



Membership & Marketing Webinar for Troops & Crews
August 4, 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 low-angle, close-up shot of a person's head and shoulders in profile, facing left. They are wearing a white headset with a microphone and a bright blue long-sleeved shirt. They are looking down at a weathered wooden plank that runs diagonally across the frame. A thick, light-colored rope lies on the plank. Several dry, brown leaves are scattered on the wood. The background is a clear blue sky with some blurred green foliage. Overlaid on the center of the image is white text.

Membership & Marketing Resources

Unit Growth & Retention Tools

The screenshot shows a web browser window with the URL 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 sitting outdoors, 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". Below the heading, a paragraph states: "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." A landscape image of mountains is at the bottom of the main content area.

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/>



DANIEL WEBSTER COUNCIL
BOY SCOUTS OF AMERICA

Prepared. For Life.®

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 Merit Badge Workshops & NOVA Awards.
- Direct Mail
- Expanding our Granite Base Camp Programs



DANIEL WEBSTER COUNCIL
OF SCOUTS OF AMERICA

Partnership with
Pawnee State and
Pawnee National Monument

Daisy
Take Pride. It's a Daisy.

SHOOTING EDUCATION

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 photograph of two scouts, a young boy on the left and an adult on the right, both wearing maroon shirts and carrying backpacks. They are standing outdoors, looking out over a landscape under a bright, hazy sky, likely at sunset or sunrise. The boy's shirt has a logo that includes the text "SCOUT ME IN".

Local Flexibility & Community Focused

Leaders & Parents Working Together

It Will Take Teamwork!

- We must be flexible and adapt.
- Encourage all Troops to grow the Den Chief program and partnership with a local Pack
- 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 Troop 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? What are your patrols doing to stay engaged?
 - Let's work together to find solutions and deliver strong and exciting programs.
- Begin preparing now for the possibility of virtual recruitment and continued restricted small group activities



We can do it together!

- Prepare patrol/Troop 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 Den Chiefs to support the Webelos to Scout Transition program
- 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?

