

# Mayflower Council, BSA August 2021 Roundtable (via Zoom)

Moderators: Cranberry Harbors District Roundtable Team:

Alyssa Baracewicz, Dennis Gleason, Vince Thornton

Staff Advisor: Rob Hillman



Opening:  
Please join in reciting the Pledge of Allegiance,



Opening Prayer:



# Some notes on tonight's virtual meeting

- Slides (.pdf) will be posted to Council website & emailed to participants
- Questions, Comments – use google forms “parking lot”
  - link to form: <https://forms.gle/kfNEL6KxiHLeZXqn9>
- PLEASE, mute your phone/microphone (limit background noise) when you are not speaking (unmute to ask questions, make comments)
- Attendance record, please provide name, unit type, number & town in Chat
- Comments on Zoom Meetings:
  - Your view somewhat device dependent
  - Use Chat for comments/questions during meeting
  - You can minimize speaker window (avoid blocking slides)
  - Control bar (not all features active)



# Mayflower Council August Roundtable – Agenda

- Opening, Prayer & Welcome
- Virtual meeting notes
- Attendance Record – please identify yourself, your unit & town in the chat
- August Announcements (“rapid fire” – review details later)
- General Session: Membership and Recruiting, Marketing YOUR unit, September Plans, Onboarding
- Commissioner’s Minute
- Breakout Sessions (Choose which you’ll attend):
  - Cubs – Discussion Topic: How will we rebuild (or strengthen) our Pack? What do we need to do to ensure success in fall recruitment (Scouts AND Adults)? How do we build and communicate a “dynamite” program plan?
  - Scouts BSA – Discussion Topic: What do we need to do to rebuild (or strengthen) our Troop? How can we help with our town’s fall recruitment efforts? How do we build and communicate a “dynamite” program plan?



# BSA Covid-19 Policy Status

- **CHECK FREQUENTLY – Changes continue!**
- **BSA Covid Statement – Aug. 2021 (with resource links):** [https://bit.ly/BSA-CovidStmnt\\_Aug2021](https://bit.ly/BSA-CovidStmnt_Aug2021)
- **Latest BSA National Guidance - 6/2/21:** <https://www.scouting.org/coronavirus/covid-19-faq/>
- **Latest Mayflower Council Guidance – 5/20/2021:** <https://www.mayflowerbsa.org/faq-items/may-20-2021-covid-19-council-operations-update/>
  - Note: Mayflower Council continues to monitor the ever-developing situation and will issue additional guidance if/when deemed appropriate
- **Charter Organizations may impose other requirements – ENSURE TO CHECK!**
- **Check for more restrictive local guidelines**

***Units must ensure to follow ALL relevant guidelines***



# Reminder: *Youth Protection Training and Hazardous Weather Training must be renewed EVERY 2 YEARS – Are you current?*

- ALL registered adults must remain current on Youth Protection Training
- ALL direct contact leaders must remain current on Hazardous Weather Training
  - Who is a “direct contact leader”?
    - Cub Scouts – Cubmaster, Assistant Cubmaster, Den Leader, Assistant Den Leader, Tiger Den Leader, Webelos Den Leader, Assistant Webelos Den Leader
    - Scouts BSA – Scoutmaster, Assistant Scoutmaster
    - Venturing – Advisor, Associate Advisor
    - Sea Scouting – Skipper, Mate
    - Exploring – Advisor, Associate Advisor

To renew training, log in to [My.Scouting.org](https://my.scouting.org) and visit the Training section to take the course.

# *National & Council news/updates*

*note:* Individual event slides will not be shown during this presentation; but are included at the end of the slide deck for review later. Slide deck will be emailed to participants and posted on the [MayflowerBSA.org](https://www.MayflowerBSA.org) web site

- New 2021 Guide to Advancement
- Council BALOO training – Aug. 28 & 29, Camp Squanto
- Scout Night at Polar Park, Sep. 10
- Seven Seas Cub Fun Day, Sep. 11 Camp Squanto
- Webelos Woods, Sep. 25, Camp Squanto
- Ground Patrol Search Camporee, Oct. 15-17, Camp Squanto
- Note: Resolute Oct. camporee cancelled – all invited to Squanto camporee
- New Charter renewal system – details next month
- USAF Survival, Evasion, Resistance, Escape (SERE) course for Scouts – interest survey, for Scouts & Venturers 14 & up
- Tantamous OA Lodge Fall Ordeal at Camp Resolute, Sep. 24-26
- Tantamous OA Lodge Fall Ordeal at Camp Squanto, Oct. 22-24
- Wood Badge 2022, Mar. 25-27 & Apr. 23-24
- New Youth Safety Videos and Tools
- “Betty Bot” – help for my.Scouting
- Cubcast, Scoutcast & Seacast
- “Cub Chat Live” – weekly livestream, 3PM, Fridays
- Scoutlife Magazine Sampler available for viewing/download
- Freeze-Out 2022, Camp Resolute – Feb. 5-6



# 2021 – 22 BSA-Mayflower Membership Fees Effective August 1, 2021

|                           | One Time National<br>Joining Fee | Annual National<br>Membership Fee | Mayflower Council<br>Annual Activity Fee | Total Annual<br>Fee for 2022 |
|---------------------------|----------------------------------|-----------------------------------|--|------------------------------|
| New Youth                 | \$25                             | \$72                              | \$36                                     | \$133                        |
| Renewing Youth            | -                                | \$72                              | \$36                                     | \$108                        |
| “dropped” Youth rejoining | -                                | \$72                              | \$36                                     | \$108                        |
| Adult volunteer           | -                                | \$45                              | -  | \$45                         |

## Notes:

Unit charter renewal fee: \$75

*Include prior registration number for dropped youth rejoining to avoid one-time joining fee*

Per month fees for Aug/Sep/Oct/Nov/Dec 2021 – Youth: \$9, Adult \$3.75

**\*\* New Charter Renewal Process this year – More details in September \*\***

Link to Mayflower 2021 fee document: <https://www.mayflowerbsa.org/wp-content/uploads/Membership-Fees-by-Program-August-1-2021-Final.pdf>

*Full registration fee sheet is provided at the end of the presentation*







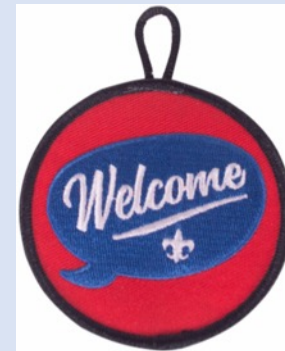
# Membership Recovery – Key 2021-22 Challenge!

From a discussion on BSA recruiting -

*“ ... we are very good at recruiting people who would have joined anyway, then congratulating ourselves on a good job ...”*

A former Scout Executive

While we clearly need “those who would have joined anyway”, we **MUST** find ways to recruit those others, who don’t have the BSA in their family plans ...



# Mayflower Council Membership Trend

| Year      | Total Youth Membership | Total Adult Volunteers |
|-----------|------------------------|------------------------|
| Jan. 2017 | 11089                  | 4023                   |
| Jan. 2019 | 10695                  | 3675                   |
| Jan. 2020 | 9870                   | 3082                   |
| Jan. 2021 | 7894                   | 2742                   |

*While Covid-19 clearly had membership impact, it is not the sole cause for our membership decline.*

## 2021 Goals:

- Recover “lost” members from 2020 and prior
- Attract new members who may have shied away during Covid-19 restrictions
- Attract those who have not considered Scouting in the Past

## Methods:

- Direct contact to former members
- Maximize social media advertising
- Promote Unit Program
- Council-wide recruiting weekend – Sep. 18/19
  - ALL units in town participate



Google

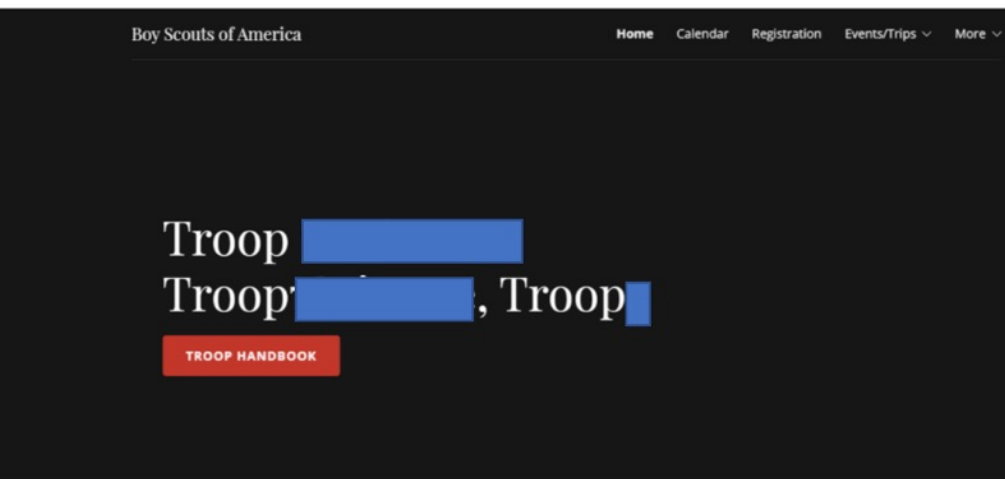
facebook

Marketing Units

## Be Where Your Audiences Are

Parents spend over 4 hours a day on their mobile devices

- Google My Unit
- Facebook Advertising: Short Money for Big Returns!



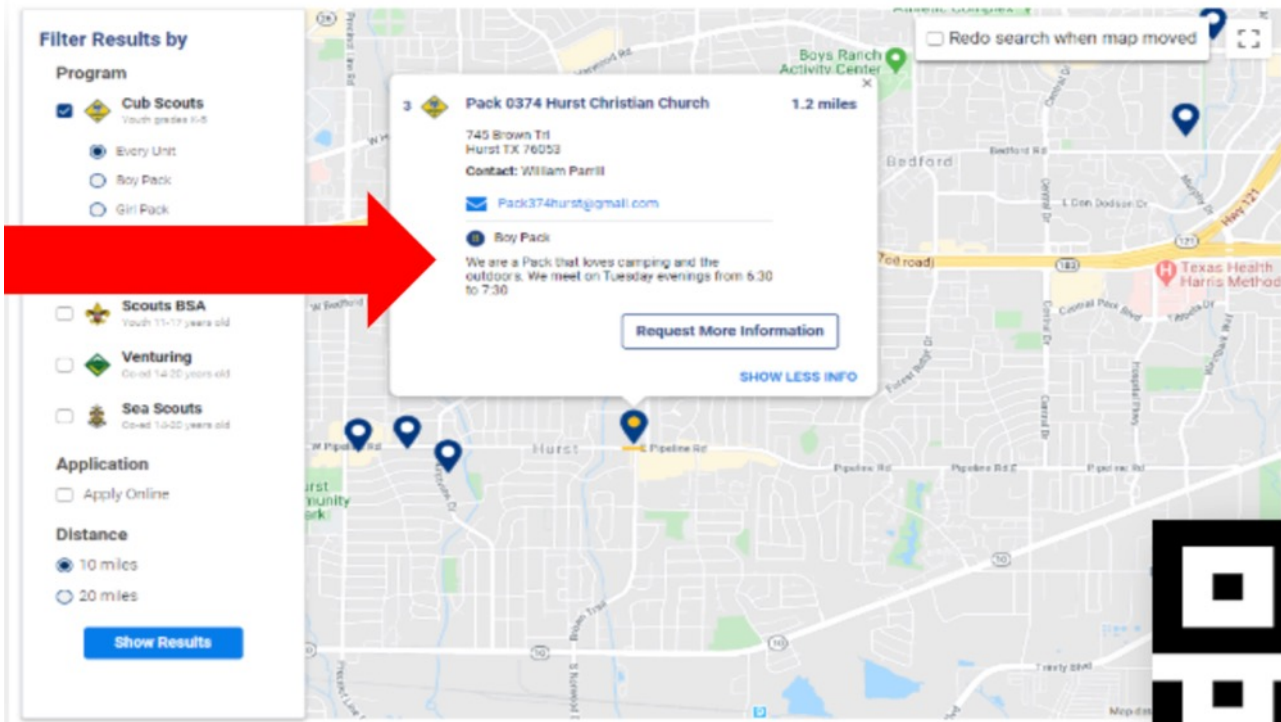
# Review Your Web Pages

Find a non-Scouting parent to look at your site.

- Can you easily find out how to join?
- Is your site information up-to-date?
- Is it jargon-free?

# Marketing Units





# Use QR Codes

Get people directly to your BeAScout.org page



## Be Found On BeAScout.org

Update Pins  
Enable Online Applications





# How to make and Use QR codes

## How to Make a QR Code in 8 Easy Steps

1. Select a QR code generator.
2. Choose the type of content you're promoting.
3. Enter your data in the form that appears.
4. Consider downloading a dynamic QR code.
5. Customize it.
6. Test the QR code to make sure it scans.
7. Share and distribute your QR code.
8. Track and analyze performance.

(website source reference above right)

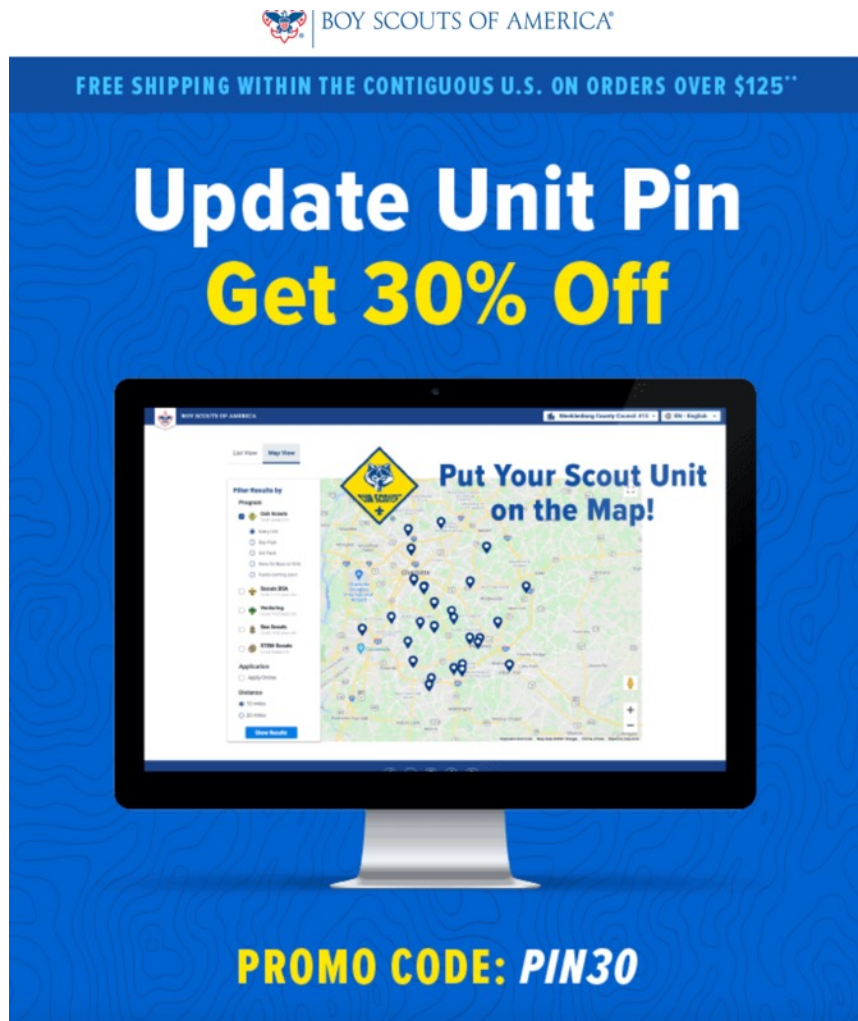
*More Info:* <https://bit.ly/QR-CodeInfo>



*One free QR code generator:*  
<https://www.qr-code-generator.com/>



# National resource: BeAScout Pin Update Promotion



BOY SCOUTS OF AMERICA®

FREE SHIPPING WITHIN THE CONTIGUOUS U.S. ON ORDERS OVER \$125\*\*

## Update Unit Pin Get 30% Off

Put Your Scout Unit on the Map!

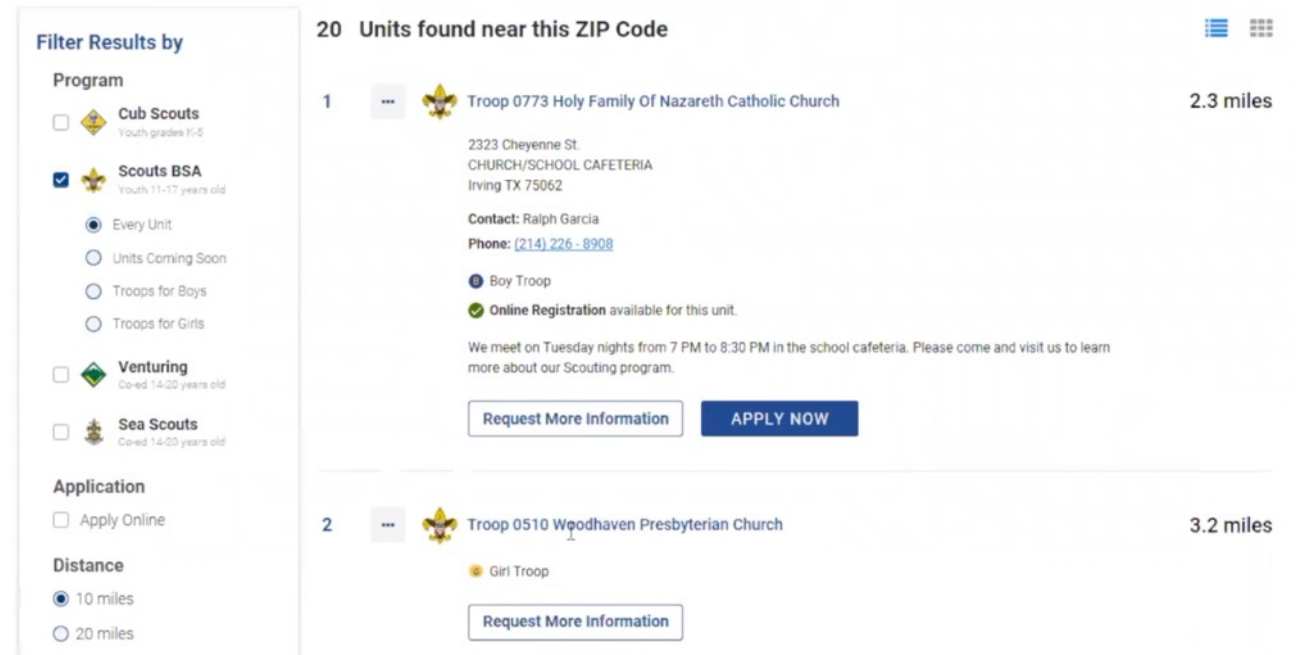
**PROMO CODE: PIN30**

Update your Pin (Unit Key-3 or delegates) at:

<https://my.scouting.org/>

Online registration and Pin Update “How To” videos at:

<https://www.scouting.org/resources/online-registration/>



Filter Results by

Program

- Cub Scouts  
Youth grades K-5
- Scouts BSA  
Youth 11-17 years old
- Every Unit
- Units Coming Soon
- Troops for Boys
- Troops for Girls
- Venturing  
Co-ed 14-20 years old
- Sea Scouts  
Co-ed 14-20 years old

Application

- Apply Online

Distance

- 10 miles
- 20 miles

20 Units found near this ZIP Code

1 Troop 0773 Holy Family Of Nazareth Catholic Church 2.3 miles

2323 Cheyenne St.  
CHURCH/SCHOOL CAFETERIA  
Irving TX 75062

Contact: Ralph Garcia  
Phone: (214) 226-8908

Boy Troop

Online Registration available for this unit.

We meet on Tuesday nights from 7 PM to 8:30 PM in the school cafeteria. Please come and visit us to learn more about our Scouting program.

Request More Information APPLY NOW

2 Troop 0510 Woodhaven Presbyterian Church 3.2 miles

Girl Troop

Request More Information



## Key Need:

# Dynamic, Exciting, “Understandable”, Accessible 2021-22 Unit Program Plan

- What will your unit do this year?
  - What is the schedule?
  - How will you fund it?
  - How will you communicate it?
  - What are the BIG events, what are the recurring events?
  - What does it mean to be a part of your unit?
- How can you put this together?
- Not just “what we did before”
  - Review other unit plans - brainstorm
  - Search opportunities in your area
  - Parent resources?
  - Town resources?



# Sample Cub Pack Activities Idea List

(from Cranberry Harbors April 2021 Cub Leader Roundtable)

- Field Day
- Pinewood Derby
- Fishing Day
- Hikes
- Campouts
- Star Gazing
- Blue and Gold
- Guest Speakers (Conservation, professions, entertainment)
- Service Projects (trash sweep, beach sweep, playground or school grounds clean up etc..)
- Rain Gutter Regatta
- Metal Detecting
- Museums and Zoos
- Sleepovers (Battleship, museum, zoo etc..)
- Car Day (Antique Cars, Learn how to check tire pressure etc..)
- Bike Day (Bike safety, bike wash, stations, obstacles, safety officer)
- Rocket Day
- Parades
- New England Base Camp visit/ Pool
- Town-wide Scavenger Hunt
- Touch Tanks for Sea Life
- Minute to Win it
- Trivia
- Summer Camp
- Camp Norse Family Camping
- Geocaching
- South Shore Nature Center
- Museums
- Drive-in Movie Night
- Field Trip (Plimoth, Patuxet, Sturbridge)
- Getting to know you day
- Religious Emblem Program





# Program Planning

- Parents need to understand the program without “Scout-Speak”
  - EXPLAIN Dens, Packs, Patrols, Troops, etc.
  - For Packs – Den activities and organization vs. Pack Organization
  - For Troops/Crews/Ships – what does “Youth led” mean and how does it work

## Resources

- Mayflower’s Unit Program Planning Tools: <https://bit.ly/UnitProgPlanTools>
- BSA Leader Resources Pages: <https://www.scouting.org/resources/>



*Do you have an  
“elevator  
speech?”*

*In “30 seconds or less”, can  
you explain why a parent  
should invest their child’s  
(and their) time in your  
Pack/Troop/Crew/Ship?*





# “Onboarding” – *Retain Recruited Families*

- New families may have very little “Scouting knowledge”
- Key need – have them feel comfortable, wanted, happy
  - Whole family issue – not just the Scout
  - Important New Member Coordinator responsibility
  - **\*\* “ASK ME” badge \*\***
- Initial contact not enough – follow up essential!
  - Don’t wait for questions/concerns, **solicit them!**
- Resources:
  - Council recruiting resources – Next slide
  - National recruiting resources: <https://www.scouting.org/recruitment/>
  - What new Cub Parents need to know article: <https://bit.ly/NewCubParent>
    - “One Pager” fill in .pdf: <https://bit.ly/Onboarding-1-pageFlyer>
  - Other Council resources? Search! – one example: <https://bit.ly/SoCrDistParentOrient>



SOUTHERN CRESCENT DISTRICT

---

[Login](#)

**Menu**

- Home
- Cub Scout Adventure (meeting) Plans (Click 4 more)
- Activity Ideas, Month by Month (Many!)
- Troop Program Resources
- About Scouting & Adventures for Scouts

Home » [Recruiting Ideas \(Click 4 More\)](#) » [Sign Up Events](#)

**New Parent Orientation After Sign Up Events**

**Parent Orientation Topics on this Page:**

- [Methods of Parent Orientation – Live, Video and Handouts](#)
- [Supplemental Pack Information Handouts / Websites](#)
- [Ideas about “Simple” and “Fun” Parent Sessions](#)

---

A bunch of families signed up – now what? How do you get all of the new parents up to speed? Do you tell them everything *you want them to know?* Or tell them just what they *need to know now?* And make other information available if they want more information.







# Cub Packs:

Are you a *FAMILY PACK* – if not, should you be one?

- Family Packs offer opportunity for families with both male and female children to participate in ONE activity (vs. separate ones)
- Is there already a Family Pack in your Town? If not, should you become one?
- Opportunity to recruit additional youth and leaders

To become a family pack:

- Discuss with Charter Organization
- Notify your District Chair and Commissioner of intent
- Update your Be A Scout Pin to Family



# Mayflower Council Recruiting Resources:

<https://www.mayflowerbsa.org/resources/unit-management/membership-resources/>

## Recruiting Materials



### Cub Scout Packs

- Joining Night Playbook
- Table Rotation Display Layout
- Table Rotation Display Center Panels
- Table Rotation Display Side Panels
- Joining Night Sign In Sheet
- Cub Scout Directional Signs
- Cub Scout Wear Face Covering Sign
- Cub Scout Use Hand Sanitizer Sign
- Parent Orientation Meeting Agenda
- Parent Orientation Meeting Script
- New Family Welcome Email
- Returning Family Welcome Back Email
- Leader Recruitment Tool – Take a Moment to Consider
- Leader Recruitment Tool – The Yard Stick
- School Principal Email
- School Support Opportunities for Joining Night



### Scouts BSA Troops

- How to Welcome Girls into Scouts BSA



### Venturing Crews

- Venturing Recruitment Training
- Venturing Activity Interest Survey



# National BSA 2021 Recruiting Resources

Customizable assets, images, and guides to use in taking your recruitment campaign to the next level! It's time to help families “Escape the Indoors” and discover Scouting are linked below:

- [“Escape the Indoors” Marketing Materials](#)
- [Scouting.org Recruitment Landing Page](#)
- [“Welcome Back” Templates](#)
- [Social Media Tools and Graphics](#)
- [Scoutshop Promo Uniform Offer](#)



# Mayflower Council Town-wide Join Scouting Events Sep. 18-19, 2021



# Join Scouting Weekend – District Coordinators

Cranberry Harbors – Jennifer Goodwin

Headwaters – Scott O’Brien

Metacomet – Christine Davis

Post Road – Paul Hurney

Sachem – Sal Salvatori

Staff Advisors – Jack Colamaria



# Join Scouting Day 2021 Items Supplied in each Town Kit

| Item                       | Quantity |
|----------------------------|----------|
| Sets of 5 Table Boards     | 1        |
| Giveaways                  | 10       |
| Join Cub Scouts Yard Signs | 6 (min)  |
| Parents Guide Books        | 50       |
| Family Surveys             | 50       |
| Hand Sanitizer             | 2        |
| Wipes                      | 2        |
| Masks                      | 50       |
| Youth Applications         | 50       |
| Adult Applications         | 15       |
| Pens                       | 35       |
| Posters 11 x 17            | 20       |



# Five Table Recruiting Method

Recommendations from the BSA's National Joining Survey

- Joining activities need to be fast-paced for today's busy parents.
- Table rotation method has been used very successfully in recent years.
- Allows families more flexible timing, allows better one-on-one conversations with new families.
- Families sign in at the first table, then they go on a self-paced journey through five stations to learn how Scouting and the pack work.
- Families who are familiar with Scouting, or who have limited time, may hurry past some tables and go directly to checkout.
- A model campsite with a tent, camp chairs, fishing poles, etc. helps promote Scouting fun.

## **Resources:**

- “Five Tables”:
  1. Sign-in – who are the Cub Scouts
  2. How does the program work
  3. Advancement
  4. Funding the program
  5. Join and check out
- 5 Table Training Videos: <https://bit.ly/5-Table-Videos>
- BSA Marketing & Membership Hub: <https://scoutingwire.org/marketing-and-membership-hub/>
- BSA Brand Center: <https://scouting.webdamdb.com/bp/#/>



# Get Our Resources



## Growing Membership



## Google Slides



### SOLID ACTION STEPS TO GROW YOUR UNIT

*Don't sit by and wait for prospective members to come to you – be proactive!*

These proven marketing tactics are designed to reach your varied demographics. For example use Facebook to reach parents while allowing your youth leaders to reach out to their peers with Instagram and TikTok. Be smart and grow your unit!

#### Unit Visibility

*One of the best ways to recruit is to be seen! Folks can't join something that they don't know exists.*

#### Recruit Cub Scouts

##### Wear Your Uniform to School Day

What better way to show off our brand than by wearing your uniform. The second Tuesday of every month has been designated as *Wear Your Uniform to School Day*. Encourage your Cubs to wear their uniform to school – and prepare them with answers to questions they'll be getting from their classmates!

#### JoinScoutingDay.org

Start gearing up now for September 18. This exciting website helps parents understand Cub Scouting and help guide them on joining your local unit. The site will include a list of all communities participating in Join Scouting Day on September 18 with the location and times for them to stop by. Your fun, interactive activities that involve potential new families and Cub Scouts will help to create excitement and enthusiasm! JoinScoutingDay.org marketing will be supported by press releases to all 62 Mayflower community newspapers as well as roadside signs that will be managed by each District. JoinScoutingDay.org/

#### Recruit Cubs/Scouts BSA/Venturers

##### Summer of Service

Join Scouting families across the country in a spirited Summer of Service! As we have throughout our history, Scouting families have answered the call to work together in service of the greater good. It can be providing local community service from public space clean-up and helping out at local events or doing a service project at one of our local camps. Now more than ever, our world needs that Scouting spirit – let's step up!

#### Recruit Scouts BSA/Venturers

##### Scouting in Action

Join with other local units and set up a camping display on your town common or other visible space! Show off your skills to the public. If you're a Scout troop – invite local Cub Packs to visit and see what's in store for them. Remember – youth join Scouting for our outdoor programs – show them the excitement!

## Membership Support Materials

### Support Documents



- I Want to Start A New Pack, Troop or Crew
- How to Sign Up As An Adult Member
- How to Sign Up Youth Members
- Important Changes to Membership Card and Charter Certificate Printing
- Youth & Adult Membership Fees As of August 1, 2020
- Youth & Adult Membership Fees Thru July 31, 2020

### Be A Scout Pins / Online Applications

- Be A Scout FAQs
- Instructions to Update BeAScout Pins
- Online Registration Unit Guidebook
- Online Registration Website
- Unit Online Registration Checklist

### Unit Marketing Support

- Unit PR 101
- Google My Scouting Unit

# Mayflower Marketing Page

## Action Steps







# RT Commissioner's Minute –



“The most dangerous phrase in the language ...”

Grace Murray Hopper



<https://bit.ly/LinkedInHopperQuote>





# Comments on Change, from Larry Chase, National Commissioner Service Team Chair

“... The units we serve have faced significant challenges over the past year and losses — in units, youth and adult membership, and professional staff — have resulted. There have also been successes: units that kept on Scouting and youth and adult volunteers who remained engaged. Where we saw success, we inevitably saw three characteristics:

- Patience — a quiet confidence that Scouting will continue its mission
- Persistence — a commitment that failure is not an option
- Resilience — a capacity to recover quickly through collaboration to create and implement new solutions”

## **Resilient units share these traits:**

- Prepared — planning for short- and long-term outcomes
- Adaptable — recognizing the importance of having members who can adjust and adapt
- Collaborative — knowing that collaboration enables quick decisions, reduces risk, and builds trust
- Communicative — communicating frequently and transparently
- Responsible — taking responsibility for both their mission and their performance



## ***Breakout Sessions – choose your group***

**CUBS:** Discussion Topics: How will we rebuild (or strengthen) our Pack? What do we need to do to ensure success in fall recruitment (Scouts AND Adults)? How do we build and communicate a “dynamite” program plan?

**SCOUTS BSA:** Discussion Topics: What do we need to do to rebuild (or strengthen) our Troop? How can we help with our town’s fall recruitment efforts? How do we build and communicate a “dynamite” program plan?

- If you have not yet done so, please note your name, unit and town in the Chat for attendance
- Questions/comments, use the Google forms “parking lot”:  
<https://forms.gle/kfNEL6KxiHLeZXqn9>



# ROUNDTABLE



**Be Informed    Be Prepared**

**THANKS**  
**For Your Participation**  
**AND**  
**For all you do for our Youth**