



BOY SCOUTS
OF AMERICA®
DANIEL WEBSTER COUNCIL



2024 GROWTH PLAYBOOK

DANIEL WEBSTER COUNCIL

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Thank You!

We are grateful for your dedication and efforts in contributing to the growth of the Daniel Webster Council. Your involvement is pivotal in expanding our reach and enhancing the support we offer to our local communities. Scouting is family, fun, friends and a lifetime of adventure! It's the place where young people can grow to become their very best future selves. Together, we will embark on a mission to enrich the Scouting journey for thousands of young members throughout New Hampshire.

This guide is designed to equip you with the necessary tools to effectively communicate the value of joining a local Scouting program, highlighting the myriad benefits it offers young individuals during their essential growth phases.

Your expertise, passion, and unwavering support for Scouting play a crucial role in our membership development efforts. You are at the forefront of welcoming families who will make a lasting, positive impact on our communities for many years to come.

Your in Scouting,

R. James Steiner
Vice President of Membership
Daniel Webster Council Executive Board

#603Scouts



Daniel Webster Council's Membership Plan outlines specific steps that will guide our volunteer-driven, professionally guided membership team to accomplish our recruiting and retention goals. The Daniel Webster Council is focused on these key membership growth areas:

- An engaged **Membership Committee** with expertise in school relationships, community networking, and marketing.
- **Support units' recruitment and youth-led initiatives** to grow the number of youth and volunteers in Scouting.
- **New Unit Growth** in under-served communities supported by the Membership Committee, Commissioner Staff, and Council Staff.
- **Training and workshops** for units on recruitment, marketing the unit, using Mobile Base Camp for recruitment, and more!
- Increasing the **awareness of Scouting and presence in schools and the community.**

Meaningful recruitment and retention activities at every level will be key to help support the strong programming our Units strive for.



Incentives



Youth



The BSA Recruitment Strip: The Most Important Patch in Scouting



Being the ultimate Scouting recruiter is as easy as sharing your passion with a friend. Forget the flashy sales pitches – we're all about heartfelt invitations here! So, spill the beans about your weekend adventures and let the magic unfold. The Top Recruiters throughout the council will be invited to a Top Recruiter party.

Attention Unit Leaders: The Recruiter Strip and custom certificates are **FREE!** Order here - <https://nhscouting.org/recruitment>

Unit



We are thrilled to announce the 2024 Unit Growth Champion incentive. All units that demonstrate an increase in youth membership beyond the total registered as of December 31, 2023, will be proudly recognized with a 2024 Growth Champion flag streamer. This streamer is not just a symbol of achievement; it represents your unit's commitment to expanding opportunities, adventures, and the invaluable experiences Scouting offers young individuals. Seize this opportunity to make 2024 a landmark year for growth and engagement within the Daniel Webster Council!

Unit Growth Checklist

- Schedule the Unit's Annual Planning Meeting for the year.
- Appoint a dedicated New Member Coordinator for the Unit.
- Explore and utilize the Recruitment Hub tools and resources.
- Update the unit's BeAScout.org pin.
- Engage with local schools to foster a School/Unit Partnership.
- Plan and host recruitment events for your unit throughout the year.
- Request recruitment flyers from the Council to market your unit.
- In partnership with the Council, ensure flyers are distributed to schools at least two weeks before the unit's recruitment event.
- Promote peer-to-peer recruitment and dynamic recruitment to invite families to join Scouting year-round.
- Kickstart promoting your recruitment events and unit activities on social media.
- Participate in school activities like Open House to promote your unit.
- Have Scouts wear their uniform to school before recruitment events.
- Initiate a Parent to Parent outreach effort - encourage families to invite their friends to join.
- Participate in or organize community events to raise visibility.
- Place yard signs in strategic locations like schools, playgrounds, and sports fields.
- Incorporate membership promotions into fundraising activities.
- Participate in Council trainings and workshops
- Participate in community service projects and events - the Council will help you with press releases!
- Always ask for help - we are here to support you!
- Ensure all new member applications are promptly submitted.

Hosting a Recruitment Event

1 Plan

A great plan leads to great results. Utilizing the District Activities and Council Calendar, plan out your year in Scouting and schedule multiple recruiting events throughout the year.

2 Promote

Leaving time to promote your Join Scouting events is critical. Plan and be sure to request flyers as early as possible. Promoting on social media can be free and effective.

3 Execute

It's time for your event! Be sure you have a New Member Coordinator to welcome new families. Set up a membership table and have the Unit's calendar, a fee chart, and your Unit's BeAScout.org QR code printed and available at your recruitment event. Ask interested families to enter their information into your Invitation Manager. If they are ready, have them register online at your event through your unit's online application.

Hosting a Recruitment Event

4 Follow Up

Follow-up is key. If families registered online during your recruitment event, check your unit's Application Manager to accept new youth into your unit. Send an email and follow up with a call, welcoming the family to Scouting and reminding them about your next meeting or event. Ask the Chartered Organization Representative to check the Application Manager for new leaders so they can "approve" the applications. Welcome (and thank) the adults for committing to help with the unit remind them about the next unit meeting, and send them information about your Committee Meetings.

Email families to invite them to your next meeting if they didn't register at your Join Scouting event.

5 Welcome

Once a new youth or leader joins, send them a "Welcome" email and a follow-up phone call. Onboarding families is essential. Add new families to your unit's communication lists right away. Invite them to be active in your unit's online communities (Scoutbook, Facebook, etc.). Make sure new families have access to your unit's calendar and they know how the unit leaders will communicate with them.

Planning the Event

The key to a successful sign-up event is thorough planning. You will need to work closely with the school or community center you are using, organize volunteers, and be prepared with any necessary materials such as information fliers, sign-up forms, and even treats. Planning should begin at least eight weeks in advance of the event. Below is a suggested outline for planning your event.

1. **Get Help.** Many hands make light work, so if you haven't done so already, assigning a Unit Membership Chair and/or New Member Coordinator is a great first step to a successful recruiting season.
2. **Set Goals.** Work with your unit commissioner and chartered organization to discuss recruitment plans and set goals for your unit.
3. **Get Trained.** Daniel Webster Council will offer training and workshops to help you with your recruitment strategies.
4. **Reserve Your Spot.** Recruitment events typically take place during the school year. The best option is to hold the event at a school or another well-known location. Contact your local school to discuss your unit's recruitment event and get permission to attend.
5. **Organizer Volunteers to Help.** Your unit's Membership Chair and New Member Coordinator should organize the recruitment event team for your unit; usually five to six people to act as "station chiefs." These are simple jobs that anyone can fill, but it's best to use parents of current Scouts who can talk from the heart about what Scouting means to their family and their kids.
6. **Have fun!** Keep the event fun and exciting. This not only makes it better for the parents attending but also will make it easier for you, the organizer. Speak from the heart, don't stress, and enjoy the opportunity to introduce new families to Scouting.

Promoting the Event

In today's cluttered advertising landscape, it's vital to employ various communication strategies to ensure families are aware of Scouting sign-up opportunities. Begin generating excitement at least six weeks before your event(s), with support from your council or district and a focus on unit marketing for the best outcomes. Remember, these are starting points—explore all possible avenues to reach more parents effectively.

In-School Promotion: With full access to school-based promotion, consider these effective practices:

- Distribute flyers and place posters and yard signs around the school the week before the event.
- Organize school rallies, Scout talks, back-to-school open houses, carnivals, and conferences.
- Encourage current Scouts and parents to visit the school in uniform, use in-school video networks, and contribute to the school newsletter or website.

Scout talks, in particular, play a pivotal role in engaging new youth by visiting schools to spark excitement about Scouting. These talks are most impactful when delivered directly to each class, offering a brief yet vibrant overview of Scouting fun. The Council Staff are happy to help units with their Scout talks. Always express gratitude to schools for their partnership in youth and community development.

Promoting the Event

Out-of-School Promotion: When promoting outside of school, either in conjunction with in-school efforts or independently, you have several options:

- Leverage social media through current members to spread the word.
- Send personalized invitations, emails, and make calls to prospective parents.
- Utilize door hangers and door-to-door invitations.
- Implement recruit-a-friend and other peer-to-peer recruitment strategies.
- Distribute flyers and conduct Scout talks in after-school programs or at community churches.
- Advertise on community and church websites, calendars, and bulletins and through billboards, posters, and yard signs in key community locations.
- Participate in community fairs, parades, and events.

Exploring a wide range of promotional avenues will increase visibility and success in enrolling new Scouts.

Holding the Event

Many units and districts are now holding come-and-go events, which are strictly sign-up events. These are faster for today's busy parents. The key to making them successful is preplanning. The following is an outline of how to execute this type of event.

This model features five stations that give parents information about Scouting, and the unit, get them signed up, and provide everything they need to know, including when the first meeting is, who the leaders are, and more.

Sign-Up Night Stations:

Station 1: Welcome/Sign In

Station 2: What We Do

Station 3: Registration Form

Station 4: Check Out (complete applications)

Station 5: Leader Q&A

We've included an outline on the next page of what happens at each station. Note: Make sure that each station sign is clearly visible to help make sure things go smoothly!

Holding the Event

1. **Station 1:** This is the first place potential Scouts and their parents will stop. Here they sign in while the greeter briefly overviews the process. Greet every family visiting your station and ask them to sign in. Tell each family that there are five stations that they will visit to complete the sign-up process and that it will take 20-30 minutes
2. **Station 2:** This is where you will share the excitement of Scouting and your unit activities. Introduce the leaders and talk about what makes your unit special. Leave plenty of time and be prepared to answer any questions. Have a calendar on hand along with any event flyers. Share with the family the schedule of meetings along with contact information for key leaders.
3. **Station 3:** This is the sign-up station where the station chief helps parents complete the application. Be prepared to answer questions about unit fee payment plans and/or financial assistance.
4. **Station 4:** Leaders at this station are responsible for the final “check out,” including payment of unit fees.
5. **Station 5:** Leaders at this station ensure parents know when and where the first meeting is and answer any other questions parents may have. Make an effort to have as many leaders and assistant leaders on hand to talk about what to expect next and give families a chance to get to know them. Answer questions about the type of activities their child will be doing.

After the Event

All applications should be completed, and registration fees paid to the Council or accepted online 24 to 48 hours after the event.

Welcome your new families and members. Don't wait! Be sure to invite all families to their first meeting or event right away. These meetings are a chance to make a great first impression, have fun, and involve new parents in the life of the unit. Leaders should make welcome phone calls to the parents of the new Scouts and/or send welcome email messages with meeting dates, locations, calendars, and any other important information.

Follow up with those families who did not sign up. This is where the sign-in sheet comes in handy. Check your applications against the sign-in sheet and call those families that did not join. Address any concerns the person may have, or invite them to the first meeting or your council's recruiting event so they can see Scouting for themselves.

Continue to monitor your My.Scouting.org applications and leads. Make sure there is a unit leader assigned to the membership function in your roster so they can follow up on these leads and help them register in your program!

The council staff are here to help. Do not hesitate to contact your unit commissioner or the council staff with any questions!

New Member Coordinator



About the role

The New Member Coordinator (NMC) welcomes new youth and families, helps develop unit membership plans, and collaborates with the district and council membership committees. There are 3 categories of NMC work, and training is available for each: **Share the Benefits of Scouting, Coordinate Recruitment, Guide New Member Joining and Engagement**

What support is available?

The Daniel Webster Council is here for support, training, sharing of best practices, and one-to-one coaching. The NMC incorporates the functions of the previous Unit Membership Chair and Parent Coordinator (positions discontinued) while giving flexibility in the choice of focus, encouraging teamwork, and providing much more support and training.

How to make it work

Visit scouting.org/nmc to learn more. Take the training. Share the ideas and build awareness throughout the council, districts, and units. Tailor the concept to work for you. Take ownership, build success, and feel pride of accomplishment.

Promote best practices and applaud successes!

Resources

The Daniel Webster Council team is here to help!
Please get in touch with us anytime at support@nhscouting.org

GET STARTED HERE - <https://nhscouting.org/recruitment>

The Daniel Webster Council is committed to helping your unit succeed in all it does! We want to ensure you and your unit's families have a great Scouting experience. The Council provides marketing materials, support from our dedicated and trained staff, and more to help your unit get the most out of Scouting!

Printed materials take time to produce in-house. Please follow the suggested production timeline so your promotional materials can be distributed on time for your events. We strongly encourage recruitment flyers are sent through your school 10 to 14 days before your recruitment event.

The Daniel Webster Council offers a complete print and digital catalog of marketing resources to continue supporting a wide range of programs and units in each community.

Free Resources include:

- Customizable flyer templates.
- Peer-to-Peer cards.
- Promotional videos to play in schools or for parents.
- Social Media images and content.
- 11x17 Posters and tri-fold brochures.
- Recruitment Event templates and scripts.
- Use of the Mobile Base Camp for large-scale community and recruitment events.
- Training and workshops on recruitment and marketing your unit.
- Support from a dedicated team of staff and commissioners.
- And so much more!!