



**DANIEL WEBSTER COUNCIL
2020 MEMBERSHIP
GROWTH PLAN**

Overview

The Daniel Webster Council 2020 Membership Growth Plan provides support to all units, districts, and the council to achieve positive membership growth in 2020. This growth plan outlines a year-round recruitment campaign for units, marketing strategies, recruiting best practices, and resources to grow the Scouting movement in New Hampshire.

Membership Committee

Chaired by **Drew Cline**, including at least two Champions per District that will help to ensure more units are utilizing a Unit Membership Coordinator and will help implement the Membership Growth Plan to achieve the Council's goals and objectives.

Marketing Campaign

- Paid Social Media Campaign: Will launch in late August with paid ads on Facebook, Instagram and various websites visited by parents
- #ScoutMeIn and #NHScouting Social Media Promotion Campaign.
- Create a drumbeat of scouting in the print publications and online outlets (i.e., Mommy Blogs)
- Year-round brand awareness campaign on social media and other outlets
- Publish press releases highlighting Scouting milestones and youth accomplishments
- Increase unit awareness and utilization of the BSA Brand Center
- Launch onboarding email series for all new members and new volunteers

Mobile Scouting Experience Trailer

Recruitment kit with hands-on Scouting activities to travel to community events, school open houses, and other family-friendly and kid-focused opportunities.

BB & Archery Ranges: inflatable BB and Archery ranges available for significant community events

Gaga Pit

Inflatable Climbing Tower (tentative): available for significant community events to showcase Scouting fun!

Crafts & STEM activities

Marketing & Membership Tent

Adopt-A-School - <https://www.scouting.org/adopt-a-school/>

The BSA® Adopt-a-School program is an exciting and comprehensive undertaking that will connect Scout packs, troops, and crews across the country with schools in their communities. Participating Scouts then work within clearly defined guidelines, to partner with school administrations and offer the volunteer services that most effectively meet their school's needs. With each unit offering their school a minimum one-year commitment, build meaningful community relationships, and significant changes will happen in the schools. Units may use their service hours to count toward Journey to Excellence progress.

Expand Grassroots Marketing

Ensure that volunteers and units have the materials and support that they need to continue to market Scouting effectively in their community through flyers, lawn signs, social media, and peer to peer recruiting efforts.

Emphasis on Training

Train unit leaders on recruitment best practices and Join Scouting Night orientations on how to run a Join Scouting Night effectively. Additionally, as part of our new leader onboarding email series, host onboarding training for all new volunteers on their role in Scouting, complete training, and discuss best practices.

Non-Traditional Recruiting

Continue to be innovative and explore new ideas for reaching our goal of serving more youth in Scouting with plans like Sports Recruiting as seasons end, championship games, tournament events, and more. Continue to cultivate the Easter Seals partnership and explore other opportunities to build partnerships with other Youth Service Agencies.

Ensure every eligible youth has an opportunity to join Scouting.

Tracking & Accountability

Tracking Matrix

Updated by Staff & the council Registrar every Monday. Utilized for Field Staff to show reported (in the field) apps versus in house and processed apps. Used in touch base meetings with DFS or staff leader

Scout Talk Tracking Sheet

Lists all elementary schools and levels of access. Managed by District Executives (tab for each district). Ensure all schools with full access have a boy talk scheduled in the fall. Utilized in touch base meetings with Field Director.

Projection Sheet

Updated by the field team weekly. A high-level view of all districts comparing membership last month to the current month vs. projection. Utilized at all full staff and field staff meetings.

New Unit Growth Chart

Updated by the field team weekly. A detailed tracker of all new unit prospects and current status utilizing the 12-steps of New Unit Development. The growth chart will be used at all field staff meetings to measure progress towards benchmarks and growth objectives.

Membership Growth Plan Backdater

Outlined by month, a detailed action list with deadlines for completing the 2020 Growth Plan.

Monthly New Member Growth Objectives (2019 vs 2020 new member growth)

| Month | 2019 New Members | 2020 New Members | Units Growth Projections |
|--------------|-------------------------|-------------------------|---------------------------------|
| February | 116 | | 2 |
| March | 94 | | 5 |
| April | 174 | | 5 |
| May | 94 | | 5 |
| June | 57 | | 2 |
| July | 57 | | 0 |
| August | 62 | | 0 |
| September | 562 | | 2 |
| October | 503 | | 3 |
| November | 127 | | 1 |
| December | 148 | | 1 |

Spring Recruitment Growth Plan

Units

1. Submit a Join Scouting Night by March 31st
2. Attend 1 onboarding training
3. Submit all new youth applications within 5 business days of registering to receive incentive
 - a. Every new Cub Scout receives a free rank handbook
 - b. Every new Scouts BSA member receives a free handbook
 - c. Every Crew that achieves positive growth vs 12/31/19 membership number will receive 15% off MOOT registrations for 2020

Staff

1. By March 31st, secure 30% of district Cub Scout Packs to host a Join Scouting Night
2. By March 31st, call new unit prospects and secure meetings
3. By March 31st, secure 18 signed chartered organization agreements for new units

Spring New Unit Blitz

March 1 – May 15, 2020

30 Day Plan

- Prospecting
- New Unit sales calls and meetings
- Secure 18 signed chartered organization agreements
- Onboarding and training for all new unit chartered organizations
- ID and train unit leadership
- Register 5 new units

60 Day Plan

- Prospecting
- New Unit sales calls and meetings
- Onboarding and training of unit leadership
- Complete 90-day program planning for all registered new units
- Register 5 new units (10 total)

90 Day Plan – to be completed by May 15, 2020

- Prospecting
- Complete 90-day program planning for all registered new units
- Continue training and development of unit leadership
- Register 5 new units (15 total)

Fall Membership Growth Plan

Units

Packs

1. Host at least two Join Scouting Nights between August 1st and November 15th
2. Submit all Join Scouting Night data to the district executive by August 15th
3. Submit all new youth applications within 5 business days to the Council Service Center or district executive

Troops

1. Host at least two Join Scouting Nights between September 1st and November 15th
2. Submit all Join Scouting Night data to the district executive by August 15th
3. Submit all new youth applications within 5 business days to the Council Service Center or district executive

Crews

1. Host at last one Join Scouting Night between September 1st and November 15th
2. Submit all Join Scouting Night data to the district executive by August 15th
3. Submit all youth applications within 5 business days to the Council Service Center or district executive

Unit Incentives

Packs

1. Submit all Join Scouting Night data to the district executive by August 15th and registered volunteers will receive a Daniel Webster Council t-shirt to wear to Join Scouting Nights
2. Units that achieve membership milestones will be included in a council-wide membership communication highlighting the success
3. For every Pack that achieves positive growth in membership, all youth in the unit will receive a discount off of their Pinewood Derby Cards
 - a. For 1 youth member growth vs 12/31/19 membership, a unit will receive 10% off Pinewood Derby cars
 - b. For every youth up to 100% growth, a unit will receive an additional 10% off Pinewood Derby cars
 - c. For example, if a unit grows by 2 kids over their 12/31/19 membership number, that unit will receive 20% off every Pinewood Derby car for each registered youth member

Troops

1. Submit all Join Scouting Night data to the district executive by August 15th to be eligible
2. Units that achieve membership milestones will be included in a council-wide membership communication highlighting the success
3. Troops that achieve positive membership growth vs 12/31/19 membership will be invited to an open program day at Griswold Scout Reservation in March 2021
4. Every new youth member that joins will receive 50% off a Merit Badge Workshop session

Crews

1. Submit all Join Scouting Night data to the district executive by August 15th to be eligible
2. Units that achieve membership milestones will be included in a council-wide membership communication highlighting the success
3. Crews achieve positive membership growth vs 12/31/19 membership
4. Crew holds officer elections and nominations an EVOA representative
5. If steps 1, 3, and 4 are completed, Crews will be invited to an open program day at Griswold Scout Reservation in March 2021

Membership Growth Plan Backdater

To achieve positive membership growth, 8,439 registered youth, in New Hampshire by December 31, 2020.

January

- Complete Rechartering
- Staff Planning Conference

February

New Unit Development

- New Unit prospecting
- New Unit sales calls
- New Unit leadership recruitment

Youth Recruitment

- Build online JSN tracking sheet
- Schedule Scout Talks at local schools
- ID possible events for district recruitment community events (Bowling Alleys, etc)
- Membership Trailer Plan & Submission Form available on council website
- Begin Spring Recruitment messaging
 - Include information on Summertime Pack Awards
 - Discounts for new youth joining to attend Day Camp

Marketing

- Secure flyer design for 2020
- Secure buddy card design for 2020
- How-to Marketing Guide for units and volunteers
 - Include photo templates and copy for posting
- Secure sticker design for 2020
- Secure bookmarks design for 2020
- Research pencils to use for marketing
- Inventory yard signs and order additional signs
- Design a branded backdrop for the Safe Archery backstop
- Research table covers and tabletop displays
- Continue brand awareness and communications plan

Webelos to Scout Transition

- ID Eligible Arrow of Light Scouts
- Secure district-level Webelos to Scout Transition coordinators

Save-A-Scout Campaign

- Form a team of volunteers
- ID dropped youth

March

New Unit Development

- New Unit prospecting
- New Unit sales calls
- New Unit leadership recruitment

Youth Recruitment

- Secure JSN data from units
- Schedule Scout Talks at local schools
- ID possible events for district recruitment community events (Bowling Alleys, etc)
- Membership Trailer
- Spring Recruitment messaging
 - Include information on Summertime Pack Awards
 - Discounts for new youth joining to attend Day Camp
- Begin promotion for Spring Fling and Bring-A-Buddy Campaign
- SAU Visits
- ID and secure church bulletins and Sunday School talks
- Flyer distribution

Marketing

- Order Flyers
- Order Buddy Cards
- Distribute Marketing Guide for units and volunteers
 - Include photo templates and copy for posting
- Order sticker design for 2020
- Order bookmarks design for 2020
- Order additional signs
- Order branded backdrops for the Safe Archery backstop
- Order table covers and tabletop displays
- Continue brand awareness and communications plan
- PTO/PTA Visits

Webelos to Scout Transition

- ID Eligible Arrow of Light Scouts
- Secure district-level Webelos to Scout Transition coordinators
- Track Arrow of Light transfers

Save-A-Scout Campaign

- ID dropped youth
- Conduct dropped youth mailing

Unit Support

- Annual Program Planning
- Review advancement reports for unregistered youth
- New Youth & Volunteer onboarding email series

April

New Unit Development

- New Unit prospecting
- New Unit sales calls
- New Unit open houses

Youth Recruitment

- Secure JSN data from units
- Schedule Scout Talks at local schools
- ID possible events for district recruitment community events (Bowling Alleys, etc)
- Membership Trailer
- Spring Recruitment messaging
 - Include information on Summertime Pack Awards
 - Discounts for new youth joining to attend Day Camp
- Begin promotion for Spring Fling and Bring-A-Buddy Campaign
- SAU Visits
- ID and secure church bulletins and Sunday School talks
- Flyer distribution
- Promote Summer Events
- Contact libraries about summer reading programs

Marketing

- Promote Marketing Guide for units and volunteers
 - Include photo templates and copy for posting
- Promote marketing resources to unit leaders and parents
- Continue brand awareness and communications plan

Webelos to Scout Transition

- ID Eligible Arrow of Light Scouts
- Track Arrow of Light transfers

Save-A-Scout Campaign

- ID dropped youth
- Conduct dropped youth mailing

Unit Support

- Annual Program Planning
- Review advancement reports for unregistered youth
- New Youth & Volunteer onboarding email series

May

New Unit Development

- New Unit prospecting
- New Unit sales calls
- New Unit open houses

Youth Recruitment

- Join Scouting Nights
- Schedule Scout Talks at local schools
- Build Fall Recruitment data tracker
- Secure Fall Recruitment dates
- Membership Trailer
- Fall Recruitment messaging
- Spring Fling and Bring-A-Buddy Campaign
- SAU Visits
- ID and secure church bulletins and Sunday School talks
- Flyer distribution
- Promote Summer Events
- Secure participation at libraries
- Lion & Tiger Recruitment
- Day Care Talks and Activity Days
- School Field Days/Wellness Days
- Rec Department and Sports Tournaments

Marketing

- Promote Marketing Guide for units and volunteers
 - Include photo templates and copy for posting
- Promote marketing resources to unit leaders and parents
- Continue brand awareness and communications plan
- Scout & Family Exit Interviews

Webelos to Scout Transition

- ID Eligible Arrow of Light Scouts
- Track Arrow of Light transfers

Save-A-Scout Campaign

- ID dropped youth
- Conduct dropped youth mailing

Unit Support

- Annual Program Planning
- Review advancement reports for unregistered youth
- New Youth & Volunteer onboarding email series

June

New Unit Development

- New Unit prospecting
- New Unit sales calls
- New Unit open houses

Youth Recruitment

- Secure Fall Recruitment dates
- Membership Trailer
- Fall Recruitment messaging
- SAU Visits
- Promote Summer Events
- Library reading programs
- Lion & Tiger Recruitment
- Day Care Talks and Activity Days
- Rec Department and Sports Tournaments

Marketing

- Promote Marketing Guide for units and volunteers
 - Include photo templates and copy for posting
- Promote marketing resources to unit leaders and parents
- Continue brand awareness and communications plan
- Scout & Family Exit Interviews

Webelos to Scout Transition

- Contact eligible AOLs
- Track Arrow of Light transfers

Save-A-Scout Campaign

- Follow-up with dropped youth

Unit Support

- Annual Program Planning
- Review advancement reports for unregistered youth
- New Youth & Volunteer onboarding email series

July

New Unit Development

- New Unit prospecting
- New Unit sales calls
- New Unit open houses

Youth Recruitment

- Secure Fall Recruitment dates
- Membership Trailer
- Fall Recruitment messaging
- SAU Visits
- ID # of students for flyers
- Bring-A-Buddy campaign for Summertime Pack activities
- Fall Recruitment Flyer approval
- Connect with new PTO/PTA presidents
- Library reading programs
- Lion & Tiger Recruitment
- JSN training prep and promotion of training date
- New Resident (apt complexes) Welcome Packets
- Day Care Talks and Activity Days
- Rec Department and Sports Tournaments

Marketing

- Promote Marketing Guide for units and volunteers
 - Include photo templates and copy for posting
- Promote marketing resources to unit leaders and parents
- Continue brand awareness and communications plan
- Scout & Family Exit Interviews

Webelos to Scout Transition

- Contact eligible AOLs
- Track Arrow of Light transfers

Save-A-Scout Campaign

- Follow-up with dropped youth

Unit Support

- Review advancement reports for unregistered youth
- New Youth & Volunteer onboarding email series
- Visit with units that are not engaged

August

New Unit Development

- New Unit prospecting
- New Unit sales calls
- New Unit open houses

Youth Recruitment

- Secure Fall Recruitment dates
- Membership Trailer
- Fall Recruitment messaging
- SAU Visits
- Adopt-A-School program
- Flyer distribution
- Connect with new PTO/PTA presidents and schedule presentations
- JSN training for unit leaders
- New Resident (apt complexes) Welcome Packets
- Day Care Talks and Activity Days
- Rec Department and Sports Tournaments
- District Camporee Bring-A-Buddy promotions
- Schedule Post First Nighters
- Boys Life Mags at barber shops, doctor's offices, etc
- School ice cream socials
- STEM Labs onboarding

Marketing

- Promote Marketing Guide for units and volunteers
 - Include photo templates and copy for posting
- Promote marketing resources to unit leaders and parents
- Continue brand awareness and communications plan
- Scout & Family Exit Interviews

Webelos to Scout Transition

- ID Troops with a Webelos to Scout Chair
- ID Packs with a Webelos to Scout Chair

Unit Support

- Review advancement reports for unregistered youth
- New Youth & Volunteer onboarding email series
- Visit with units that are not engaged

September

New Unit Development

- New Unit prospecting
- New Unit sales calls
- New Unit open houses

Youth Recruitment

- Secure Fall Recruitment dates
- Membership Trailer
- Fall Recruitment messaging
- SAU Visits
- Scout Talks at schools
- Videos for school TVs and local tv stations
- Adopt-A-School program
- Flyer distribution
- Try Scouting events
- Connect with new PTO/PTA presidents and schedule presentations
- Rec Department and Sports Tournaments
- District Camporee Bring-A-Buddy promotions
- Hold Post First Nighters
- Halloween Card order form
- Secure October recruitment events
 - Touch-A-Truck events
- Projections tracker

Marketing

- Promote Marketing Guide for units and volunteers
 - Include photo templates and copy for posting
- Promote marketing resources to unit leaders and parents
- Continue brand awareness and communications plan
- Popcorn youth recruitment materials

Webelos to Scout Transition

- ID Packs with Den Chiefs
- ID number of Arrow of Lights attending camporees

Unit Support

- Review advancement reports for unregistered youth
- New Youth & Volunteer onboarding email series
- Visit with units that are not engaged

October

New Unit Development

- New Unit prospecting
- New Unit sales calls
- New Unit open houses

Youth Recruitment

- Follow-up JSN events
- Membership Trailer
- Fall Recruitment messaging
- Flyer distribution
- Try Scouting events
- Schedule PTO/PTA presentations
- District Camporee Bring-A-Buddy promotions
- Hold Post First Nighters
- Halloween Card distribution
- Touch-a-Truck events
- Soccer Tournament promotions
- Projections tracker
- Town/School Halloween parties
- Homeowner Association Meetings
- Redo any underperforming recruitment nights

Marketing

- Promote Marketing Guide for units and volunteers
 - Include photo templates and copy for posting
- Promote marketing resources to unit leaders and parents
- Continue brand awareness and communications plan
- Popcorn youth recruitment materials

Webelos to Scout Transition

- ID Packs with Den Chiefs
- ID number of Arrow of Lights attending camporees

Unit Support

- Review advancement reports for unregistered youth
- New Youth & Volunteer onboarding email series
- Rechartering reminders

November

New Unit Development

- New Unit prospecting
- New Unit sales calls
- New Unit open houses

Youth Recruitment

- Roster Checks
- Membership clean-up events
 - Ice skating, etc
- Bring-A-Buddy Blitz
- Church Bulletins commitments

Marketing

- Promote Marketing Guide for units and volunteers
 - Include photo templates and copy for posting
- Promote marketing resources to unit leaders and parents
- Continue brand awareness and communications plan
- Scouting for Food marketing and membership information
- Thank you campaign to SAUs and Schools

Webelos to Scout Transition

- 2021 campaign development

Unit Support

- Review advancement reports for unregistered youth
- New Youth & Volunteer onboarding email series
- Rechartering reminders

December

New Unit Development

- New Unit prospecting
- New Unit sales calls
- New Unit open houses

Marketing

- Promote Marketing Guide for units and volunteers
 - Include photo templates and copy for posting
- Promote marketing resources to unit leaders and parents
- Continue brand awareness and communications plan

Webelos to Scout Transition

- 2021 campaign development

Unit Support

- Review advancement reports for unregistered youth
- New Youth & Volunteer onboarding email series
- Rechartering reminders