

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.



NOVEMBER: Recruitment

Last month's article focused on Planning and Tracking. Your pack committee membership chairperson tracks current membership and works with the committee to have a plan to replace the numbers of youth that have moved on to the Boy Scouts at crossover or have dropped from the unit. An achievable goal is replacing that number of youth plus one or more. Tracking and planning helps assure that you have enough enrolled youth and families to "make your pack go".



Now that you have an idea of the number of youth you need to recruit, you need a plan to bring youth and families to sign up. Decisions need to be made on the venue, how you will publicize it, the type of activity you will have, who will be there to answer questions and other volunteers to run an activity for the youth that come out to visit. Ideas include: distributing flyers at community events, church or schools, inviting families to a pack event like Iron Pigs, bowling, pinewood derby, firehouse visit or drive-in movie night. Most parents will not know about scouts or how to reach you unless they have personal contact with a member of your pack and are invited personally. Talking to other parents about scouts from the sideline at a soccer or football practice, at PTA or at work are effective ways to make an invitation.

Many more units throughout our District have begun to hold recruitment events both in the Spring and Fall. The advantages to adding a Spring recruitment enables those scouts to join in summertime activities and for the unit to identify and work with prospective parents to assume leadership roles before the school year begins in the Fall. Included in the article this month is a quick glance calendar to help plan and organize your unit for recruitment.

Council also helps to promote youth recruiting in the following ways: providing marketing materials and posters to your unit for free, printing parent orientation guides, printing free church or school bulletins, billboards, PSA's, store flyers, direct mail, and boy talks in public schools. These marketing materials can be customized to your unit and ordered by calling or emailing our district executive Tyler Yankey at the Council office.

Next Month's Article – Marketing and Promotion

Quick Glance Calendar of Recruiting Events												
Recruiting Events	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Join Scouting Night	-----											
Spring Recruitment	-----											
Webelos-to-Scout Transition Jan-Apr(Crossovers) Oct-Dec (Troop Visits & Campouts)	-----											
Open House	-----											
Boy-to-Boy Recruitment	-----											
	Planning/Coordination			-----			Execution			-----		
Mark Firth, South Mountain Dist Minsi Trails Council												

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