



**Central Minnesota  
Scouting**

# CUB SCOUT MEMBERSHIP PLAN

## PACK INFORMATION

**UNIT NUMBER**

**TARGETED SCHOOL(S)**

Is BeAScout Pin up-to-date and active?

<b>YES</b>	<b>NO</b>
<input type="checkbox"/>	<input type="checkbox"/>

Has Charter Rep approved online

<b>YES</b>	<b>NO</b>
<input type="checkbox"/>	<input type="checkbox"/>

## MEMBERSHIP COORDINATOR CONTACT

*Individual managing BeAScout Pin, leads, and contact person on*

**NAME**

**PHONE**

**EMAIL**

Are all direct contact leaders, position trained?

<b>YES</b>	<b>NO</b>
<input type="checkbox"/>	<input type="checkbox"/>

Trained on Application & Invitation Manager?

<b>YES</b>	<b>NO</b>
<input type="checkbox"/>	<input type="checkbox"/>

## OUR COUNCIL PROVIDES:

- Training materials and volunteer guidance.
- Customized flyers printed with your join information for distribution in schools and at community events.
- Yard Signs, Peer-to-Peer Cards, Posters & Handouts for events.
- Geofencing of join event on Facebook.
- Staff/Volunteer to assist with your recruitment event.
- Join night games/activities (connect 4, hatchet throwing, archery)

## YOUR PACK PROVIDES:

- An inclusive and welcoming program for new families.
- New Member Coordinator or Membership Chair to work with the district membership committee.
- Dates, Times, Location for Join Nights.
- Unit Support and follow-through for Promotion Plan.

## SETTING YOUR GOALS

*The ideal Den size is between 6-10 scouts.  
Take a moment to think about your  
currently registered scouts.  
Which dens need the most support?*

	BOYS	GIRLS
REGISTERED LIONS	<input type="text"/>	<input type="text"/>
NEW YOUTH GOAL LIONS	<input type="text"/>	<input type="text"/>
LION Den Leader	<input type="text"/>	
REGISTERED TIGERS	<input type="text"/>	<input type="text"/>
NEW YOUTH GOAL TIGERS	<input type="text"/>	<input type="text"/>
Tiger Den Leader	<input type="text"/>	
REGISTERED WOLVES	<input type="text"/>	<input type="text"/>
NEW YOUTH GOAL WOLVES	<input type="text"/>	<input type="text"/>
Wolf Den Leader	<input type="text"/>	
REGISTERED BEARS	<input type="text"/>	<input type="text"/>
NEW YOUTH GOAL BEARS	<input type="text"/>	<input type="text"/>
Bear Den Leader	<input type="text"/>	
REGISTERED WEBELOS	<input type="text"/>	<input type="text"/>
NEW YOUTH GOAL WEBELOS	<input type="text"/>	<input type="text"/>
Webelos Den Leader	<input type="text"/>	
REGISTERED Arrow of Light	<input type="text"/>	<input type="text"/>
NEW YOUTH GOAL Arrow of light	<input type="text"/>	<input type="text"/>
Arrow of Light Den Leader	<input type="text"/>	
TOTAL NEW YOUTH GOAL	<input type="text"/>	<input type="text"/>

# RECRUITMENT OPPORTUNITIES EFFORTS

## SCHOOLS

1. Customized invitations to families. (utilize class rosters, ask teachers)
2. School flyer—in-person; ask schools if you can send a flyer home in homework packets.
3. Open House/ Back-to-School night booth—collect leads if your school permits.
4. School newsletter article (ask your principal or PTO).
5. Display case/bulletin board/school marquee at your school.
6. Teacher email reminder/announcement—have parents ask their scouts' teachers to send an email home to their class—provide a draft email.
7. Attend/participate in your school's carnival or festival—gather leads. Volunteer to host a booth or lead an activity or assist with setup/breakdown.
8. Meet with the Principal, discuss the value of Scouting and build a partnership.
9. Hand out fliers in the pick-up/drop-off line at school (with permission).
10. Yard sign placed in the pickup/drop-off area at school.

## WORD OF MOUTH

11. Invite-a-Friend campaign—utilize buddy/peer-to-peer cards and have a special invite to join night.
12. Parent-to-Parent campaign—encourage parents to contact one or more of their friends with kids and personally invite them to a join night.

## COMMUNITY

13. Set up a table/booth at a popular park/library during the weekend—hand out fliers.
14. Community marquee-board—contact a church or business about adding your joining info on the sign in front of their location. Ask your charter org!
15. Post flyers on community boards in local library/community centers.
16. Promote at after-school care/tutor facilities.
17. Distribute flyers at youth sport practices/events (Little League or Soccer).
18. Distribute flyers and posters to local businesses, restaurants/coffee shops.
19. Community event/festival participation—hand out flyers/stickers or have a booth and collect leads (farmers market, summer festivals, Trunk or Treat, parades, cultural fairs, etc). Any event with elementary-age kids and families.
20. Place yard signs at family homes and businesses.
21. Place yard signs strategically on street corners in the community. Locations should be high traffic with clear visibility.(4-way residential stop signs, near neighborhood parks, long traffic lights. Think about where a sign would catch *your* eye on your daily drive.)

## SOCIAL MEDIA/ONLINE PRESENCE

22. Create a customized unit promotional video and distribute through social media, school communications, and place on your unit website/page.
23. Geofence your Join Night (paid social media promotion). Work with your DE on this.
24. All-Hands Social Media Blitz—encourage parents/leaders to post info and testimonial in various locations: neighborhood Facebook pages, school/parent Facebook groups, community buy/sell pages, official school/PTO social media pages, etc.

# MEMBERSHIP PLAN

## JOIN EVENTS PLANNED

	DATE	TIME	LOCATION
1	<input type="text"/>	<input type="text"/>	<input type="text"/>
2	<input type="text"/>	<input type="text"/>	<input type="text"/>
3	<input type="text"/>	<input type="text"/>	<input type="text"/>

## NEW PARENT ORIENTATION(S)

	DATE	TIME	LOCATION
1	<input type="text"/>	<input type="text"/>	<input type="text"/>
2	<input type="text"/>	<input type="text"/>	<input type="text"/>

## 5-POINT PROMOTION PLAN

Fill out the section below based off the list of recruitment efforts. Some actions are more effective than others; however, all will help you to grow your Pack.

#	WHO IS RESPONSIBLE	WHEN
1	<input type="text"/>	<input type="text"/>
2	<input type="text"/>	<input type="text"/>
3	<input type="text"/>	<input type="text"/>
4	<input type="text"/>	<input type="text"/>
5	<input type="text"/>	<input type="text"/>

Budget? Yes  No

Calendar? Yes  No

Council Fundraiser?

Meat Sticks  Popcorn

List other fundraisers:

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