



BOY SCOUTS OF AMERICA®
LONGHOUSE COUNCIL

MEMBERSHIP PLAN 2022

December 22, 2021

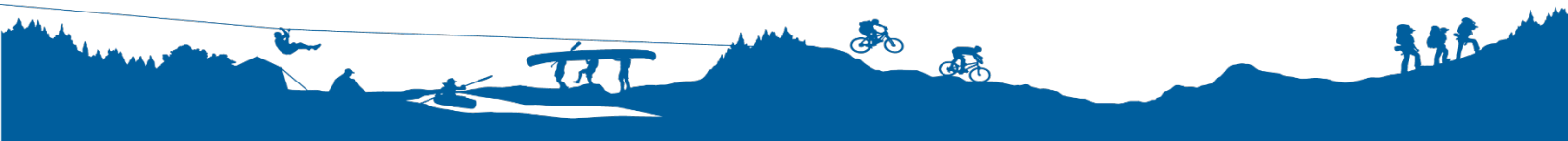


TABLE OF CONTENTS

Executive Summary.....2
Council Background.....3
Council Membership Analysis.....5
Assumptions.....8
Plan for Membership Growth.....9
Council Membership and Unit Goal.....13
District Membership and Unit Goals.....14
Volunteer Infrastructure.....17
Council Monthly Membership Timeline.....18
Closing Remarks.....21
Approval by the Board Form.....22



Executive Summary

This Membership Plan outlines the steps that we must follow to ensure that the “volunteer-driven, professionally guided” membership committee of the Longhouse Council can accomplish its stated task of “Growing the Program”. We will accomplish this primarily by:

- Recruiting new Scouts at all levels in all programs,
- Retaining existing Scouts by emphasizing a quality program by trained leaders
- Starting new units in previously underserved areas.
- Establishing strong District Membership Committees
- Identifying New Member Coordinators in all units
- Increasing the diversity of our scouts and volunteers

We have analyzed the data provided in the 2021 *Market Analysis Report* and isolated key areas throughout the council that are prime for recruitment and new-unit start-up efforts. Additionally, we have identified those areas with superior market share and directed that the districts exploit them for their best practices, which they can then disseminate to the rest of the council.

We have taken the membership goals and used them to outline an aggressive plan to recruit, retain, and start-up units in every district of the council. We have also outlined strategies to be considered in light of the future demographic character of our council area.

None of the goals set here can be accomplished by a single person or small group of persons (*i.e.*, professional scouters), which is why we have embraced the concept of the “volunteer-driven, professionally guided” committee structure. We have started building this committee at the council and district levels, but there is still much work to do before we reach a level where one person holds one job. This will remain a priority in 2022 and beyond as we grow our team.

Finally, we have laid out the tasks necessary to conduct meaningful recruitment activities at the Cub Scout, Webelos Transition, Scouts BSA, and Venturing levels on a month-by-month schedule that will enable District Committees to monitor and direct membership activities within their respective areas as we all work toward a common goal – increasing the Scouting program in the Longhouse Council.

Council Background

The Longhouse Council was formed in 2010 with the merger of the Cayuga County and Hiawatha-Seaway Councils. Its geographic area encompasses Cayuga, Onondaga, Oswego, Jefferson, St. Lawrence, and Lewis Counties.

The Council’s Mission Statement is:

“... to serve others by helping to instill values in young people and in other ways prepare them to make ethical choices over their lifetime in achieving their full potential. The values we strive to instill are based on those found in the Scouts BSA Oath and Law.”

The Council’s Vision is:

“We celebrate and honor the values of Scouting, including character, ethics, service, outdoor adventure, and life-long skills. We must be financially sustainable, innovative, and focused on growth in core and emerging markets. By being visible, relevant, and dynamic, we will be a force for continually improving our communities.”

The Year-end Membership Totals, by program, for the past three years is as follows:

Year	Cub Scouts	Scouts BSA	Venturers	Explorers
2019	2004	1400	69	156
2020	1302	1143	25	46
2021	952	1056	17	39

As of the 2021 Market Analysis Report¹, the Target Age Youth (TAY) in our Council area is 140,415 across all programs, segmented as follows:

Program	TAY
Cub Scouts	64,459
Scouts BSA	54,111
Venturers	21,845

The current membership numbers and their market share (as of December 31, 2021) are:

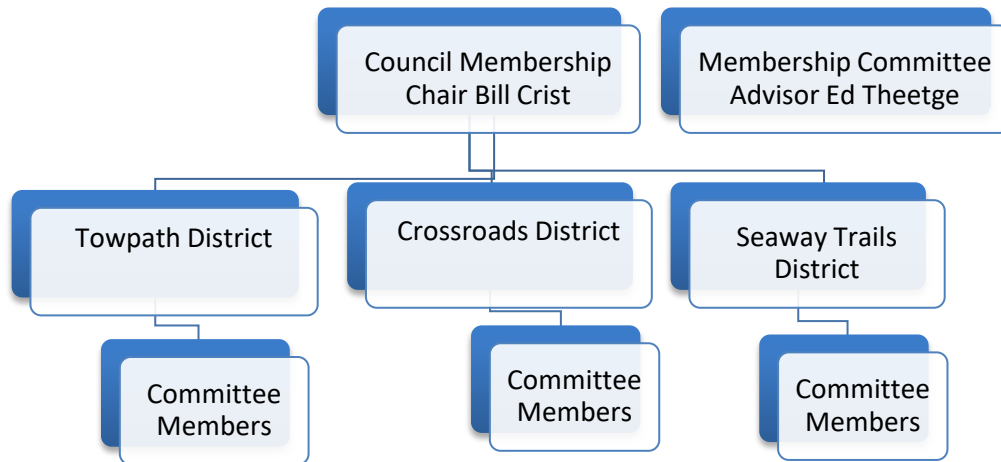
Program	Youth	Market Share
Cub Scouts	658	0.51%
Scouts BSA	675	0.52%
Venturers	7	0.01%
Explorers	28	0.02%

¹ 2021 Council Market Analysis Report, Longhouse 373, BSA Research & Program Innovation, date.



Our Council Membership Committee is an important part of this plan, as it provides the human infrastructure necessary to carry out the plan. In 2011, we instituted the concept of a “volunteer-driven, professionally –guided” committee, which has taken some time to build. There are still numerous slots to fill in the committee, but we have made great strides in providing a robust framework for successful operations. A graphic of the committee organization is shown below:

LONGHOUSE COUNCIL MEMBERSHIP COMMITTEE



In addition to the positions shown above, each district is expected to staff its own district membership committee with a minimum of 2 to 5 membership committee members:

- Membership Chair (District Vice Chair for Membership)
- 2-5 District Membership Committee Members

Council Membership Analysis

1. Strategic Plan.

The objective of the *Strategic Plan* calls for the Council to Grow the Program by an annual membership increase by:

- Increasing our market share.
- Increasing new units in underserved communities.
- Maintaining retention levels between 70% and 80%.

The Short-term goals:

- Organize a volunteer-based council-wide membership committee with representation from each district.
- Grow by three Cub Scout Packs in each district.
- Add two girl troops in each district
- Leverage relationships with religious organizations to increase units, particularly in underserved areas.
- Leverage the benefits of the Exploring program to increase participation by high school-aged members.
- Encourage participation in the National Territory Membership Conference

Long-term Strategic Objectives enumerated in the Strategic Plan:

- Grow the program by 2% annually.
- Add one new Cub Pack in each district annually.
- Add one new Scouts BSA Troop in each district annually.
- Add one new older youth program, Exploring Posts, Sea Scouts, or Venturing Crew in each district annually.
- Organize and run a council-wide recruitment workshop.
- Organize and run a council-wide retention workshop.

Additionally, the Council will strive to increase the cultural and ethnic diversity in its membership. Although this relates primarily to the Relationships committee, it nevertheless has an impact on membership levels in the council and supports the goals.

2. Demographics.

The one hundred and seventy-two (172) ZIP codes that make up the Longhouse Council have been mapped out and analyzed for key demographic data and lifestyle segmentation analysis and correspond to the sixty-five (65) population segments listed in the Experian Mosaic Segment Guide². These ZIP codes have also been analyzed for Cub Scout membership as of December 2020. There are (24) dominant segments in our council area, distributed as follows:

² Mosaic Segment Guide, Experian, 2021.



Dominant Mosaic Segment Number	Dominant Mosaic Segment Description	Number Of Zip Codes
L43	Homemade Happiness	122
Q64	Established Society	115
M44	Creative Comfort	110
J36	Settled and Sensible	103
O51	Digitally Savvy	37
I30	Potlucks and the Great Outdoors	33
J34	Suburban Sophisticates	33
N49	Touch of Tradition	31
E21	Unspoiled Splendor	30
J35	Rural Escape	29
M45	Growing and Expanding	29
E20	No Place Like Home	28
I31	Hard Working Values	18
R66	Ambitious Dreamers	15
C14	Boomers and Boomerangs	10
S68	Small Town Sophisticates	10
O55	Family Troopers	7
R67	Passionate Parents	7
C11	Sophisticated City Dwellers	6
O54	Influenced by Influencers	6
S69	Urban Legacies	5
K40	Bohemian Groove	4
L41	Booming and Consuming	4
O53	Colleges and Cafes	4

All most 75% of the ZIP codes in our council area are attributed to Mosaic Segments L43, *Homemade Happiness* and Q64, *Established Society*

Membership trends in our council have been essentially negative. This has been primarily in the Cub Scout program. The number of traditional units has decreased from 179 in 2019 to 126 in 2021, primarily from the shutdown of non-functioning Venturing crews, and Cub Scout unit struggling with Covid-19. Youth retention has remained between 65% and 75%. Venturing and Exploring programs have declined greatly in the past three years.

**LONGHOUSE COUNCIL, BSA
2022 MEMBERSHIP PLAN**

January 2022

Membership Totals:

Year	Cub Scouts	Scouts BSA	Venturers	Explorers
2017	2227	1558	79	150
2018	2084	1436	69	134
2019	2004	1400	69	156
2020	1302	1143	25	46
2021	952	1056	17	39

Market Share:

Year	Cub Scouts	Scouts BSA	Venturers	Explorers
2019	1.49%	1.05%	0.05%	0.12%
2020	0.97%	0.85%	0.02%	0.03%
2021	0.72%	0.80%	0.01%	0.03%

New Scouts Recruited:

Year	Cub Scouts	Scouts BSA
2019	559	124
2020	182	106
2021	407	134

Retention:

Year	Cub Scouts	Scouts BSA
2019	69.1%	76.9%
2020	46.5%	64.8%
2021	42.9%	77.6%



Assumptions

1. By 2025, we can expect the following demographic trends to occur in our council area³:
 - a. The population and Target Age Youth for the area will decrease in all age groups.
 - b. The number of households will decrease.
 - c. Household incomes will remain stable.
 - d. There will be an increase in the Hispanic population.
 - e. There will be a decrease in the White population.
2. The Longhouse Council will remain fiscally viable and will maintain its three-district organization.
3. The Council Membership Committee will continue to expand by recruiting driven, engaged volunteers to key positions.
4. Likewise, the District Membership Committees will continue to expand by recruiting driven, engaged volunteers to key positions.
5. Retention in the Scouting program will continue at or near to present levels.
7. The council will “turn the corner” and reverse the downward trend of market share across the programs.

³ 2021 Council Market Analysis Report, Longhouse 352, BSA Research & Program Innovation, date.

Plan for Membership Growth

Our plan to *Grow the Program* must encompass the three areas of recruitment, retention, and new unit formation. We must seek out the emerging ethnic markets within our council and offer new, innovative programs to attract members of those communities who will benefit from membership in Scouting. Finally, we must build the Venturing and Exploring programs to our older youth members to keep them engaged in Scouting into adulthood and prepare them for life.

1. Recruitment

Recruitment is the heart and soul of our membership strategy. Each unit in this council must commit to conducting a spring and fall recruitment activity – to do only one or the other leaves too many potential youth members to seek out other activities instead of Scouting! The full recruitment plan for the Longhouse Council is attached to this document.

The following ZIP codes are the top five in each district that have a negative Cub Scout Gap, meaning that there is a large negative discrepancy between the number of Cubs in that ZIP and the expected number of Cubs in that ZIP. Districts must step up their recruitment efforts in these ZIP codes, and ensure that units are receiving the necessary support to accomplish this:

ZIP Code	District	Name	Cub Scout %
13021	Towpath	Auburn	0.9%
13027	Towpath	Baldwinsville	2.3%
13069	Towpath	Fulton	0.4%
13126	Towpath	Oswego	0.6%
13029	Crossroads	Brewerton	0.2%
13039	Crossroads	Cicero	1.1%
13057	Crossroads	East Syracuse	0.6%
13090	Crossroads	Liverpool	0.8%
13202-13210	Crossroads	City of Syracuse	0.3%
13601	Seaway Trails	Watertown	0.8%
13619	Seaway Trails	Carthage	0.4%
13642	Seaway Trails	Gouverneur	0.4%
13662	Seaway Trails	Massena	0.7%
13669	Seaway Trails	Ogdensburg	0.3%

2. Retention

Overall, our retention rate in the Longhouse Council has been good, averaging over 70% annually. Units with excellent retention generally have a strong program, trained leaders, and excellent recruitment efforts. The following nine ZIP codes have the highest market shares in the council, which is loosely related to good retention and recruitment efforts in units in these areas. Districts should seek out the leaders of these units to learn what their best practices are, and share them with the rest of the council:

ZIP Code	District	Name	Market Share
13080	Towpath	Jordan	6.5%
13108	Towpath	Marcellus	4.7%
13152	Towpath	Skaneateles	2.2%
13104	Crossroads	Manlius	4.5%
13159	Crossroads	Tully	4.5%
13114	Crossroads	Mexico	3.2%
13656	Seaway Trails	LaFargeville	5.1%
13607	Seaway Trails	Alexandria Bay	3.6%
13652	Seaway Trails	Hermon	3.4%

Although this document is biased toward recruitment into the Cub Scout program, we must not forget that a great deal of our past success in the retention area comes from a successful Webelos to Scout transition. Cub Scout Packs must ensure that every Webelos Scout has an opportunity to visit enough troops in the area to find the right “fit”. Troops must be proactive in inviting Webelos Scouts to unit activities and weekend outings in order to attract them to their programs. Finally, district retention chairs must work with Unit Commissioners to ensure that every Webelos transitions to Scouts BSA.

3. New Unit Formation

There are areas in our council that have been historically underserved as not having a viable Scouting presence. It is incumbent upon district membership committees to seek out new potential chartered partners in these communities and establish Scouting units with the assistance of the Commissioner Staff and a dedicated New-Unit Commissioner. The top areas meriting consideration are:

ZIP Code	Name
13100s	Southern Cayuga County
13000s	Northern Cayuga County
13202-13210	City of Syracuse
13090	Liverpool
13676	Potsdam
13662	Massena

Potential chartered partners include faith-based organizations and community organizations such as PTOs, fraternal and community organizations, and veterans’ organizations. Some of these organizations have a mandate from their national organization to support Scouting, including sponsoring units. District membership committees should canvass the organizations in their district areas to assess their location with reference to underserved areas in Scouting, and approach them to determine their willingness to sponsor a unit.

Within our three districts, we need to take a good, hard look at the elementary schools, and map out which schools serve packs, and if there are any schools without a corresponding pack, these are ideal places to look to organize new packs. The optimal arrangement would be a “one school, one pack” system, and we should make plans to move toward that standard.

Existing chartered organizations should also be considered to adding a unit if they do not presently sponsor the full complement of a Cub Scout Pack, Scouts BSA Troop, and a Venturing Crew. District Executives should maintain an ongoing list of those organizations and the efforts made to expand Scouting within their walls.

A full discussion of starting new units can be found at <https://scoutingwire.org/marketing-and-membership-hub/new-unit-development/>.

4. Emerging Markets.

Our largest emerging market is the female half of our population. With the addition of girls to Cub Scouts and Scouts BSA, we have the potential to double our current membership. The numbers from the first few years of girls in these programs are less than hoped for, and we must continue to build upon the foundation we have, especially with the Inaugural Class of Female Eagle Scouts in 2021, to improve the female membership of all our programs.

As stated in the Assumptions section, we can expect to see increases in the Hispanic and other non-white markets through 2025. Every district must embrace and support a Community Outreach Initiative, which includes identifying community leaders and organizations that have an interest in expanding the Scouting program within their organizations. We must make every effort to expand beyond the “comfortable” limits we have experienced in the past and make sure that Scouting becomes an all-inclusive program in our council area. This must also be expanded to our District Committees and the Council Board; we need our districts’ leadership to be on the lookout for individuals who can serve the district and council in leadership capacities beyond the local unit, in order to truly reflect the communities that we serve.

5. Venturing and Exploring

Venturing is an excellent program for high school students that goes beyond the Scouts BSA program, allowing the members to run their own organization and its activities, limited only by their own imaginations. We have not cultivated the venturing program in this council, and we have lost a valuable part of our program. We are looking to expand the Venturing program in two ways: First, we will look for district membership committees to identify potential chartered partners as part of the new-unit organization process listed above. Second, we would like to have every district to find a charter organization to sponsor a district Venturing Crew that would be comprised mainly of former Scouts BSA who have aged out of the program but are not yet twenty-one years old. This crew can meet via conference calls and in person when school is not in session. This would allow youth members to stay on as youth past their eighteenth birthdays and participate as youth in whatever activities and super-activities the crew might organize.

The Exploring program has also been vastly under-utilized in this council in the past. We believe that, given the rich concentration of industry and high-tech in our council area, this program could take off and expand ten-fold once we make the inroads with the high school students. District Membership Chairs should be actively recruiting a District Exploring Chair for their committees, and District Executives should be developing a list of potential chartered partners and programs to address Exploring’s twelve Career Fields and the many career clusters that fall into them.

6. Other Initiatives

Adopt-A-School. The Adopt-A-School program⁴ is a good way to tighten the bond between a school and the units(s) it feeds. We officially do not currently have this program working in the council, every District Committee should designate three schools and their companion packs that might be a good match for this program. We will start slow, with one school initially, and then hopefully grow this part of the program on an annual basis. This program should be ready to initiate by April 2022.

The Scouting Alumni Association. We must not understate the value of leveraging our former members. There are millions of former Scouts who can still play an important part in growing our organization, whether it is at a unit, community, district, or council level. The council alumni committee must be staffed and supported at the council and district levels in order to accomplish its mission and help us grow the program.

Relationships Committee. A strong Relationships Committee must assist in seeking out and building new alliances in addition to strengthening the ties with our current partners.

Marketing Committee. The council must support a marketing committee to support the districts and units in the areas of recruiting, retention, and new-unit start-up. This must also be augmented by a robust public relations function to allow us to get the message of Scouting out to the public.

District and Council Activities. It is incumbent upon the Council Program/Activities Chair and every district's Activities Chair to ensure that all activities run by the council and/or district have a recruitment component. We need to make sure that we are getting Scouting out into the public eye and that they are seeing us for what we really are, which is the premier leadership and character development program for youths in this country.

Commissioner Service. Regardless of the size of the council and/or district membership committees, we must always remember that the Commissioner Staff is our eyes and ears in the individual units, serving as the advisor to the unit Key 3. We have worked hard over the past few years to build the commissioner ranks, and we must include them in each and every membership initiative, in order to provide a seamless, coordinated approach to every unit. We must also remember that the new-unit commissioner is key to sustaining a new unit past their initial thirty-six months of existence; doing this will ensure their continued tenure and success.

⁴ <http://www.bsaadoptaschool.org/>

Council Membership and Unit Goals

	2021 Actual	2022 Goal	2022 Actual
Membership Goal	2064	2129	
New Youth Goal		662	
Unit Goal	126	141	
New Unit Goal		15	
Retention Goal	58.46%	70.0%	
Secure District Membership Chairs by 4/31			
Increase District Membership Committee members to 3			

Membership Goals

	2021 Actual	2022 Goal	% Gain/Loss
Lions	80	90	+ 12%
Tigers	130	140	+8%
Cub Scouts	374	377	+1%
Webelos	368	372	+1%
<i>Total Cub Scouting</i>	952	979	+2.9%
Scouts BSA	1055	1077	+2.5%
Venturing	17	22	+29.9%
Exploring	39	49	+25.5%
Lone Scouts BSA	1	2	+100%
Total Membership	2064	2129	+3%

Unit Goals

	2021 Actual	2022 Goal	% Gain/Loss
Packs	46	55	+19.5%
Troops	74	77	+4.2%
Crews	3	4	+33%
Ships	0	0	0%
Posts	3	5	+67%
Total Units	126	141	+11.5%

Crossroads

District Goals to Support Longhouse Council's Membership Plan

	2021 Actual	2022 Goal	2022 Actual
Membership Goal	804	826	
New Youth Goal		296	
Unit Goal	45	50	
New Unit Goal		5	
Retention Goal	85%	85%	
Secure District Membership Chairs by 4/30			
Increase District Membership Committee members to 3			

Membership Goals

	2021 Actual	2022 Goal	% Gain/Loss
Lions	36	40	
Tigers	46	50	
Cub Scouts	112	115	
Webelos	139	140	
<i>Total Cub Scouting</i>	333	345	
Scouts BSA	444	445	
Venturing	6	10	
Exploring	21	26	
Lone Scouts BSA	0	0	
Total Membership	804	826	

Unit Goals

	2021 Actual	2022 Goal	% Gain/Loss
Packs	16	18	
Troops	27	28	
Crews	1	2	
Ships	0		
Posts	1	2	
Total Units	45	50	

Seaway Trails

District Goals to Support Longhouse Council's Membership Plan

	2021 Actual	2022 Goal	2022 Actual
Membership Goal	548	570	
New Youth Goal		190	
Unit Goal	37	42	
New Unit Goal		5	
Retention Goal	77.7%	79%	
Secure District Membership Chairs by 4/30			
Increase District Membership Committee members to 3			

Membership Goals

	2021 Actual	2022 Goal	% Gain/Loss
Lions	21	25	
Tigers	47	53	
Cub Scouts	112	115	
Webelos	107	110	
<i>Total Cub Scouting</i>	287	303	
Scouts BSA	247	250	
Venturing	7	7	
Exploring	7	10	
Lone Scouts BSA	0	0	
Total Membership	548	570	

Unit Goals

	2021 Actual	2022 Goal	% Gain/Loss
Packs	15	18	
Troops	20	21	
Crews	0	0	
Ships	1	1	
Posts	1	2	
Total Units	37	42	



Towpath

District Goals to Support Longhouse Council's Membership Plan

	2021 Actual	2022 Goal	2022 Actual
Membership Goal	712	734	
New Youth Goal		201	
Unit Goal	44	49	
New Unit Goal		5	
Retention Goal	82.3%	85%	
Secure District Membership Chairs by 4/30			
Increase District Membership Committee members to 3			

Membership Goals

	2021 Actual	2022 Goal	% Gain/Loss
Lions	23	25	
Tigers	37	42	
Cub Scouts	150	155	
Webelos	122	125	
<i>Total Cub Scouting</i>	332	347	
Scouts BSA	364	365	
Venturing	4	10	
Exploring	11	11	
Lone Scouts BSA	1	1	
Total Membership	712	734	

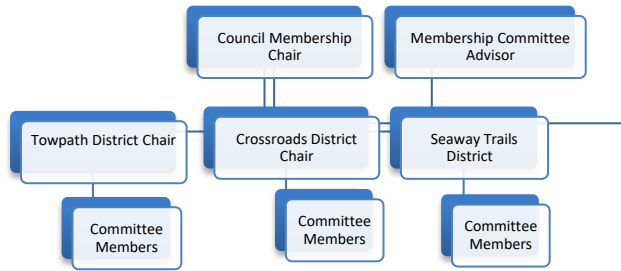
Unit Goals

	2021 Actual	2022 Goal	% Gain/Loss
Packs	15	18	
Troops	27	28	
Crews	1	1	
Ships	0	0	
Posts	1	2	
Total Units	44	49	



Volunteer Infrastructure

The current structure of the Council Membership Committee is:



At this time, there are currently openings at the Council level for:

- Council Retention Chair
- Council New-Unit Start-up Chair

These positions will be a priority for fill during 2022.

Additionally, there is a vacancy in each district for a District Membership Chair; this should be a priority for the district nominating committee to fill as soon as possible.

At the district level, we urge each district to fill the following positions:

- Spring Recruitment Chair
- Fall Recruitment Chair
- New-Unit Start-up Chair
- Webelos Transition Chair
- Retention Chair
- Venturing Chair
- Exploring Chair

At the unit level, we also urge each unit to fill the following positions:

- New Member Coordinator
- Peer-to-Peer Recruiting Coordinator
- Unit Spring Recruitment Coordinator
- Unit Fall Recruitment Coordinator
- Transition Coordinator

As we go forward, we can look to adding more positions and members to the council, district, and unit membership committees, under the principle that “many hands make light work”. Future positions that we may add at all levels include:

- Diversity Chair
- New Cub Scout Event Organizer
- Venturing Transition Chair
- Unit Membership & Marketing Chair – this is an evolving position that merits more discussion and planning prior to implementation.

The possibilities are endless, as we continue the transition to the “volunteer-driven, professionally guided” membership team.

Membership Timeline

The Membership Timeline is a tool that councils can use to plan their monthly membership activities. **This timeline lists the months in which the tasks should be accomplished.** This is intended mainly as a guide; councils may alter dates according to their own needs.

January

Membership
<ul style="list-style-type: none">➤ Field Staff meets and reviews last year and begins planning next year➤ Sets recruitment goals, incentives, and recruitment supplies➤ Begin unit health assessments➤ Identify School Districts without units➤ Hold Webelos to Scout training

February

Membership
<ul style="list-style-type: none">➤ Membership Committee meets to approve membership plans, and share with district and units➤ Begin meeting with Schools and Communities with-out Scout programs➤ Meet with units that scored low on unit assessments➤ Roll out Spring recruitment plan➤ Conduct Spring recruitment training➤ Identify Webelos dens that need help finding Scouts BSA units

March

Membership
<ul style="list-style-type: none">➤ Begin Spring recruitment plan➤ Focus on Lions & Tiger recruitment with Kindergarten, Pre-K classes, & before/after school programs.➤ Hold District level Spring recruitment event➤ Begin plan for new units in communities with-out units➤ Hold a Community Awareness event (together we grow)➤ Hold a volunteer recruitment event➤ Mail Come Back to Scouting post cards to all dropped Scouts

April

Membership
<ul style="list-style-type: none">➤ Continue Spring recruitment plan➤ Hold 2nd District level Spring recruitment event➤ Hold District level family orientation events➤ Hold Summer program training for Packs➤ Continue plan for new units in communities with-out units➤ Identify AOL scouts that did not crossover and invite them to a special Scouts BSA event

May

Membership
<ul style="list-style-type: none"> ➤ Continue Spring recruitment plan ➤ Hold 3rd District level Spring recruitment event ➤ Hold Special Scouts BSA event for AOL scouts that did not crossover ➤ Continue plan for new units in communities with-out units ➤ Hold Summer Camp promotions event for new families

June

Membership
<ul style="list-style-type: none"> ➤ Continue Spring recruitment plan ➤ Hold Council Spring recruitment event ➤ Continue plan for new units in communities with-out unit. ➤ Offer special deal for AOL scouts that did not crossover to attend summer camp

July

Membership
Fall Membership Theme, Friends & Family Bike Rodeo
Responsible Parties: DEs, Council Membership Committee, District Committees, & Commissioner CORP
<ul style="list-style-type: none"> ➤ New Unit Blitz Campaign ➤ New unit appointments to increase opportunity to join for girls both in Packs and Troops. ➤ Train Council/District/Unit leaders in New Unit Campaign ➤ Develop campaign to identify new leaders for all girl programs ➤ Update BeAScout pins to identify opportunities for girls ➤ Have all current Packs identified as all Boy or Family? ➤ Refine prospect list of new chartered partners to provide Cub Scouting to girls ➤ Identify community organizations with youth programs that could use the full family of Scouting, Pack, Troop, Crew. Utilize the charter org. resource guide. ➤ At summer camp identify Scout leaders to assist with existing or new unit development. ➤ Communicate the new unit plan with Council /District membership Chairs ➤ Continue Recruiting of New Member Coordinator

August

Membership
Responsible Parties: DEs, Council Membership Committee, District Committees, & Commissioner CORP
<ul style="list-style-type: none"> ➤ Ensure recruitment materials are appropriate for the type of unit associated with each school ➤ Continue to identify chartered partners for new girl Troops and Packs ➤ Develop campaign to identify new leaders for all programs ➤ Unit parent orientations- Family Scouting Parent Fireside Chat ➤ Attend back to School events ➤ Attend Church Camps and other community camps ➤ Hold District Kick off events late August

September

Membership Responsible Parties: DEs, Council Membership Committee, District Committees, Commissioner CORP & Units
<ul style="list-style-type: none">➤ Continue to identify chartered partners for new girl Troops & Packs➤ Promote training courses to new and potential leaders➤ Offer introductory training for potential girl leaders that will potentially join Troops➤ Attend School open houses➤ Attend after school programs➤ Roll out Recharter material and hold trainings for Save-A-Scout campaigns

October

Membership Responsible Parties: DEs, Council Membership Committee, District Committees, Commissioner CORP & Units
<ul style="list-style-type: none">➤ Assist in the Organizing unit committees for new all girl Troops & Packs.➤ Start to gather paperwork for new units➤ Promote training courses to new and potential leaders➤ Unit parent orientations- Family Scouting Parent Fireside Chat➤ Start the Save-A-Scout campaign inviting them to return for Fall event➤ New Cub Scouts invited to Fall Family Weekend for FREE

November

Membership Responsible Parties: DEs, Council Membership Committee, District Committees, Commissioner CORP & Units
<ul style="list-style-type: none">➤ Follow up with new unit prospects- Evaluate the status of new unit prospects➤ Open houses/ parent orientations for new units➤ Promote training courses to new and potential leaders➤ Continue the Save-A-Scout campaign with other unit level incentives➤ Hold Recharter turn in events

December

Membership Responsible Parties: DEs, Council Membership Committee, District Committees, Commissioner CORP & Units
<ul style="list-style-type: none">➤ Leadership for all girl Troops meet with all girl Webelos Dens to schedule date for crossover into Troop.➤ Promote roundtables/training courses to new and potential leaders➤ Begin gathering of paperwork for new units➤ Continue gathering and sharing testimonials for press releases on family Scouting➤ Continue the Save-A-Scout campaign with other unit level incentives➤ Hold additional Recharter turn in events.

Closing Remarks

Execution and Implementation.

This plan should be reviewed at the district level and be ready for implementation in January 2022. The District Chair, through the Council Vice President for District Operations, is responsible for ensuring that the districts follow the provisions and timetables in this plan.

District Membership Vice Chairs/Chairs will report back to the Council Membership Committee during the monthly Membership Committee Meeting/Conference Call on their progress toward their individual district goals as listed in the Council Strategic Plan.

Comments from the District Chairs and Vice Chairs, Membership on the provisions of this plan are welcome at any time.

The Council VP, Membership is responsible to review this plan quarterly and revising it as needed.

**LONGHOUSE COUNCIL, BSA
2022 MEMBERSHIP PLAN**

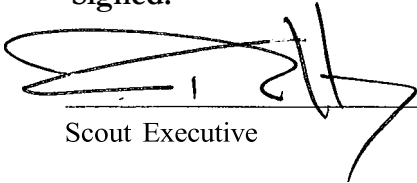
January 2022

Approval by the Executive Board

At the meeting of the Executive Board on March 16th, 2022, this Council Membership Plan was approved for execution by the Longhouse Council Executive Board with the following changes:

(None)

Signed:


Scout Executive

DocuSigned by:
Patrick Rao
875B24585E3048F...
Council President