

MEMBERSHIP

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.

OCTOBER: Assuring Membership Growth

As with nearly all things, any successful endeavor requires prior planning, realistic goal setting then execution and finally evaluation. Over the next four months of articles I'm going to focus on each of four key areas of BSA youth recruitment. Planning and Tracking, Recruitment, Marketing and Promotion and Training. This month's article is about Planning and Tracking.

One key question to answer as you begin to plan your bi-annual recruitment activities: How many youth do you need to recruit to your Pack program in order to replace those Webelos that will be crossing over and grow your unit by 10%. You should with planning and tracking skills be able to come up with that figure. If you are not sure, you're District Executive, Tyler Yankey can supply that information based on your unit census. His contact information follows at the end of the newsletter. Another way is to contact the person in your unit authorized to key in awards through internet advancement and print out the unit census. Cross off the inactive or dropped youth on your roster along with those about to cross over. That should give you a pretty good idea of your current unit census. Unit growth is essential to the long-term health and success of your unit. New youth bring energy and enthusiasm along with their parents who can assist the Pack in various capacities. If you find that you need to recruit many youth it may require that you plan to hold more than one recruitment night or scout round up this Fall. You might also need to hold another event if you did not recruit enough Tigers to fill a den. If this is the case, it might entail additional planning to hold not only a school but also a church or community outreach event. Is there a community Fall Festival going on that you can set up a table and promote your unit? Your Pack might choose to publicize and host a "bring a friend" event to have new youth and parents see what your Pack is all about. Tracking membership and your individualized unit goals should be a focus of your pack committee on a monthly basis. If you have not yet recruited a Pack Membership Chairperson, this position can help Plan and Track and help your unit reach its goals. The District Membership Committee can help you in all phases of tracking and planning. We have tools and information for your unit to use to assist you. NEXT MONTH: 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: Stee1cty@yahoo.com