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BOY SCOUTS OF AMERICA®
PATRIOTS' PATH COUNCIL

STEM and Membership

Art Lobdell

Field Director



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Fun with Science Night

Specialized recruiting event

- ❖ Generated over 200 qualified youth prospects
- ❖ Identified 15 adult volunteers
- ❖ Captured the attention of existing council and district volunteers to membership campaign



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What was it?

- Grant funded membership drive.
- A collaboration between STEM committee and district membership committees.
- Manpower was a synergistic effort between the council executive board, STEM committee and district membership committees.
- Multi-level project – national office, council board, council committees and district committees.



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What happened on 11/21?

- Three venues were open to receive new boys and parents – Linden, Piscataway, Parsippany.
- Boys had opportunities to build Lego cars, catapults and gliders.
- Parents learned about family and volunteer leadership opportunities.
- Great fun was had by all!



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How were boys invited?

- The sites were selected by data provided by the membership tapestry gap index.
- Areas in close proximity to the sites were examined for their Cub Scout Gap.
- Hard copy invitations were delivered by the council staff and key volunteers.
- A mailing was sent to area households with appropriated aged youth.



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Post Card Front



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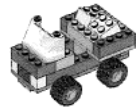
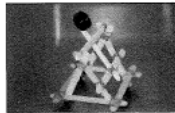
Post Card Back

SCOUTING AND STEM

How do you build a faster racecar?
How far can you project a marshmallow?
How does an airplane fly? What keeps it in the air?

CUB SCOUTS IS MAKING SCIENCE, TECHNOLOGY, ENGINEERING
AND MATHEMATICS HANDS-ON AND WE WANT YOU TO JOIN US.

Come build Lego cars, catapults and airplanes!



Items pictured on this flyer are representations of the activities not actual pictures of specific items that will be used at the actual event.

Try them out – Have Fun!
Learn about the opportunities in Cub Scouts!

Other STEM activities Cub Scouts might do include – model rockets, model volcanoes, geocaching, robots, remote control vehicles and experiments.

For questions call Art Lobdell at 973 765-9322 x 228
Or email at Art.Lobdell@scouting.org

Piscataway VoTech
21 Suttons Lane
Piscataway, NJ 08854

Linden Knights of Columbus
118 N. Park Avenue
Linden, NJ 07036

American Legion Post 249
91 North Beverwyck Road
Lake Flamingo, NJ 07034

Patriots' Path Council
1 Saddle Road
Cedar Knolls, NJ 07927

PRSRT FIRST CLASS
U.S. POSTAGE
PAID
DOVER, NJ
PERMIT NO. 39

3512-12-12

Theresa Lapenna
3 Openaki Rd
Randolph NJ 07869-3301



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Supplies Used

- 8000 post cards
- 30,000 flyers
- 5000 Legos
- 2000 popsicle sticks
- 2000 rubberbands



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Lessons Learned

1. Schools formerly not open to flyers accepted these because of subject.
2. Council Staff management and delivery of recruiting material has better results.
3. Using a specific subject focus may be more effective than the generalized approach usually used.
4. Activity focus may produce better result than that of registration night.



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