

The BSA has a year round growth plan which is designed to facilitate Scout recruitment and pack-troop relations. The South Mountain District Membership Committee supports the individual units as they implement their yearly growth plan and will offer monthly advice to units in this column to give your unit leaders some ideas and suggestions.



JULY:



Do you have what it takes to be TOP GUN??

The South Mountain District Membership Committee has officially launched our TOP GUN recruitment campaign for the district PACKS. This initiative will help your unit succeed in growing and recruiting more cub scouts to your program. Units have begun logging points toward their goal of being awarded the coveted TOP GUN award as the top recruiting PACK for 2012 and a pizza party for their entire PACK. The program wraps up in December so there is ample opportunity to get on board. Contact Mark Firth, District Membership Chair for details.

JULY Activities:

Have someone in your unit that likes to take pictures at events? Capture that summer or day camp moment and use it to recruit more youth. Promotional materials showing the action are a great way to engage parents and youth to your program highlighting all the fun. Earn the national summertime pack award along the way.



JULY:

JULY Activities:

What did you do on your summer vacation? Exploring the Florida Keys at Seabase? Rock Climbing, Kayaking or summiting Old Baldy at Philmont? CIT at summer camp? Whatever you did record the moment in journals or photos and create a CD of your summertime adventures.

Use this at your fall open house or school night. One picture is worth a thousand words. Show the fun and excitement to prospective parents and youth that you made the most of those precious days of summer.

ALL UNITS: The first step for any recruitment effort is to appoint a pack/troop committee member to serve as the membership chair. This person will develop and implement a year-round growth plan that incorporates all methods of recruitment

Let us know your successes and your challenges with youth recruitment. The district Membership Committee wants your feedback so please drop us an email with your thoughts to: Mark Firth, SMD Membership Committee Chair at: Stee1city@verizon.net