



Fall Membership and Program Plan

Black Swamp Area Council





Fall Membership and Program Plan

Goals

- SIMPLIFY, provide CONSISTENCY, and develop EXCITEMENT in HEALTHY UNITS to drive RETENTION
- Get MORE Families in the greatest youth program there is SCOUTING!
- Optimize and maximize our marketing efforts



Online registration and Unit Pin Management:

Make sure your Be A Scout PIN is updated. Committee Chairs, Charter Organization Representatives, and Cubmaster/Scoutmaster can approve youth online applications at <http://my.scouting.org>. Here are a couple resources to coach you along: [Unit Pin Management](#) [Unit Pin Management \(Family Scouting-including girls\)](#) *Charter Organization Rep. is the only member with access to edit Family Scouting status for the unit to accept girls*



Why accept online applications

- Units can direct families attending to beascout.org and parents can register online and pay with credit card on their smartphone
- Families can register for your unit anytime
- Easy to use, no more paper forms, better serves today's families and millennials, reduces data entry errors and penmanship, NO MORE MISSING SIGNATURES



Fall Membership and Program Plan

- All Northwest Ohio participating in September 6 (Black Swamp Area Council & Erie Shores Council)
- Most school districts begin their year in mid August. Create for the parents an easy way for the family to join Scouting.
- Create exciting events for new scouts to participate within 60 days of joining.



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Campaign Theme:

ROCKET INTO SCOUTING

Flyers will list registration as "\$2.75 per month" giving units flexibility to charge prorated 2018 amount or add in 2019 amount.

Online registration Beascout.org only charges prorated 2018 fee.

August 2018

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
29	30	31	1	2	3	4
August 16 Yard Sign Blitz Day: Put yard signs at public places – library, restaurants, fire stations etc. Items for distribution include: Recruiting flyers, stickers, yard signs, other promotional materials. “Meet the teacher nights” - school open houses, radio, and other media marketing						
5	6	7	8	9	10	11
				Membership Kickoff AW, CH, GO		
12	13	14	15	16	17	18
Flyers distributed, open house nights , school talks, social media push						
		Membership Kickoff OS		Yard Sign Blitz Day		
19	20	21	22	23	24	25
Flyers distributed, open house nights , school talks, social media push						
26	27	28	29	30	31	1
Flyers distributed, open house nights , school talks, social media push						
2	3	NOTES				

September 2018

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
26	27	28	29	30	31	1
Flyers distributed, open house nights , school talks, social media push						
2	3	4	5	6	7	8
Flyers distributed, open house nights, school talk, social media push				Sign Up Night for all Packs		
9	10	11	12	13	14	15
Parent Orientation scheduled by the unit						First day to sell Popcorn
16	17	18	19	20	21	22
Popcorn sale distribution						Family Fun Day- Berry
23	24	25	26	27	28	29
Second chance signup nights						
30	1	NOTES				

October 2018

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
30	1	2	3	4	5	6
	Second chance signup nights					
7	8	9	10	11	12	13
	Second chance signup nights					
14	15	16	17	18	19	20
	Second chance signup nights					Family Fun Day- Lakota
21	22	23	24	25	26	27
28	29	30	31	1	2	3
4	5	NOTES				

October 20 Family Fun Day at Camp Lakota. New Scouts recruited should bring finished rocket and receive their engine to launch.

What units can do to recruit by month

August

- Put yard signs at public places, library, restaurants, fire stations etc.
- Distribute recruiting flyers, stickers, yard signs
- Have presence at school open house, school talks, promote through social media, email, as

September

- Distribute recruiting flyers, stickers, yard signs
- Have presence at school open house, school talks, promote through social media, email, parades, county fairs, word of mouth
- September 22 & October 20 new youth attend Family Fun Days to launch there rocket



Paid and completed application September 6

Receive

- Rocket
- September 22 & October 20 Family Fun Days
- Pack 2018-2019 calendar and district events
- Next week's parent orientation date
- Mini Boys Life Magazine



Going through the leaders guide

