



**Central Minnesota  
Scouting**

# SCOUTS BSA MEMBERSHIP PLAN

## TROOP INFORMATION

UNIT NUMBER

TARGETED  
SCHOOL(S)

Is BeAScout Pin up-to-date and active?

YES NO

 

Has Charter Rep approved online adults?

YES NO

 

## MEMBERSHIP COORDINATOR CONTACT INFO

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

NAME

PHONE

EMAIL

Are all direct contact leaders, position trained?

YES NO

 

Trained on Application & Invitation Manager?

YES NO

 

## 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.

## YOUR TROOP 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

*A successful troop has a wide range of scouts of all ages. In order to ensure the longevity of your troop, take a moment to think about your age ranges. Which age group needs the most support?*

	BOYS	GIRLS
REGISTERED WEBELOS IN NEARBY PACKS	<input type="text"/>	<input type="text"/>
WEBELOS TRANSITION GOAL	<input type="text"/>	<input type="text"/>
REGISTERED YOUTH IN 5 <sup>TH</sup> GRADE	<input type="text"/>	<input type="text"/>
NEW YOUTH GOAL FOR 5 <sup>TH</sup> GRADE	<input type="text"/>	<input type="text"/>
REGISTERED YOUTH IN 6-8 <sup>TH</sup> GRADE	<input type="text"/>	<input type="text"/>
NEW YOUTH GOAL FOR 6-8 <sup>TH</sup> GRADE	<input type="text"/>	<input type="text"/>
NEW YOUTH GOAL FOR 9-12 <sup>TH</sup> GRADE	<input type="text"/>	<input type="text"/>
NEW YOUTH GOAL FOR 9-12 <sup>TH</sup> GRADE	<input type="text"/>	<input type="text"/>
TOTAL REGISTERED YOUTH	<input type="text"/>	<input type="text"/>
TOTAL NEW YOUTH GOAL	<input type="text"/>	<input type="text"/>
FEEDER PACK 1	<input type="text"/>	<input type="text"/>
FEEDER PACK 1	<input type="text"/>	<input type="text"/>

# RECRUITMENT OPPORTUNITIES EFFORTS

## SOCIAL MEDIA/ONLINE PRESENCE

- 1 Create a customized unit promotional video and distribute through social media, school communications, and place on your unit website/page.
- 2 Geofence your Join Night (paid social media promotion). Work with your DE on this.
- 3 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.

## WEBELOS-TO-SCOUT TRANSITION

- 4 Organize a Troop Open House and promote to the packs in your area.
- 5 Establish a partnership with at least 2 packs in your area and support them with at least 3 of the following tasks:
  - o Help them plan their calendar of activities.
  - o Provide knowledgeable scouters to support 1 pack recruitment.
  - o Bridging scouts to your troop.
  - o Facilitate at least 2 Den Chiefs to the local packs in your area.

## COMMUNITY

- 6 Set up a table/booth at a popular park/library during the weekend— hand out fliers.
- 7 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!
- 8 Post flyers on community boards in local library/community centers.
- 9 Bring flyers or information sheets with you while doing a service project in a public space.
- 10 Distribute flyers at youth sport practices/events.
- 11 Distribute flyers, posters and stickers to local businesses, restaurants/coffee shops.
- 12 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). Offer to assist event organizers with setup/breakdown.
- 13 Place yard signs at family homes and businesses.
- 14 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.)

## WORD OF MOUTH

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

## SCHOOLS

- 17 School flyer— in-person; ask schools if you can send a flyer home in homework packets.
- 18 Open House/ Back-to-School night booth—collect leads if your school permits.
- 19 School newsletter article (ask your principal or PTO).
- 20 Meet with the Principal, discuss the value of Scouting and build a partnership.
- 21 Yard sign placed in the pickup/drop-off area at school.
- 22 Hang a large banner on a school's fence.

# 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

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 Troop.

#	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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