

2016 Membership Growth Plan



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DISTRICT MEMBERSHIP COMMITTEE

In 2016 Los Padres Council will incorporate volunteer leadership roles to support its Year-Round Balanced Membership Growth Plan. These volunteer leadership positions will serve as members of the district membership committee and report to the district membership chairman. Volunteers serving in these leadership positions will become the go to persons for growth in Cub Scouts, Boy Scouts, Varsity, and Venturing. Job descriptions are listed below.

Traditional Program Chair Positions:

Cub Scout Chair – Provide leadership and support to packs by growing Cub Scout membership and unit growth and serve as a catalyst in achieving district Cub Scout membership goal. Work with district program chair to ensure that training and quality programs, such as; day camp, resident camp, Cub-o-rees, etc., are provided for Cub Scout Packs. Serve on district membership committee and report to district membership chairman.



Boy Scout/Varsity Chair - Provide leadership and support to troops by growing Boy Scout and Varsity membership and unit growth and serve as a catalyst in achieving district Boy Scout and membership goals. Work with district program chair to ensure that training and quality programs, such as; summer camp, camporees, merit badge and advancement opportunities, etc., are provided for Boy Scout Troops and Teams. Serve on district membership committee and report to district membership chairman.

Venturing Chair – Provide leadership and support to crews by growing Venturing membership and unit growth and serve as a catalyst in achieving district Venturing membership goal. Work with district program chair to ensure that training and quality programs, such as; high-adventure camp, Venturing open house, etc., are provided for Venturing Crews. Serve on district membership committee and report to district membership chairman.



UNIT MEMBERSHIP CHAIR

You're best recruiting and retention tool is an adult volunteer already in your unit. He or she just doesn't know it yet.

Don't delay in filling the newly created Unit Membership Chairman position. This Scouter is a member of your unit's committee whose sole focus is membership growth and retention. Think of it like the district or council membership chairmen who are responsible for growth at those levels of Scouting.

What do they do? And what resources are available to take the stress off whoever takes on this daunting but vital job?

All that and more after the jump.

What a Unit Membership Chairman does

- Meet with the unit leaders and committee monthly to discuss membership goals and retention.
- Conduct at least two recruitment/Scouting promotion events per year to ensure unit growth using the peer-to-peer recruitment method.
- Distribute membership fliers to schools and churches in the unit's area.
- Conduct Scouting rallies and boy talks in schools, leveraging council support when needed.
- Attend the district's membership chair training sessions, which will focus on best practices.



- Have your unit be involved in the required amount of Adopt-a-School service and community service projects needed for Scouting’s Journey to Excellence score.
- Ensure that new youth and adult applications along with funds are completed and turned into the council service center within a week after receipt of the applications.
- Work with the unit committee to ensure the unit reaches Scouting’s Journey to Excellence gold status in membership.
- Update the unit’s BeAScout pin and follow up with leads.
- Have your unit participate in a fall and spring recruitment plan.
- Work with the district transition chair to encourage youth to transition to the age-appropriate program as they grow older.
- Have an annual customer satisfaction survey done with current Scout families.

UNIT KEY THREE

Purpose – This new initiative allows new and existing units to be more sustainable through its program by providing an avenue for units to increase: retention, program, advancement, fund-raising ability, and increased adult leader participation. Research shows that High-performing Units also impact the council through increased: camp attendance, Friends of Scouting, Popcorn/product sales, and service beyond the unit level.

Concept – Each new and existing unit is strongly encouraged to form a Unit Key 3. The Unit Key 3 will consist of the Chartered Organization Representative, Committee Chairman, Unit Leader, and a Unit Commissioner to serve as an advisor. This process will repeat itself if there is more than one unit at the location.

Training – LPC will provide training for all Unit Key 3s twice a year or additional training opportunities as needed.

Recognition – LPC will provide a Unit Key 3 Honor Unit recognition at each district recognition dinner.



CUB SCOUT GROWTH PLAN

1. During the first 60 days of school in the spring and 60 days in the fall every Pack (school site) will conduct a Cub Scout Round-up.
2. The joining opportunities include a formal presentation using the new den organization method; a Pack meeting where families can visit and join and a Cub Scout Round-up when the site is open for a scheduled event (Open House, Teacher Meet and Greet, etc).
3. Packs will work with their Unit Membership Chair to coordinated Boy Talks and Round-up scheduling through the targeted elementary school. The Unit Membership Chair will liaison with the District Executive or their professional mentor on all arrangements with school officials. The Unit Membership Chair should be familiar with the demographics of the school population.
4. **Unit Leaders** of Cub Scout Packs and Boy Scout Troops at each school will be asked to participate in the program and be a part of the **District Membership Team**.
5. Boy Scout leaders, especially members of the Order of the Arrow have a vested interest in Cub Scout growth as 85% of all Boy Scouts were once Cub Scouts.



PROMOTION:

- Various sets of professional printed flyers will be provided and distributed to all boys in each school twice in the spring and twice in the fall.
- Flyer #1 will be distributed two weeks prior to Round-up. Flyer #2 will be distributed one day prior to Round-up.
- 6-8 posters and 4-6 yard signs will be provided per school. Posters should go up 1-2 weeks before Round-up. Yard signs should go up 2-3 days before Round-up.
- Professional printed stickers will be distributed at Boy Talk day prior to Round-up.
- **Best Practice** - Boy Talks will be held in schools to personally invite boys to join (where permitted). This distribution is to be conducted by the District Executive or trained volunteers.
- A Scouting Good Turn should be conducted at the school site during the first three weeks of school. This could be held in conjunction with a Unit first meeting or a unit program roll-out.
- Media publicity will be coordinated by the local district.
- Units should submit a Newspaper article in April – May and August - September.



PROGRAM:

The Unit Membership Chair for each Pack will be in charge of the following:

1. Attendance sheets to be filled out by parents as they arrive (w/email address).
2. Coordinate the Round-up with all unit volunteers. Ensure knowledgeable volunteers attend and are prepared for the Round-up.
3. Parents and boys will sit by grade level. Assign a volunteer per table to assist parents in completing youth and adult applications.
4. Training flyers will be given to all newly recruited adult volunteers.
5. The Unit Membership Chair will coordinate with the Unit Committee Chair and Chartered Organization Representative to be present at the Round-up in order to sign all new adult volunteer applications.
6. **The Unit Membership Chair will collect all youth and adult applications, receipt all registrations fees at the time of the Round-up. It is important to sign new members up that night as parents come ready to join and are more likely to return if registered.**
7. Unit Committee Chair will coordinate with the District Executive to turn in all applications and fees at a predetermined site and time no later than 24 hours after collection, for advancement and insurance.
7. Attendance sheets the unit application copies will be kept by the Unit Membership Chair.

*New Unit organizers will be on hand to facilitate the organization of new units when needed.



TIMETABLE

JANUARY	Conduct unit health assessment
MARCH	Spring round-up begins
APRIL - MAY	<p>Cub Scouts - Spring Round-up and Tiger Cub recruiting for Kindergarten age boys (Tigermania)</p> <p>Boy Scouts – Work through district membership chairs, Cubmasters, and Scoutmasters to ensure successful Webelos-to-Scout Transition. Recruit new Boy Scouts through fifth grade recruiting.</p> <p>All traditional programs – Conduct mass mailer to all dropped youth as another opportunity to re-join active units. Units host activity and recruitment booth at local community events.</p> <p>All Tiger Cub and Boy Scout applications and fees are submitted to the LPC Scout Service Center.</p>
MAY	<p>All district training dates set for new leaders. The dates, time and place coordinated through council office.</p> <p>Review membership Growth Planning Conference with Field Staff.</p> <p>Unit Membership Chairs are recruited.</p>
JUNE	<p>Membership Growth Training.</p> <p>Develop external plan and materials.</p>
JULY – AUG	Unit Round-up training is conducted.
AUG - SEPT	<p>Round-up Kick off.</p> <p>Unit news stories are submitted to community newspapers and other media sources.</p> <p>The day before the specific recruiting night at each school is designated as UNIFORM DAY (all registered Scouts and Leaders should wear their uniform to school and work if possible).</p> <p>Youth conduct peer to peer recruitment through social media and email invitations.</p>
AUG - NOV	Conduct adult leadership training in all districts.
OCTOBER	<p>Begin Unit Membership inventories.</p> <p>Begin Unit Leader Training inventories.</p>



PROMOTION PLANS

- Tiger Cub & Scout Recruiting in May (Tigermania)
- Career Interest Surveys and High Adventure Surveys in May at targeted area high-schools
- Successful Webelos-to-Scout Transition
- Multiple Opportunities to join all youth programs
- Launch Adopt A School program by Pack, Troop or Crew for stronger school relations
- Positive Scouting news stories submitted by units to neighborhood and community newspapers
- Unit displays at public venues in August and September
- Conduct social media campaigns
- Church Bulletin Inserts
- Participate at community events
- Flyers for distribution – Follow the plan
- Posters and yard signs – Follow the plan
- Boy Talks – Day prior to Round-up
- Round-up – Follow the plan

UNIT PROMOTION PLAN

The Unit Promotion Plan is essential to the success of the Council's Year-Round Balanced Membership Growth Plan. The promotion effort must focus on youth for each of our programs through the unit's current youth and adult members or participants. The youth are attracted to our promise of exciting activities. A unit's promotional strategy should include the following.

AUGUST

Submit a human-interest story to community newspaper with photographs of Scouts/Leaders in uniform. This story should highlight your unit's program.

Conduct Key Leader meeting to assign Year-Round Recruiting Promotional strategies for recruiting new members

Unit launches Adopt A School Program

Follow-up with School to enlist their support. Scouting Professional will assist. (Posters/announcements /Flag Ceremonies/Flier Distribution/Classroom visits).

Follow-up to ensure printing (community newspaper)

Attend the Council Round-up Training



AUG – SEPT

The day before the specific recruiting night at each school is designated as **UNIFORM DAY** (all registered Scouts and Leaders should wear their uniform to school and work if possible).

AUG – NOV

Follow best practices for recruiting Cub Scouts, Boy Talks, and Round-ups.

AUG 26 – SEPT 30

Attend and help with the **CUB SCOUT ROUND-UP, BOY SCOUT TROOP OPEN HOUSE, VENTURING/EXPLORING FIRST NIGHTERS.**



INDIVIDUAL SCHOOL VISITS – BOY TALKS

AUGUST - OCTOBER

Held during school hours before, CUB SCOUT ROUND-UP, BOY SCOUT OPEN HOUSE, AND VENTURING/EXPLORING FIRST NIGHTER.

PURPOSE:

To create an excitement in youth to join our programs.

PREPARATION:

The Unit Membership Chair and District Executive will coordinate arrangements and will in most instances, conduct the school visits. Volunteers and professional must work together.

HOW TO CONDUCT THE BOY TALK

1. Make arrangements with school principal to conduct the Boy Talk.
2. Wear your uniform.
3. Sign-in at the school office about 15 minutes before you plan to start. Introduce yourself to the principal and the school secretary.
4. The actual presentation should include the agenda items on the next page.



5. Use gimmicks to get flyers home, such as having boys put them in their sock or a paper airplane contest, or just place in folder/backpack. You should also use stickers as a reminder.
6. Stop at the office on the way out and leave extra flyers with the school secretary.
7. Keep your presentation to 5 minutes. Be enthusiastic and positive! Make Cub Scouting FUN!

Best Practices for Boy Talks

Option 1 – Conduct Boy Talk by grade immediately after morning announcements in cafeteria. Ask school for microphone. These talks must be by grade for crowd control. ***Estimated time at school one hour.**

Option 2 – Conduct Boy Talk by grade during recess before or after lunch. **Estimated time at school 2 hours.**

Option 3 – Conduct Boy Talk by grade during P.E. **Estimated time at school 5 hours.**

TALK AGENDA

DISTRIBUTE APPROPRIATE AND PROGRAM SPECIFIC INFORMATION FLYERS

WHAT DO YOUTH IN YOUR SPECIFIC PROGRAM DO?

Examples of activities

- CAMPING
- FIELD TRIPS
- DAY CAMP
- PINEWOOD DERBY

MEETING INFORMATION

Date/Time/Place/Purpose

WHAT TO BRING TO OUR JOINING NIGHT

- Must have their parents
- Registration fee
- Need parents and registration fee to register

“BIG FINISH”



- (Finish up presentation with another enthusiastic statement on Tiger Cubs, Cub Scouting, Boy Scouting, Venturing, or Exploring).
- Give a reminder sticker to every boy.

QUESTIONS (Do not take questions; explain more information is available at Round-up).

“ROUND-UP” CHECKLIST **(Unit Membership Chair & District Executive)**

ALWAYS HAVE WITH YOU IN YOUR “ROUND-UP KIT”

- _____ Youth and Adult Applications
- _____ Parent Sign in sheets
- _____ *Boy’s Life* Mini-magazines
- _____ Flyers for coming activities
- _____ Parent Information Guides
- _____ Parent and Family Talent Survey sheet
- _____ Information on Adult Leader Training
- _____ Links for online training and internet resources
- _____ Uniform Checklist with Scout Shop information
- _____ Activity sheets (Bobcat requirements, Word Search)
- _____ One each Tiger-Wolf-Bear-Webelos Book
- _____ Tiger Cub t-shirts/ Old patches
- _____ Table labels for grouping students by grade level
- _____ Field receipt book

BEFORE YOU LEAVE HOME:

- _____ Contact District Executive two hours before; Phone Number _____
- _____ Prepare your pre-opening activity
- _____ Prepare your unit organization chart
- _____ Wear your uniform
- _____ Review agenda and practice your presentation
- _____ Take a pocket calculator
- _____ Take 20-30 pens
- _____ Take some change – bills and coins
- _____ Take masking tape
- _____ Take pro-rated fees chart

WHEN YOU ARRIVE AT THE SCHOOL – an hour or earlier depending on start time.

- _____ Empty your packet and organize your materials
- _____ Check with other School Team Members, (including Unit Leaders) on their part of the program
- _____ Post your unit organizational chart
- _____ Assist Unit Leaders with their displays



- ___ Set up tables by grade
- ___ Organize your pre-opening activity
- ___ Station either yourself or another School Team member at the door to distribute applications and to welcome families.
- ___ Keep youth and parents in the room
- ___ Youth and parents should sit together

THE GENERAL PRESENTATION

- ___ Begin promptly at the announced time
- ___ Introduce yourself and welcome everyone on behalf of the Alamo Area Council, Boy Scouts of America
- ___ Introduce other Team Members and Unit Leaders
- ___ Follow agenda carefully

Be sure to turn in all applications, registration fees, and supplies to your District Executive.



“ROUND-UP” PRESENTATION OUTLINE

SCHOOL COORDINATOR IN CHARGE

GATHERING ACTIVITY

- Conduct ice breaker

SEPARATE YOUTH AND PARENTS INTO GROUPS (UPON ARRIVAL)

Refer to diagram for Cub Scouts only!

Four groups by grade

Tiger Cubs grouping

- 1st grade

Cub Scouts grouping

- 2nd grade

- 3rd grade

Webelos grouping

- 4th grade

- 5th grade

GENERAL MEETING

- Opening Ceremony – Pledge of Allegiance, use appropriate program oath.
- Follow Scripted Power Point Presentation

Review **JOIN SCOUTING CAMPAIGN Fee Schedule** below

2014 JOIN SCOUTING CAMPAIGN FEE (for Cub Scout, Boy Scouts, and Venturers)

The Scouting Registration fee is (\$_____/ Youth/Adult (long term pro-rated)
and includes Boys Life Magazine and Insurance

This Registration/Boys Life will expire in _____ 2016

All Scouts renew their membership and Boys Life with their unit.

(Modify for Boy Scouts, Venturers, and Explorers)



Entrance

School Coordinator
Attendance Roster Sign-in

1st Grade Table

2nd Grade Table

3rd Grade Table

4th Grade Table

5th Grade Table

The above is a sample layout of a typical JOIN SCOUTING Meeting setting. Be sure all tables are clearly marked by grade. As parents and boys enter the room, have them sign in on the attendance roster and give them application forms. Assign them to the appropriate table at this time.

Doing this simple task at the beginning will save a tremendous amount of time and organization later. Parents are already seated by grade and the Registration process can begin.



HOW TO ORGANIZE AND REGISTER **CUB SCOUT PACK GUIDELINES**

“Den Organization”

- 6 to 12 boys per table [Den]
- Separate grades by table

Appoint temporary chairperson for each group

- (Chairperson’s job is to obtain a Den Leader, Assistant Den Leader and Committee Member from the group at table)
- Ensure Den Roster Form is completed
- Collect Parent Talent Survey and turn over to new Den Leader

Explain leader “needs” from organization sheet

- Explain leadership positions and what is expected from job description sheet (See Parent Information Handout)
- Review training date sheet
- Read “For Every 100 Boys”

Turn groups over to temporary chairperson

- Tell chairperson to raise hand when leadership is secured
- Bring adult registration applications when leadership is chosen
- Walk away and leave them alone

Recruit Pack level leadership as needed

- Cubmaster
- Assistant Cubmaster
- Den Leaders
- Webelos Den Leaders
- Committee Chairperson
- Committee Member (need two Committee Members)

Den Leaders announce the location, date and time of first Den Meeting

Supply registration application forms (unless previously distributed) as needed to each group.



HOW TO ORGANIZE AND REGISTER
CUB SCOUT PACK GUIDELINES CONT'D
(modify for Boy Scouts, Venturers, and Explorers)

- Have parents fill out boys' applications
- Applications/Fees are to be turned in to new Den Leader (Refer to Fee Sheet)
- Front cover of application goes to parent and boy
- Den Leader or Cubmaster keeps last copy of boy's application
- All new leaders complete adult applications
- Ask new leaders to remain with you
- Dismiss other parents and boys
- Give each new leader a training date sheet and encourage them to attend
- Set date and place of Pack Leaders Meeting [Purpose of meeting is to plan program and set pack meeting date and place]
- Collect all fees and applications [Place in envelope with attendance rosters and turn in]

THINGS TO REMEMBER:

- Stick to the script.
- Parents and boys should be divided into groups within 15 minutes after meeting begins.
- Don't let Den Leaders explain their jobs – you get all problems and no successes. New leaders will learn essentials of their job at training.

TIPS ON RECRUITING CUB SCOUT LEADERS

Before a good prospect will volunteer, he/she will need several things:

- 1. Information**
 - a. What is Cub Scouting?
 - b. Will it help my son and family?
 - c. What is my job description? (Make sure that you have this information available)
 - d. Where do I get training and help?

- 2. Inspiration**
 - a. Prospects need to know that kids choose their value path between the ages of 6 and 15
 - b. We don't get a second chance in raising kids. We have to spend time now to help them grow
 - c. Scouting provides peers for their children that share good solid values.
 - d. Kids don't last without parents' interest and participation
 - e. Everyone is busy, but what kids need most at this age is our time,



involvement, and interest

- f. Explain that you were new once, but with training, Council support and commitment, each of them can be a great volunteer

3. Invitation

- a. Best choices for leaders are already busy people. These people know how to manage their time
- b. Pick your two best people, recruit them as a team

BE POSITIVE AND ENTHUSIASTIC FROM START TO FINISH!

They are just shy and reluctant to get into something they don't know anything about. Our job is to sell the concept of Scouting and sell them on making it happen for their own son by being involved. We provide training and support. People want to join a positive, motivated team, not a negative group. The most precious gift parents can give their son is THEIR TIME.

Remember, success is an inside job. Meet the challenge of recruiting new leaders with a smile and a positive attitude whatever the results.

CUB SCOUT LEADER RESPONSIBILITIES

COMMITTEE CHAIRPERSON



Conducts monthly Pack Leaders Meeting to help plan program. Ensures that adequate support to run program is given to Cubmasters and Den Leaders by Committee Members. Helps recruit additional leaders as needed. Attends training.

COMMITTEE MEMBER



Provide support by taking care of records, finances, advancement, activities, membership, etc. Attends monthly Pack Leaders Meeting to help plan program. Attends training.

CUBMASTER



Conducts monthly Pack Meeting. Aids Den Leaders by coordinating monthly program for all leaders. Attends monthly Pack Leaders Meeting. Attends training.

DEN LEADER



Meets weekly for one hour with den of 6-8 boys. Den Meeting is held in Den Leader's home, school or other suitable place. Den Leader determines time, date and location of Den Meeting that is most convenient for him/her. Attends training.



WEBELOS DEN LEADER



Same as Den Leader except works with older Cub Scouts and encourages periodic father/son overnight campouts. (Parents or other adult must attend campouts, with few exceptions.) Attends training.

TRAINING OPPORTUNITIES

1. Fast Start training*
2. This is Scouting*
3. Youth Protection Training*
4. Cub Scout Leader Specific Basic Training*
5. Webelos Outdoor Leader Skills Training
6. Monthly Roundtable Meeting

*Trainings available on www.myscouting.org

ADDITIONAL SUPPORT

1. Scout Shop – large selection of BSA program materials, uniforms, and badges
2. www.la-bsa.org
3. www.scouting.org

100 BOYS

DID YOU KNOW FOR EVERY 100 BOYS WHO JOIN SCOUTING, RECORDS SHOW THAT:

- RARELY will one be brought before a juvenile court system
- 2 will become Eagle Scouts
- 17 will become future Scout volunteers
- 12 will have their first contact with a church
- 1 will enter the clergy
- 5 will earn their church award
- 18 will develop a hobby that will last through their adult life
- 3 will enter a vocation that was learned through the merit badge system
- 1 will use his Scouting skills to save the life of another person
- 1 will use his Scouting skills to save his own life



SCOUTS ALSO ACCOUNT FOR:

- 64% of the Air Force Academy Graduates
- 70% of Annapolis Graduates
- 72% of Rhodes Scholars
- 85% of F.B.I. Agents
- 26 of the First 29 Astronauts

We believe that after reviewing the above information, you will agree with us that Scouting helps your son grow and thrive in today's society.

TURNING IN APPLICATIONS AND REGISTRATION MONEY

- All membership applications and membership fees must be turned to the council service center located at the next business day following the round-up.
- Checks must be made payable to Boy Scouts of America or LPC.
- Units collecting any other fees must do so separately. It is suggested that those fees be collected at a separate meeting and not during the recruiting night.
- Since adult applications require YPT and signatures from the Committee Chairman, and Chartered Organization Representatives it is okay for an assigned unit volunteer to hold on to the adult applications until all requirements are obtained. This is time sensitive and must be turned into the council office within 48 hours and prior to the new applicants meeting with youth members, thus allowing for the completion of background checks. If possible arrange for Committee Chair and COR to attend round-up.
- Youth applications must be turned in with all registration fees at the district designated location the evening of the Round-up. Unit receipts and Registration Audit Sheets will be provided by the District Executive and kept in the unit's file.
- All new members will be charged pro-rated fees that will include the current month through the re-charter month.
- Although Boy's life is optional it will be strongly encouraged.



APPLICATION INFORMATION FOR TURN-IN

Cub Scout Registration Form

1. Pack number
2. Full name
3. Mailing address
4. Grade/date of birth
5. Ethnic Background
6. Boy's Life subscription
7. Tiger Cub partner's name/date of birth
8. Parent/Guardian's signature
 - a. Home phone number
 - b. Occupation/employer
9. Unit Leader's Signature

Adult Volunteer/Leader Registration Form

A. Disclosure/Authorization Form

1. Full name
2. Signature
3. Date
4. Unit number

B. Adult Application

5. Unit type/ Unit number
6. Full name
7. Mailing address
8. Contact phone numbers
9. Date of birth
10. Ethnic background
11. Driver's license number/State
12. Gender
13. Social Security number
14. Position Code/Scouting position
15. Email address
16. Boy's Life Magazine Subscription
17. Background disclosure questions #6
18. References #5
19. Applicant signature
20. Committee Chairman Signature
21. Chartered organization representative signature
22. YPT certificate of completion

