



# Membership & Marketing Webinar for Packs

## August 3, 2020

# 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



A woman with a braid and a child, both wearing helmets, are riding bicycles on a trail. The woman is in the foreground, smiling, wearing a blue t-shirt and jeans. The child is behind her, also smiling, wearing a grey shirt and shorts. They are surrounded by green foliage. The text "Membership & Marketing Resources" and "Unit Growth & Retention Tools" is overlaid on the image.

# Membership & Marketing Resources

## Unit Growth & Retention Tools



The screenshot shows a web browser window with the URL [nhscouting.org](https://nhscouting.org). The page header includes the Boy Scouts of America logo and the text "BOY SCOUTS OF AMERICA DANIEL WEBSTER COUNCIL". Navigation links include "About", "Alumni", "Give", "Join", "Calendar", and "MORE". A search bar is located on the right. The main banner features a photo of a smiling boy and a woman, with the text "MARKETING MEMBERSHIP & MARKETING" overlaid. Below the banner, a left sidebar lists resources: "Commissioner Resources", "District Operations Resources", "Duty to God Resources", "Forms", and "Health and Safety". The main content area has a breadcrumb trail "Home > Resources > Membership and Marketing Hub" and a heading "Membership and Marketing Hub". A paragraph follows: "Let's move Scouting forward. The Marketing and Membership Hub is a resource to help you serve more youth in your area. From recruiting ideas to social media best practices, the Hub provides a one-stop resource to discover, activate, and improve your marketing and recruiting strategy." Below this is a landscape image of mountains.

BOY SCOUTS OF AMERICA  
DANIEL WEBSTER COUNCIL

About Alumni Give Join Calendar MORE

Search

MARKETING  
MEMBERSHIP & MARKETING

Resources

- Commissioner Resources
- District Operations Resources
- Duty to God Resources
- Forms
- Health and Safety

Home > Resources > Membership and Marketing Hub

## Membership and Marketing Hub

Let's move Scouting forward. The Marketing and Membership Hub is a resource to help you serve more youth in your area. From recruiting ideas to social media best practices, the Hub provides a one-stop resource to discover, activate, and improve your marketing and recruiting strategy.

<https://nhscouting.org/resources/membership-and-marketing-hub/>



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BOY SCOUTS OF AMERICA

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# 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
  - <https://scoutingwire.org/marketing-and-membership-hub/>
- 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.



A group of people, including adults and children, are sitting on a light-colored floor with a pattern of large, light-colored circles. They are all wearing clear safety goggles. They are working together to arrange colorful sticks (yellow, green, blue, red, purple) on the floor. The sticks are being used to create a grid-like pattern. The background shows a living room with a patterned sofa, a window with blinds, and a small shelf with framed photos.

# 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/>
- 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

A promotional graphic for the National Family Fun Fest. On the left, a young boy with dark hair, wearing a red t-shirt with a Boy Scouts logo, is smiling and holding a blue and orange rocket. The background is a solid blue. On the right, the event title 'BOY SCOUTS OF AMERICA FAMILY FUN FEST' is displayed in large white letters, with 'BUILD YOUR ADVENTURE' below it. Further down, the date 'AUGUST 8, 2020' and 'On Facebook Live' are listed. At the bottom right are two buttons: 'SCHEDULE' and 'SIGN UP'.

**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](#)



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