



BOY SCOUTS
OF AMERICA®

SILICON VALLEY MONTEREY BAY COUNCIL

CUB SCOUT MEMBERSHIP PLAN

PACK INFORMATION

UNIT NUMBER

TARGETED
SCHOOL(S)

Is BeAScout Pin up-to-date and active?

YES

NO

☐☐

OPT-IN to Hooked on Scouting? (by 8-18-23)

YES

NO

☐☐

MEMBERSHIP COORDINATOR CONTACT INFO

Individual managing BeAScout Pin, leads, and contact person on flyers

NAME

PHONE

EMAIL

Registered as "Registration Inquiry" in my.scouting?

YES

NO

☐☐

Trained on Application & Invitation Manager?

YES

NO

☐☐

OUR COUNCIL PROVIDES:

- Training materials and volunteer guidance.
- Customized flyers printed with your join information for distribution in schools and at community events.
- Yard Signs, Peer-to-Peer Cards, Posters & Handouts for events.
- Promotion on Peachjar (if applicable).
- Geofencing of join event on Facebook.
- Staff/Volunteer to assist with your recruitment event.

YOUR PACK PROVIDES:

- An inclusive and welcoming program for new families.
- New Member Coordinator or Membership Chair to work with the district membership committee.
- Dates, Times, Location for Join Nights.
- Unit Support and follow-through for Promotion Plan.

SETTING YOUR GOALS

The ideal Den size is between 6-10 scouts.

Take a moment to think about your currently registered scouts.

Which dens need the most support?

	BOYS	GIRLS
REGISTERED LIONS	<input type="text"/>	<input type="text"/>
NEW YOUTH GOAL LIONS	<input type="text"/>	<input type="text"/>
REGISTERED TIGERS	<input type="text"/>	<input type="text"/>
NEW YOUTH GOAL TIGERS	<input type="text"/>	<input type="text"/>
REGISTERED WOLVES	<input type="text"/>	<input type="text"/>
NEW YOUTH GOAL WOLVES	<input type="text"/>	<input type="text"/>
REGISTERED BEARS	<input type="text"/>	<input type="text"/>
NEW YOUTH GOAL BEARS	<input type="text"/>	<input type="text"/>
REGISTERED WEBELOS	<input type="text"/>	<input type="text"/>
NEW YOUTH GOAL WEBELOS	<input type="text"/>	<input type="text"/>
TOTAL NEW YOUTH GOAL	<input type="text"/>	<input type="text"/>

RECRUITMENT OPPORTUNITIES

SCHOOLS

- 1 Customized invitations to families. (utilize class rosters, ask teachers)
- 2 School flyer— in-person or Peachjar; ask schools if you can send a flyer home in homework packets.
- 3 Open House/ Back-to-School night booth—collect leads if your school permits.
- 4 School newsletter article (ask your principal or PTO).
- 5 Display case/bulletin board in your school.
- 6 Teacher email reminder/announcement—have parents ask their scouts' teachers to send an email home to their class—provide a draft email.
- 7 Attend/participate in your school's carnival or festival—gather leads. Volunteer to host a booth or lead an activity or assist with setup/breakdown.
- 8 Meet with the Principal, discuss the value of Scouting and build a partnership.
- 9 Hand out fliers and stickers in the pick-up/drop-off line at school (with permission).
- 10 Yard sign placed in the pickup/drop-off area at school.
- 11 Hang a large banner on a school's fence.

WORD OF MOUTH

- 12 Invite-a-Friend campaign—utilize buddy/peer-to-peer cards and have a special invite to join night.
- 13 Parent-to-Parent campaign— encourage parents to contact one or more of their friends with kids and personally invite them to a join night.

COMMUNITY

- 14 Set up a table/booth at a popular park/library during the weekend—hand out stickers and fliers.
- 15 Community marquee-board—contact a church or business about adding your joining info on the sign in front of their location. Ask your charter org!
- 16 Post flyers on community boards in local library/community centers.
- 17 Promote at after-school care/tutor facilities.
- 18 Distribute flyers at youth sport practices/events (Little League or Soccer).
- 19 Distribute flyers, posters and stickers to local businesses, restaurants/coffee shops.
- 20 Community event/festival participation—hand out flyers/stickers or have a booth and collect leads (farmers market, summer festivals, Trunk or Treat, parades, cultural fairs, etc). Any event with elementary-age kids and families.
- 21 Place yard signs at family homes and businesses.
- 22 Place yard signs strategically on street corners in the community. Locations should be high traffic with clear visibility.(4-way residential stop signs, near neighborhood parks, long traffic lights. Think about where a sign would catch your eye on your daily drive.)

SOCIAL MEDIA/ONLINE PRESENCE

- 23 Create a customized unit promotional video and distribute through social media, school communications, and place on your unit website/page.
- 24 Geofence your Join Night (paid social media promotion). Work with your DE on this.
- 25 Post the event on Nextdoor; utilize multiple families from different neighborhoods to increase your reach.
- 26 All-Hands Social Media Blitz— encourage parents/leaders to post info and testimonial in various locations: neighborhood Facebook pages, school/parent Facebook groups, community buy/sell pages, official school/PTO social media pages, etc.

MEMBERSHIP PLAN

JOIN EVENTS PLANNED

	DATE	TIME	LOCATION
1			
2			
3			

NEW PARENT ORIENTATION(S)

	DATE	TIME	LOCATION
1			
2			

12-POINT PROMOTION PLAN

Fill out the section below based off the list of recruitment efforts. Some actions are more effective than others; however, all will help you to grow your Pack.

#	WHO IS RESPONSIBLE	WHEN
1		
2		
3		
4		
5		
6		
7		
8		
9		
10		
11		
12		