

## 2022 Membership Growth Plan

### **Objectives:**

- The Southern Sierra Council added 175 new Cub Scouts from August to December 2021. The Council will exceed the 2021 total and add 250 new Cub Scouts in 2022.
- The Southern Sierra Council will organize/restart a total of five new Packs in 2022. This will include new Packs in the communities of Delano, Lake Isabella, Shafter and Taft. The objective is to have 18 total Cub Scout Packs at the end of 2022, a net growth of one over 2021 year-end.
- The Southern Sierra Council will increase the number of girls in the Cub Scouting program. There were 71 girls in Cub Scouting in 2021. The objective is to have 106 girls at the end of 2022, a 50% increase.

### **Strategies:**

**Fall 2022:** School access is still non-existent or extremely limited due to COVID health & safety mandates. Nevertheless, superintendents and principals will be contacted to discuss options for recruitment and promotion.

#### 1. Cub Scouts – August & September:

- a. Goal is for each Pack to hold a Join event by September 16.
- b. Join event at the school:
  - i. Event to be held in the first month of school
  - ii. Superintendent/Principal Letter and visit
  - iii. School visits – lunch line promotion, assembly, other options a day or two before the Join/Rejoin event
  - iv. Distribution of flyers (paper & electronic), one week before the Join event
  - v. Posters and yard signs, posted the week of the event
  - vi. Social media & geofencing, a few days before the event
- c. Join/Rejoin event at another location (not at the school):
  - i. Event to be held in the first month of school, NOT at a Pack meeting or program
  - ii. Promotion at nearby schools and parks
    1. Flyers & posters
    2. Social media & geofencing, a few days before the event
    3. Invite-a-friend: Incentives for Cub Scouts and parents
- d. Host community recruitment events
  - i. Fishing Day – August 27
  - ii. Roller Skating Day – September 17

## 2022 Membership Growth Plan

2. Scouts BSA – Fall 2022: For schools that include K-6 grades, coordinate with Cub Scout Pack that shares school to reduce requests for additional access.
  - a. Troop Open House events for 6<sup>th</sup> grade youth
    - i. Promotion via local schools, libraries, community centers
      1. Flyers & Posters
      2. Social media & geofencing, a few days before the event
  - b. Peer-to-peer recruiting
    1. Incentives for Scouts and parents
  - c. Promote fall camping trips or other Troop activities as initial participation event for new Scouts.
3. Venturing:
  - a. Coordinate with individual Crews for recruitment strategy. Provide support as needed per Crew.
  - b. Organize a Venturing Crew in the Fall of 2022
  - c. Communication with Scouts BSA Troops and Cub Scout Packs (What is Venturing?)
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

### Incentives:

- Youth: Invite another youth to join their Pack or Troop. Scouts are eligible to earn the incentive throughout 2022. When the invited youth joins, the Scout will receive their award.
  - Cub Scout youth: \$10 Amazon gift card and patch
  - Scouts BSA youth: \$10 Amazon gift card and patch
  - Venturing youth: \$10 Amazon gift card
  - Newly recruited youth: patch
- Parent, leader or any adult: Invite a parent to bring their youth to join their Pack or Troop. This incentive is available throughout 2022. 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:

## 2022 Membership Growth Plan

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

### Timeline:

#### July

- Conduct Fall Membership Growth Training and Orientation for volunteers.
- Contact Packs to set up Join events for fall recruitment. Discuss promotion plan with school staff. (Late July, once admin staff returns to office)
- Set up flyer distribution and school visits for Join events.
- **Join event Timeline:** Units plan and assist with:
  - School visits/Scout talks day of or before Join event accompanied by Council staff
  - Marketing and promotion, especially via social media
  - Information distribution, including flyers
  - Marketing in community newspapers, chartered organizations, and other forums.
  - Important timeline considerations for unit leadership:
    - Place in parent's hands a calendar of Pack activities for the year.
    - Parents meeting scheduled within two weeks of Join event, with time and location announced.
    - First meeting for Scouts is held for no later than two weeks after Join event.
    - Scouts should receive Bobcat rank within first 30 days.
- Review Be-a-Scout leads to make sure contact has been made to parents on list.

#### August

- Packs host "Back to the Pack" summertime membership growth event.
- **All locations for Join events confirmed by Aug 15, 2022**
  - Flyers prepared and ordered ongoing.
  - Flyers and other promotional items distributed
  - Social media and geofencing posts are set up.
- **Join events held as scheduled**
- Send recruitment invitation postcard to all Scouts by August 5
- Ensure adequate support for new units/leaders through commissioner staff
- Continue work on chartering new Packs.
- Discuss Fall recruitment plan with each Troop. Determine which Troops will participate in Fall recruitment.
- Fishing Recruitment Event on August 27
- Review Be-a-Scout leads to make sure contact has been made to parents on list.

#### September

## 2022 Membership Growth Plan

- Confirm second Join event with Packs that had a poor showing at first event
- Promote online training for new Cub Scout leaders
- Continue work on chartering new Packs.
- Distribute promotional items for Troop Open House events. Set up social media and geofencing posts for Troops.
- Troop Open Houses are held as scheduled
- Roller Skating Recruitment Event on September 17
- Review Be-a-Scout leads to make sure contact has been made to parents on list.

### October

- Second round of recruitment flyers distributed to all schools for Pack meetings and Troop activities
- Units begin recharter process online
- Continue work on chartering new Packs.
- Review Be-a-Scout leads to make sure contact has been made to parents on list.

### November

- Unit membership inventories conducted to identify unregistered youth. All unregistered youth applications submitted by November 15.
- Third and final round of recruitment flyers distributed to all schools for Pack meetings and Troop activities
- Finalize paperwork for new Packs by November 15.
- Commissioners and staff work closely with units to ensure timely completion and submission of recharter. Recharter due to be completed by November 30
- Review Be-a-Scout leads to make sure contact has been made to parents on list.

### December

- Review Be-a-Scout leads to make sure contact has been made to parents on list.