

2018 Membership Growth Plan

Goal: Increase membership and bring Scouting to more families, neighborhoods and communities, and work to keep youth in strong units.

The Cradle of Liberty Council's 2018 Year-Round Membership Growth plan builds and expands on the elements of the National BSA's Growth Plan and serves as a roadmap to reaching even more young people with the life-changing programs of Scouting in Philadelphia, Montgomery and Delaware Counties. The initiatives included here are opportunities to serve more families through each program offered and to engage more units in implementing a year-round recruitment plan.

2018 Membership Growth Plan Elements

1. **Volunteer Leadership & Support:**

- Build a committed and engaged **membership team in every district** to support our unit's recruitment efforts.
- Grow unit volunteer leadership and family engagement through encouraging and supporting the **New Member Coordinator** position.

2. **"Build an Adventure" Recruitment Campaigns:**

- Continue our focus on recruiting **Cub Scouts** into strong programs in the Spring and Fall.
- Focus efforts to improve the **Webelos-to-Scout Transition**.
- Provide resources for all units to recruit new youth and families.

3. **Coed Teenage Programs:** Grow Venturing and Career Exploring opportunities throughout the council territory.

4. **New-Unit Development:** Target underserved areas to expand Scouting and Exploring opportunities for youth and families across our council by partnering with engaged community organizations.

5. **New Markets & Pilots:**

- Prepare units and the community at-large for Family Scouting.
- Continue to encourage Lion recruitment.
- Launch STEM Scouts pilot.

6. **Marketing & Public Awareness:** Share the Scouting story and be visible in our communities.

2018 Membership Initiatives

Volunteer Leadership & Support:

- Recruit a membership chair and at least one committee member in each district by **April 30**. (*district chair & professional*)
- Create a written district growth plan utilizing the council plan and membership growth workbook/market analysis data so that the district membership team can focus efforts and prioritize resources to units and areas with highest growth potential by **April 20**. (*district membership chair & professional*)
- Recruit New Member Coordinators in at least half of our units and encourage their attendance at an orientation session on **May 19**. (*district key-3 and district membership team*)

2018 Membership Growth Plan

“Build an Adventure” Recruitment Campaigns:

- Spring: District membership teams work with pack leadership to secure a spring sign-up event for 50% to 70% of packs in each district by **April 20**. Events will be encouraged to be carnival, special events (i.e. Raingutter Regatta, etc.) or picnic style, that will provide opportunities for existing families and prospective families to connect. Packs can utilize summer events and summer camp options as selling points to join in the Spring.
- One inflatable Raingutter Regatta track will be provided free of charge to each Cub Scout pack that provides a sign-up event date to the district by **April 20** and holds the event by **June 25**. Tracks will be distributed to qualifying packs in July.
- District membership teams coach packs hosting a spring sign-up event to identify and take advantage of community events and other spring family activities to promote the event. Provide resources as needed (fliers, yard signs, stickers, etc.)
- Promote recruiter patch incentive to facilitate peer-to-peer recruitment. All current Scouts who recruit a new Scout between **January 1 and June 15** will receive a free recruiter patch by the end of July if their names are submitted through the online form (available April 6).
- District membership teams recruit partner troops and crews for packs hosting spring sign-up to provide youth and leader support at the sign-up events, and so that the district membership team can promote sign-ups as open to youth of all Scouting ages.
- District membership teams conduct school talks and/or flier distribution (depending on school access) at all schools connected to participating spring membership packs. For schools with limited or no access, district professionals schedule visits with principals and/or district administrators by **May 11**. Thank-you gifts provided for school officials.
- Continue Unit Membership Growth Grants: Deadline for units to apply is **May 31** and awardees will be notified by **June 29**. Final reports from units must be received by **December 7** in order to receive funds. (*membership committee, director of field service*)
- Ensure that a Webelos-to-Scout transition plan is in place for all packs with Arrow of Light Scouts eligible to cross-over and incentivize new Boy Scouts to complete a transfer application. Webelos-to-Scout names submitted through the online form (available April 6) by **May 18** will receive “Operation: Crossover” patches by the end of June if transfer applications are submitted. (*district membership team*)
- Survey families of dropped Scouts and invite them to try Scouting again by **July 30**. (*director of field service*)
- Fall: Train units how to utilize the online Cradle of Liberty Council Marketing Toolkit to customize and submit recruitment flier requests and order other promotional materials by **August 25**. (*commissioner staff, district membership team*)
- District membership teams work with pack leadership to secure a fall sign-up event for 90% of packs in each district by **August 27**. Packs that submit dates on-time and submit new youth applications by **October 26** will receive free Bobcat badges for all new Cub Scouts.
- All new Cub Scouts are eligible to attend a day of Fall Fest at Musser Scout Reservation for free.
- Packs that submit new youth applications by **October 31** will receive free Bobcat badges for all newly-recruited Scouts.
- Recruiter patch incentive will continue for all Scouts in the Fall. All current Scouts who recruit a new Scout between **June 15 and November 30** will receive a free recruiter patch by the end of December if their names are submitted through the online form.

2018 Membership Growth Plan

New-Unit Development:

- Target unserved areas in the council and develop a plan to start agreed-upon number of high-quality units with neighborhood buy-in. *(district membership team)*
- Target low density areas, develop chartered organization prospects, and begin sales calls in the Spring. Conduct at least three new-unit sales calls **per month**. *(district membership team and professional)*
- Be in constant communication with the commissioner staff in order to have a solid understanding of unit health to ensure we are recruiting youth and families into quality, sustainable programs. *(commissioner staff, district membership chair, professional)*

Coed Teenage Programs:

- Expand Career Exploring Posts in volunteer fire departments, and the skilled trades and health care sectors throughout the council. *(Exploring executive)*
- Expand the use of career and hobby interest surveys with high schools to spur Exploring and Venturing growth. *(Exploring executive)*
- Identify (by **May 18**) and meet with potential chartered organizations that may benefit from turn-key programs for the teenage market. *(district membership team and professional)*
- Throughout the year, work with existing Venturing crews to build momentum and identify areas of opportunity. *(commissioner staff, district membership team)*
- Survey and engage adult and youth leadership in crews find out what program offerings that would be available in council to help them attract more youth by May 30. Using survey information and engaging the Council Venturing Officers Association (VOA), develop a program calendar to use for existing crews to supplement their existing program with year-round program opportunities. Work with VOA and crew survey information to develop short term and long-term opportunities to meet needs of current crews and help spur new crew development by the Fall. *(VOA, VOA staff advisor)*

New Markets & Pilots:

- Work with all packs to coordinate Lion recruitment by scheduling Day Care talks in late Spring and early Fall. *(district membership team and professional)*
- Launch STEM Scouts labs in targeted areas subject to funding and capacity. *(STEM committee, professionals)*
- Organize a diverse ad-hoc task force of 12-20 members from around the council to serve as content experts and resources for our units and chartered organizations regarding Family Scouting by **April 20**. *(director of field service)*
- Hold Family Scouting listening/informational sessions throughout the council beginning in **May**. *(Family Scouting task force)*
- Solicit feedback from early adopter Cub Scout packs **prior to listening sessions**. *(Family Scouting task force)*
- Work with district leadership to identify which units and chartered organizations will participate in Family Scouting and which will not. *(Family Scouting task force)*

Marketing and Public Awareness:

- Hold high-visibility community Scouting open house-type events regularly, usually in conjunction with existing events/festivals. *(district membership team)*
- Encourage units to share positive Scouting stories appropriately through social media and other media.