

Fall 2020 Membership Growth Plan

Objectives:

- To encourage all Cub Scout Packs, Scouts BSA Troops and Explorer Posts to grow their units by participating in the Council's recruitment drive between August 1 and October 31. Goal for youth membership is to have 1700 total youth on December 31 (need 505)
- To secure commitment from new chartering organizations that will start Packs and Troops this fall. Goal is to have 60 total units on December 31 (need 7)

Strategies:

1. Cub Scouts:
 - a. Use whatever school access is available:
 - i. Superintendent/Principal Letter
 - ii. Join Nights
 - iii. School visits
 - iv. Distribution of flyers (paper & electronic)
 - v. Social media & geofencing
 - b. No school access:
 - i. New Member Coordinator (incentive)
 - ii. Back to the Pack event in late July – early August for returning families
 - iii. Invite-a-Friend event at beginning of school year (by September 1)
 1. Incentives for Cub Scouts and parents
 - iv. Neighborhood events
 - v. Social media & geofencing
2. Scouts BSA:
 - a. Troop Open House events in September
 - i. New Member Coordinator (incentive)
 - ii. Promotion via local schools, libraries, rec centers
 - iii. Peer-to-peer recruiting
 1. Incentives for Scouts and parents
 - iv. Neighborhood events
 - v. Social media & geofencing
3. Exploring:
 - a. Coordinate with individual Posts for recruitment strategy in September & October
 - b. Communication with Scouts BSA Troops and Cub Scout Packs (What is Exploring?)

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4. New Chartering Organizations & New Units
 - a. Ask Board members to identify potential organizations to contact & set up meeting
 - b. Identify communities lacking Scouting presence as target markets for new unit growth
 - c. Visit potential organizations to determine compatibility for Scouting and which programs fit. This process will also include visits to existing organizations to encourage hosting the whole Scouting family (Pack, Troop, Crew).
 - d. Form unit organizing committee
 - e. Recruit leaders and youth
 - f. Charter new unit

Timeline:

- June-July: Contact all units to review recruitment plan and secure their participation
- July: Hold recruitment training and orientation for unit leaders and New Member Coordinators
- July: Potential Charter Organization visits; secure commitments for new units
- Late July-early August: Back to the Pack events
- July-August: Packs set dates for Join Nights & invite-a-Friend events (August dates)
- August 1: Begin promotion of Join Nights and Invite-a-Friend events for Packs
- August: Join Nights, Invite-a-Friend events & neighborhood events for Packs
 - Flyers
 - Social media
 - Schools, libraries, rec centers, etc.
- August: Troops set dates for Open Houses (September dates)
- September 1: Begin promotion of Troop Open House events
 - Flyers
 - Social media
 - Peer-to-peer cards
 - Schools, libraries, rec centers, etc.
- September: Open Houses & neighborhood events for Troops
- New Unit Organizing events
- September: Contact Explorer Posts to discuss recruitment plan
- October: follow-up initial recruitment events with additional invites and peer-to-peer recruiting for youth and parents (incentives)
- October 31: Celebrate recruitment campaign success and recognize incentive winners

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Incentives:

- Youth: Invite another youth to join their Pack or Troop between August 1 and October 31. When the invited youth joins, the Scout will receive a special incentive.
 - Cub Scout youth: Pinewood derby car kit
 - Scouts BSA youth: Pocket knife
 - Exploring youth: Exploring lapel pin
 - Newly recruited youth: patch
- Parent, leader or any adult: Invite a parent to bring their youth to join their Pack or Troop between August 1 and October 31. If the invited youth joins, the adult will receive a Starbucks gift card. If the invited youth's parent becomes a registered volunteer, the adult will get two Starbucks gift cards.

Materials Available:

- Flyers
- Posters
- Yard Signs
- Stickers
- Applications (youth & adult)

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Fall Recruitment and Geofencing Training Saturday, July 25 @ 9:00am

- Welcome and Introductions Kathy Hill

- Purpose of Fall Recruitment Kathy Hill
 - Provide all youth opportunity to become Scouts
 - Recruit future leaders and committee members
 - To make Pack/Troop/Post stronger

- Strategies Randy Saunders
 - New Member Coordinator
 - Join event for new families
 - Virtual recruiting
 - Invite-a-Friend & Peer-to-Peer
 - Parent involvement

- Timeline Randy Saunders
 - Summertime planning
 - Cub Scouts
 - Scouts BSA
 - Exploring

- Promotion Randy Saunders
 - Materials – flyers, posters, yard signs
 - Social media
 - Geofencing
 - Video contest
 - Incentives

- My.scouting Tools Cindy Basham
 - Be-A-Scout pins
 - Online registration

- New Units? Randy Saunders
 - Complete family of Scouting at chartering organization
 - Girl Troops
 - Venturing Crews

- Wrap-up, Questions, Adjourn