

2018 Daniel Boone Council Membership Recruiting Plan



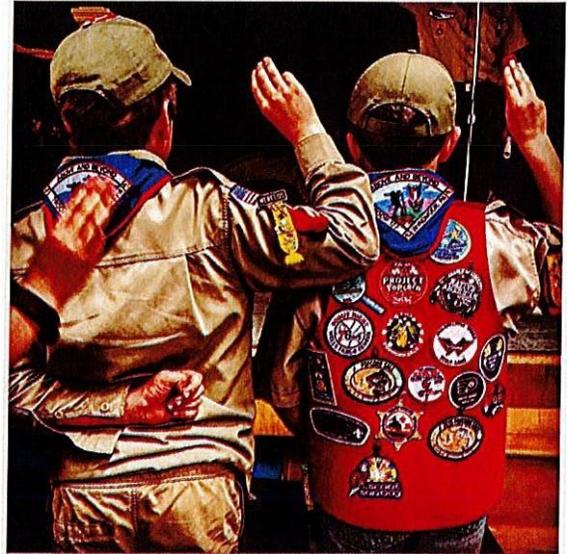
#ScoutMeInDBC

Welcome

The goal of the council membership committee, comprised of volunteers and professionals from our districts, is to help units grow in membership, retain members, assist in the Webelos-to-Scout transition, build new units, and foster community relationships.

This is an awesome responsibility to keep Scouting thriving and cannot be accomplished alone. With the help of our chartered organizations, community resources, unit leaders and district/council volunteers, we are on the path to achieve our goals. Youth membership in the Daniel Boone Council is growing and will continue to grow as we work together to offer every eligible youth the opportunity to join our great programs.

Please use this membership guide as a resource to help your unit plan and achieve its membership objectives. It's a map to Scouting success and is sure to lead you on the right path.



www.DanielBooneCouncil.org

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Important Questions to Ask

Your answers can lead to your unit's success!

- *Does our unit have a planned program and calendar for the upcoming 6-12 months? Are summer activities planned?*
- *Does our unit have an information/fact sheet?*
- *What does our unit have planned for spring and fall recruiting?*
- *Where do our members come from?*
- *Where do we plan to recruit?*
- *How do we plan to recruit?*
- *Who is helping our unit recruit?*
- *Where can our unit look for help?*
- *How many new members do we need?*
- *Who has contacted our dropped Scouts?*
- *What is our unit membership plan?*
- *Who is our unit new member coordinator?*

Who Can Help?

Your District Executive

This is your Scouting professional who, along with your district membership chair and commissioners, can help identify the resources and know-how to help your unit be successful. They help increase the district's membership, financial resources, and programs. They work with volunteer committees and community leaders to identify, recruit, train, guide and inspire them to become involved in youth programs.

District Membership Chair

This volunteer focuses on membership growth and retention for all units in your district. They set membership goals, cultivate interest of Scouting within the district and help units with membership opportunities.

Please visit www.DanielBooneCouncil.org for contact information.

Unit and District Commissioners

These leaders help Scouting units succeed. They coach and help maintain the standards of the Boy Scouts of America. They support the membership process through the Journey to Excellence program (scouting.org/jte) and timely charter renewal.

Unit Alumni

What better place to look than within your own ranks? Alumni from your unit know the benefits of Scouting and can be a great supporter to help recruit, serve as leaders and get adults and youth involved.

Chartered Organization

Your chartered organization already knows the value of Scouting. They can be a great resource to help you get the word out and recruit youth and adults.

Unit New Member Coordinator

Sustaining strong membership in a unit depends not only on having new members join the unit, but also on engaging youth and their families in the unit experiences so that they feel welcomed and want to stay. The role of the *New Member Coordinator* is to ensure that both keys to success take place.



The New Member Coordinator (NMC) position has been designed to:

- Be a FUN and engaging position.
- Form relationships with new members and their families.
- Use a team approach by encouraging more than one NMC in a unit, allowing them to tailor their work to individual interests/expertise, as well as to recognize the particular needs of the unit.
- Fit every type of unit, every age level and every program.
- Be recruited and supported by key unit leadership.
- Be provided with training both online and face to face.
- Be mentored by the district membership chair and become part of the district membership team.
- Be visible and easily identifiable at unit gatherings by their Welcoming smiles and their BSA "Welcome" logo that they display and wear on an activity shirt, on a hat or vest or in some cases, a pin on a field uniform.

Please visit scouting.org/nmc for more information and resources.

Is Your Unit on the Map?

BeAScout.org is a great tool for families to find your Scouting unit and, with our council participating in the **Online Registration**, an opportunity for youth registration to be completed online. It's critical to make sure your unit's BeAScout pin is accurate and creates a positive first impression. Are you set for the Family of Scouting? Does your unit have a Facebook page? A Google site?



Who Can Update Your Unit's BeAScout Pin? Your unit's "key-3:"

- Unit Leader (Cubmaster, Scoutmaster, Crew Advisor, or Skipper)
- Unit Committee Chair
- Unit Chartered Organization Representative

How Do They Update Your Unit's BeAScout Information?

A member of your unit's key-3 should login to their account at my.scouting.org. There are links to help if you have forgotten your username or password.

Packs can now identify their type of Pack and when the will begin that model. (Full Family, Boy only or Girl only)

- Step 1: Log in to your My.Scouting and select Menu at the top left
- Step 2: From the drop-down menu, select your unit
- Step 3: Select Organization Manager
- Step 4: Select the Settings tab
- Step 5: Scroll to Family Scouting

Resources to Support Your Recruitment

The Daniel Boone Council provides its units with promotional materials free-of-charge to support recruitment efforts. Contact your district membership chair or professional and provide your unit's recruitment event information (date, time, location, contact name/phone/email) and we'll customize and print fliers for distribution in school take-home packets and at school talks, where allowed. Your unit may also post fliers or posters in other locations where you've secured permission. Please allow at least 7 days for production.

Fall recruitment kits will be available for units starting at the **August Roundtable**. If a representative from your unit can't make it that day, contact your district membership chair or professional to get your unit's kit.

Recruitment kits contain the following items:

Interest Cards

On-boarding Envelopes

- Fold-up Flyer Give-Away Items
- Yard Signs
- Mini *Boys' Life* Magazines
- Youth Applications
- Adult Applications
- Sign-in Sheets
- Pens

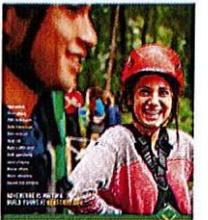
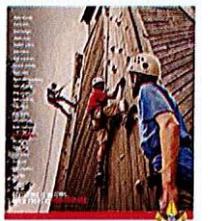
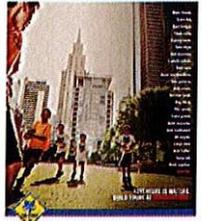
Other Resources

- BeAWNCScout.org
- BeAScout.org
- BSA Marketing & Membership Hub: scoutingwire.org/marketing

It's no secret what entices new youth and families to join Scouting and keep them involved: **a well-planned, fun program**. While planning for your upcoming Scouting year may seem daunting or time-consuming, it doesn't have to be. And "Being Prepared" ahead of time will ultimately save time and headaches for you and your fellow busy adult leaders who volunteer their time to make a difference.

The planning process for each level of Scouting programs differs slightly based on who's involved and their level of involvement, but consists of the following basic steps:

1. Decide what activities are going to happen.
2. Build a budget based on what those activities are going to cost and other associated costs of running a Scout unit (national registration fees, insurance fees, etc.).
3. Develop a fundraising plan to offset the cost to families and determine a per-Scout fundraising goal.
4. Communicate the plan with your families (and prospective families, too.)



Community Event Opportunities

Many units have experienced success in spreading the word about Scouting and signing-up new Scouts by having a presence at community events, many of which are free or low-cost. Examples include:

- School Parent Info/Back-to-School Nights
- PTO/PTA/Home & School Assoc. Events
- Meet the teacher
- Parades
- Township Days
- Block Parties
- First Fridays
- National Nights Out
- Festivals
- Bike Rodeos
- Fire Safety Expos
- Events offered by other community organizations
- Events offered by your unit's chartered organization
- Sunday Schools
- Soccer Games
- Sporting Events: Baseball, Soccer, Football, etc....
- Fairs

Make a list of the dates for upcoming events in your neighborhood or community and see which events members of your unit are available to attend. Set-up a table and have pictures of your Scouts participating in fun activities. Plan some hands-on activities to help bring families to your display and distribute give-away items to help engage potential new members. Don't forget to collect contact information from parents or sign-up new Scouts right on the spot!

The Daniel Boone Council also offers Scouting-branded materials for your unit to reserve for community events (subject to availability) including:

- Banners
- Recruitment displays
- Flyers

Call 828-254-6189 to reach your District Executive to check availability and reserve these items.

Conducting A Membership Inventory

(To be conducted the sixty days prior to the charter renewal date during Mid-October to Mid- December)

Purpose:

1. Provides a roll call in which each unit member is contacted to determine quality of program received, to follow up on absent and inactive members, and to see if everyone is registered.
2. Invites each member to continue the program for another year and thus increases tenure of members. The membership inventory is a part of the unit's charter renewal and will assist the unit in building strength with a quality program. It should be conducted sixty days prior to the unit's charter review meeting. Membership inventory is also held again in December to be sure all members are registered by year end.

Instructions:

1. Select a unit adult to lead the inventory.
2. Invite your commissioner to assist.
3. Using the member roster from My.Scouting.org, the commissioner and unit adults conduct an inventory of youth and adults who are still active.
4. All inactive members are listed and assigned to various persons who will visit them or contact them to attempt to reactivate them. Be sure to brief the visitors/callers on what to say when they make their calls.
5. Agree on a plan to recruit new youth and adults so the unit can reregister with no loss in membership. One of the criteria for the Journey to Excellence Unit Award is to renew the unit's charter on time.
6. Now make every effort to recruit additional youth and adults.
7. Be sure to register any youth who are participating but are not yet registered.
 - If an individual is interested in being a leader, checkmark the "Interested in Helping" column on the Parent Attendance Sheet. This will ensure they will begin to receive essential resources.
 - Turn in the new youth applications and fees to the district volunteer. Every application has multiple copies, so your pack will be able to keep a copy for your records.
 - **Make sure that someone (Cubmaster, committee chair, etc.) calls the district professional that night to report, and turn in, how many youth were recruited.**

Recruiting Event Planning Form

Plan your work before you work your plan!

Name of Event:

Type of Event:

Event Location Name:

Event Location Address:

Date: Start Time: Event Time: _

Who's responsible for planning:

Goals:

Event Details:

Was this event successful?

What would we do differently next time?

June 2018

- Pack Recruiting Calendar
- A year-round guide to help your pack successfully recruit
- Discuss membership in your unit planning meeting
- Begin planning for your Fall recruitment and Back-to-School events
- Recruit Kindergarten-aged youth to the fall Tiger Den
- Cub Scout Summer Activity #1

July

- Fall recruitment and Back-to-School events confirmed
- Participate in a community event
- Cub Scout Summer Activity #2
- Make a Unit Google Site and a Facebook Page

August

- Advertise Fall recruitment and Back-to-School events
- Promote Bring-a-Buddy to Cub Scouts
- Put fliers and/or yard signs in local public places
- Cub Scout Summer Activity #3

September

- Conduct a Fall recruitment and Back-to-School nights
- Hold a competition for youth inviting their buddy to join Cub Scouts
- Recruit at fall community events
- Work with a troop to plan a joint Webelos and Scout Event
- Google/ Facebook Adds?

October

- Hold a second recruitment night
- Re-connect with separated Scouts
- Recruit at fall community events

November

- Make sure all Arrow of Light are participating in troop events
- Invite youth and their families finishing fall sports to join the pack
- Make certain any outstanding membership applications have been completed and turned in

December

- Do a membership inventory before rechartering
- January
- Confirm plans for Arrow of Light to cross over into a Scout Troop
- Follow-up with youth who have not yet decided to crossover

February 2019

- Plan your Spring recruitment event
- Re-connect with separated Scouts
- Plan summer activities
- Put fliers and/or yard signs out in local public places

April

- Promote summer activities
- Recruit at Spring community events

May

- Set a date for your pack program planning meeting
- Hold a Spring recruitment event
- Recruit at Spring community events

Pack Membership Worksheet

Pack#: _____

STEP 1: Current # of Scouts on our official roster		
STEP 2: Number of Scouts still on our roster who transferred to Scouting BSA		
STEP 3: Number of Scouts on our roster who aged out/ didn't transfer		
STEP 4: Number of Scouts who dropped out of our unit or were inactive		
STEP 5: Number of Scouts who moved away or plan on transferring to another unit		
STEP 6: Add lines 2 through 5 and enter that value here		
STEP 7: Subtract line 6 from line 1; this is our current "ACTIVE" membership		

What's Next?

STEP 1: Enter the number of Scouts on your previous end of year roster	
STEP 2: Multiply line 1 by 1.1; this is your base growth goal	
STEP 3: Bring over your "active" roster total from the previous table	
STEP 4: HOW MANY TO RECRUIT TO MAKE BASE GROWTH GOAL Subtract line 3 from line 2	

SET A GOAL!!!

If last line above is a negative number, then you're already growing! Time to think big and consider how many additional youth you want to recruit.

Other Goal Setting Ideas to Consider:

How many youth by grade; do you have dens that are un-even or maybe too big and need to split; what if only there were a couple more Scouts? Work that into your goal.

Pack Membership Plan

Pack #: _ _ _ _ _

Our Pack Membership Point of Contact is: _ _ _ _ _

Phone: _ _ _ _ _ Email: _ _ _ _ _

We Currently Recruit From

Our Pack Goal is to Recruit _ _ _ _ New Youth into Our Pack

This Goal Allows Us to Grow By _ _ %

To Meet This Goal, We Will Have the Following Recruiting Events:

Event Date	Description	Location

We Also Plan on Utilizing the Following Contact Methods to Reach Our Goal:

Pack Recruiting Tips

In-School Promotion: If you have full, or even partial, access to promoting Scouting and a sign-up event at the schools, you can apply many of the following best practices.

- Distribute sign-up event fliers the week before the sign-up event.
- Place posters and yard signs around school.
- Conduct talks at the school.
- Showcase a display booth at the back-to-school, open house, meet the teacher, school carnivals, and parent-teacher conferences.
- Post in electronic backpacks.
- Invite current youth and parents to attend lunch at school in uniform.
- Videos on in-school video networks and during daily announcements.
- School newsletters, newsletters, and websites.
- School marquee sign announcements.
- Wear Scout uniform to school
- Facebook Events

School Talks: Where allowed, school talks are significant difference-makers when signing up new Cub Scouts! A school talk is simply visiting each classroom, lunchroom, or assembly-style presentation to get boys excited about Scouting.

Out-of-School Promotion: Here are several ideas for promoting your registration event outside of the schools. These tactics can be done either in tandem with your in-school promotions or on their own if you are not able to get full access to the schools.

Ask current members to use social media like Facebook and Twitter to let their friends and family know about sign-up event nights.

- Personalized invitations, emails, and personal phone calls to prospective parents.
- Door hangers and door-to-door invitations.
- Recruit-a-friend and other peer-to-peer recruiting initiatives.
- Fliers and School Talks at after-school programs or churches in the community.
- Church and community websites, calendars, and bulletins.
- Press releases.
- Billboards, posters, and yard signs in the community (businesses, churches, etc.).
- Community fairs, parades, and other events.
- Setup sample campsites and Pinewood Derby tracks.
- Use Halloween Trick or Treating as an opportunity to distribute recruiting information
- Add recruiting information to popcorn and Scouting For Food flyers

Spring Recruitment

- Spring is ideal for Kindergarten recruitment, but should include all grades.
- Ideally, packs offer a couple of unit-wide activities, in addition to council/district camping opportunities, for new families to participate in during the summer months.
- Packs not offering a full complement of summer programs should still reach out to new families to join as an "Early Registration Period" instead of waiting until the beginning of the busy school year.

Important Considerations for Any Registration Event:

- The parents of every youth who comes to a recruitment event should complete a youth application. The likelihood of them returning decreases significantly when they do not complete the application that night. Additionally, all families should pay Scouting registration fees at the recruitment event.
- Individuals coordinating and speaking at recruitment events should be the highest quality and well-prepared. For many, this becomes their first impression of Scouting, so make it count.
- Keep the recruitment event to less than an hour (ideally 30 minutes), then hold a Parent Orientation Meeting to help introduce new families to your unit at a separate meeting within 7 to 10 days of the recruitment event, ideally prior to the first pack meeting.
- Every application filled out needs to be signed by the parent and the Cubmaster.
- All applications need to be turned in to the unit recruitment coordinator that day, then into the council service center within 48 hours.
- Parents relate best to schools, because their child goes there and they are on familiar ground. They will be most comfortable joining at their own school, but when that is not possible use a community resource like the chartered partner's venue. In some cases, packs will need to unify their recruitment efforts because more than one pack recruits from the same school.
- It is recommended the recruitment events be held on Tuesday, Wednesday, or Thursday evenings, and never the day after a major holiday (like Labor Day). School talks should happen 1 to 2 days prior to the recruitment event. Families need advance notice, so "1st day" fliers ideally go out two weeks prior.
- New leaders probably should not be heavily recruited "on the spot" at the recruitment event. They need to be recruited after the recruitment event and prior to the Parent Orientation Meeting

Sample Messages

48 Hour New Family Welcome Email

WELCOME CUB SCOUT PARENTS! Thank you SO much for joining Pack (Unit Number) this year. We look forward to working with your family and your son/daughter to make their Cub Scouting years as fun and memorable as possible. What to look forward to:

- New Parent Orientation and Training is (Day, Date, Time, Location)
- No job is too small and many hands make light work! There are plenty of fun things for your family to do together. We always have room for more parents that are passionate about making Scouting the best it can be, and we know that all adults will help in some form or fashion in the near future. Consider being a registered BSA volunteer to help all the kids in Scouts. We ask every parent to go to My.Scouting.org to complete Youth Protection Training.
- The unit popcorn sale begins on September (date), and we are always looking for people with vans, trucks, and trailers to help load up and organize the product. ***Don't forget, popcorn sales help your son fund his way through the Cub Scout program.
- Please see the attached calendar (and/or web address) below, which indicates Pack and Den meeting dates and other important events for you and your new Scout to look forward to!

In Scouting, Cubmaster (Name); Contact Info: (phone) and (email)

Returning Family Welcome Email

Welcome back! The leaders and parents of Pack (Unit Number) have been working hard to make sure we have a fun year ahead; I hope you are as excited as we are. Please be sure to join us at our first Pack

meeting of the year at (Date, Time, Location). Attached is our annual calendar. As you can see, we have plenty of events that will keep you and your family having fun all year. I'd like to take a minute to welcome back our leaders this year and thank them for all the great work they have done and will do; please feel free to reach out to these people should you have any questions.

We're kicking off the year with our annual popcorn sale again, so please see (Popcorn Chair) to receive order forms and find out more information. There are a lot of fun prizes this year for the boys, along with the possibility of starting a college fund with a scholarship offer! Not only that, but every Scout will have the opportunity to earn funds toward camp by participating.

No job is too small and many hands make light work! There are plenty of fun things for you and your family to do together. The committee always has room for parents that are passionate about making the best experience for each youth!

In Scouting,

Cubmaster (Name); Contact Info: (Phone Number& E-mail) Committee Chair (Name); Contact Info: (Phone Number& E-mail)

Schedule for Fall Recruitment Plan

School Scheduling/ 1st Day Fliers ("Save the Date" for parents)

- Recommended dates for recruitment events are Tuesday, Wednesday, and Thursday to allow for adequate reminders.
- Sign-up information should be scheduled and fliers delivered to schools, so parents have advance notice.

School Talks / Recruitment Materials

- Request fliers, yard signs, and new family welcome envelopes two weeks prior to the recruitment event.
- Conduct school talks 24 to 48 hours before the recruitment event to get youth excited. **District executives are trained and will conduct these talks as a service to each unit.**
- Coordinate with school to ensure fliers go home on time.

Hold Recruitment Event

- Ideally at the school kids attend-should last no more than 45 minutes.
- Sell volunteerism, but use caution in trying to recruit leaders at the recruitment event when no relationship exists between pack Leaders and a prospective new parent.
- Distribute the Unit Information Packet (leader contact sheet, calendars, budget, etc.) to parents at the recruitment event.
- Youth apps/fees, Parent Talent Survey and possibly adult apps are collected.
- Facebook Events

24-48 Hours after Recruitment Event

- Unit Leaders send welcome email template to new parents within 48 hours after recruitment event.
- Pack leadership prospect and recruit new leaders to fill vacancies before New Parent Orientation.

7-10 Days after Recruitment Event

- New Parent Orientation Meeting held 7-10 days after recruitment event.
- Confirm leadership, review calendar, discuss popcorn sale plans and unit finances. Offer Youth Protection Training.

2nd Chance Recruitment Event

- Send 2nd chance fliers to youth who missed the August/September recruitment event due to sports or other conflicts. Invite them to the next meetings and/or 2nd chance sign-up.
- When necessary seek out 3rd chances to join to ensure the commitment to membership growth is achieved.

Membership Inventory & Rechartering

- Complete the Membership Inventory in early fall by calling families who haven't attended Scouting recently to invite them back to an upcoming meeting or help them find a new unit.

Sample Sign-Up Meeting Agenda

5:45 Set Up

- Set up tables and chairs as needed.
- Set up Cub Scout projects & exhibits.
- Make sure all materials and equipment are on hand.
- Pre-opening game materials
- Attendance sheets, den rosters and pens
- Youth and adult registration applications
- *Boys' Life* mini-magazines
- New Family Orientation Guides
- Pack Calendar & Contact Information
- Parent Talent Survey Sheets
- Ceremony and games equipment

Note: You want to ask a Scout troop leader to attend in case any older youth (5th grade or 11 years old) show up to join.

6:00 Gathering Time

- The welcoming committee greets families as they arrive.
- Ask parents to print name and phone number on attendance sheet.
- Each parent should receive:
 - Youth application form
 - Parent Talent Survey sheet
 - Pack Calendar with contact information
 - *Boys' Life* magazine for their son
 - New Family Orientation Guide
- Direct families to sit at tables by grade (use the table tents).
- Have a pre-opening "ice-breaking" game for early arrivals.
- Get the meeting started on time.

6:10 Start the Sign-Up Meeting

Welcome and Opening

- Teach the Cub Scout salute
- Lead the Pledge of Allegiance
- Teach the Cub Scout sign

Briefly explain the Cub Scout program

- Include Scouting's aims and the purpose of Cub Scouting.
- Review joining requirements (shown on the youth and adult applications)
- Explain how Cub Scouting is organized.
- Briefly explain the advancement program (this will be reviewed in more detail at the parent orientation meeting)
- Explain the fun activities Cub Scouts can participate in.

Have the youth go to another room for games and activities. Have at least two adults leading the new Cub Scouts.

Discussion with parents while youth are out of the room

- Ask parents to fill out the talent survey sheet. Explain that the pack will be asking every parent to help in some way during the year. Some dens may need den leaders, but every parent will be asked to serve as a helper or on a sub-committee. The talent survey form will help the pack find the right job for each person.
- Have parents complete the Youth Application, going over it with them step by step.
- Review the family's financial commitment upon joining the pack. Discuss registration fees, den dues, and money-earning projects of the pack.
- Discuss *Boys' Life* magazine, its value, and cost.
- Emphasize the importance of the complete uniform.
- Answer any questions.
- Collect applications, registration fees, and talent survey forms.
- Before the youth return for the closing - explain to the parents that the Boy Scouts of America has Youth Protection Policies in place that are designed to keep Scouting safe for the boys and adults. Ask each parent to become familiar with these policies by completing the Youth Protection Training online at [my.Scouting.org](https://my.scouting.org) before the Parent Orientation meeting.

7:45 Closing

Announce the dates for the following meetings & events:

- Parent Orientation Meeting
- Cub Scout Fun Day activity

Share an inspirational thought that emphasizes the importance of family involvement (suggestion - "The Yard Stick Story") Thank everyone for coming

7:50 Clean Up

Immediately after the meeting:

- Make sure that your pack treasurer is in attendance so they can write a check for the registration and *Boys' Life* fees that are due (especially important if you charge parents more than the national registration fees).

Upcoming trainings:

Cub Scout Specific

- to be held at University of Scouting on 3/24/18
- SoQua 9/29/18
- Cataloochee 10/6/18, March 2019, October 2019
- Terrora 9/29/18, March 2019, fall 2019
- Nantahala 3/10/18, 9/29/18; need 2019 dates
- Toe River 5/19/18, 9/15/18; need 2019 dates

SM/ASM

- SoQua - April or May 2019
- Cataloochee - at University of Scouting winter 2018/19
- Terrora - 9/23/18, fall 2019
- Nantahala - need 2019 dates
- Toe River - 5/29/18, need 2019 dates

BALOO

- 4/28-29/2018
- 8/25-26/2018
- April 2019
- August 2019

IOLS

- Terrora - 9/21-23/2018
- Cataloochee - Spring 2019

University of Scouting (winter 2018-19)

- January 12, 2019

Trainer's EDGE

- April 14, 2018
- February 9, 2019

Wood Badge

- to be determined, Spring 2019

Chartered Organization Rep

- on demand, and as part of Merit Badge Midways and University of Scouting

District Committee Training

- to be determined`

Scheduled Training Committee meetings

- April 15, 2018
- August 26, 2018
- October 21, 2018
- December 2, 2018
- February 10, 2019
- April 14, 2019
- August 25, 2019