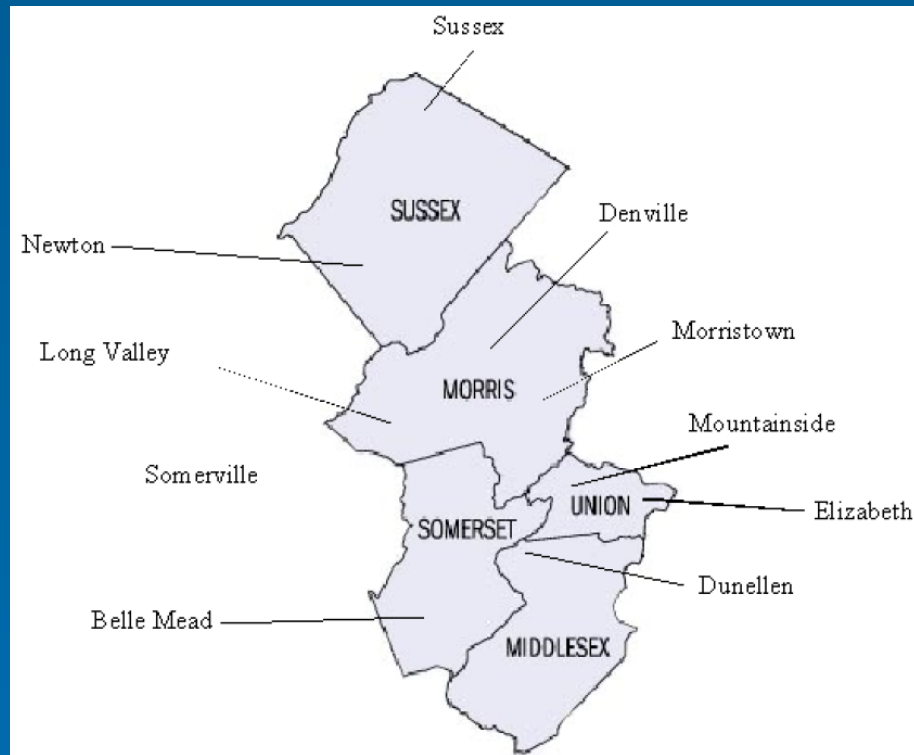




Membership in the Council Districts



Prepared. For Life.®





Black River District

OVERVIEW

- The District offers great resources for recruitment to Packs and Troops.
- These resources include materials, staff, and volunteers.



Prepared. For Life.®





Black River District

Overall registration is down 9.5%

Cub Scouts: -6%

- Tigers have an increase of 60 cubs; a 30% increase!!
- Cubs (Wolfs/Bears) are -15%
- Webelos/AOL are -13%

Boy Scouts : -2%

Venturing is down 19 Scouts, or -16%

The Question:

- **HOW DID BLACK RIVER ACHIEVE SUCCESS WITH TIGERS?**
 - Our message is working.

The Problem:

- **RETENTION**

Prepared. For Life.®





Fishawack District



- **Membership Team**

- Al Thomas – District Executive

- Adam Sonzogni – Commissioner

- John Cristadoro – Membership Chair

Prepared. For Life.®





Fishawack District

- **2013 Results:**
 - Growth in Cub Scouts: -106
 - New Tiger Cubs: 255
 - Packs with Tiger Den of 11 or more: 29%
 - Growth in Boy Scouts: -88
 - 61 Venturing members
 - Started Soccer Pack

Prepared. For Life.®





Fishawack District

- **Issues:**

- Scattered decline in new Scouts
- Scattered attrition (9 Packs lost 10 or more Scouts)

- **Strategy**

- Identify troubled Packs (7)
- Identify underserved localities
- Form Rapid Response Team
- Schedule District Recruiting Events (Archery, Basketball, Rocket Launch)
- Relocate Gold Rush within District area

Prepared. For Life.®





Fishawack District

- **2015 Plan**

- Continue with current strategy for Cub Scout Recruiting and W2S – It is effective
- Form Pack Support Teams
- Focus Commissioners' efforts
- Redesign Roundtable format
- Promote Roundtable participation
- Stress leader training / Wood Badge

Prepared. For Life.®





Fishawack District

Pack Support Teams

- **Consist of 3+ members from neighboring units**
- **3-4 month intense focus**
- **Assist in promoting and conducting events**
- **Leader mentoring**
- **Suggest training**
- **Assist in Pack planning**
- **Serve as consulting resource after the 3-4 months**

Prepared. For Life.®





Munsee District

2014

- Recruiting events in Carteret, Elizabeth, Hillside, Linden, Perth Amboy, & Roselle
- Council-run STEM event in Linden
- Achieved Silver level in JTE
- Only district in Council to meet Cub Scout recruitment goals (405 added since September!)

Prepared. For Life.®





Munsee District

2015

- **Munsee now has a Vice Chair of Membership**
- **Recruitment events already planned in Elizabeth, Iselin, Linden, Perth Amboy, Roselle, & Roselle Park**
- **Identified some units more immediately at risk who we plan to work with more closely**
- **Hoping to develop more tools to help us better market Scouting to prospective parents**

Prepared. For Life.®





Raritan Valley District

All Unit Volunteers Support Membership



- **Trained and Assisted over 25 Packs with Springtime Recruitment Efforts**
- **Over 60% of Units saw significant growth in Membership**
- **District Roundtable attendance has significantly increased and new format has offered new Cub Scout Leaders and Members valuable resources**

Prepared. For Life.®





Raritan Valley District

Special Membership Projects

- **Started 5 new units –**
 - Troop 135 - Baptist Church of Franklin Gardens
 - Troop 1212
 - Pack 1212 - Holy Family Parish in New Brunswick
 - Troop 615
 - Pack 615 - Salvation Army of Plainfield

Prepared. For Life.®





Raritan Valley District

Unique Membership Practices

- Hosted a STEM Recruiting event with close to 100 attendees in Piscataway
- 5 Bridgewater Packs started a joint Cubmaster Initiative
 - Collective Recruitment
 - First ever joint Cub Scouting event – Turkey Shoot
 - Aggressively marketing Schools and Superintendent in areas with need
 - Offering support to surrounding Packs and Troops

Prepared. For Life.®





Sussex District

Building Units

- **Identifying areas in need**
- **Conducting recruitment events**
- **Helping to place new scouts with units**
- **Seek out areas for new units**

Prepared. For Life.®



BOY SCOUTS OF AMERICA®



Sussex District

District Initiatives

- Individualized unit membership reports
- Helping units take full advantage of council resources
- Rewarding units for membership growth

Prepared. For Life.®





Sussex District

Council Initiatives and Resources

- **Participate in membership initiatives at council level**
- **Communicate with other districts/leadership**
- **Improving our tool box of information and ideas**

Prepared. For Life.®





Watchung Mountain District



Serving the communities of Berkeley Heights, Fanwood, Garwood, Gillette, Long Hill Township, Meyersville, Millington, Mountainside, Murray Hill, New Providence, North Plainfield, Scotch Plains, Stirling, Summit, Warren, Watchung, and Westfield.

Prepared. For Life.®





Watchung Mountain District

- **2014 showed a negative 4.96% loss of Scouts in traditional groups**
- **2014 showed a negative unit growth**
- **Our 2015 district goal is to show a positive scout growth**
- **Our 2015 district goal is to show a positive unit growth**

Prepared. For Life.®





Watchung Mountain District

- **2.8% growth in market share growth across the district.**
 - Cub Scout density increased by 7.62%.
 - Venturing density increased by 8.26%.
- **We showed a positive .91% increase in new Scout opportunities at the Cub Scout level.**
- **We increased Scout retention by 1.62% for 76.4% total retention rate.**

Prepared. For Life.®





Watchung Mountain District

- Part of membership growth will be a push for training beyond the basics
- Continued weekly updates of district and council information
- Continued maintenance of email contact information
- Continued participation in town events, such as street fairs.

Prepared. For Life.®





Membership in the Council Districts

THANK YOU TO ALL OF OUR
COUNCIL DISTRICTS FOR
THEIR GREAT WORK!!

Prepared. For Life.®



BOY SCOUTS OF AMERICA®

