What does Fall 2020 look like?

• A new normal
• Hybrid Programming
  – In-person small groups
  – Virtual
  – Mixture of in-person and virtual
• Multiple learning scenarios at schools
• Virtual Programming & Program Support

There is no magic bullet. We will need to be flexible, share ideas, and work together.
Fall 2020 Changes

• National Membership Fee Increase begins August 1, 2020
  – $66/year per youth member (prorated each month)
  – $25 per youth one-time joining fee
  – $42/year per adult member (prorated each month)

• Online application payments will be limited to debit or credit cards

• DWC Insurance will be included in the online application fees
https://nhscouting.org/resources/membership-and-marketing-hub/
Membership & Marketing Hub

- Best Practices for Marketing Your Unit
- 2020 Growth Resources
- Quick Link to the BSA Brand Center
- How-to’s for BeAScout.org & Online Applications
- Sample Press Releases & Media Advisories
- Request Form for Mobile Base Camp Trailer
- Website resources updated frequently
Current Initiatives

• Daniel Webster Council is 1 of 55 Councils participating in the National Council funded geofencing program for virtual & in-person recruitment events.

• Launching a Google Adwords Campaign

• The National Council is purchasing digital advertising on all major platforms (Instagram, Facebook, YouTube, etc.)

• National Google Ad campaign
Current Initiatives

• Press Release templates for Units.
• Form for Units to submit unit activity announcements and DWC will help with press releases.
• National Membership Summer Webinar Series
• Using resources on the BSA Brand Center to create custom videos, radio ads, and more to market Scouting.
Cub Scouts

Scouts BSA

Venturing

Exploring

Sea Scouts

Organizational / Corporate

https://scouting.webdamdb.com/
Current Initiatives

• Supporting unit recruitment efforts for both in-person and virtual events
  – Sample agendas, flyers, yard signs, a team to help with answering questions on best practices, using the BSA Brand Center to market your unit, and more!

• Expanding program resources to offer more Cub Scout at-home programming such as NOVA Awards and Virtual Den Meeting Resources.

• Direct Mail

• Expanding our Granite Base Camp Programs
Granite Base Camp Programs

• Expanding the availability of our council properties for small groups and families to use.
  – Offering stations at Camp Carpenter or Griswold Scout Reservation with on-demand videos accessed via a QR code for guided hikes and more!

• Using our Mobile Base Camp to bring exciting and hands-on Scouting activities to a community park or school.

Our membership and marketing initiatives are always evolving.
Mobile Base Camp

- FREE!
- Gaga Ball
- Archery
- A self-contained BB range
- Spike Ball

Work with your district executive to discuss how your unit can use this resource for your membership events.
Local Flexibility & Community Focused
Leaders & Parents Working Together
It Will Take Teamwork!

• We must be flexible and adapt.
• Encourage all units to grow the relationship with their school by participating in the Adopt-A-School program. [https://www.scouting.org/adopt-a-school/](https://www.scouting.org/adopt-a-school/)
• Stay in contact with school administrators and PTO/PTA organizations.
• Ask for help, share ideas, talk through concepts with your DE and district membership teams. There is no magic bullet.
Teamwork!

• What are the areas your Pack can identify as being weak points in program delivery and retention of youth and adults?
  – Do you have a Zoom account? Is virtual programs burning out parents? Are virtual meetings fun and engaging? Do you have plans for small den gatherings at a park?
  – Let’s work together to find solutions and deliver strong and exciting programs.

• Begin preparing now for the possibility of virtual recruitment and restricted small group activities
We can do it together!

- Prepare den meeting plans and at-home programming.
- Start using Scoutbook to invite friends to join your pack and participate in programs to try Scouting before joining.
  - Scoutbook offers a 14-day guest profile.
- Use the Den Leader Experiences in Scoutbook to support den programs.
- Use the BSA Brand Center for approved resources to promote your unit to the public.
Tips to Grow Scouting

• Actively promote and market the fun things your family and unit is doing in Scouting.
  – Use online communities like Facebook Groups, Nextdoor, Patch.com, and other resources to share the value of Scouting with others.

• Is Scouting something you share and talk about with your friends? If so, think about why they do not join and what can we do to adapt?
National Family Fun Fest – August 8, 2020

BOY SCOUTS OF AMERICA
FAMILY FUN FEST
BUILD YOUR ADVENTURE

Rockets, derby cars, funny pets and so much more... all without leaving home!

AUGUST 8, 2020
On Facebook Live

SCHEDULE  SIGN UP