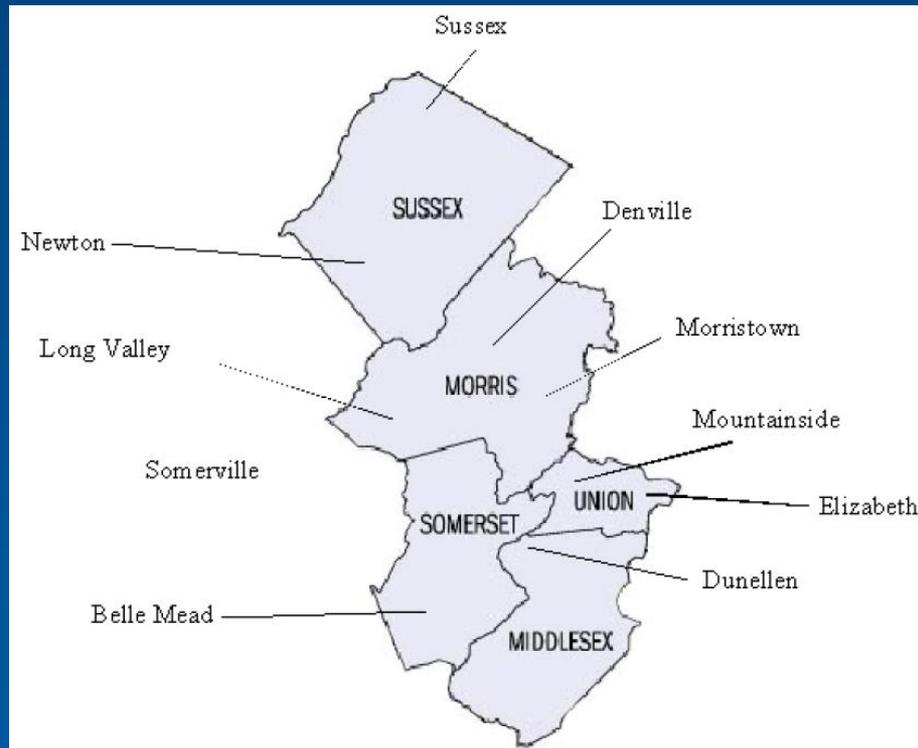




# Membership in the Council Districts



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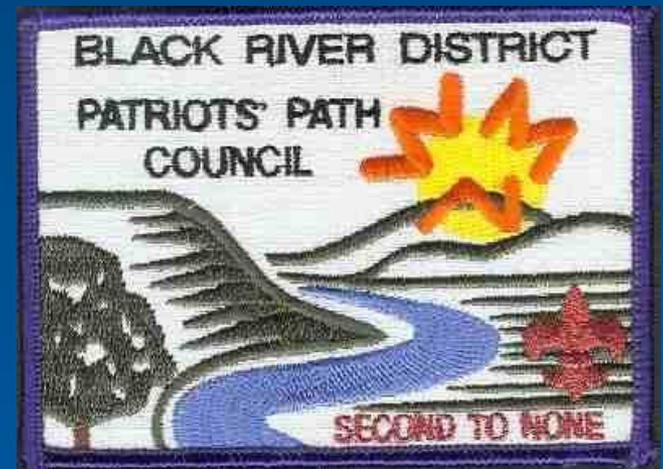




# Black River District

## OVERVIEW

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



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# Black River District

- **Promotional materials available include flyers, yard signs, posters, cub opportunity cards, and banners.**
- **All packs were provided the new manual “Recruiting Ideas for Cub Scout Leaders”**
- **Several training classes were offered to district Packs on the Recruitment Manual.**
- **District Exec offered support in all Black River recruitment efforts, and was available for questions and to offer creative options for consideration in the recruitment process.**
- **Information was gathered on the dates and locations of each pack’s various recruitment events.**

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# Black River District

- We place importance on finding out the pack volunteer responsible for recruitment.
- In preparation for SWFS, a call was placed to each Cubmaster or Committee Chair to ascertain the pack volunteer responsible for recruitment.
- A discussion was then held between the Pack's recruitment chair and the District's SWFS Champion on the recruitment events held, their success, and on alternate approaches available to increase participation.
- This dialogue offered a sounding board or interactive resource to the Pack recruiter.

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# Fishawack District



- **Membership Team**
  - Al Thomas – District Executive
  - Mike Murray – Vice Chair for Membership
  - John Cristadoro – Recruiting Membership Chair
- **Team expanded to seven local reps**
- **Local reps' mission to coach Units**
- **Enlist support of Commissioners**

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# Fishawack District

- **2013 Results:**
  - Growth in Cub Scouts: 16
  - New Tiger Cubs: 276
  - Packs with Tiger Den of 11 or more: 33%
  - Growth in Boy Scouts: 73
  - 63 Venturing members

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# Fishawack District

- **Efforts:**
  - Distribution of recruiting materials
  - Boy talks in school districts where permitted
  - District-sponsored membership events
  - “Second Chance” recruiting events for challenged units
  - Stress Den Chief Program
  - Troops meeting with AoL Dens, mini-Camp-O-Ree
  - Negotiations with YMCA for new Crew members

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# Fishawack District

- **2014 Plan**
  - To be completed in March
  - Formulating Tactics
    - Den Chief Training
    - Mini-Camp-O-Rees conducted by Troops
    - New Adventures in Cub Scouting Booklet
    - New Adventures in Boy Scouting Booklet
    - District-Sponsored Events for Kindergarten and sixth-grade classes
    - Events for Crews, Add one new Crew
    - Present Council Membership strategies at Roundtables

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# Independent Munsee District Membership Initiatives

- **Support For Existing Units**
  - **Extra Training Programs**
  - Hand Delivery of Supplies
  - Recruitment Assistance
- Nationally Gap Analyzed Area Support for:
  - Linden (Halloween Parade)
  - Elizabeth
  - Hillside



Newly adopted membership by-laws require orienting Scout leaders to recruit according to new standards.

New leaders in existing units need District support to follow newly adopted best practices and to learn about new successes; and not simply “what’s worked before” in their microcosms.

New Tiger Leader Training a la Geoff Z.

# Independent Munsee District Membership Initiatives

- **Support For Existing Units**
  - Extra Training Programs
  - **Hand Delivery of Supplies**
  - Recruitment Assistance
- Nationally Gap Analyzed Area Support for:
  - Linden  
(Halloween Parade)
  - Elizabeth
  - Hillside



New membership initiatives conducted throughout 2012 and 2013 have yielded significant changes in our recruiting and informational collateral. We delivered copies of new brochures, lawn signs and any other material in our efforts to recommend allowing us to help introduce new *ideas* into those unit leaders' recruiting efforts.

For those units that skip Round Tables, or those units that don't ordinarily accept outside support, this has helped us breach gaps in understanding.

## Independent Munsee District Membership Initiatives

- **Support For Existing Units**
  - Extra Training Programs
  - Hand Delivery of Supplies
  - **Recruitment Assistance**
- Nationally Gap Analyzed Area Support for:
  - Linden (Halloween Parade)
  - Elizabeth
  - Hillside

# JOIN CUB SCOUTS!



Our District provided in person recruiting support to bolster smaller units and provide experienced leaders capable of driving the Scouting message.

We gave several boy talks through different public, parochial and private schools and offered to run some matchbox-car races.

# Independent Munsee District Membership Initiatives



- Support For Existing Units
  - Extra Training Programs
  - Hand Delivery of Supplies
  - Recruitment Assistance
- **Nationally Gap Analyzed Area Support for:**
  - **Linden (Halloween Parade)**
  - Elizabeth
  - Hillside

After a reality check, the BSA National Gap Analysis yielded three critical areas in Munsee District without a Scouting presence.

The first of these areas is Linden, NJ. We attended a youth event sponsored by the township where we initiated recruitment of several interested adults and families.

One of our unit leaders helped construct a parade float with which we can enter the township parade in 2014.

# Independent Munsee District Membership Initiatives



- Support For Existing Units
  - Extra Training Programs
  - Hand Delivery of Supplies
  - Recruitment Assistance
- **Nationally Gap Analyzed Area Support for:**
  - Linden  
(Halloween Parade)
  - **Elizabeth**
  - Hillside

The second of these exposed areas was shown to be Elizabeth, NJ – where we do have a strong Scouting presence. Our efforts were to support these existing units and add to their numbers.

With the support of our Unit Commissioners we were able to expand our Scoutreach in this area.

# Independent Munsee District Membership Initiatives

- Support For Existing Units
  - Extra Training Programs
  - Hand Delivery of Supplies
  - Recruitment Assistance
- **Nationally Gap Analyzed Area Support for:**
  - Linden  
(Halloween Parade)
  - Elizabeth
  - **Hillside**



The last of these exposed areas had no Scouting presence whatsoever. In fact, there were a few units that had died over the course of several years for various reasons. The township seemed disinterested in keeping Scouting alive within their community.

With the support of a recently retired-from-Scouting Scouter and parents absorbed through hands-on recruitment efforts, we started a new Pack with nine boys that is growing organically, is aligned with a public school, the Lions club and the Fire Department.



# Raritan Valley District

- 85% retention
- 11% increase in Cub Scout membership
- 11% overall increase in traditional membership
- 3 new Cub Packs: 716 Plainfield, 106 Piscataway, 713 Scotch Plains
- 3 new Venturing Crews: 7 Piscataway, 119 Dunellen, 911 Union
- 1 new Exploring Club: 119 Dunellen



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# Raritan Valley District

## Raritan Valley District Membership Team

- **Every Unit Volunteer supports membership!**
- **Carole Cook - SWFS Champion**
- **Debbie Hopkins - Webelos to Scout Transition Champion**
- **Joe Savini - Cub Scout Recruitment Initiative**
- **Dave Mountney, Jim McGlashan, Bill Jones - Venturing Task force**
- **Bill Cox, Gary Bouwmans, Stan Smeru, Tony Mignella, Chris Proulx - Webelos-Scout Transition Workgroup**

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# Raritan Valley District

## Special Membership Projects

- **Saving Pack 43:**
  - Ran multiple boy talks in all 3 schools
  - Set up an after-school den transition program
  
- **Starting Pack 716:**
  - New charter organization and Scout Sunday held
  - 1<sup>st</sup> Pack in City of Plainfield
  - Many exciting trips for the boys and first camping experience

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# Raritan Valley District

## Unique Membership Practices

### Pack 64 Hiking Club

- Jenn Feeney - Chair
- Webelos II host a welcome meeting to new spring recruits

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# Sussex District

## Building Relationships

- Improving visibility throughout the district.
- Getting the word out about who we are.
- Making personal contact with unit leaders.
- Connecting unit leaders to each other.

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# Sussex District

## Building Units

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

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# Sussex District

## Building Initiatives and Resources

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

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# 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.

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# Watchung Mountain District

- **2013 showed a positive scout growth in traditional groups**
- **2013 showed a positive unit growth**
- **2014 our district goal is to show a positive scout growth**
- **2014 our district goal is to show a positive unit growth**

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# 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

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# Membership in the Council Districts

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

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