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
Membership & Marketing Resources
Unit Growth & Retention Tools
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/
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 Merit Badge Workshops & NOVA Awards.

• 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 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?