

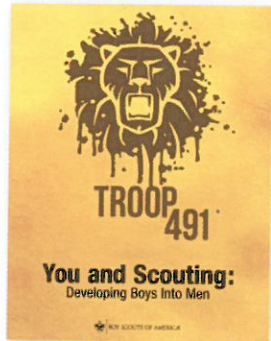
Making a Difference Through Scouting

Recruiting Kit for Troops

This folder includes samples of items you can customize to create a unique and impactful recruitment effort to grow your troop. Additional folders, patches, and DVDs are available to order through bsamuddylions.org, and the printed pieces may be downloaded from the site and printed locally.

Included in this kit:

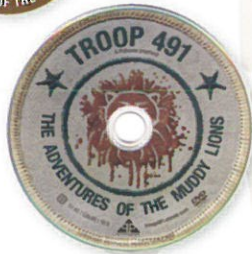
Muddy Lions Folder.



Muddy Lions Patch. Muddy Lions patches are great incentives for Scouts who bring their friends to the movie screening or who ask their friends to become Scouts. Use the other version as gifts for the guests who attend the movie.



Muddy Lions DVD. The full-length film, released for units to show as a recruiting tool, is available on this DVD, along with special features.



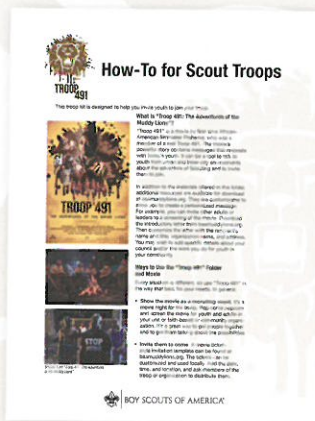
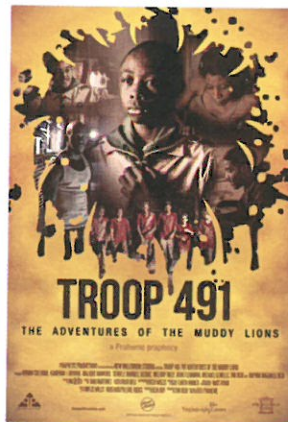
Muddy Lions Movie Ticket.

These customizable tickets double as invitations to the event.



Muddy Lions Movie Poster.

Customize the poster with the details of your screening to help you get the word out.



How-to for Scout Troops.

This how-to guide will give troops ideas on how to market their screening of the movie and boost their recruiting efforts.



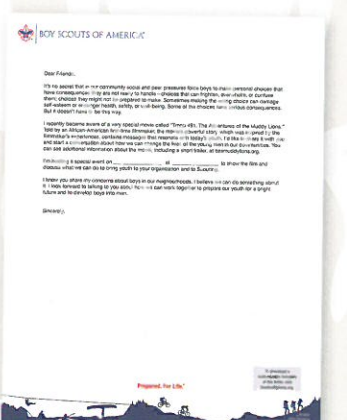
Introductory Letter.

Use the Muddy Lions movie opportunity to introduce Scouting to religious and community leaders. The letter can be personalized and formatted to print on your council letterhead.



Movie Discussion Guide.

Facilitator-led discussion questions are presented to help guide the group through a learning experience during an intermission or after the screening.



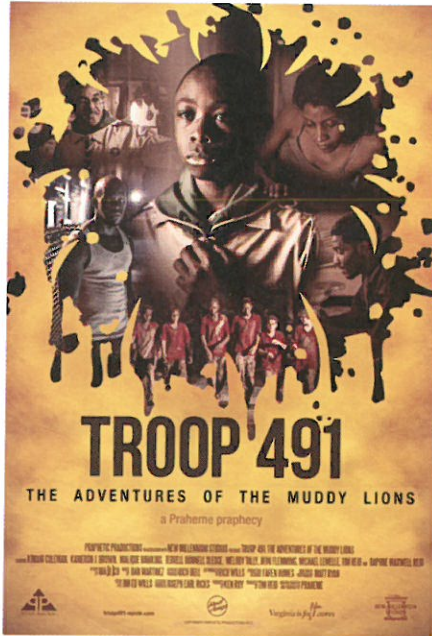
Movie Screening Invitation Letter.

Once the screening is set, use this letter to invite religious and community leaders to attend to see Scouting in action. The letter can be personalized and formatted to print on your council letterhead.



How-To for Scout Troops

This troop kit is designed to help you invite youth to join your troop.



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 Troop 491. The movie’s powerful story contains messages that resonate with today’s youth. It can be a tool to talk to youth from urban and inner-city environments about the adventure of Scouting and to invite them to join.

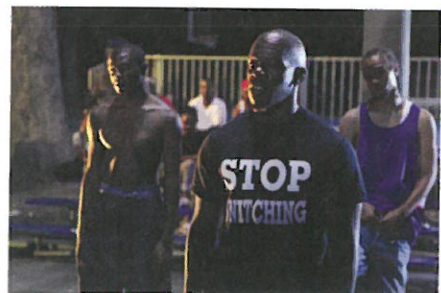
In addition to the materials offered in this folder, additional resources are available for download at bsamuddylions.org. They are customizable to allow you to create a personalized message. For example, you can invite other adults or leaders to a screening of the movie. Download the introductory letter from bsamuddylions.org. 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 the work you do for youth in your community.



Ways to Use the “Troop 491” Folder and Movie

Every situation is different, so use “Troop 491” in the way that best fits your needs. In general:

- **Show the movie as a recruiting event.** It’s a movie night for the troop. Pop some popcorn and screen the movie for youth and adults in your unit or faith-based or community organization. It’s a great way to get people together and to get them talking about the possibilities.
- **Invite them to come.** A movie ticket-style invitation template can be found at bsamuddylions.org. The tickets can be customized and used locally. Add the date, time, and location, and ask members of the troop or organization to distribute them.



Scenes from “Troop 491: The Adventures of the Muddy Lions”



BOY SCOUTS OF AMERICA®



Promote Your Movie Night

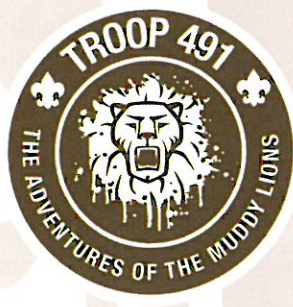
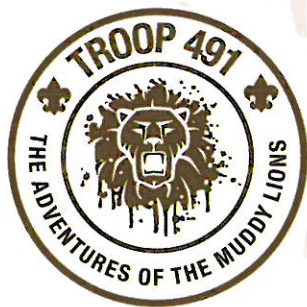
Share the trailer. Share the movie trailer found on the bsamuddylions.org website on your troop's or faith-based organization's website or in a link via email. Show it to the boys in your meetings and encourage them to invite their friends to attend. This trailer can be streamed on or downloaded to a laptop or mobile device.

The movie trailer can also be part of a presentation to troop committee meetings, with leaders of religious organizations, or at roundtables or other community meetings. 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 tools to help audiences understand the impact Scouting can have on young people.

PG-13

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.

Recruiter patches. Patches are a popular giveaway for those who visit your meeting or attend a screening. There are two "Troop 491: The Adventures of the Muddy Lions" patch designs. Either design could be given to youth who attend the movie screening or to the Scout who brings a friend who joins the troop. Patches are available for order at bsamuddylions.org.



Talk about it! A companion discussion guide for "Troop 491: The Adventures of the Muddy Lions" can be found at bsamuddylions.org. This document can help adults or leaders guide a discussion of the lessons of the movie.

Make the ask. Let your visitors know they are welcome. Shake their hand and invite them to come back and visit the next meeting or campout.

More Resources Online

There are even more videos and resources online, including interviews with the filmmaker and basketball great David Lattin, who played in the National Basketball Association, for the Harlem Globetrotters, and on the 1966 Texas Western College championship basketball team portrayed in the 2006 movie "Glory Road."



Discussion Guide

“Troop 491: The Adventures of the Muddy Lions” is an engaging movie about growing up, about right and wrong, and about the very real impact our decisions can have on our lives.

We encourage you to enjoy the movie and also use it to create conversations with young people about these important topics.

How to Create a Conversation

At an intermission (a break in the middle of the film) or at the end of the movie, ask your audience some of these key questions about the decisions the characters make and the results of those decisions.

- Should the main character have told his mother about the shooting on the playground? Why or why not? What might have happened if he told her earlier?
- How does the main character treat his mother? Does that seem right? How does that make her feel?
- In one scene, the main character goes for a ride in another boy’s car. Was that a good decision? Why?
- How is the Scout troop important in the main character’s life? How do you think it will help him?
- What do you think the main character learned in this movie?



You Are Invited to a Special Screening!

Date _____
Time _____
Location _____
Contact _____



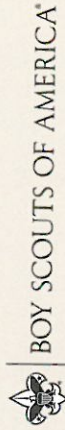
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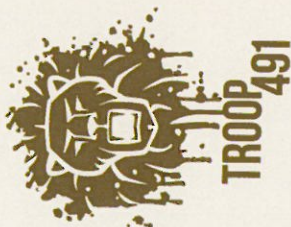
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You Are Invited to a Special Screening!

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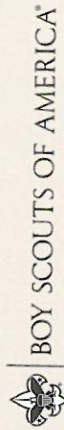
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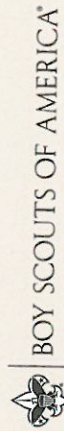
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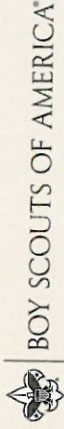
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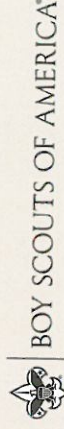
BOY SCOUTS OF AMERICA®



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Date _____
Time _____
Location _____
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BOY SCOUTS OF AMERICA®



ADMIT ONE



Dear Community Leader:

In these times, social and peer pressures can force our youth to make dozens of personal choices every day—choices with consequences they are not ready to handle; choices that can frighten, overwhelm, or confuse them; choices they might not be prepared to make. Sometimes making the wrong choice can damage self-esteem or endanger health, safety, or well-being. Some of the choices have serious consequences. But it doesn't have to be this way.

You can help youth learn to make the right choices today and throughout their lifetimes by supporting a powerful teaching program that promotes character, leadership, teamwork, and self-esteem. Youth develop these lifetime skills by sharing in the program's positive, character-building adventures—learning experiences.

The program is called Scouting, and faith-based and other community organizations have been using its time-tested youth development methods for decades to help prepare young people to make decisions that shape their lives and the lives of their families and communities.

It is my pleasure to share with you a very special movie called "Troop 491: The Adventures of the Muddy Lions." Told by an African-American first-time filmmaker, the movie's powerful story, inspired by the filmmaker's experiences, contains messages that resonate with today's youth. I encourage you to watch it and share it with other leaders in your organization. Then share it with the youth in your community. Use it to start a conversation about the choices that young people make and how these decisions impact their lives. The enclosed movie DVD contains a brief message from the filmmaker and a former National Basketball Association player who grew up in the inner city in Houston.

If you have Scouting in your community, you are using one of the nation's most respected youth development programs. If Scouting isn't a part of your community or your organization, organizing a Scouting unit can be the start of a journey that will deeply impact youth and families in your community. With Scouting, your organization can provide mentorship opportunities to help develop boys into men.

The decisions our children make are having an impact now. I look forward to talking to you about how we can work together to prepare our children for a bright future.

Sincerely,

Enclosures

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To download a customizable template of this letter, visit bsamuddylions.org/councils.





Dear Friends,

It's no secret that in our community social and peer pressures force boys to make personal choices that have consequences they are not ready to handle—choices that can frighten, overwhelm, or confuse them; choices they might not be prepared to make. Sometimes making the wrong choice can damage self-esteem or endanger health, safety, or well-being. Some of the choices have serious consequences. But it doesn't have to be this way.

I recently became aware of a very special movie called "Troop 491: The Adventures of the Muddy Lions." Told by an African-American first-time filmmaker, the movie's powerful story, which was inspired by the filmmaker's experiences, contains messages that resonate with today's youth. I'd like to share it with you and start a conversation about how we can change the lives of the young men in our communities. You can see additional information about the movie, including a short trailer, at bsamuddylions.org.

I'm hosting a special event on _____ at _____ to show the film and discuss what we can do to bring youth to your organization and to Scouting.

I know you share my concerns about boys in our neighborhoods. I believe we can do something about it. I look forward to talking to you about how we can work together to prepare our youth for a bright future and to develop boys into men.

Sincerely,

Prepared. For Life.®

To download a customizable template of this letter, visit bsamuddylions.org.



