Fall Membership and Program Plan
Black Swamp Area Council 2020
Every moment in Scouting teaches a skill they will use. For Life.
Fall Membership and Program Plan

Goals?

• Get MORE Families in the greatest youth program in the world: SCOUTING!
• Maintain/grow relationships with schools
• Market Scouting as FUN and EXCITING
• Units and Leaders have ownership
Fall Membership and Program Plan

• School open house presence
• Join night 1 – near school open house
• Join night 2 – first half of September
• Join night 3 – October
• Join night follow up – late October or later if needed
• Family fun days in September and October
• Bobcat badge for new Tigers and up by November 1
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.
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](http://my.scouting.org) and go to Application Manager.
To update your address and contacts: [Unit Pin Management](#)
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Membership Costs:

Flyers list registration amount chosen by unit. Default is $58 for August join nights (which includes one time $25 joining fee) and $52.50 for September join nights.

Online registration Beascout.org only charges prorated 2020 fee.
Flyer Sets – What to Do With Them

Set 1: Uniformed leader at school open house handing out flyers

Set 2: Send home from school one week prior to Join night

Set 3: Hand out during Cub Scout Talk at school
Other Recruiting Bling

Yard Signs
- put in visible traffic area and public places (library, fire station, restaurants) two to three weeks prior to JSN
- put in front of school at school talk,
- put out on join night to guide parents

Stickers
- Stick on kids at school during Cub Scout talk

Flyers
- Post extra flyers around town, laundry mat, grocery store, banks, anywhere with public bulletin board
Even More Support!

Geofencing

- Targeted Facebook advertising your JSN in a geographic radius around your school, city, or JSN location
- Ad runs for about 10 days prior to JSN date
- **FREE to ALL UNITS**
- **MUST** provide JSN location to your Scouting Professional by August 15 to be included
Join Night Timeline

- **Aug 8 or 13** – Kickoff – receive flyers and rockets
- **Aug 13 to 31** – Open houses, flyer distribution, school talks, social media push, pre-season join nights (if your school starts early)
- **Sep 1 to 11** – Open houses, flyers sent, school talks
- **Sep 12** – JOIN SCOUT NIGHT FOR ALL PACKS
- **Sep 15 – 20** – Hold Parent Orientation
- **Sep 21** – Fun Day at Camp Berry
- **Sep 22 – Oct 18** – Second or Third Chance JSN
- **Oct 19** – Fun Day / Cub Overnight @ Lakota
Parent Packets and Join Night Paperwork

Parent Packet Contains:

• Youth Application, Family Fun Day flyers
• Mini Boys’ Life Magazine, Uniform Price List

Unit Adds:

• Unit Calendar for meetings and outings
• Parent Orientation Date
On Join Night

Family is greeted warmly
Family receives packet
Family fills out application & pays fees
Scout receives rocket only with paid application

Leaders make sure family knows:
• When and where to come back
• What uniform to get
When Join Night Ends

- Unit leader signs ALL applications
- Committee Chair takes adult applications for signature of Charter Rep
- Unit Representative delivers youth applications and money (made out to BSAC) to District Drop Off Point
- (If paying from unit account, let the drop off coordinator know)
- Watch District and Council Facebook Pages to see how many hundreds we recruit on Sep 12!
What Can Troops Do?

• Hold an open house
• Hold an “Invite a Buddy” night in August or September
• Schedule a free campout night for older kids to try out Scouts BSA program
• Attend local Pack JSN and provide fun activities for new Scouts to do while parents are filling out paperwork
• Serve as greeters for local Pack JSN
• Help put flyers all over your city
What Can Troops Do?

- Offer to help with the Cub Scout talk at School
- Serve as a temporary Den Leader for new Lion or Tiger Den
- Share Join Scout Night events on Facebook, Instagram and other social media
- Volunteer at Family Fun Days at camp
- Talk up Scouting to your friends, neighbors, service clubs and church to let them know the chance to Join is coming
Going through the leader's guide
How to present Parent Orientation
Q&A
HAVE FUN AND GO RECRUIT!

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