



# Cub Scout Membership Plan

**Scouting America**  
Silicon Valley Monterey Bay Council

## Pack Information

Unit Number: \_\_\_\_\_

Schools: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

## Membership Coordinator Contact Information

*Individual managing BeAScout Pin, Leads, and Contact person on fliers*

**Name:** \_\_\_\_\_

**Phone:** \_\_\_\_\_

**Email:** \_\_\_\_\_

Have you updated your BeAScout.Org Pin?

### Our Council Provides:

- Training material 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 including and welcoming program for new families.
- New Member Coordinator or Membership Chair to work with the district membership committee.
- Dates, Times, Locations 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  
active Scouts.  
Which dens need the most support?*

Rank	Current	Goal	Need
Lions			
Tigers			
Wolves			
Bears			
Webelos			
AOL			
Total			

## 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

	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

Item #	Who is Responsible	When
#1		
#2		
#3		
#4		
#5		
#6		
#7		
#8		
#9		
#10		
#11		
#12		