







Overview

- 1. Self analysis Is there a hole in the ship
- 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









Self Analysis





Self Analysis | Present Method | Marketing | Unit Position | Train & Track | Deployment



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...















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











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



Top of Mind Awareness

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







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

Introducing the new "Sales Force" for Scouting















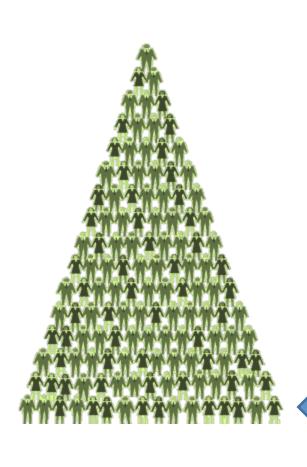


Hundreds of people focused on membership









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







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



Self Analysis





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



Self Analysis





Deployment

Motivate Them

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



Self Analysis





Deployment

Unit Membership and Marketing Training







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









Marketing and Promotion

Marketing Toolbox



SEARCH

Get Involved Shop Sponsors Youth Protection Home ScoutSource Media Donate MyScouting Marketing **Cub Scouts Boy Scouts** Scouting Safely Venturing Commissioners Membership Outdoor △ ■ Boy Scouts of America > Marketing **FOLLOW**

The Marketing Toolbox







2013 Internal Communications



Council Infographics





SCOUTS IN THE NEWS

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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...





Recruiting

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











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









Community Outreach

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









Community Outreach

How is your unit reaching out to the community?









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)









Planning and Tracking

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









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!







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.













Proposed Scouting Road Sign





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







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











