

Longhouse Council, BSA

Membership Growth Plan Outline 2018

Recruitment

Your unit **mindset** must reflect that recruitment is a **year-round activity** and opportunity constantly exists for recruiting new scouts and adults into the unit.

- **In-School Presentations** — form a good relationship with the school administrators to gain access to the students — they are more likely to let you speak to their students if they know you and trust you
- **Open Recruitment Night** — separate from school open house night (make it more special by having an interactive event for the youth while answering parents' questions — have all leaders attend so parents can meet them before signing their child up for Scouts)
- **Community Events** — 5k run, craft shows, farmers market, fairs, etc.
- **School Events** — homecoming, carnivals, sporting events, concerts, etc.
- **School Flyers** — feel free to do another set of flyers targeting youth that aren't strongly represented in your unit (i.e. send flyers to just the first graders if your pack only has one Tiger by November)
- **Peer-to-Peer** — word-of-mouth or personal invite for a specific scout event to hand out to friends
- **Wear Uniforms to School** — wear the uniform the day of open recruitment or have Scouts lead an assembly with the Pledge of Allegiance while in uniform
- **Parents Encourage Other Parents of Kids Not in Scouting**
- **Small Inserts with Community Handouts** — i.e. give out "thank you" notes with info on local Scouting programs when neighbors purchase popcorn or donate for "Scouting for Food"
- **New Member Coordinator** — Your unit needs to recruit and engage a New Member Coordinator who can be the official person to welcome and guide families new to your unit ensuring they aren't confused
- **Cub Scout Family Program** — Grow your unit through promotion and implementation of Family Scouting — to learn more about bringing girls into your Cub Scout Pack, visit www.scouting.org/familyscouting/

Recharter

Your unit **must** recharter on time. No more sixty-day grace period for renewal.

- What is recharter?
 - Annual commitment of a chartered organization to continue owning and operating a specific unit
 - Annual renewal of individual memberships of a unit's youth and adult members
 - Annual authorization from BSA for a chartered organization to use a BSA program to serve youth
- Why is this important?
 - Unchartered units are not covered under the BSA insurance for accident and sickness. Any unit and its Charter Organization continuing with programming after its charter has expired are personally liable for injury and lawsuit during that time
 - Unchartered units cannot camp on council property
 - This is a way of ensuring that all adults are up-to-date with their YPT which is mandated to maintain membership as well as being up-to-date with position-specific training

- Scouts cannot earn awards or ranks until recharter has taken place. They must be a registered member and it is a disservice allowing them to work on requirements that they cannot earn or receive

Retention

Retention of existing Scouts is the result when we have:

- **Trained leaders** — all leaders, committee members, & COR should be fully trained in their specific positions within 45 days of their first meeting — this can easily be done via online videos at my.scouting.org — once position trained, encourage leaders to doing higher training such as BALOO/IOLS or even more advanced training with Wood Badge and Powderhorn
- **Strong units following the BSA Program** — this is achieved through trained leadership, an understanding of the Journey to Excellence, and implementing what was learned
- **Exciting unit activities** — if it's not fun, kids will not show up — unit leaders should provide fun events and can learn about ones provided by District/Council by attending District Roundtables, signing up for Council emails, and using the numerous resources available both online and through BSA Leader books
- **Solid working relationships with parents** — Communication is key! So be sure to text, email, post on websites/FB, hand out flyers for unit meetings and events in addition to treating parents as you would want to be treated — if the parent trusts you, then the parent will trust the Scouting program and with that, will be a more intricate member of the unit
- **AOL to Boy Scout Troop Transition** — Troop Scoutmasters must reach out to local Packs and engage, welcome, and invite Webelos/AOL Scouts to unit activities and meetings — also the Webelos Den Leader and Cubmaster must both help bridge the Pack/Troop units together — forming a positive relationship between units will encourage and support the Cub Scouts into the Boy Scout program
- **Boy Scout to Venturing Crew Transition/Addition** — Crew leaders must reach out to local Troops and engage, welcome, and invite Boy Scouts to Venturing activities and meetings — the Troop and Crew units should work together to offer programming to all Boy Scouts

Resources

Units will have tools available year-round to support their recruitment efforts.

- Visit www.cnyscouts.org/membership/ and scoutingwire.org/marketing-membership/ to find a wide variety of helpful materials, distribution flyers, posters, recruitment advice, training, and handouts to aid in the recruitment process

Rewards

At the end of the 2nd quarter of the year (June 30th), a campership will be awarded to each unit that has rechartered on time and has 100% trained leadership.

At the end of the 4th quarter of the year (December 27th), a weekend-stay in King's Cabin (or chosen cabin) will be awarded (The King's Race) to the unit from each district that has the highest percentage of youth growth at the end of 2018. Each "New Scout" youth application turned in between July 1st and Nov. 15th will be counted twice and the "New Scout" youth applications turned in between Nov. 16th and Dec. 27th will count once toward the unit's final count.