



BOY SCOUTS OF AMERICA®

SILICON VALLEY MONTEREY BAY COUNCIL

SCOUTS BSA MEMBERSHIP PLAN

TROOP INFORMATION

UNIT NUMBER

TARGETED
SCHOOL(S)

Is BeAScout Pin up-to-date and active?

YES	NO
<input type="checkbox"/>	<input type="checkbox"/>

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

YES	NO
<input type="checkbox"/>	<input type="checkbox"/>

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
<input type="checkbox"/>	<input type="checkbox"/>

Trained on Application & Invitation Manager?

YES	NO
<input type="checkbox"/>	<input type="checkbox"/>

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 TROOP 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

A successful troop has a wide range of scouts of all ages. In order to ensure the longevity of your troop, take a moment to think about your age ranges. Which age group needs the most support?

	BOYS	GIRLS
REGISTERED WEBELOS IN NEARBY PACKS	<input type="text"/>	<input type="text"/>
WEBELOS TRANSITION GOAL	<input type="text"/>	<input type="text"/>
REGISTERED YOUTH IN 5 TH GRADE	<input type="text"/>	<input type="text"/>
NEW YOUTH GOAL FOR 5 TH GRADE	<input type="text"/>	<input type="text"/>
REGISTERED YOUTH IN 6-8 TH GRADE	<input type="text"/>	<input type="text"/>
NEW YOUTH GOAL FOR 6-8 TH GRADE	<input type="text"/>	<input type="text"/>
NEW YOUTH GOAL FOR 9-12 TH GRADE	<input type="text"/>	<input type="text"/>
NEW YOUTH GOAL FOR 9-12 TH GRADE	<input type="text"/>	<input type="text"/>
TOTAL REGISTERED YOUTH	<input type="text"/>	<input type="text"/>
TOTAL NEW YOUTH GOAL	<input type="text"/>	<input type="text"/>
FEEDER PACK 1	<input type="text"/>	<input type="text"/>
FEEDER PACK 1	<input type="text"/>	<input type="text"/>

RECRUITMENT OPPORTUNITIES

SOCIAL MEDIA/ONLINE PRESENCE

- 1 Create a customized unit promotional video and distribute through social media, school communications, and place on your unit website/page.
- 2 Geofence your Join Night (paid social media promotion). Work with your DE on this.
- 3 Post the event on Nextdoor; utilize multiple families from different neighborhoods to increase your reach.
- 4 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.

WEBELOS-TO-SCOUT TRANSITION

- 5 Participate in your district's We.S.T. Fair or organize a Troop Open House and promote to the packs in your area.
- 6 Establish a partnership with at least 2 packs in your area and support them with at least 3 of the following tasks:
 - o Help them plan their calendar of activities.
 - o Provide knowledgeable scouters to support 1 pack recruitment.
 - o Bridging scouts to your troop.
 - o Facilitate at least 2 Den Chiefs to the local packs in your area.

COMMUNITY

- 7 Set up a table/booth at a popular park/library during the weekend—hand out stickers and fliers.
- 8 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!
- 9 Post flyers on community boards in local library/community centers.
- 10 Bring flyers or information sheets with you while doing a service project in a public space.
- 11 Distribute flyers at youth sport practices/events.
- 12 Distribute flyers, posters and stickers to local businesses, restaurants/coffee shops.
- 13 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). Offer to assist event organizers with setup/breakdown.
- 14 Place yard signs at family homes and businesses.
- 15 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.)

WORD OF MOUTH

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

SCHOOLS

- 18 School flyer— in-person or Peachjar; ask schools if you can send a flyer home in homework packets.
- 19 Open House/ Back-to-School night booth—collect leads if your school permits.
- 20 School newsletter article (ask your principal or PTO).
- 21 Meet with the Principal, discuss the value of Scouting and build a partnership.
- 22 Yard sign placed in the pickup/drop-off area at school.
- 23 Hang a large banner on a school's fence.

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 Troop.

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