



MEMBERSHIP COMMITTEE
January 2020 - December 2020 ANNUAL PLAN

- OBJECTIVE:**
- Continue our positive membership growth trend that started in 2016 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 2019 final membership results.
 - 100% of traditional active Cub Scout Packs participate in at least one fall recruiting event (accounting for non-traditional units in each district).
 - 50% of traditional active Cub Scout Packs to participate in at least one spring recruiting event, either at the unit or district level with a designed summer program.
 - 50% of troops/crews/posts implement an annual recruiting program
 - 25% of Cub Scout units designated as Family Scouting/All-Female packs.
 - 10% of all Cub Scout membership is female by the end of 2020.
 - 20 female Scouts BSA troops council wide by year end 2020.

- TASKS:**
- Representation from each district on the council committee with meeting attendance of at least 75% for 2020
 - Develop a training program for packs and troops to be successful in the Webelos to Scout transition and recruitment of “transition-age” youth.
 - 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 3-4 membership training breakfasts across the council geographic area to provide recruiting information and resources to unit volunteers
 - Evaluate “special” recruiting events leveraging the summer camp twilight program allowing a non-Scout and parent to participate for one evening
 - Continue local marketing program throughout the year
 - Continue to encourage units to actively and effectively utilize social media
 - Develop/renew a recognition program for units with positive membership growth using an incentive, to be determined based on budgets available
 - Continue to participate in community festivals and town wide events.

COMMITTEE MEETINGS:

Jan. 23, 2020	Jul. 23, 2020
Feb. 27, 2020	Aug. 27, 2020
Mar. 26, 2020	Sep. 24, 2020
Apr. 23, 2020	Oct. 22, 2020
May 28, 2020	Nov. 26, 2020†
Jun. 25, 2020	Dec. 24, 2020†

- Note: Committee meetings now held on the 4th Thursday of each month
- †will need to be rescheduled due to holidays



EVENTS:

The following events will be our key focus times to grow membership, and will be assessed for viability based on 2019/2020 engagement:

- “Scout Me In” programs
 - Hooked on Scouting
 - Rocket into Scouting
 - STEM into Scouting
 - Scout Bulls Eye event
- Recruiting orientation and membership sessions to be held in late summer

WORK PLAN

- Recruit to fill open positions at the unit and district level that are key to our success in membership growth
- Continue to engage with unit volunteers through events designed to educate and train on recruitment issues and strategies
- Secure participation from supporting venues for our events
- Capture the necessary funding through the council budget process to support the materials and equipment needed to execute our mission