



MEMBERSHIP COMMITTEE

January 2019 - December 2019 ANNUAL PLAN

OBJECTIVE:

- Continue our positive membership growth trend that started in 2016 and continues through 2019 by developing a high performing team of Scout volunteers and professionals that share the same values and beliefs.

2019 GOALS:

- Grow membership by 1.5% over 2018 final membership results.
- 75% of Cub Scout units to designate a new member coordinator, either trained or registered, reporting to the district vice chair of membership.
- 100% of traditional active units participate in at least one fall recruiting event (accounting for some non-traditional units in each district).
- 50% of units to participate in at least one spring recruiting event, either at the unit or district level with a designed summer program.
- 80% of Cub Scout units to run an active Lion program.
- Develop 10 all-female Cub Scout packs.
- 10% of all Cub Scout membership is female by the end of 2019.
- 6 female Scout troops council wide or one per district by year end 2019.

TASKS:

- Representation from each district on the council committee with meeting attendance of at least 80% for 2019
- Develop a training program for troops to be successful in Webelos to Scout transition.
- Support local units with "Scout Me In" program by providing quality recruiting materials in sufficient quantities to run events
- Obtain adequate funding from the council budget to run effective marketing programs to drive membership growth
- Run at least one membership training session for unit new member coordinators, the location to be either the Tradeshow of Scouting, University of Scouting or a separate summit
- New member coordinators should be successful in the tasks the committee feel beneficial
- Continue local marketing program throughout the year
- Initiate a "special" recruiting event leveraging the summer camp twilight program allowing a non-Scout and parent to participate for one evening
- Market and support the Scout "Bulls Eye" recruiting program.
- 50% of units have an active use of social media
- Continue a recognition program for units with positive membership growth using an incentive, to be determined based on budgets available
- Participate in community festivals and town wide events.



COMMITTEE MEETINGS:

Jan. 8, 2019	Jul. 9, 2019
Feb. 12, 2019	Aug. 13, 2019
Mar. 12, 2019	Sep. 10, 2019
Apr. 9, 2019	Oct. 8, 2019
May 14, 2019	Nov. 12, 2019*
Jun. 11, 2019	Dec. 10, 2019*

- * Note – Committee meetings are held on the 2nd Tuesday of each month

EVENTS:

The following events will be our key focus times to grow membership, and will be assessed for viability based on the 2019 engagement of our units and Scouts

- “Scout Me In” programs
 - Hooked on Scouting
 - Rocket into Scouting
 - STEM into Scouting
 - Scout Bulls Eye event
- Lion Cub Recruiting
- Family Scouting
- Recruiting orientation and membership sessions to be held in late July and early August.

WORK PLAN

- Recruit to fill open positions at the unit and district level that are key to our success in membership growth
- Secure participation from supporting venues for our events such as the Rocketeers, fishing ponds, council service center meeting space, etc.
- Capture the necessary funding through the council budget process to support the materials and equipment needed for high profile recruiting events and special recognitions
- Announce at the Tradeshow of Scouting the program to recognize positive growth units at the University of Scouting