

## Mayflower Council Spring 2022 Membership Drive Checklist for Success

TASK BY PHASE	TIMEFRAME	DONE?
<b>OPERATION RE-ENGAGEMENT</b>	<b>MARCH 1 – 31<sup>st</sup>, 2022</b>	
Requested and received list from council of “Lost Scouts”	By 3/31/22	
Email/callouts done to “Lost Scouts”/families inviting them back (Be sure to mention the Spring Camporee in May)	By 3/31/22	
Reviewed list with members of troop to pair up current Scouts with “Lost Scouts” to re-join by inviting them back to your next meeting	By 3/31/22	
<b>WEBELOS TO SCOUTING TRANSITION</b>		
Reach out to Cubmaster/Webelos den leader to discuss Webelos crossover	By 3/31/22	
Schedule visit with Webelos den	By 3/31/22	
Invite Webelos to April membership event	By 3/31/22	
Attend crossover ceremony	When Determined	
<b>SCOUTING TO VENTURING TRANSITION</b>		
Review roster for Scouts who will aging out by June 30, 2022	By 3/31/22	
Invite Venturing Crew Advisor/leadership to discuss Venturing with Scouts determined to age out	By 3/31/22	
<b>PLAN APRIL EVENT</b>		
Plan/Schedule an April membership building event	By March 20th	
Set date, time and location	<b>By March 20th</b>	
Arrange necessary permissions (i.e.. access to facility,etc.)	<b>By March 20th</b>	
Develop format of night (segments, activities, etc.)	2 Weeks Prior To Event	
Inform council of event date and info/request materials/videos	<b>As Soon as Date Is Determined</b>	
Assign volunteers for registration, Scout talk, activities, and refreshments	2 weeks Prior To Event	
Obtain “props” needed (mock camp site, etc.)	2 Weeks Prior To Event	
Order refreshments (snacks, pizza, coffee & donuts, etc.,)	2 Weeks Prior To Event	
If you are doing a field trip (bowling night, etc.) reserve space needed	<b>As Soon as Date Is Determined</b>	
Request parents/Eagle Scouts to volunteer to share THEIR Scouting story	2 Weeks Prior To Event	
Promote April event on your Be A Scout PIN	<b>As Soon as Date Is Determined</b>	

<b>PROMOTION FOR APRIL EVENT</b>		
Social media using unit's Facebook page (combined with video from council) – shared on local community pages	<b>ASAP/Weekly Until Event Date **</b>	
Email to parents asking them to share with Scout friends	<b>ASAP</b>	
Posters/flyers in the community	<b>ASAP</b>	
If you are sponsored by a church/house of worship – have it promoted in their “bulletin”	<b>ASAP</b>	
If your CO is a group like the Rotary/Lions, etc. extend an invite to the group to attend and encourage them to bring their family	<b>ASAP</b>	
Contact local take-out places and ask them to distribute flyers with delivery/take-out orders	<b>ASAP</b>	
Promote within PTA/PTO of local schools (NOTE: for Scout troops, we are targeting 5 <sup>th</sup> graders, so targeting these schools would be a good first step)	<b>ASAP</b>	
<b>PEER TO PEER</b>		
Request buddy cards from council	As Soon as Date Is Determined	
Ask current Scouts to seek out a friend to invite to open house/NFA (Natural Friend Activity) in April	By March 31st	

### Keys to a Successful Event

- Promote your event often in several different ways.
  - With social media – post, but back it up with a photo or video (Mayflower Council can provide you with email scripts, and your unit can obtain photos and videos from the BSA Branding Center!)
- Provide a breakdown of the costs that include your troop/unit dues. - Give it to the family when they get started so they can check it out while their “Scout” participates in the activities.
- Have STATIONS: Make it hands on and have several different stations for prospective Scouts and their families to visit
  - Show off the FUN – mock campsite, activity your troop does
  - Scouting is a “hands on activity,” so make your event “hands on” and not a “dog and pony show” - Have an activity and/or game or something that allows guests to be hands on.
  - Assign a current Scout to accompany a family to each station and an adult volunteer at each station to answer questions
  - Refreshments with leaders available to answer questions
  - Have the last station be a “let’s sign up” station with volunteers who can sign up new Scouts 1 on 1.

## **“SPRING INTO SCOUTS BSA” SPRING RECRUITING**

**SPRING INTO SCOUTS BSA** will consist of a few distinct phases:

- Re-engagement of “Lost Scouts” - AKA Operation Re-Engagement
- Webelos to Scouting and Scouting to Venturing transitions
- Spring recruiting, including peer to peer recruiting for Scouts BSA

### **OPERATION RE-ENGAGEMENT: MARCH 1 THROUGH 31, 2020**

Over the past two years, our council has experienced a serious drop in our membership. Packs, troops, crews, posts, and ships throughout the council are reporting a decrease. Operation Re-Engagement is designed to increase membership through an outreach campaign to Scouts who were dropped from their units’ charters during the most recent rechartering effort.

#### **Cub Packs and Scout Troops**

The Mayflower Council will be providing each pack and troop with a list of “Lost Scouts” who are still within the current age for Scouting to have leadership and Scouts reach out to attempt to get these Scouts re-engaged in the pack or troop.

- Cub Packs: Leadership reach out to parents of “Lost Cub Scouts” to invite them to come back. Include information about upcoming programs and events and see if you can overcome any objections they have presented to you.
- Scout Troops: Leadership outreach to the parents and ask Scouts in your troop if they know any of the “Lost Scouts” and have them personally invite them to “buddy up” for an upcoming meeting or program.

In either case, if they are interested in re-joining, send them a link to your BeAScout.org PIN for an online application.

#### **Venturing Crews and Sea Ship**

The Mayflower Council will provide crews and ships with names of “lost” members who are still within the current age of these respective programs, as well as a list of Scouts who may have “aged out” of their Scout troop. Leadership work with their youth leadership to reach out to these “Lost Scouts” to invite them to the next meeting or program.

- Advisors should have their youth leadership reach out to “buddy up” and invite them to re-join. They should talk about any upcoming programs the unit will be involved in.
- For Scouts who have “aged out,” youth leadership should try to see if they have a connection to a Scout who has aged out (outside of Scouting, such as attending the same school, sports, mutual friends, etc.). An outside connection can make the conversation more comfortable and easier to have them join.
- Advisors should oversee their leaders and step in should they need to speak with a parent or answer a question or respond to an objection from a youth interested in joining.

If they are interested in re-joining, send them a link to your BeAScout.org PIN for an online application.

## **SPRING INTO SCOUTS BSA MEMBERSHIP DRIVE: APRIL 1 –30, 2022**

Scouts BSA troops and Venturing crews should be used to hold a membership building event that is open to the public. Spring into Scouting recruitment will be structured in a casual “open house” format featuring a NFA (Natural Friend Activity). NFA’s are a less formal meeting with a relaxed atmosphere that still may contain a Scouting element. Here are some ideas:

- **BBQ Outing or Pizza Party:** where Scouts can do some of the cooking in conjunction with the Cooking Merit Badge
- **Bowling Night:** at a local bowling alley
- **Mini Golf Night**
- **Roller Skating**
- **Movie Night:** with a campfire where attendees can make s’mores
- **Family Fun Night:** Multiple units from each town put on a night where they can “exhibit” their Scouting experience in conjunction with a less formal Scouting meeting. Each unit should put together a fun, interactive exhibit, or activity to allow prospective Scouts to have a “hands on” experience.
- **Post Service “Coffee and Donuts” or Breakfast Event:** If your chartering organization is a religious institution, hold an open house with activities and or stations after Saturday or Sunday services. Ask your chartering organization representative if it can be promoted during the services leading up to the event (the week before) as well as in the institution’s “bulletin.” (Chances of success for this type of activity will be best before major religious holidays, as most churches see an increase in attendance at these times.)

NFAs (Natural Friend Activities) should not have a typical meeting structure and even allow for relaxed dress code “activity uniform” or no uniform at all! Your NFA should be fun for building a community within your unit AS WELL AS introducing new Scouts to the program, as well as allowing adults to converse while the Scout/buddy/family enjoys the experience.

**PEER TO PEER:** Peer to peer recruiting uses the tried and true “buddy system.” It is easier to use your current “circle of influence” to attract new members, as opposed to “cold calling” members in your community using flyers or a blitz campaign.

- Ask all Scouts/Venturers in your troop/crew to find one “buddy” to invite to the membership building event using buddy cards. (Buddy cards will also allow the unit to track who brought a buddy, as well as be used for the raffle drawing from the council.)

### **WEBELOS TO SCOUTING TRANSITIONS: MARCH 1 THROUGH APRIL 30, 2022**

Webelos leaders and Scouts BSA Scoutmasters should work together to identify and ensure that Webelos who are ready to transition to a Scout troop are able to do so.

- Scoutmasters and a member of each troop should connect with a Webelos Den to introduce the troop that Webelos will crossover to and schedule a date for AOL and crossover ceremony. Additionally, if there are no Webelos eligible to crossover, the Webelos den leader and Scoutmaster should schedule a visit where Webelos can “preview” what the Scouts BSA experience will be.
- In conjunction with the Spring membership drive, Webelos should be invited to participate in the activity or open house planned and encouraged to bring a non-Scout “buddy” with them.
- Webelos who transition to Scout troops as part of the Spring membership drive will be counted toward the troop’s numbers

### **SCOUTING TO VENTURING TRANSITION: MARCH 1 THROUGH APRIL 30, 2022**

With the same method in mind, Venturing Advisors and Scoutmasters should identify Scouts who will be “aging out” before June 1<sup>st</sup> and recommend Venturing crews as an opportunity to continue their Scouting Experience.

**FACT: Scouts who remain in their troop until the age of 18 have a HIGH likelihood of continuing their Scouting Experience. Rather than lose these Scouts, Venturing crews should be offered as an opportunity to these Scouts.**

- Venturing advisors and Scoutmasters should schedule a visit to meet with Scouts identified as “aging out” to introduce Venturing and encourage registration.
- In conjunction with the Spring membership drive, Scouts who are “aging out” should be invited to participate in the Venturing crew activity/meeting and encouraged to bring a “buddy” with them.