

Unit Membership & Marketing Chairperson



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Overview

1. Self analysis – Is there a hole in the ship
2. Present Method - what we are doing now and results
3. Marketing “What and Why”
4. “Unit” Driven Membership
5. Training and Tracking
6. New Membership Committee Responsibilities
7. Deployment



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Traditional Methods Are Not Working



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**This is the image
that comes to
many who are
not connected
with our
program when
they hear Boy
Scouts of
America.**

-or-

**Whatever the
media last
reported..**



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This is what they should be imagining!



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Well Recognized Brands spend millions on Marketing --- Why??



Mercedes-Benz



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Well Recognized Brands spend millions on Marketing --- Why??

TOMA

Top of Mind Awareness

**To build desire and insure sure there
company is selected at time of purchase**



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We don't have millions for
Marketing but we have an even
better resource...

Introducing the new **“Sales Force”**
for Scouting



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**MEMBERSHIP &
MARKETING CHAIR**



Hundreds of people
focused on
membership



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Sample Council – Suffolk

Before: 5 People focused on Membership

1st year Goal: 1/3 of units with M&Ms

300 units / 3 = 100 People !!!!



Hundreds of people
focused on
membership



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A Scouting Salesperson In Every Unit!

- Insure they can transmit the benefits of Scouting by giving them facts and endorsements!
- Marketing Support and Training from Council



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Our Mission

- Find Moms, Dads, Eagle Scouts who Love Scouting
- Insure they can transmit the benefits of Scouting by giving them facts and endorsements!
- Provide them Marketing Support and Training from Council



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Motivate Them

- Annual Training “Higher Professional Motivator”
- Highlight Traditional Programs
- High Adventure Centers
- STEM
- Scouting History and Importance



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Unit Membership and Marketing Training



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Unit M&M Chairperson Key Responsibilities



Marketing and
Promotion



Recruitment
Events



Community
Outreach



Planning and
Tracking



Marketing and Promotion

- Press Releases
- In the Community “Presence”
- Promote Member/Parent
- Internal marketing “website, shutterfly”

Using Marketing Tool Box

- Videos
- Power points
- Make handouts professional



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Marketing and Promotion

Marketing Toolbox



BOY SCOUTS OF AMERICA®

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Boy Scouts of America > Marketing

The Marketing Toolbox

BSA MARKETING UPDATES

Are You Tougher Than a Boy Scout?

Tiger Cub Recruitment Resources
Available Now

Marketing Resources for the 100th
Anniversary of the Eagle Scout Now Available

Photos of the month for March
Take a look at the latest batch of photos picked just
for your needs.

[View All Updates](#)



FOLLOW



SCOUTS IN THE NEWS

3/13/2013 - Morristown Boy Scout honored for saving brother's life

2/25/2013 - Cub scout to receive award for saving mother's life

1/4/2013 - Scout saves life, receives Honor Medal

11/27/2012 - Determination leads Frankfort teen to Eagle Scout rank

11/15/2012 - Third-Grader Gets Prestigious Boy Scout Award for Saving Toddler

[More...](#)

2013 Marketing Plans



Quick Links

[2013 National Marketing Plan](#)

[2013 Internal Communications](#)

Current Initiatives



Quick Links

[Tougher Than a Boy Scout Marketing Calendar](#)

[Council Infographics](#)

Recruiting



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[National Recruitment Campaign](#)

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Recruiting

- School Flyers
- Event Publicity
- Joining Event (2 per year)
- BeaScout.org (Insure Tag is up to date)



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Recruiting

Give us examples of
your successful
recruiting activities....



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Community Outreach

- Faith Based Organizations (posters/
print)
- Community Events (Festivals)
- Library Activities
- Fire Departments
- Other Local Units



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Community Outreach

How is your unit
reaching out to the
community?_____



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Working with other units

- Work together to increase “Scouting Presence in the Community”
- Webelos > Scout > Venturer > Scouter Transition
- “In the Community” Events / Activities (Local Park Campout/Expo)



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Planning and Tracking

- Meet with committee and unit leadership
- Set Event and activity dates
- Assign photographer/reporter
- Set goals and track progress
- Recruit “Promoters”



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In The Community

Effective for Local
Units

Scout Troop used
Base Camp (canopy)
for recruiting at St.
Patrick's Day parade,
had Scouts sign-up!



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Library Programs

- Local libraries are becoming community centers
- Looking for content
- Young parents are there

Displays & Presentations at local libraries can foster interest in Scouting to families who don't have a previous affiliation to Scouting.



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Proposed
Scouting
Road Sign



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M&M Unit Media Kit:

(many of these are available through our council)

- Printed Flyers and Posters
- PR Guide
- Ask Me About Scouting buttons
- M&M Name Badge and buttons
- Road Sign Request Form
- Eagle Scout Sign Request form
- In The Community Resources Request form
- Printed M&M Candy giveaways



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More Information at “M&M Central”

Web:

<http://ner-area2.org/>

Face Book:

<http://www.facebook.com/pages/Scouting-MM-Central/108484799342595>

National Marketing Tool Box:

<http://www.scouting.org/scoutsource/Marketing.aspx>



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Feed Back



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