



Membership Committee Fall 2021 Plan

Updated June 22, 2021

Objective: With COVID-related restrictions mostly lifted, the Membership Committee advocates that units should pursue a vigorous recruiting campaign starting approximately September 1 or once school resumes in the Unit's local area. We should strive to sign-up as many youth as possible to help reverse declining enrollment trends.

Goals:

1. Units will conduct recruiting efforts utilizing tactics that are appropriate for their local environment with respect to whether the efforts are in-person, online or a mix of the two. However, it is our belief that events should be in-person, whenever possible.
 - a. *Specifically, Units should plan at least one major Fall recruiting event / effort prior to September 15. Packs should continue to place special emphasis on targeting kindergarten and 1st graders.*
2. Units will also strive to continue to conduct a high-quality Scouting program on a regular basis in order drive Scout and parent satisfaction with the Unit program, thereby retaining a high percentage of Scouts. Utilizing the *Journey to Excellence* criteria as a basis for the Unit program is an excellent framework to improve overall Unit health.
 - a. *Specifically, Packs and Troops should have their first meeting by September 15. Ideally, Troops should continue to meet through-out the summer.*

Strategy & Tactics The following strategies will be our key focus areas to increase membership:

Strategy 1: Gain Back "Lost" Scouts. All Units lost Scouts due to the pandemic – some parents decided that they did not want to have their son or daughter to participate in Scouts. With many COVID related restrictions lifted, we need to continue to reach out to those parents by September 15 or sooner to get their son and daughter back into our program.

Suggested Tactics:

- Reach out to inactive or recent "dropped" youth and families (July - December)
 - Conduct Unit record checks to determine who to contact; a list of dropped Scouts will also be sent out to Units
 - Peer to Peer recruiting from Scout to 'dropped' Scout
 - Parent-to-parent phone calls, emails and texts to families asking them back
 - Follow up on AOLs who never crossed over from Spring, 2021

Who's Responsible:

- District Executives to work with a volunteer on DOC to establish and get list out to all units. (July-August)
- Unit Leaders call Parents of dropped youth let them know what plans are for Fall. (July-August)
- Dropped Webelos / AOLs – Scouts BSA & Packs work together to reach out to those Scouts. (July-August)

Strategy 2: Conduct a Major Recruiting Event. All Units should create and execute an event that has the greatest appeal for their appropriate target audience such as paying for a presenter to talk about dinosaurs or cool reptiles or animals. For Packs, Lions and Tigers are the 'easiest' Scouts to recruit because their parents are in the 'let's try-everything' mode. To that end, we recommend a laser-like focus on recruiting kindergartners and 1st graders – Units that do have shown the ability to quickly increase the size of their Unit. Additionally, with a good program, the parents

of these younger Scouts will ‘talk up’ the program with their peers which results in even more Scouts of that age joining the Pack.

Suggested Tactics to Generate Awareness:

- Create information packet on “What is Cub Scouting” and distribute to the following:
 - Day care centers, public and private school principals, clergy, town and county parks and recreation depts; other possible other youth partner organizations (July – August)
- Contact the local pre-schools and ask them to email the parents of their ‘graduates’ (incoming kindergartners) info about the local Pack; invite them to the major recruiting event. (July-August)
- Generate awareness of the recruiting event via ‘free’ media like the local Patch or the community group(s) on social media; some parents also create grade specific groups on social media (July – November)
- Use paid advertising on social media via geofencing to supplement ‘free’ posts as not all parents will see the posts to the Patch, etc (August-October)
- Peer to Peer Recruiting – Just ask One campaign. Units can order materials or simply email parents with a digital flier or details in an email that can be forwarded to prospective parents / Scouts (August – November)
- Use traditional recruiting materials (fliers, lawn signs, etc) to reinforce online awareness activities. (August – November)
- Ask schools, parent-teacher organization and local businesses if they will help spread the word about Scouts and the major Fall recruiting event. (August-October)

Who’s Responsible:

- Unit recruiting chairs (July – November)
- District Executives to work with a Unit Leaders to contact schools. (July-September)
- Unit Leaders order their recruiting supplies and use digital social media invites and get them to the schools. (August)
- District Executives to work with volunteers on DOC to direct units to recruiting supplies and ideas. (July-August)
- Digital Social Media Invitations Includes Geofencing <http://Scouting.webdamdb.com/bp/#/>
- <https://ppcbsa.org/wp-content/uploads/Cub-Scout-Recruiting-Materials-Request-Form-1.pdf>

Strategy 3: Do Your Best to Continue to Provide the Best Possible Program. We hope that your unit was able to resume its activities and we encourage you to continue to meet and hold activities, in whatever way you and your Scouts’ parents are comfortable with so that the Scouts stay engaged with the program. By doing so, the Scouts will want to continue, and their parents will continue to see the inherit value of the program.

Suggested Tactics:

- Hold meetings outside and/or inside in accordance with State and Scouting guidelines. Depending on the size of your Unit, you may need to hold several but shorter meetings by den or patrol – be flexible and creative.
- Conduct at least one monthly outdoor activity to keep the Scouts having fun and to help with advancements.

Who’s Responsible:

- DOC’s need to reach out and encourage all units to continue meeting and plan a robust program for their youth.
- Unit Leaders call/email parents of registered youth and let them know what plans are for the Fall.
- District Round Table / Commissioners / Membership Shared Responsibility for this Strategy

Strategy 4: Lock-up remaining AOL Scouts as well as Next Year’s: Troops need secure the any remaining AOLs ASAP as well as get ready for next year’s Crossover

Suggested Tactics with Responsibilities:

- Scouts BSA Troops' Recruiting Coordinators to follow up with parents of Scouts who did not join a Troop (July – November)
- Troops should begin the cultivation process now for next Spring's AOL Crossover. Scoutmasters should introduce himself/herself to the incoming AOLs (5th graders), invite those Scouts to the Troop's Webelos Woods as well as Troop meetings (July – September)
- Troop Recruiting chairs should collect AOL contact info (August – September)
- The Pack and Troop to set a Crossover date now, if one hasn't been identified. (July – November)

Other Helpful Suggestions and Guides

- **Update or Create Unit Pins** Units need to update information or create a pin. <https://beascout.scouting.org/>
 - Send step-by-step process to units via email (July-August)
- **Update and Create New Family Orientation Guides & PPC Onboarding envelopes (July - November)**
 - Update PPC version of inserts, include mini mags (**Membership Committee & Staff**)
 - Create flip book version of New Family Orientation Guide (**Staff**)
 - Units to insert unit information "Pack Brag Sheets" in packets before distribution Pack Brag Sheets are information sheets on all the great things the pack does, including events, meetings, advancements, etc.
 - Scouting families share both flip book and hard copy version with (**Units**) Parents, friends, den leaders, local businesses, day cares, mom groups, schools
- **National and Council virtual and supplemental opportunities (August-November)**
 - National Membership Info Sessions <https://scoutingwire.org/marketing-and-membership-hub/marketing-webinars/>
 - National Recruiting and Marketing Resources <https://scoutingwire.org/marketing-membership/>
 - BSA Brand Central – <https://scouting.webdamdb.com>