



Scouts BSA Membership Plan

Scouting  America
Silicon Valley Monterey Bay Council

Troop Information

Unit Number: _____ Schools Served (Max 3) _____ _____ _____	<p style="text-align: center;">Membership Coordinator</p> <p><i>This is the <u>primary contact</u> for BeAScout (Unit Pin), leads, and recruitment communications (including flyers, and events).</i></p> <p>Name: _____</p> <p>Phone: _____</p> <p>Email: _____</p>
<p>Have you updated your UNIT PIN (for BeAScout.org)? Yes <input type="checkbox"/> No, Help Us! <input type="checkbox"/></p>	

What Pack(s) do you support/recruit from? Do they have recruitment plans for the Fall? _____

There should be 1 Join Night planned per school recruited from!

Join Nights Planned

	Date	Time	Location
#1			
#2			
#3			

New Parent Orientation

Ideal: 5 - 12 days after Join Night

	Date	Time	Location
#1			
#2			
#3			

Goal Setting

When setting your recruiting goals, remember:

A successful troop has a variety of ages.

Which age group needs the most support?

AGES	CURRENTLY REGISTERED	NEW YOUTH RECRUITED	TOTAL YOUTH
AOL			
Transition			
(New) 5 th Grade Spring			
6-8 th Grade			
9-12 th Grade			
TOTAL			



Support and Promote Your Troop

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Recruitment Support

SVMBC Provides	Your Troop Provides
Training materials and volunteer guidance	A welcoming and inclusive experience for new families
Flyers with your custom join information	A Membership Chair or New Member Coordinator
Yard signs, posters, peer-to-peer cards	Join Night dates, times, and locations
Peachjar promotion (where available)	Follow-through on your recruitment plan
Facebook geofencing for Join Nights	
Staff, or volunteer, support for Join Nights	

Promote Your Troop!

School Opportunities

- School flyer or Peachjar promotion
- Open House / Back-to-School Night table
- School newsletter article or announcement
- Meet with principal
- Yard sign in pickup/drop-off area
- Banner on school fence with approval
- Wear Your Troop Shirt Day

Webelos to Scout Transition

- Participate in District We.S.T. Fair
- Host a Troop Open House for local packs
- Build partnerships with at least 2 packs
- Help packs plan activities/calendar
- Support pack recruitment or bridging
- Provide Den Chiefs to local packs

Community & Service Visibility

- Table at park/library or community spot
- Community marquee or charter partner sign
- Flyers at libraries/community centers
- Bring flyers to public service projects
- Flyers at youth sports practices/events
- Flyers/posters at local businesses
- Community festival, parade, or fair booth
- Yard signs at homes/businesses
- Yard signs in visible community locations

Word of Mouth & Online

- Scout invite-a-friend campaign
- Parent-to-parent personal invitations
- Short troop promotional video
- Geofence Join Night with DE support
- Post event on Nextdoor
- Parent/leader social media sharing blitz

Recommendation for Success:

The strongest Troops usually choose 12 promotion activities and assign clear ownership rather than trying to do everything. Pick the ideas that best match your schools, families, and community—and execute them well.