and/or go with you to the meeting? With this information, you will be prepared to talk about how Scouting could help them meet their goals or address the needs of the organization or community.

• **Personal contacts are almost always best.** Be sure to ask a volunteer or someone who knows the organization to assist with making the contact and to join you on the visit.

• **Use the folder and movie in conjunction with a visit** to a potential chartered organization. The kit is a great leave-behind that will give you an opportunity to follow up to find out how they liked the movie, how they plan to use it, and how Scouting could be used to benefit youth. Follow up with a visit or a phone call.

• If you are not able **to make an immediate personal contact**, you might wait for an appointment or leave the folder with someone from the potential chartered organization along with a personalized letter and a handwritten note. Follow up with a visit or a phone call.

• **Share the trailer.** In talking to potential chartered organizations, share the trailer found on the bsamuddylions.org website. *This can be streamed on or downloaded to a laptop or mobile device.*

• **Show the movie.** Suggest that the organization host a viewing of the movie for youth and adults in the church or community. A movie ticket–style invitation template can be found at bsamuddylions.org/councils. These can be customized and used locally.

• **A companion discussion guide** for “Troop 491: The Adventures of the Muddy Lions” can be found at bsamuddylions.org/councils. This document can help adults guide a discussion of the lessons of the movie.

**Important:** “Troop 491: The Adventures of the Muddy Lions” contains material and portrays situations that are not suitable for young children. This film is not recommended for Cub Scout–age youth.
• **Meetings or other events.** Use the movie trailer (a two-minute commercial for the movie) that can be found at bsamuddylions.org as part of a presentation to community organizations. This should be in conjunction with comments about Scouting’s work and impact in the community and the commitment to make Scouting available to all youth. Personal stories about Scouts from similar backgrounds or situations are good ways to help audiences understand the impact Scouting can have on young people.

• **Recruiter patches.** Patches are a popular giveaway for those who visit your meeting or attend a viewing. There are two “Troop 491: The Adventures of the Muddy Lions” patch designs that could be used as gifts for youth who attend the movie screening or the Scout who brings a friend who joins the troop. Patches are available for order at bsamuddylions.org/councils.

• **Development.** While the “Troop 491: The Adventures of the Muddy Lions” kit is a tool to help reach youth in urban and inner-city communities, it might also be used as a resource for fundraising for programs for at-risk youth.