

RECRUITMENT PLAN 2024

1. **Purpose.** This document lays out the Black Swamp Area Council's membership recruitment strategy for the year and gives direction to districts and units for their recruitment planning and execution for the same period.

2. **Council Recruitment Plan.**

a. Black Swamp Area Council will conduct council-wide recruitment periods with supporting activities following to get the new youth into the Scouting Adventure immediately during the year:

- ***During the Spring*** – The council will plan a 1-to-3-day fun event welcoming all new older youth to Scouting. These events can include previously planned district events, and/or new events to be created for this purpose. These events should serve as a precursor to the summer camp experience. Capacity expected to be 100 potential Scouts. Budget: \$200.00.

- ***Summer Fun Days.*** Council will promote summer Cub aged events that are designed to be fun events welcoming all new older youth to Scouting. These events can include previously planned district events, and/or new events to be created for this purpose. It's key to use existing Cub camp season where potential members of Cub Scout age can come to camp for a day and experience BBs, Archery, arts & crafts, and nature activities. Capacity limited to 50 youth per day. Budget: negligible, included in Day Camp budget.

- ***Fall Family Fun Days (2).*** These activities in the Fall are aimed at Cub Scout age youth, and will feature pumpkin decorating, BB and Archery, and arts & crafts. Capacity 100-150 youth. These events can include previously planned Fall district events, and/or new events to be created for this purpose. Family Fun Days (2) Budgets: \$625 each.

- All other council activities at all the council's camps will have a recruitment event planned within their programs.

b. The Vice President, Program, Program Director and the District Activities Chair, District Membership Chair, and District Executive/staff advisor will coordinate all recruitment activities and opportunities with the Vice President, Membership. The Program and Membership committees will share joint responsibility for the operation of these events.

3. **District Recruitment Events.** The four districts are directed to plan and execute at least two recruitment events during the year, one in the Spring, and one in the Fall. Events should be planned in such a way that they appeal to most of the units in the district and be centrally located within the district area. The primary emphasis will be Cub Scout recruiting, but districts are encouraged to include the possibilities for Scouts BSA and Venturing recruitment in their planning. Districts are encouraged to geofence these activities and will submit requests for funding of the geofencing through their district executives. All printing support will be conducted by the council, and two weeks lead time will be customary for these items. Budget for these items is \$200 each, plus \$25 for geofencing support, with the possibility of additional financial support with proper justification. Total budget \$1,600 to 1,800 max.

4. **Unit Recruitment.**

a. All units are expected to conduct at least one recruitment event during the Spring, and minimum of two in the Fall. Units are encouraged to set their annual recruitment goals with their unit commissioner during their planning meetings, generally held in the summer. Units are strongly encouraged to **geofence** these events and may seek out assistance with financing the geofencing through their unit commissioner and district executive. Youth applications should be secured along

with fees payment at the recruitment event, and these will be turned over to the district executive within one week of the event. A follow-on district fun activity/event should be planned for shortly after the recruitment event and should consist of fun family activities in a non-uniform environment. A district fun event is a minimum with considering a fun day in each county. Additionally, units are expected to appoint one committee member to be responsible for membership efforts for their unit, maintenance of the unit's site on www.BeAScout.org, and monitor that site regularly (at least twice weekly) for any leads as well as any applications submitted online. Total budget \$15/Pack x 56 Packs = \$840.

b. The Fall Recruiting plan is to have coordinated Sign-up Night(s) for Scouting in each district and/or by county. This aids in promotions and creating exciting opportunities for promotions. This plan calls for each Cub Pack to have its first sign-up night by Sept. 30, with at least one additional opportunity. Promote each opportunity from the beginning of the campaign. Units need to have sign-up dates set by Sept. 1 to allow for flier printing and coordination with the district membership team and district executives.

1. additionally sign-up opportunities are urged, including community events like Fall festivals, trunk-or-treats, National Night Out, etc.

c. More information and examples of successful campaigns and resources can be found at <https://scoutingwire.org/marketing-and-membership-hub/unit-recruiting/>.

b. Scouts BSA. The Spring is a great time to recruit new Scouts to join a Troop! The highlight for many Scouts is their experience at Summer Camp. It is also the small window to recruit 5th graders. Also, all Troops are strongly encouraged to make early contact with Cub Packs from which they routinely recruit, and plan at least two (2) day activities and one overnight activity with the *Arrow of Light* Den(s) in those Packs. Additionally, Troop leadership should work with these packs to ensure Den Chief coverage of all Dens, including female Den Chiefs from girl Troops whenever possible.

c. Venturing. The Crew leadership of every Crew should plan at least one open house annually. These events should be marketed to neighboring Troops and high school students and should consist of an activity that will maximize interest and participation, in line with the Crew's special interest.

d. Dynamic Recruitment. All units in the council are urged to become acquainted with the mechanics of *Dynamic Recruitment*, and to make use of this technique as an adjunct to your year-round recruitment plans. More information is available from your district executive.

5. Program/Event Budget summary.

The following included in overall budget:

- Spring Fun Days \$200
- Summer Fun Days \$0
- Fall Into Scouting \$1,250
- District Events \$1,800
- Pack geofencing support \$625
- Total Program/Event Budget \$3,875**

OVERALL MEMBERSHIP COUNCIL 2024 BUDGET		
REVENUE		
4071	Contributions-Project Sales	1,000
TOTAL SUPPORT AND REVENUE		1,000
EXPENSES		
8103	Supplies-Program	5,000
8106	Supplies-Office	500
Total Program & Other Supplies		5,500
Total Postage & Shipping		1,300
8601	In-house Printing	1,198
8609	Outside Printing	1,500
Total Publication & Media Services		2,698
8901	Individual Assist-Registration	1,500
9402	Advertising	2,000
Total Miscellaneous Expenses		2,000
TOTAL EXPENSES		12,998
SURPLUS (Deficit) UR REVENUE/EXPENSE		(11,998)

6. **Coordination.** Any questions or comments should be directed to Cheryl Parson, Council Vice President for Membership, at dhparson@ptionsite.com, Jim Mason, Assistant Scout Executive at jim.mason@scouting.org or 567.208.5267 or through your unit commissioner or district executive.