

Delivering the Promise

While recruiting new youth is essential, it is just as critical to retain current Scouts. The Scouting program transforms lives and the longer a Scout is in the program, the more impact it will have on their life. Units should set a goal to retain at least 75% of eligible youth members each year.

Camp Berry Fall Family Fun Day – Sept. 12, 2026

Camp Lakota Fall Family Fun Day – Sept. 26, 2026

Use the following tips to strengthen your retention efforts throughout the year.

SPRING

- Conduct your 2026 Growth Plan meeting with your district professional to set dates for Fall 2026.
- Packs and Troops should work closely together to ensure **Arrow of Light Scouts cross over before Summer Camp.**
- Attend a Council Quarterly Roundtable** to gain important information about events for the upcoming year.
 - 4/9, 7pm at Lima Service Center, 752 W. Robb Ave., Lima
 - 4/14, 7pm at Purple Door Church, 1100 N. Main Street, Celina
- Troop leadership should **connect with current Webelos Den Leaders** to begin planning when the Arrow of Light Den will visit the Troop in the fall.
- Utilize a "Bring a Friend" technique to invite friends to a fun meeting or campout.
- Meet with your principal alongside your district professional to continue building the relationship before school lets out.

SUMMER

- Attend summer camp.** Studies show Scouts that attend camp are more likely to stay involved in the program. This could include Adventure Camp, any Day/Twilight Camps, Family Camp, or Scout Summer Camp.
- Plan at least one event each month** to keep your Scouts active during their summer break.
- Packs can work on the **Summertime Fun elective adventure** (replaces the Summertime Pack Award).
- Attend the Popcorn & Membership Kickoff** in July or August to best prepare your unit for the fall campaigns.
 - 7/23 in Findlay -7/29 in Defiance
 - 8/11 in Celina -8/13 in Lima
- Conduct a "School Talk" during Vacation Bible School.

FALL

- After holding a successful Sign-Up for Scouts Event **visit the BSAC Membership Hub and explore more ways your unit can continue recruitment.**
- Attend the Fall Family Fun Day at either camp.** This is an excellent opportunity for new (and existing) Scouts to experience the adventure of Scouting outdoors. Troops can attend and earn volunteer hours while connecting with new Cub Scouts.
- Every Cub Scout should earn the Bobcat Adventure** by the end of October.
- Packs should work with Troop leaders to **secure Den Chiefs for each Den.**

WINTER

- Conduct a meaningful Blue and Gold Ceremony.** This is the best way to showcase your Pack's achievements.
- Showcase your Pack or Troop on Scout Sunday** at your Chartered Organization or another church in town. Create a bulletin insert with meeting details!
- Consider doing a **Good Turn** for your school!

THROUGHOUT THE YEAR

- Conduct monthly outdoor activities for Troops.
- Ensure monthly recognition of awards.
- Have all leaders registered and trained in their position.

CREATE CONNECTIONS ONLINE

- Create a Facebook Page for public promotions for your unit but have a Private Facebook Group for Internal communications with your families.
- Geofence your social media posts to your school or community.
- Create Facebook ads for recruitment events your unit hosts or share the Facebook ads that Black Swamp Area Council creates during the fall.



Unit Representatives: _____

Unit: _____

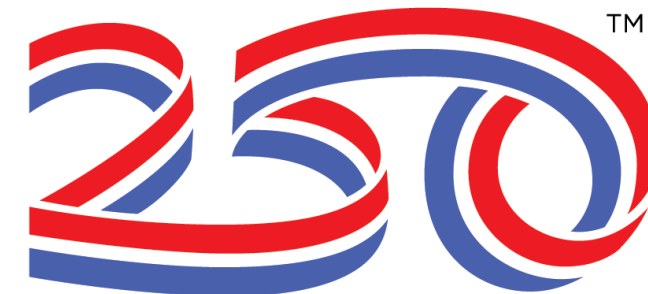
Meeting Date: _____



Scouting America

Black Swamp Area Council

AMERICA



Do you plan to sell popcorn? _____

Kernel Email: _____

Unit Popcorn Kernel: _____

Kernel Phone: _____



2026 GROWTH PLAN

<https://www.blackswampbsa.org/resources/membership-hub>

Reaching Every Family

Unit Membership Contact: _____ Phone: _____ Email: _____

We live in a busy electronic world, but parents still have the opportunity to make lasting family memories with their kids! When units partner with their District Executive to promote multiple Sign-up for Scout Events in our communities and encourage current families to share their Scouting story on social media, we can ensure every family receives an invitation to sign-up. Together we can make a difference!

BEFORE FALL RECRUITING	SCHOOL OPEN HOUSE & FIRST DAY OF SCHOOL	SIGN-UP NIGHT & PARENT ORIENTATION	CONTINIUED RECRUITMENT OPPORTUNITIES	YOUTH TALK/RESOURCES
<p>1. ATTEND A FALL KICKOFF Attend a Council Quarterly Roundtable / Kickoff – Each begins at 7 p.m., with some having social/food before. Check calendar for specific details. Bring all your unit’s leaders.</p> <ul style="list-style-type: none"> <input type="checkbox"/> July 25 – 11716 County Road 40, Findlay <input type="checkbox"/> July 29 – 2180 Ginter Road, Defiance <input type="checkbox"/> Aug. 11 – 1100 North Main Street, Celina <input type="checkbox"/> Aug. 13- 752 West Robb Avenue, Lima <p>2. EARLY AUGUST Between August 1 and the School Open House</p> <p>Pack Action Items:</p> <ul style="list-style-type: none"> • Distribute peer-to-peer cards to existing Scouts • Gain commitments from Pack leadership to assist at Open House & Sign-up for Scouts Event • Confirm open house presence with school • Plan to put up yard signs 2 weeks before Sign-up for Scouts Event <p>Troop Action Items:</p> <ul style="list-style-type: none"> • Distribute peer-to-peer cards to existing Scouts • Work with Pack to plan a Sign- up for Scouts Event • Confirm open house presence with school <p>District/Council Action Items:</p> <ul style="list-style-type: none"> • Confirm all dates with Packs and Troops • Distribute Individual Growth Plans • Provide marketing resources • Connect with unit membership contact • Print & Distribute Unit flyers 	<p>3. SCHOOL OPEN HOUSE Perfect opportunity to be in front of parents/families. Prepare for a 15-second pitch on why they should be in Scouting.</p> <p>Open House Date: _____ Time: _____</p> <p>Location: _____</p> <p>Who’s Representing Unit: _____</p> <p>Other Details: _____</p> <p>Pack Action Items:</p> <ul style="list-style-type: none"> • Connect with families at open house table • Distribute invitation to Sign-up for Scouts Event • Collect contact info <p>Troop Action Items:</p> <ul style="list-style-type: none"> • Leaders connect with families at open house table • Distribute invitation to Sign-up for Scouts Event • Collect contact info <p>District/Council Action Items:</p> <ul style="list-style-type: none"> • Ensure units have everything they need for open houses • Assist with Facebook Ads for Sign-up for Scout Events as needed <p>4. FIRST DAY OF SCHOOL (DATE: _____) Perfect opportunity to be in front of parents/families. Prepare for a 15-second pitch on why they should be in Scouting.</p> <p>Pack Action Items:</p> <ul style="list-style-type: none"> • Put up yard signs • Send reminder to families to distribute peer-to-peer cards <p>Troop Action Items:</p> <ul style="list-style-type: none"> • Put up yard signs • Send reminder to families to distribute peer-to-peer cards <p>District/Council Action Items:</p> <ul style="list-style-type: none"> • Ensure all units have necessary recruitment tools to be successful 	<p>5. SIGN-UP NIGHT Date: _____ Time: _____</p> <p>Location: _____</p> <p>Pack Action Items:</p> <ul style="list-style-type: none"> • Send reminder email to Pack leadership • Arrive 30 minutes early with a Pack calendar • Have printed copies of unit calendar, unit contact information, sign in sheets, applications, pretty cash and credit card reader • Sign kids up for Scouts! <p>Troop action Items:</p> <ul style="list-style-type: none"> • Send reminder email to Troop leadership • Arrive 30 minutes early with a Troop calendar • Assist at Sign-up for Scouts Event • Have printed copies of unit calendar, unit contact information, sign in sheets, applications, pretty cash and credit card reader • Sign older kids up for the Troop <p>District/Council Action Items:</p> <ul style="list-style-type: none"> • Check in with Sign-up Event coordinator • Sign kids up for Scouts! <p>6. PARENT ORIENTATION NIGHT Date: _____ Time: _____</p> <p>Location: _____</p> <p>Pack Action Items:</p> <ul style="list-style-type: none"> • Send reminder to all new and perspective families reminding of Parent Orientation • Conduct Orientation meeting for new families • Register families who didn’t sign up at Sign-up for Scouts Event <p>Troop Action Items:</p> <ul style="list-style-type: none"> • Conduct Orientation meeting for new families • Offer additional support to Packs through additional sign-up opportunities <p>District/Council Action Items:</p> <ul style="list-style-type: none"> • Check in with units about new Scouts • Provide additional resources as needed 	<p>7. FIRST OUTDOOR EXPERIENCE Date: _____ Time: _____</p> <p>Location: _____</p> <p>Pack Action Items:</p> <ul style="list-style-type: none"> • Make Fall Family Fun Days or Cuborees a part of your program plan and encourage families to attend • Utilize Unit Membership Packets. <p>Troop Action Items:</p> <ul style="list-style-type: none"> • Invite new Scouts to attend an exciting fall campout. • Consider attending the Fall Family Fun Days to volunteer <p>District/Council Action Items: Coordinate and host</p> <ul style="list-style-type: none"> • Camp Berry Fall Family Fun Day on 9/12/2026 • Camp Lakota Fall Family Fun Day 9/26/2026 • Various District events (see Council Calendar) <p>8. SECOND CHANCE SIGN-UPS Every family has many activities, so give additional opportunities for connection.</p> <p>Date 1: _____ Time: _____</p> <p>Location: _____</p> <p>Date 2: _____ Time: _____</p> <p>Location: _____</p> <p>Pack Action Items:</p> <ul style="list-style-type: none"> • Send reminder to families who haven’t signed up yet • Register families who didn’t sign up at Sign-up for Scouts Event <p>Troop Action Items:</p> <ul style="list-style-type: none"> • Conduct additional sign-up opportunities for new families • Offer additional support to Packs through additional sign-up opportunities <p>District/Council Action Items:</p> <ul style="list-style-type: none"> • Distribute another flyer if possible • Check in with units about new Scouts • Provide additional resources as needed 	<p>It is very important to get into the schools to do a Youth Talk if possible. We need your help!</p> <p>Unit Action Steps</p> <ul style="list-style-type: none"> <input type="checkbox"/> Reach out to the principal/school contact to get permission to get into the schools and let them know the DE will be contacting them to schedule the Youth Talk <input type="checkbox"/> Inform DE once that has been accomplished and let the DE know if someone from your unit is able to do the Youth Talk or be present to assist (you know more about the fun things you do and could best sell YOUR program) or if the DE will need to do the talk. <input type="checkbox"/> Be ready to welcome new families <p style="text-align: center;">Available Resources</p> <ul style="list-style-type: none"> <input type="checkbox"/> Flyers <input type="checkbox"/> Table Covering <input type="checkbox"/> Pull-Up Banners: circle BSAC Join Scouts Exploring <input type="checkbox"/> Hanging Banners: circle Cub Scouts Scouts BSA <input type="checkbox"/> Backyard Fishing <input type="checkbox"/> Inflatable Archery* <input type="checkbox"/> Inflatable BB Range* <p>*rangemaster must be available to work your event also. Ask your DE for a list to contact. (All subject to availability)</p>
				<p>COMMUNITY RECRUITING</p>