

# Scouts BSA Membership Plan



## Troop 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](https://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 Troop 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

*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?*

Rank	Current	Goal	Need
AOL Transition			
Spring 5 Grade			
6-8 Grade			
9-12 Grade			
Total			

## 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:
  - Help them plan their calendar of activities.
  - Provide knowledgeable scouters to support 1 pack recruitment.
  - Bridging scouts to your troop.
  - 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

	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

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