

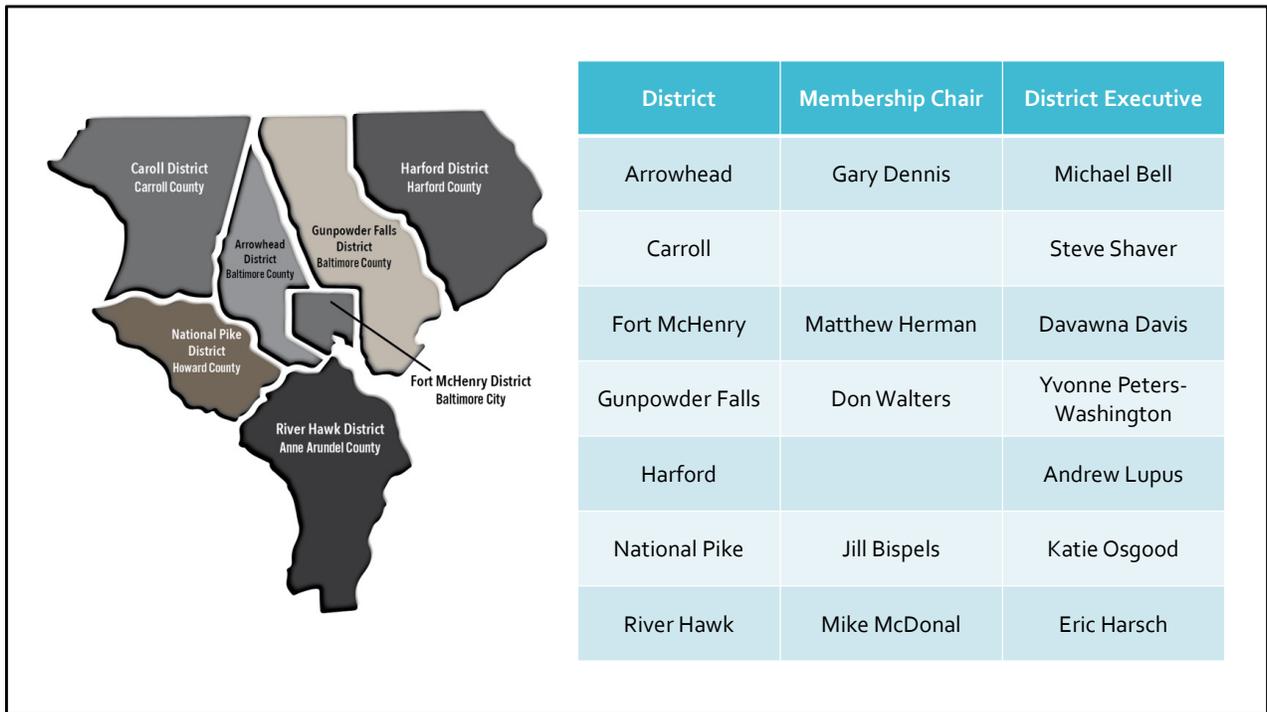
**SPRING INTO FALL**



**PREPARING YOUR UNIT FOR  
MEMBERSHIP GROWTH**

April 25, 2024

Presented by Membership  
Committee of Baltimore Area  
Council BSA

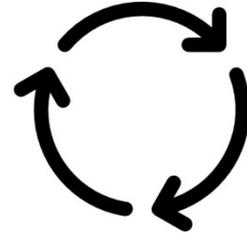


Role of membership



## Objectives

- Understand motivations of potential members and their parents
- Understand how to develop and implement a 3R Plan
- Understand BAC Summer Passport
- Navigate relevant my.scouting resources
- Know how to access council-provided resources



## Reach, Recruit, Retain

In BAC we have put together a comprehensive membership plan involving all operating committees of the council. One element of that is what we are calling the “3R Plan”. As we work toward growing our membership we want each unit to think about how we Reach, Recruit and Retain children and families. If you have not already done so, we encourage you to download the 3R plan template from our website. We will go through each area and discuss ways to leverage existing resources and practices

# Why?



- **Pandemic caused a 2-year gap in recruiting**
- **Fewer units means lower opportunity to join**
- **Families don't know what they don't know**
- **Children and families have increased activity choices**



- **Everything is more fun with friends**



- **Retaining > Recruiting**

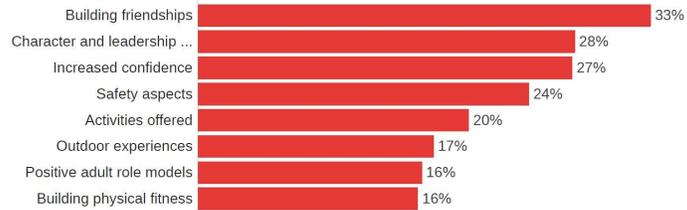
7:10

# Parent Priorities

Base: 1,043 parents of non-Scouts



What is most important to you when determining what youth programs your child should join? Please select your top three choices.



*Which of these is most important to you?*

Reaching families is about framing our message to align with their priorities. From a recent survey of parents conducted by BSA, we know that parents think it's important for kids to build friendships, learn about character and leadership and increase confidence. When we talk to parents we often focus our attention on our variety of activities and outdoor experiences. While these are important elements of our program, we need to make sure we are talking about the outcomes they may not see in a surface level search for information.

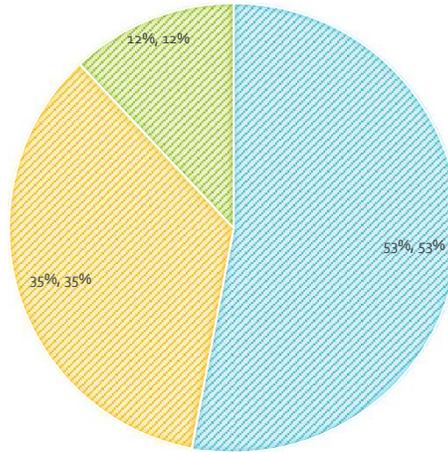
# Who can enroll in Boy Scouts of America?

Base: 1,043 parents of non-Scouts



## PARENTS OF POTENTIAL MEMBERS

Boys under 18   Boys and Girls under 18   Don't Know



Approximately half of parents of potential members still think BSA is only for Boys. We need to increase our reach in order to change this

## How do parents find activities?

Base: 1,043 parents of non-Scouts



School  
60%



Friends  
44%



Social  
Media  
35%



Website  
33%



*How did you find out  
about Scouting?*

From the same survey conducted by BSA we know how parents find out about activities for their children. School is, of course, a great way for families to get connected to the community. Whenever possible, we try to get flyers sent home from schools. If you have (or can get) permission from the schools in your area, this can be a great way to reach families. It's also a good idea to connect with the schools nearby for participation in Back to School Nights, Open Houses and so forth.

The next main way people find activities is through their friends. We know that friends join friends so make sure the kids and families in your unit are telling others.

Next on the list is social media. This one is particularly important because it can be a way to bring people in who are not already somehow connected to a school and friends.

Finally we have people finding us through websites. Normally this would be through [beascout.org](http://beascout.org). We will come back to talking about maintaining your corner of [beascout.org](http://beascout.org)

What has changed in your unit in the last five years?

Committee Chair

Unit Leader (Cubmaster/Scoutmaster)

Meeting Place

Meeting Day

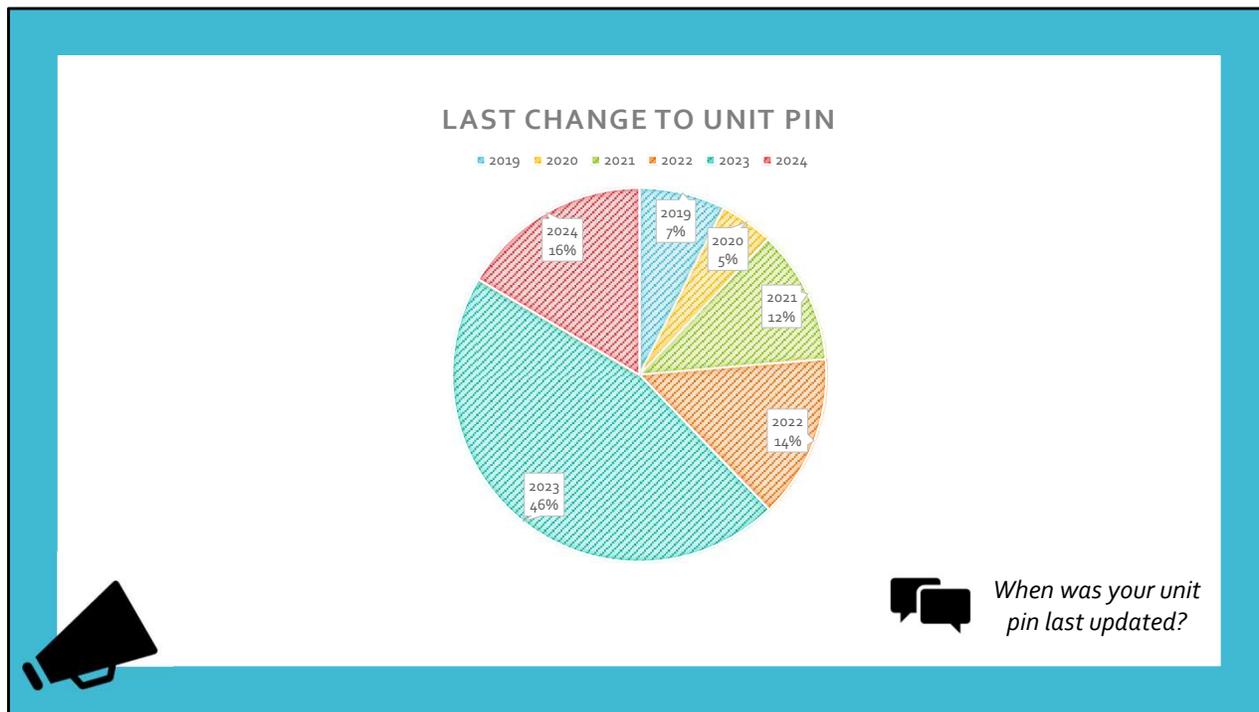
Meeting Time

How many major changes has your unit had in the last 5 years?

I want you to think about how many changes your unit has experienced since 2019. Perhaps you have a new committee chair or cubmaster. Perhaps your chartered org and/or meeting place changed. Maybe you used to meet on Mondays at 6pm but now you meet on Sundays at 3pm. Take a minute to tally up significant changes.

PAUSE

Now write down the date your unit pin was last updated. If you don't know the exact date, just write down the year. If you are not sure, that is something to check on.



7:20

Only about half of our units have updated their unit pin in 2023/2024. So what if your unit used to meet at the Lutheran Church on Monday nights at 6pm but now you meet at the Community Center on Sundays at 3pm and your Unit Pin hasn't

been updated since before COVID?  
What if the person listed as your  
main contact has moved to  
Michigan?

**Filter Results by**

**Program**

- Cub Scouts (Ages 8-10)
- Boy Pack
- Girl Pack
- Dens for Boys or Girls
- Packs coming soon
- Scouts BSA (Ages 11-17 years old)
- Venturing (Ages 14-22 years old)
- Sea Scouts (Ages 14-22 years old)

**Application**

- Apply Online

**Distance**

- 10 miles
- 20 miles

[Show Results](#)

**Pack 0445 Harry L. Cooper VFW Post 160**  
 1320 Dorsey Rd  
 Hanover MD 21076  
**Contact:** Vincent Rappa  
**Phone:** (443) 583 - 4445  
**Email:** pack445recruitment@gmail.com  
**Website:** <http://www.facebook.com/pack445hanover>

Dens for Boys or Girls  
 Online Registration available for this unit.

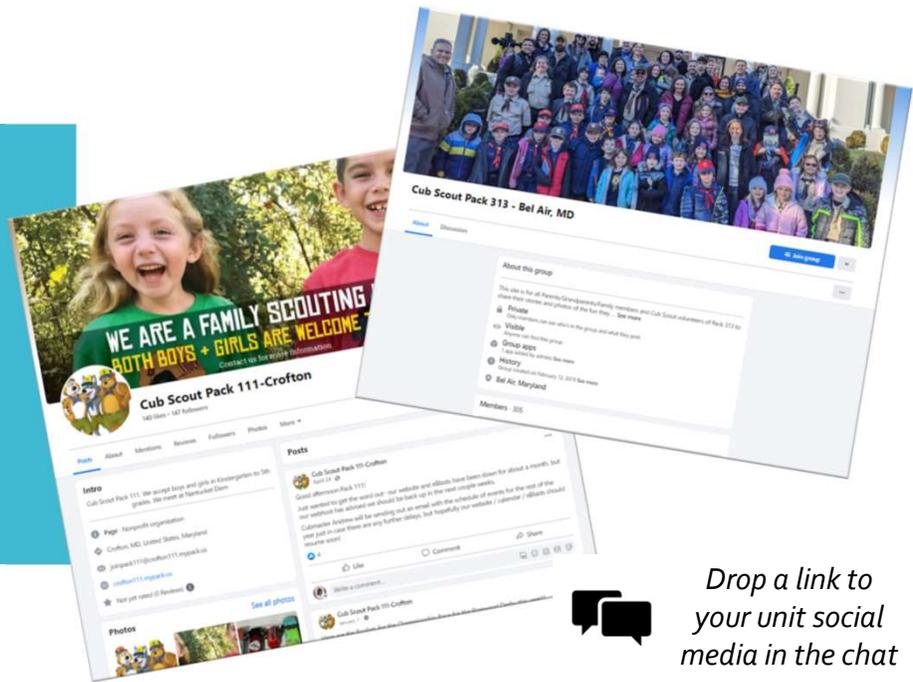
The Pack meets every Wednesday evening (6:30pm) throughout the year. Girls and Boys K-5 are welcome!

[Request More Information](#) [APPLY NOW](#)

  **Now's a good time to make sure your BeAScout pin is up to date ([scoutingmagazine.org](http://scoutingmagazine.org))** 

Remember, 33% of families find children’s activities through a web search. When they visit our site and find your unit, we want to make sure they get only accurate information. Please take a moment today or tomorrow to update your unit pin. These slides will be shared with everyone who participates today. The link and QR code on the bottom right of this slide will take you to a Scouting magazine article about how to update your unit pin. If you need additional help, please reach out to your Unit Commissioner or District Executive for assistance.

Maintain  
public-facing  
social media



*Drop a link to  
your unit social  
media in the chat*

We mentioned earlier that 35% of families find out about children’s activities through social media. Many units use facebook groups instead of pages for privacy. Facebook groups do not allow you to share with a wider audience. Consider using pages to promote in

community groups and beyond. BSA has stock images available through brand center. We are working on building out our social media resources and I encourage you to follow the pages of other units for ideas.

If your unit has a public-facing social media page, please put your link in the chat. We will make a list to share for ideas.

Be Seen in the Community

The collage features three distinct images. The top image shows a group of people seated at a table during a meeting, with a caption that reads 'Board of Education of Anne Arundel County Meeting February 21, 2024'. The middle image is a poster for a 'Back to School PARTY!!' on Saturday, August 26th, from 12pm-3pm, held at 5526 Belle Grove Road, Baltimore, MD 21225. The poster also mentions 'me out for an afternoon of Fun, Games, Music, Food and Fun!' and 'SPONSORED BY POST...'. The bottom image shows a group of people participating in a parade, with a banner that says 'WELCOME BOYS & GIRLS PACK 855 Sevier Park, MD'. A megaphone icon is positioned in the bottom left corner of the collage area.

Where do you find out about community events?

Participation in community events helps us to reach families who may not otherwise find us. Many communities offer a number of these activities in the spring and summer. Even selling popcorn is a way the public finds out about local units. How do you find out about events in your community?

## Place Yard Signs

Grocery Stores

Busy Intersections

Unit Meeting Location

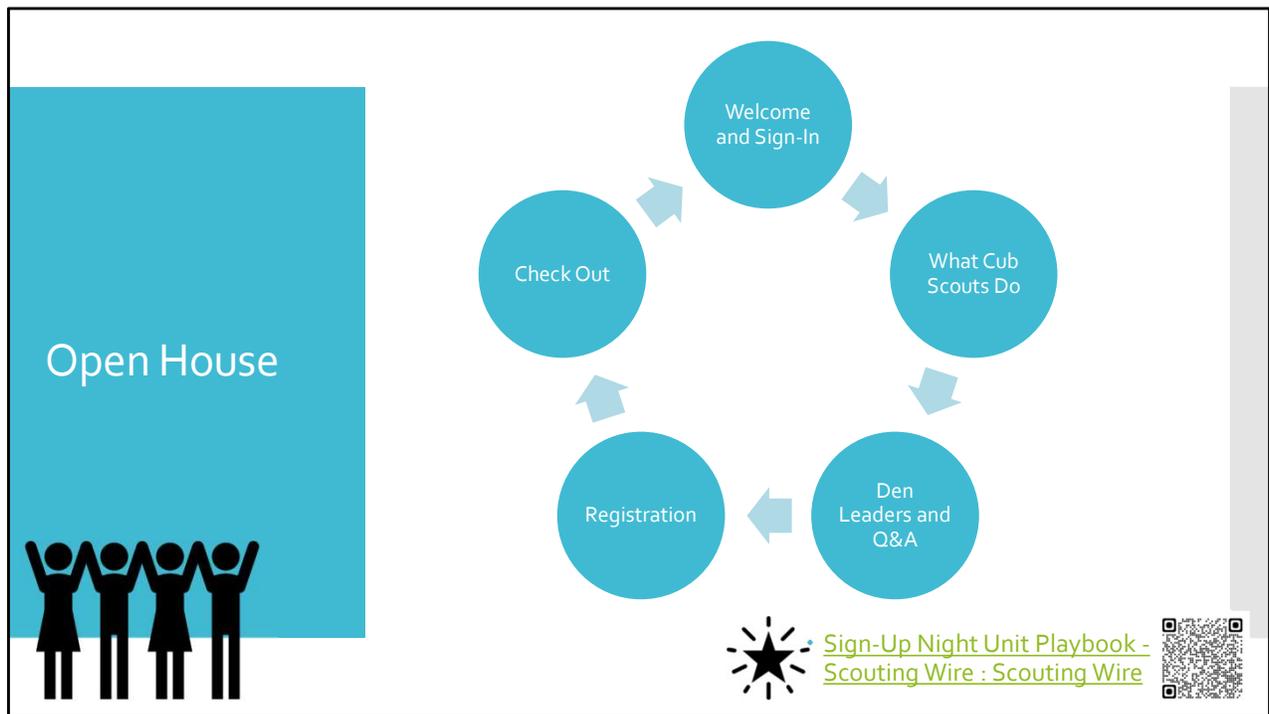
Sports Fields



Where do you place signs in your community?



One last way to reach families is to place signs in the community. Rules on this vary by community but it's a great idea to place signs near places frequented by kids and families. We have some ideas on the slide...where else have you found to be effective?



7:40

Before we get in to a recommended planning timeline, let's review the basic plan for an Open House.

We recommend a 5 station model and you can get more information by clicking the link or scanning the QR code on the bottom right of this page.

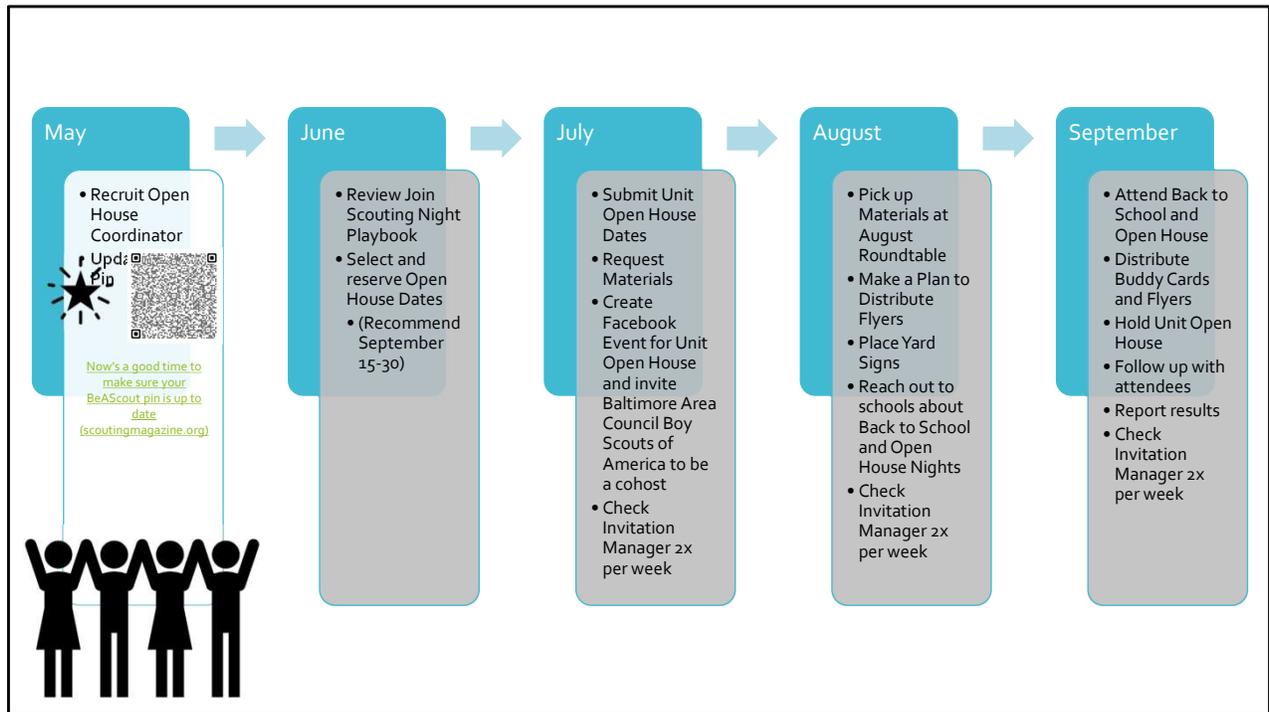
The first station should be a welcome area where parents can sign in. Some units use a paper sign-in sheet and others leverage technology. The most important thing is to make sure people are welcomed warmly and you have a way to follow up after the event.

The second station should give kids and parents an idea of what we do in Scouting. Photos of your Pack and a small activity would be ideal for station two.

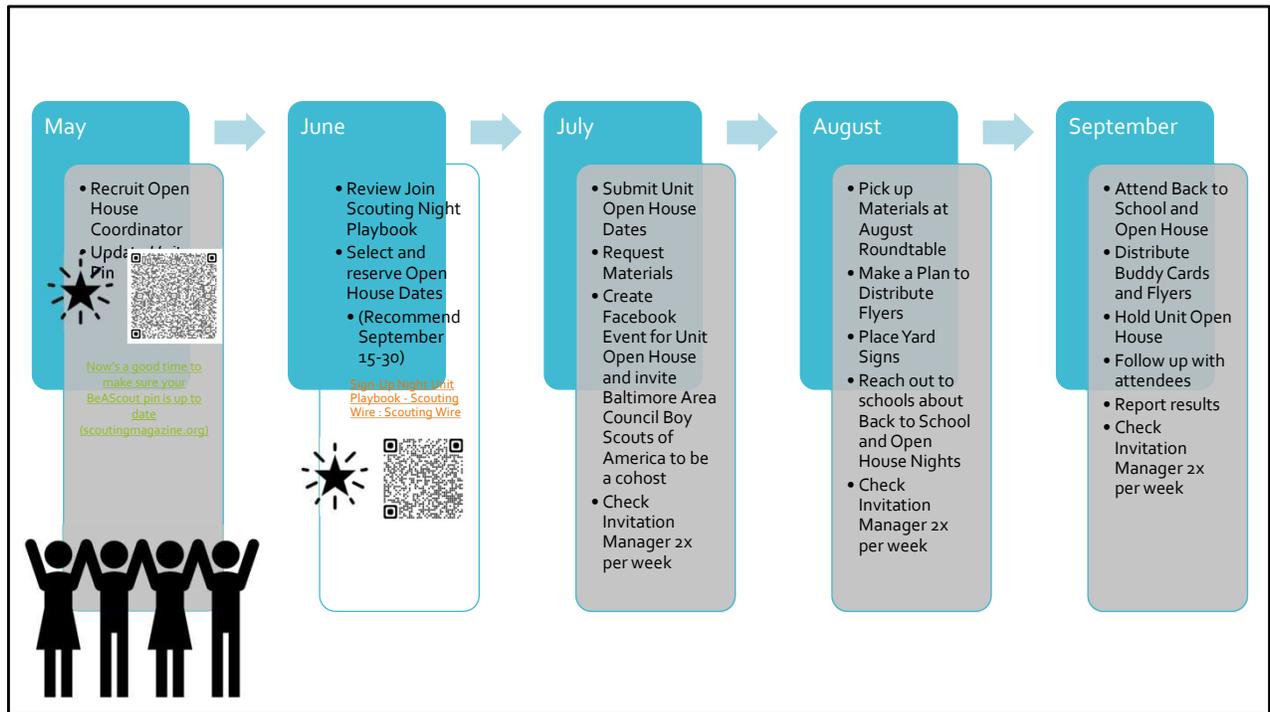
The third station is a great place to have a den leader or two available to answer questions. This would be a great place to have the new parent brochure and a few knowledgeable leaders.

The fourth station should have information about cost. This would be a great place to use the one pager we provide about costs. It would also be a great place to share about fundraising opportunities families have after joining. If your unit has a uniform closet or other ways of defraying costs for families, be sure to have someone at this station who can speak to those.

The final station is for checking out. We strongly recommend all families use the online application this year. It would be a good idea to have your QR code ready for families to scan and complete the application on site.

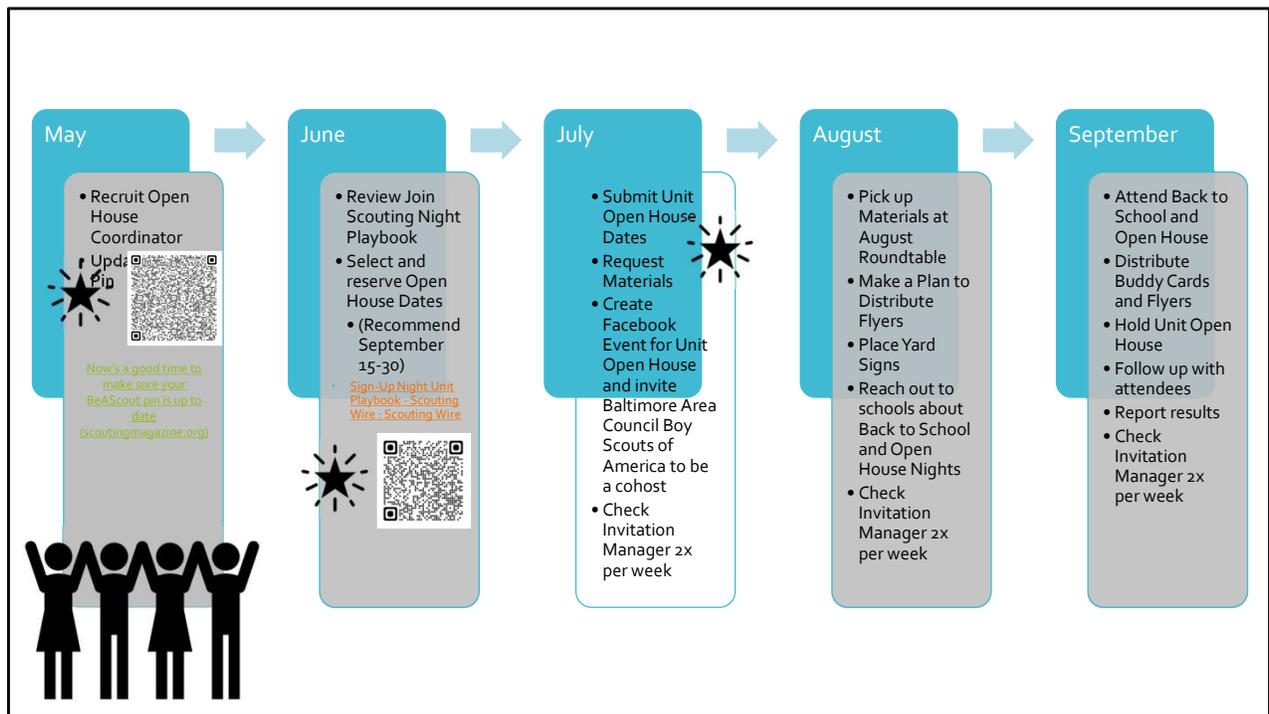


Let's back up to how we lay the foundation for a successful open house. These next few slides will help you "be prepared" to deliver a quality unit open house. The month of May is a great time to lay the foundation for a successful Fall recruiting season. Recruit someone who can coordinate the open house and take a few minutes to make sure your unit pin is updated



In June, take some time to review the Join Scouting Night playbook with the open house coordinator and a few other key volunteers. Begin making a plan for how this will be implemented in your unit.

Also take the time to reserve your Open House Dates. We recommend September 15-30 for your first Open House. This puts you a few weeks after school starts, giving you time to advertise your event while still reaching out early in the year.



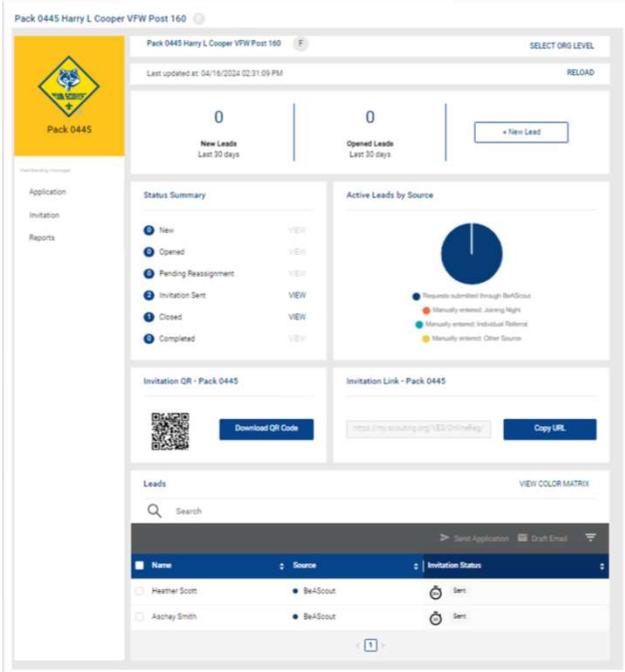
In July we ask that everyone submit their Open House dates and request materials using the links above. This helps us plan ahead for district support and ensures every unit has the materials they need at August Roundtable.

This year we are also asking each unit to create a Facebook event and invite us as a cohost. This will allow us to share events through our social media channels.

As parents start searching for fall activities, you may notice an uptick in inquiries. Make sure you have someone in your unit checking up on any leads that come in. On the next slide we will review how to do this

# Monitor Leads





[How to Access Application Manager.pdf \(scouting.org\)](#)



Members of the Key 3 should receive twice weekly notifications about leads but Key 3 Delegates and people assigned the functional role of “Registration Inquiry” may not receive these notifications. To access invitation manager you will login to my.scouting and then choose ‘Invitation Manager”

# Monitor Leads



Lead Information

**Heather**  
**Current Status:** Sent

Address:

Phone:

Email:

Heard About: Online Search  
Date Submitted: 02-26-2024

**Youth Information:**  
Alexander  
Age: 6 Grade: Kindergarten / Grade Prior to the First Grade  
Angelina Nix  
Age: 10 Grade: Fourth Grade  
Baltimore Area Council 220 > River Hawk 10 > Pack 0445  
Contacted Organization: Pack 0445  
Currently Assigned to Organization: Pack 0445

Comment from Lead: no comment

Lead Notes

Status updated to Opened  
Thu, Feb 29, 2024 6:20 AM  
Aaron Stout

I've sent an email to Heather  
Thu, Feb 29, 2024 6:21 AM  
Aaron Stout

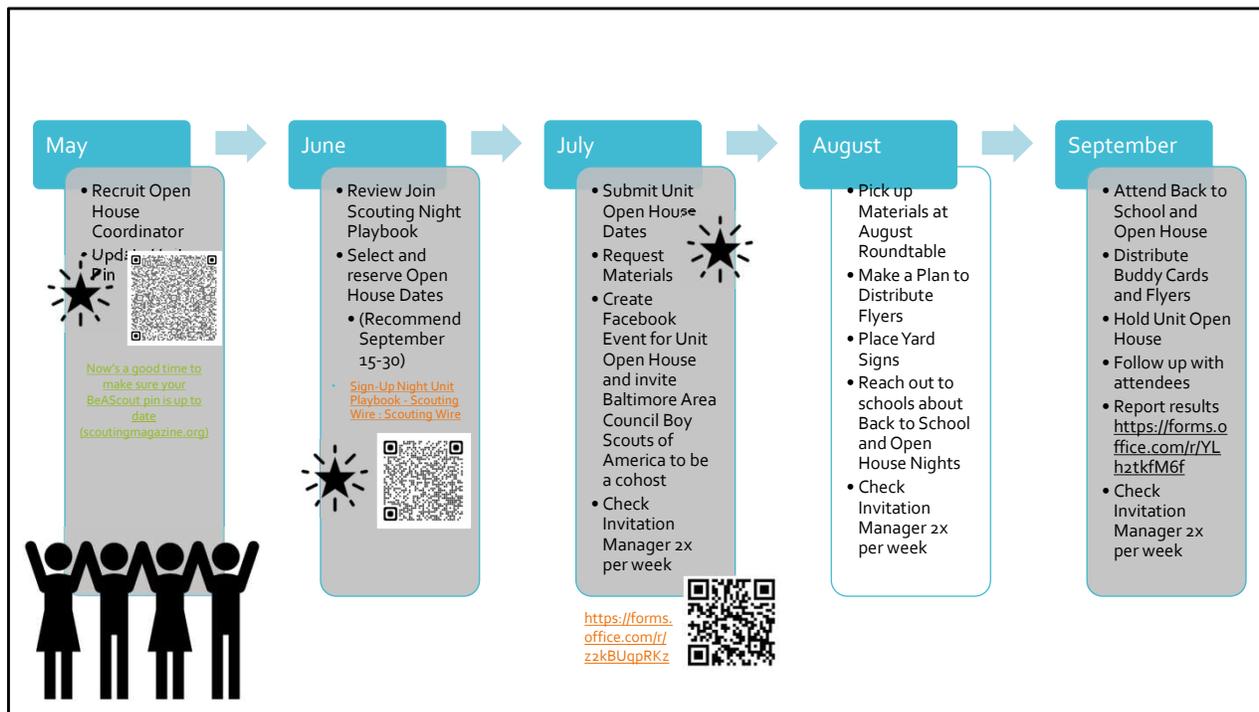
Status updated to Sent  
Wed, Mar 6, 2024 10:40 PM  
Aaron Stout

[How to Access Application Manager.pdf \(scouting.org\)](#)



7:40

Members of the Key 3 should receive twice weekly notifications about leads but Key 3 Delegates and people assigned the functional role of “Registration Inquiry” may not receive these notifications. To access invitation manager you will login to my.scouting and then choose ‘Invitation Manager”



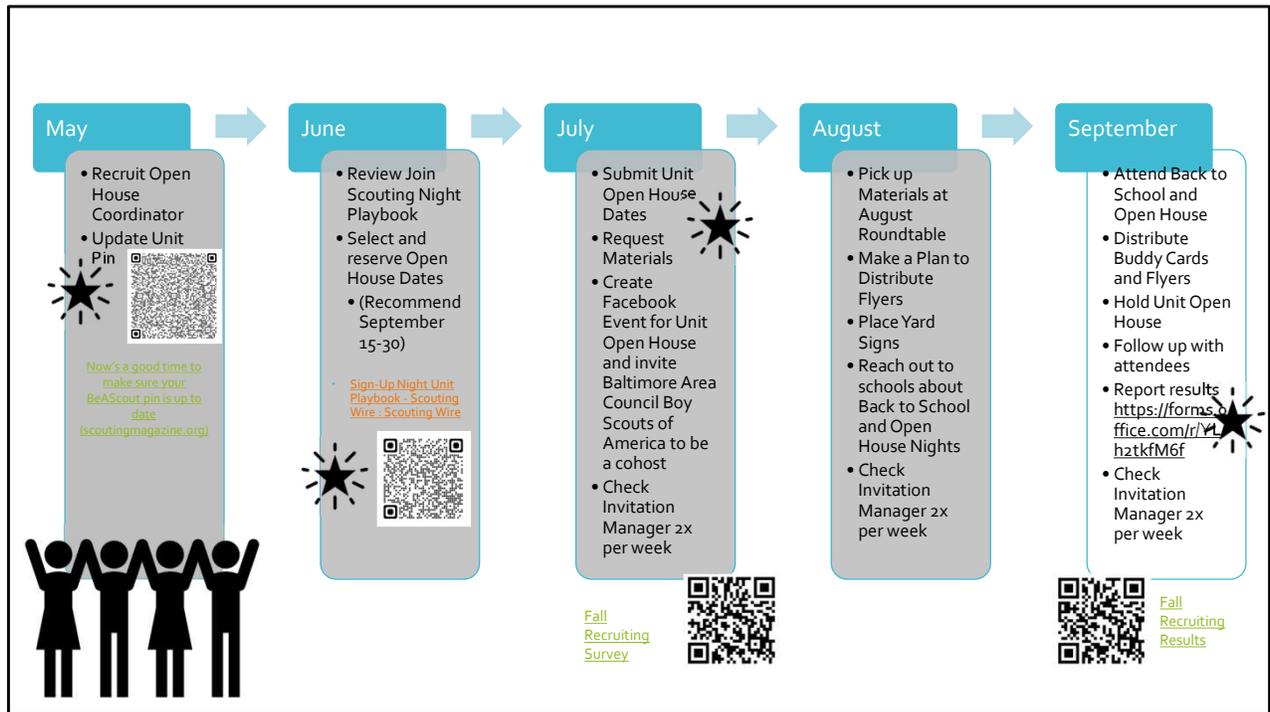
Our August Roundtable will be critical to attend. There you will be able to pick up the materials you requested in July. And, as was the case in 2023, there will be special items available for units who attend. These items are still being finalized with our vendor but keep your eyes open for an update!

August is also a great time to figure out how you will distribute flyers. Will you be attending events at your local school? Will your school allow you to send flyers home? This will vary by district and unit but make sure you have a plan.

In early August, you may want to reach out to schools in your area to find out about in-person events they will be doing. Can your unit have a table or otherwise provide assistance? Most schools have identified these dates before doors open to students.

Mid to late August is a great time to put yard signs out in high traffic areas. People are starting to think about fall activities and seeing signs will prime them to think about our programs.

Finally in August, make sure you are continuing to check in on leads. We typically see more inquiries in August than June or July.



If you have followed the timeline from May through August, September will be a time to watch all that you have planted come to life. Attend the events you signed up for. Ask your members to hand out buddy cards and flyers to friends and neighbors.

Hold your event, follow up with attendees, and report your results.

September is our biggest month for outside inquiries so make sure to keep a close eye on your Invitation Manager



Aug	
12	River Hawk Roundtable
	Harford District Roundtable
	Ft. McHenry Roundtable
	Arrowhead District Roundtable
	National Pike Roundtable
Aug	
13	Carroll Roundtable
	Gunpowder Falls Roundtable

[Baltimore Area Council \(scoutingevent.com\)](http://BaltimoreAreaCouncil(scoutingevent.com))



August Roundtable will be a great opportunity to pick up promotional materials. If you scan this QR code, you will get a direct link to the council calendar and you can find details about your district roundtable there.



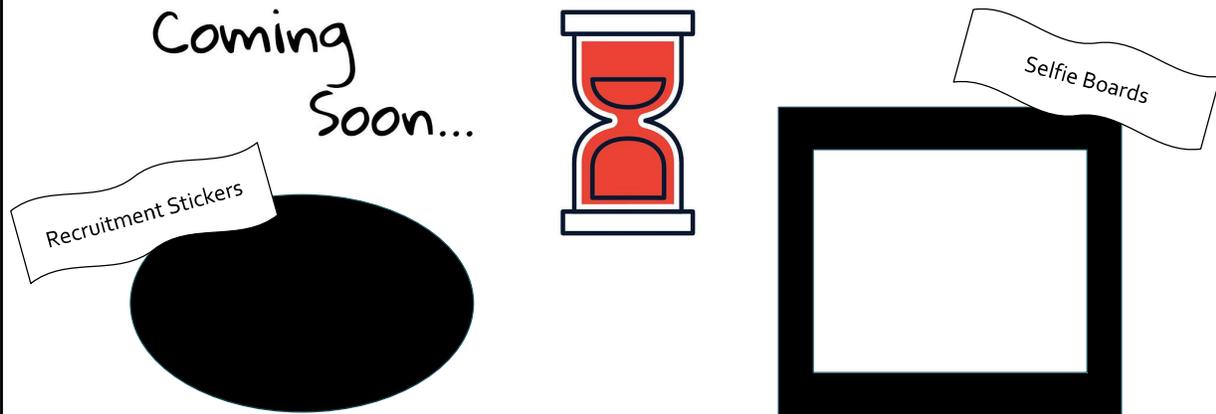
# Customizable Materials



7:50

In addition to the standard unit membership kit, each unit will also have the opportunity to request additional materials. We can provide your unit with flyers, yard signs, peer to peer cards and more. Committee Chairs should be on the lookout for a link to request custom materials

# Bonus Materials



**For Packs that attend August Roundtable**

All Packs attending August Roundtable will also be able to pick up Recruitment Stickers and a Selfie Board. These items are still in the final design stages so we will unveil them soon. Again, these are bonus materials for Packs that attend Roundtable. You can send any registered adult to represent your unit at Roundtable

# New Cub Scout Welcome Kit

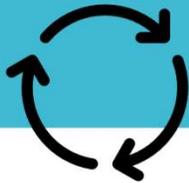
Being sent to ALL New Cub Scouts who register ONLINE  
8/1/24 – 10/31/24

Designed to help with immediate engagement & encourage peer-to-peer recruiting.



While we are on the topic of cool materials, National will also be sending New Cub Scout Welcome Kits to all Cub Scouts who register online. These kits will include a magnet, a sticker, a scout life mini magazine and a card about inviting a friend to Scouting. This promo starts August 1 and runs through Halloween. Again, it is **ONLY** for Cub Scouts who register online. If your unit needs help setting up online applications, please reach out to your District Executive for assistance.

Retain



**SCOUT ME IN!**  
VISIT US AT THEGREATPACK7.COM

**CAMPING TRIPS**

- Scout at Sea  
Camp Dates: October 15, 2020
- Family Council Camp-Out  
Camp Dates: November 13-15, 2020
- Weekend Weekend  
Camp Dates: January 24-25, 2021
- Government Family Campout  
Camp Dates: February 22-14, 2021
- Family Pack Camp-Out  
Camp Dates: April 2021
- Coastal Adventure Camp  
Camp Dates: April 16-18, 2021

**SPECIAL EVENTS**

- Sea or Soak  
October 26, 2020 8pm-5pm
- Chickadee Around the World  
December 14, 2020 8pm-9pm
- Personnel Derby  
February 6, 2021 8am-3pm
- Star and Gold Banquet  
March 6, 2021 6:30am-8pm
- Shooting Sports Day  
May 1, 2021 8am
- End of Year Party  
May 15, 2021 12pm-3pm

**JOIN US  
PACK MEETING**

- Special Guest:  
Guest Scout Ambassador  
Beatrice Diner & Aarti Singh  
September 28, 2020 7pm-8pm

**COMMUNITY SERVICE**

- September 19, 2020 - Coastal Cleanup
- February 7, 2021 - Small Sanitary
- Site: 5021 - Peace Plaza on Graves

**WEEKLY MEETINGS**

- Mondays @ 7pm  
(excluding school holidays)
- @ Thomas Aquinas Catholic Church  
Pack Hut  
8029 Old County Rd. 14, New Park Busby  
Oyster Bay, NY 11773-3997 (516)

**CONTACT JOIN@THEGREATPACK7.COM**

**CUB SCOUT PACK**  
2017-2018 Calendar  
539

**September:**

- 9/14 - Back to School Night - Park View
- 9/15 - Pack Night: Logo Pinewood Derby - Park View

**October:**

- 10/5 - Family Activity: NY Jets Game - MetLife Stadium
- 10/18 - Pack Night: Halloween Fun
- 10/23 - Scout Activity: Rocket Launch - Flying Field, Psych Center
- 10/27-10/29 - Scout Camping - Webelos Woods - Cathedral Pines

**November:**

- 11/21 - Scout Activity: Veteran's Day Parade
- 11/26 - Pack Night: Bingo With Our Veterans - Park View
- 11/29 - Scout Activity: Flag Retirement Ceremony

**December:**

- 12/2-12/3 - Scout Camping: Battleship Cove - Fall River, MA
- 12/8 - Pack Night: Holiday Celebration - Park View
- 12/17 - Family Activity: Movie Morning, Star Wars, The Last Jedi - Elwood

**January:**

- 1/7 - Family Activity: NY Islanders Game - Barclays Center
- 1/12 - Pack Night: Carnival - Park View
- 1/26-1/27 - Scout Camping - Cradle of Aviation

**February:**

- 2/9 - Pack Night: Pinewood Derby - Park View
- 2/18 - Family Activity: Bowling

**March:**

- 3/3 - Scout Activity: EP3A, Patrick's Day Parade
- 3/18 - Blue & Gold Banquet - Kings Park High School

**April:**

- 4/13 - Pack Night: Rain Gutter Regatta - WTR Middle School

**May:**

- 5/11 - Pack Night: Park View
- 5/18-5/20 - Family Camping: Hoyt Farm
- 5/28 - Scout Activity: Memorial Day Parade

**June:**

- 6/8 - Pack Night - Recruitment Event: Park View

Please check our Website for more information and recently added events.  
Some dates are subject to change. Remember to like us on Facebook.  
[www.cubscouts339.com](http://www.cubscouts339.com)

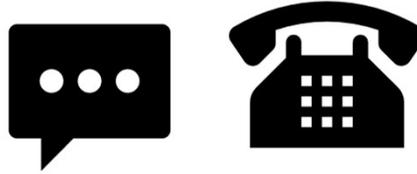
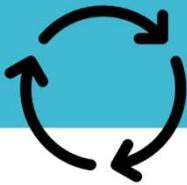


How does your unit plan your annual calendar?

8:05

Kids and families join your Pack based on the promise of fun. The calendar you plan is critical to that success and to a family decision to stay in Scouting. The most successful units plan out their events ahead of time and have a comprehensive calendar for families when they join. How do your unit accomplish this planning?

## Retain



We noticed you haven't been at Cub Scouts lately. Is there any particular reason?

What can we do to see your family back at Cub Scouts?



*How do you reach out to inactive families?*

Everyone has done a lot of work to recruit the kids we have already in our Packs. What is it that keeps kids coming back? Fun. Kids who have fun and feel welcomed in your Pack are more likely to come back. One important strategy for retaining families is to call or text families who miss more than 2 or 3 meetings. This helps families feel valued and noticed and may provide an opportunity to make improvements.

**Retain**

## Cub Passport to Adventure – 2024

Learn a New Skill  
Date \_\_\_\_\_

Visit a new playground  
Date \_\_\_\_\_

Go for a walk or hike and take a nature photo  
Date \_\_\_\_\_

You earned a belt loop!

Read a book to a family member  
Date \_\_\_\_\_

Learn about a historical place near you  
Date \_\_\_\_\_

Watch a sunrise or sunset with your family  
Date \_\_\_\_\_

Attend Cub Scout Resident Camp  
Date \_\_\_\_\_

Play an outdoor game with your family  
Date \_\_\_\_\_

Help shop for and prepare a meal  
Date \_\_\_\_\_

Go stargazing  
Date \_\_\_\_\_

Attend Cub Scout Day Camp  
Date \_\_\_\_\_

Have a family picnic  
Date \_\_\_\_\_

Play an indoor game with your family  
Date \_\_\_\_\_

Spend an hour helping in your community  
Date \_\_\_\_\_

You earned a patch!

Complete 12 activities between May and August 2024 to earn a patch.  
Complete all 14 to earn your *Summertime Fun* belt loop. Visit [baltimorebsa.org/cubpassport](http://baltimorebsa.org/cubpassport) or scan the QR code to submit your entry

BALTIMORE AREA COUNCIL #115  
A SUMMER TO REMEMBER!

8:15

Many Packs slow down a bit in the summer. Please make sure your families know about options for summer fun. These include day camp and Cub resident camp and our very popular Summer Passport. It's been updated again this year and we also have a new patch! Scouts who complete the first 12 activities will earn the patch. Scouts who complete those activities and attend both day camp and resident camp will earn a belt loop purchased by the council. All the details are coming soon at [baltimorebsa.org/cubpassport](http://baltimorebsa.org/cubpassport) and your District Executive can share more.

## Next Steps



Recruit a volunteer to plan Fall Recruiting



Select a Date for Unit Open House



Submit your Fall Recruiting Schedule and request materials



Attend August Roundtable