



September Roundtable Mayflower Council Service Center

Introducing MOVO: The AI Chatbot

MOVO is designed to immediately follow up with leads from Invitation Manager

It works by pulling data from your Unit Pin

MOVO then texts the parents and answers their questions

If MOVO is unable to answer a question, it will upline to the Unit and then Membership Executive

Why use MOVO?

- In today's next-day delivery world, MOVO can instantly respond to leads
- On average leads take 10-15 days to get a response
- MOVO uses text messaging
- 5% Conversion rate to ~50%



What do Leaders need to do?

1. MOVO will send you an email inviting you to join the platform
2. Accept the email and you will get access to the platform for your units
3. MOVO will send you info to assist families if it doesn't find the answer in your pin
4. Respond directly to the parents via the MOVO platform

Maximizing Fall Recruitment

You've done the planning and held the event.



Visit: [Scouting.org/pin](https://scouting.org/pin)

What to Check

Before fall recruiting kicks off, make sure your pin covers these four things:



Contact Info

Update or add phone and/or email for key contacts.



Meeting Location & Details

Help families find when and where you meet.



Website and/or Socials

Keep curious families up to date on upcoming events.



Online Applications

Make it easy for scouts to join and parents to volunteer.

Websites & Social Media

- A website or social media page provides parents a place to go for more information
- Make sure your site features **YOUR** scouts in action
- Keep it updated
- Share your social posts to your community pages
- Encourage others to like and share your posts to increase visibility



After Recruitment: Tips

Troops



- CALL your leads!
- Invite them to the first meeting
- Explain the Patrol Method & why it works
- Hold a new & prospective parent call <2 weeks from your event
- Encourage Scouts to help plan activities!

Packs



- CALL your leads!
- Put them in touch with Den Leaders
- Invite them to the first FUN event you have
- Encourage them to bring the whole family
- Ask parents to help out in small ways

School Access

Flyers are a great way to get visibility in schools!

- Your Membership Executive can print flyers in bulk for you and deliver them to the schools
- When contacting schools, have a SPECIFIC event you're promoting and ask if you can provide printed flyers for all the classrooms
- Ask if the school will allow you to put up a yard sign on their lawn for 30 days. BE SURE TO COLLECT THEM AFTER



Unit Renewal Changes Coming this Fall



The ONLY thing that changes in 2026 is Unit Renewals



Unit renewals need to be completed BEFORE 12/31/26



Units will renew THROUGH 2/28/2028



Units will pay \$100 + \$18 (since renewal is for 14 months)

2027 Changes Include:



January: New Scouts will register through Feb 2028 (higher joining cost)



February: Existing Scouts renew to Feb 2028



March – Dec new Scouts will pay a PRO-RATED cost to join through Feb 2028 (lower joining cost)



November 2027 is the last month of short-term pro-rated member fees



December 2027 all new and renewing members will be pro-rated to Feb 2029

TRANSITION PLAN

AUG 2026

Scout Connect
Initial Launch –
BeAScout
enhancements

SEP 2026

Unit Charter transition to the February 2028 cycle begins for Units Expiring 10/31/2026. (All new units starting 10/1/2026 or later will be on a February renewal cycle.)

JAN 2027

New Members begin to register through February 2028 using a pro-rated monthly fee schedule.

MAR 2027

Renewing members begin transitioning on monthly pro-rated fee schedule to February 2028.

SEP 2027

All existing units will have transitioned to a February renewal month

NOV 2027

Last month of short-term pro-rated membership fees to February 2028

DEC 2027

All New and Renewing Members will be pro-rated to February 2029

JAN 2028

First Cycle of renewal begins for units and members. Members will be officially tied back to the unit renewal process and all renewal is single month focused and puts unit leader back in control of the process.

FEB 2028

All members and units are on a single month cycle, pro-ration schedule continues for all new units and members.

VISION, BENEFITS AND IMPACT

SEVEN KEY BENEFITS

1.

Aligns directly with the Trail Map.

2.

Restores a true renewal season.

3.

Lowers barriers to entry and improves retention.

4.

Captures Peak-Season joiners.

5.

Eliminates Lapse Period

6.

Safeguarding Youth Training is tied to renewal timeline

7.

Simplifies for all and returns leader control to the renewal process

New Member Fees – Prorate

Total fee by joining month and membership category

Join Month	Term (mo.)	Scouts BSA, Cubs, Venturing Youth Fee
Jan 2027	14	\$112
Feb 2027	13	\$104
Mar 2027	12	\$96
Apr 2027	11	\$88
May 2027	10	\$80
Jun 2027	9	\$72
Jul 2027	8	\$64
Aug 2027	7	\$56
Sep 2027	6	\$48
Oct 2027	5	\$40
Nov 2027	4	\$32
Dec 2027	15	\$120
Jan 2028	14	\$112
Feb 2028	13	\$104

Renewing Member Fees – Pro

Renewing terms run one month shorter than new joins

Renew Month	Term (mo.)	Scouts BSA, Cubs, Venturing Youth Fee
Jan 2027	13	\$104
Feb 2027	12	\$96
Mar 2027	11	\$88
Apr 2027	10	\$80
May 2027	9	\$72
Jun 2027	8	\$64
Jul 2027	7	\$56
Aug 2027	6	\$48
Sep 2027	5	\$40
Oct 2027	4	\$32
Nov 2027	3	\$24
Dec 2027	14	\$112
Jan 2028	13	\$104
Feb 2028	12	\$96

Additional 2027 Changes: National Fee Increases

We're giving you this news today as it is hot off the press – Keeping you in the loop is a priority

Youth Fee: \$96
(\$8/mo.)

Adult Fee: \$72
(\$6/mo.)

Charter Fee
\$120 (\$10/mo.)

Council will also be increasing our fees to match National, but not until June 2027 to give everyone more time

****Renewing your Charter in December of 2026 is imperative to avoid paying the higher \$120 re-charter fee that takes effect Jan. 1, 2027****

QUESTIONS?



