

Newton's Srikanth Family Is An Inspiration

Troop 209G Scoutmaster and her Scouts garnered national attention from *Bryan on Scouting*...

Scoutmaster Sangeet Srikanth is a trained educator. But she insists that some of the most important lessons are taught outside the classroom.

"None of the experiences in Scouting can be measured in terms of letter grades, GPA, test scores," she told *Bryan on Scouting*. "But you can witness and experience it every day in your son and daughter's life."

It was a chance exposure to Scouting that changed the lives of Sangeet, her son Arnav, and her daughter Anishka.

Bryan Wendell of *ScoutingMagazine.org* explained that Srikanth "first learned about the BSA in 2010 on a family trip to Boston when they happened upon an event celebrating the BSA's 100th birthday. Her son, Arnav, wanted to sign up right away. Her daughter did, too, but this was before the BSA had opened all its programs to young women."

Enter Troop 355 of Newton. Or, make that, Arnav entered the venerable unit. Then, fast forward to 2017, and an Eagle Scout court of honor.

"Every rank advancement was a clear sign of leadership building," explained Sangeet. "Every merit badge was a new life skill."

Two years later, it was Anishka's turn to join Scouts BSA.

"Every day, my admiration for her increases as she excels in her maturity and ability to deal with the challenges of life,"

Srikanth said.

However, it's not like Arnav or Anishka were alone on their journey. Their mother was there – unofficially – every step of the way.

Later, after a two-year stint as an assistant Scoutmaster, Sangeet was named Scoutmaster of Troop of 209G.

It's a commitment, but Srikanth indicated it's more than worth it.

"It's about five to six years from start to finish – weekly meetings, camping trips, outdoor trips, and finally the long-awaited Eagle project," she says. "Some families find it hard to commit with their own busy careers."

That said, the end rewards, particularly for Eagle-earners, are worth it.

Meanwhile, Sangeet hopes that other families, particularly those in the Indian community, see Scouting as a viable adjunct to traditional education.

"Scouting structures their lives and gives them the most valuable experience that even the best classroom education may not fully provide," she said.

Youth Applications Online Transition

As we continue our work to enhance the traditions of Scouting here in the 21st Century and augment the privacy and safety of

our membership, the Mayflower Council will soon look to move most membership functions online. Long story short, the days of youth paper-based membership applications are coming to an end.

Extensive New Member Marketing Campaign

At their February 16 council executive board meeting, \$250k was approved for a major marketing campaign to help entice new members to join Scouting in Mayflower Council. The campaign is being directed by the Council Marketing Committee and managed by Mittcom, a local marketing firm who excels at integrated campaigns unitizing social platforms. The executive board agreed to direct the funds from the council endowment fund.

Tips And Tricks: Let Them See Us At Our BEST!

One of the best ways to promote our programs and encourage new membership is to continuously promote our units and activities to the public. By doing so, we can create several positive outcomes if we show our units, activities, and programs off “at their best.”

Those benefits include:

- Increased awareness, participation, and community support for our programs (such as “Scouting for Food,” etc.)
- Increased opportunities for fundraising (Friends of Scouting or “FOS,” Eagle service projects, etc.)
- Increased possibilities to recruit new members and volunteers

On a unit level, here are some ideas and ways that you and your leadership can easily promote your programs and units within the community:

- Know your local Patch.com representative. Look on Facebook for your town’s Patch page (there should be an email address to reach out to). If not, sending a message may get better results.
- Know how to reach your local news outlet. Community Newspaper Company, owned by Gatehouse Media, has weekly publications and the “Wicked Local” websites available for free in many communities within the council footprint. **These publications & sites cover the local/community news.** Scroll to the bottom and select CONTACT US to locate the reporter/editor for your community and send any upcoming events or ideas about your unit to them.
- Does your unit have an organization Facebook page? Starting one is easy. Use it to share National Council and Mayflower Council posts and promote your upcoming community events. Don’t have one? Stay tuned for information on how to create and maintain one!
- Join and share your local unit event posts on your community’s local Facebook page! Also, make sure you monitor and follow up on any comments added to your shared post. Note: There will ALWAYS be someone who may try to speak negatively about your event/post, etc. As the OP (original poster), you may be able to hide their comments. Regardless, take the high road and kill them

with KINDNESS when responding. Possibly send a message to the admin for the page and let them know what is going on if a note is particularly nasty.

- Local community access channels exist in almost every community, too. Some shine a spotlight on community organizations and events. Contact your local community access studio for more information. BTW: Some of these studios can also be helpful with the Movie Making Merit Badge for your Scouts.
- If you partner with another community organization throughout the year, make sure to share your “good news” or upcoming events with them through social media or directly through their leadership; this might also be a good time to mention the usefulness of Twitter and Instagram.
- Be sure to send your good news to your local town officials (mayor, town council/select board, etc.)

Of course, all of the above ideas take a certain level of commitment from your unit committee or leadership to make it work. So, consider asking for a volunteer or parent to help – it’s important. After all, spreading our good news will show your unit’s commitment to your community.

Welcome to Operation: Re-Engagement

As part of the Mayflower Council’s Spring Membership Campaign, we would like to encourage your participation in Operation Re-Engagement between now and March 31st, 2021. This effort, which is council wide, is designed to invite former Cub Scouts who may have dropped from your roster back into your pack.

Your participation will be beneficial to the health of your pack, district, and the Mayflower Council.

Here's How To Make This Work...

- Download a report of Scouts who have dropped from your unit over the past two years. Step by step instructions on how to download this report on My.Scouting.org is available here.
 - NOTE: Be sure to select the FILTER Button and enter dates from 1/1/2021 through 1/1/2022.
- Reach out via a callout campaign (If necessary, designate several volunteers to help you) to the parents of these “lost Scouts” to invite them to your next pack meeting. Use this meeting as an opportunity to welcome them back into Scouting by encouraging them to re-register with your pack (Some key points to promote with the parents include the Pinewood Derby in May, upcoming pack meetings, Chuck Wagon Derby in June, summer day camp and other activities you have planned for your pack.)
- If they indicate interest in re-joining, whether as part of the callout campaign or at the pack meeting, refer them to your page on BeAScout.org

A Few Tips for Success...

1. Review the list with your volunteers to see who may have a friendly/personal connection with certain parents. Sometimes a call from someone they know can be very influential.
2. If your attempt at a callout does not work, try an email.
3. If the parent indicates interest in attending the next pack meeting, schedule a time to remind them, whether it's another callout, or an email reminder a week prior to the meeting.
4. If possible, work with them 1-on-1 with the online

application. Try not to let them to “do it when they get home.” Remember, after that meeting, life happens. Help them transition back to Scouting by helping them in that moment, instead of possibly losing them to the things that happen after they leave your meeting.

5. Consider using your April meeting as a membership building meeting, whereby these “lost Scouts” can come back to re-discover the Scouting experience.

We appreciate your effort in Operation Re-Engagement. If I can be of assistance, please email Rob or call him directly at 508-217-4623.

Spring Membership Campaign

As part of The Mayflower Council’s Spring Membership Campaign, we are primarily focusing on Scouts BSA troops and Venturing crews and 4 opportunities to increase participation in these aspects of the Scouting Experience.

WHAT’S INVOLVED

The Spring Membership Campaign involves several different elements:

- Operation Re-Engagement
- Webelos To Scouting AND Scouting to Venturing Transitions
- Peer To Peer Recruiting
- April Membership Event

SETTING YOU UP FOR SUCCESS

We have compiled LINKS for the following documents to help you

succeed, including:

- A Checklist for Success & Overview on each phase/element of the membership campaign
- Suggested social media posts that you can use to promote your troop and/or your upcoming membership event:
- Instructions on how to download a list of Scouts who have dropped from your roster
 - *(NOTE: When downloading this report, be sure to use the FILTER and select the dates of 1/1/2021 to 1/1/2022)*

PLEASE NOTE: Once you have set a date for your April membership event, please let the council know by filling out the form located [here](#).

THE INCENTIVES

- Top five units who recruit between now and May 31st will receive a weekend cabin at one of our camps.
- Any Scout who recruits a friend using our peer-to-peer campaign will be entered into a drawing to win one of three restaurant gift certificates

ADDITIONAL RESOURCES

Additionally, the following resources are available upon request:

- Photos/videos from BSA
- Buddy cards
- Posters/fliers to promote your membership event
- Sign in sheets for your membership event

Simply email Rob to reserve yours.

NOTE FOR VENTURING CREWS: Use this as an opportunity to invite prospective members to an upcoming meeting or event. Additionally, we will be working on getting you information on Scouts who have “aged out” of Scouts BSA.

NEED HELP OR TO DISCUSS IDEAS ?

If you would like to set up a time, please [click here](#) to schedule a time with Rob to discuss.

OR

You can also register here for Virtual Office Hours on Tuesday, March 22nd and Monday, March 28th from 7 to 9 PM each night.

We appreciate your effort with our Spring recruiting effort.

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Temperature Drops But The Fun Factor Stays High

Cub Scouts can #AdventureOn during the winter months...

Yes, it’s cold. Yep, it’s snowy. However, just like Scouts BSA, Cub Scouts can still find outdoor fun, too.

That was the theme of a recent repost of a 2010 article entitled, “Hot tips for cold-weather fun with Cub Scouts.”

For *Scouting*, Mark Ray wrote:

Tim Tocket, a Scouter in Pen Argyl, Pa., always thought the BSA had a rule forbidding Cub Scouts from camping when temperatures dipped below 32 degrees. Not so. The “Age-Appropriate Guidelines for Scouting Activities” states that

only Scouts BSA members and Venturers may participate in winter camping. But the addition of heated cabins (when you follow appropriate Youth Protection guidelines) can make winter activities with overnight stays suitable for Cub Scouts. With cabins available, a Scout who gets too wet, too cold, or too tired can head inside.

Of course, *The BSA Guide to Safe Scouting* is the definitive list of rules and guidelines for winter camping and sports. However, Ray pointed out a few general thoughts about Cub Scouts in the cold.

Tips included:

- *Give plenty of packing guidelines to parents and adult leaders and stress layering for warmth...*
- *Pack extra items of everything warm. Domino suggests bringing a stash of extra hats and mittens for Cub Scouts whose gear gets wet, lost, or forgotten...*
- *Remember hydration. Campers need plenty of fluids, even in the cold.*
- *Offer plenty of hearty food, and keep meal preparation simple.*
- *Cancel or postpone if the forecast calls for heavy snow or extremely low temperatures*

Even better, in yet another article, "Making Winter Fun for Your Cub Scouts," Ray said, keep the C-O-L-D in mind.

Clean: *Keep your insulating layers clean and fluffy. Dirt, grime and sweat can reduce the warmth of a garment.*

Overheating: *Adjust your layers of clothing to match the temperature, and stay hydrated by drinking plenty of water.*

Loose Layers: *Wear several loosely fitting layers of clothing and footgear to get maximum insulation without impeding your*

circulation.

Dry: Sweaty, damp clothing can cause your body to cool quickly. Avoid clothes that absorb moisture, and keep clothing around your neck loose to let body heat and moisture escape.

Looking at the weather forecast for tomorrow at Camp Resolute: 34-degrees and cloudy.

Sounds like it's time to **#AdventureOn**.

Scouters: Lots to Learn! Where to Start?

Sometimes, volunteers feel overwhelmed, but some simple steps can help...

You've seen it. I've seen it. We all would like to have it.

In many ways, the "Trained" patch symbolizes adult advancement and achievement. Mostly, it simply means you have "a clue."

However, it might be the first step to feeling like your work *outside* of Scout or Cub meetings is paying off.

But even before getting into the training that delivers the patch, volunteers need to take the first step.

Or maybe, once they put on "the shirt," it is the "next" step.

Back in 2013, *Scouting Magazine's* Mark Ray spoke to two Cub Scout leaders and asked how they encouraged training among the volunteers in their units:

To fill their packs' training gaps, [Andy] Albin and [Todd] Birkhoff took on the role of pack trainer... In the years since, they've more than achieved their goal of getting pack leaders through the basic training sequence of Youth Protection Training and position-specific training.

Their tips, in short:

- Set a good example.
- Establish expectations.
- Eliminate obstacles.
- Keep good records.

And why is training so important?

"As long as you have a trained leader, the [Scouts] are going to have a better experience," Birkhoff told *Scouting Magazine*.

The full article is much more comprehensive, and might just be the introduction to your own unit's training manual.

A Scout is Helpful: Session Explains Scoutbook

The Mayflower Council looks to help leaders open Scoutbook on January 31...

Scouts BSA may have been born in 1910, but the current program is a little more contemporary vintage. And since a Scout is brave, Scouting continues to march into the digital landscape.

For example, did you know that Scoutbook is the BSA's online

tracking service?

Scouting.org explains:

From the first knot tied to the final hours of service performed, the Scouting experience is a journey like none other. And Scoutbook is your go-to tool to ensure not a moment is missed – tracking advancement, milestone achievements, and all the fun along the way.

Okay, okay. You're familiar with Scoutbook. But maybe you are just a bit unsure of how to use the online module. Or perhaps you are just a bit technologically averse.

The Mayflower Council has a solution.

Mayflower Council Scoutbook Training: January 31, 7:00 to 8:30 PM

Does your unit use Scoutbook, or are you wondering how to get going with it? This session will cover a basic overview and ways to begin using it.

Topics like how to log in and how leaders sign off on requirements will be covered. Please join us with your questions and come away with an understanding of how this tool can benefit the scouts and leaders in your unit.

So, Zoom in on Scoutbook!

Register in advance:

[Register Now](#)

After registering, you will receive a confirmation email containing information about joining the meeting.