



BOY SCOUTS
OF AMERICA

NORTHEAST IOWA COUNCIL

2023



MEMBERSHIP PLAN

Council Service Center
Northeast Iowa Council, BSA
10601 Military Road
Dubuque, IA 52003
563-556-4343

Direct Support
Dellaykee/ Dubuque District Executive
Michaela Freiburger
c. 563-599-5633
michaela.freiburger@scouting.org



Table of Contents

Determine your recruitment plan	3
Cub Scout Recruitment Timeline	4
Scouts BSA Recruitment Timeline	5
Summer Recruitment	6
School Run Events Checklist	7
Pack Run Join Night Checklist	8
Pack Run Join Night Stations	9
Recruitment Marketing Menu	10
New Unit	11



What Method is Best for Your Unit?



Start here!

Start with a School or PTA Run Event

Benefits:

- Shows **engagement** in community
- Engages with a **larger amount** of youth and/or their parents
- Organizers take care of many event details; **less stress** in the details
- Takes a **1-3** volunteer(s) to run
- Then invite families to a join night!

Do you have a number of volunteers?

Not yet!

Assemblies

Benefits:

- Engages with a **larger amount** of youth and/or their parents
- Organizers take care of many event details; **less stress** in the details
- Takes a **1-3** volunteer(s) to run
- Then invite families to a join night!

Yes!

Pack Run Join Nights

Benefits:

- Faster for parents; families can complete the process in **15-20 minutes**
- **Less stressful** for pack leaders (no group presentation!)
- **Informative** and **organized** to be done in an efficient manner
- **More convenient** for families; allows them to come when it fits their schedule
- You can host with **Den Leaders** to engage with families and youth!

See P.9 for details!





Cub Scout | Timeline



Spring

- Focus on Cub Scout Packs with lower youth numbers to host a spring recruitment event at the school if they are allowing us in or in local city parks or Sunday Schools
- Review the Lions, Tigers and Webelos numbers to determine the pack strength after Crossover and into the future
- Meet with unit leaders and individual parents to determine best method of communicating with new Scouts and their families.
- Attend school events to promote Scouting including Kindergarten join nights
- Flyers/electronic backpacks/ advertising to community centers, after-school programs, churches, etc.
- Personal phone calls/ texts to each parent who signs on the interest form to welcome/ invite them to next step of Scouting
- Onboarding email sent to all new families inviting them to all spring/summer Cub Scout activities



Summer

- Get youth to camp
- Host Scout talks in charter organizations to recruit youth for units needing support
- Complete training and calendar planning sessions at Roundtable to aid in robust fall plans during recruitment times
- Plan joining night set-up and activities; Communicate the details to the Council
- Visit with Pack Key 3 for Fall Planning



Fall

- Put yard signs up for recruitment
- Host parents night for new Fall youth; may be held in place of Commissioner's meeting before Roundtable
- Promotion of upcoming join night activities
- Attend all "Back to School" nights to promote, and handout and utilize all membership rec materials, incentives, etc.
- Promote training of new leadership and attend Roundtable meetings
- Invite families to attend upcoming Cub-a-Ree event
- Achieve membership growth over 2022 by December 15th, 2023.
- Prepare to turn in Charters either in December or January



Scouts BSA | Timeline

Spring

- Focus on Scouts BSA Troops with lower youth numbers to host a spring recruitment event at the school if they are allowing us in or in local city parks or Sunday Schools
- Review the fifth/ sixth grade and Eagle numbers to determine the troop strength after Crossover and into the future; attend pack meetings and communicate Troop activities/ flyers
- Meet with unit leaders and individual parents to determine best method of communicating with new Scouts and their families.
- Attend school events to promote Scouting including sixth grade join nights
- Flyers/electronic backpacks/ advertising to community centers, after-school programs, churches, etc.
- Personal phone calls/ texts to each parent who signs on the interest form to welcome/ invite them to next step of Scouting
- On-boarding email sent to all new families inviting them to all spring/summer Scouts BSA activities
- Participate in Pack Crossover Ceremonies

Summer

- Get youth to camp
- Host Scout talks in charter organizations to recruit youth for units needing support
- Complete training and calendar planning sessions at Roundtable to aid in robust fall plans during recruitment times
- Visit with Charter Organizations for Fall Planning

Fall

- Put yard signs up for recruitment
- Host parents night for new Fall youth; may be held in place of Commissioner's meeting before Roundtable
- Plan FOS/ Crossover ceremonies and communicate with Council
- Attend all "Back to School" nights to promote, and handout and utilize all membership rec materials, incentives, etc.
- Promote training of new leadership and attend Roundtable meetings
- Invite families to attend upcoming Camporee event and/ or Troop Open House
- Achieve membership growth over 2022 by December 15th, 2023.
- Prepare to turn in Charters either in December or January





Summer Recruitment

Ways to prepare



June + July

- Update the Pack BeAScout Pin
- Make sure you have a recruitment champion to accept online applications and follow-up on online leads (Turn on "auto accept applications")
- Decide date, time, location (Invite Information) for inviting new youth between September 8th and September 22nd
- Submit invite information and recruitment champion contact info [LINK](#)
- Attend July 31st Cub Scout "Think Tank" at Camp C.S. Klaus to learn more specifically about items that can help your Cub Scout Pack be successful in the Fall and at [LINK](#)

Early August

- Confirm all leader positions for the 2023-2024 School Year
 - Ask current parents to step into leadership roles and Lion/ Tiger Mentorships
- Fill out "Pack Contact Sheet"
- Have a booth at the School or PTA Back to School event; attend Farmers' Markets and community events like the Back-To-School Bash
- Have current families invite friends to Join Night
- Have current families sign up siblings that are now ready and able to join
- Den Leaders and Cubmaster take Position Specific Training on my.scouting.org
- All leaders take Youth Protection Training if expired or going to expire soon

Recruitment

Checklists | School Run Events



PTA/ Back-to-School Checklist

Before the School-Run Event

- Confirm Pack participation
- Get Volunteers to run table
- Share the date and time with your District Executive
- Gather materials

At the Back to School Night

- Have sign-in sheets
- Have Kid's Activity Ready
- Give vital pack information like contact of key leaders, **Join Night Information Flyer**
- Have a give away
- After the Back-to-School Night
- Send immediate follow-up to welcome new members and give info
- Give a copy of your contact sheet to your District Executive
- Send a thank you to the school principal

At an Assembly

- Have flyers and materials to hand out
- Keep "talking at" parents 10 minutes or less
- Have 3+ Scouting parents in crowd to answer questions

Materials | Unit Needs

Unit Responsibilities

- A quick Scout activity to do at the table
- Photos or videos of past activities
- Flyers of upcoming meetings/ activities
- Tables
- Chairs
- Volunteers

Open House Resource Box

From Council Service Center

- New Scout Information Sheet
- Join Night Flyer
- Sign-In Sheet:
Carbon copy so you can have one and put one in your resource box to go back to the Scout Service Center
- Youth Applications
- Adult Applications
- Pens
- Future Cub Scout Stickers
- Upcoming flyers community-wide Scout events
- Six Essentials Hiking Kits*

My join night is scheduled on _____ from _____ at _____.



Recruitment

Checklists | Pack Run Join Nights



Before the Join Night	At the Join Night	After the Join Night
Attend August Roundtable	Take Attendance with Sign-In Sheets	Register & Train New Leaders & District On-Boarding
Plan what method you will use: Open House/ Large Meeting, In-Person/ Virtual, Volunteer speaking roles	Give each family: On-boarding packets, Unit calendar, New Scout Information Sheet	Follow up with Families with unsettled Applications; Answer questions & suggest beascout.org
Send Join Night info to the District Executive	Share information about your Pack & Cub Scouts	Follow-up with New Families with Meeting Reminders New parent on-boarding
Secure: Location, Date, Time & Activity	Complete Paperwork & Collect Fees	Send thank you notes as needed
Promote (See Marketing P. 10)	Ask for Volunteers with clear expectations, don't pressure	
Identify leadership gaps	Explain Peer-to-Peer cards & give to new families	
Send complete New Family Information Sheet to the District Executive	Sign all completed paperwork and give to District Representative	

Materials | Unit Needs

Units are Responsibilities

- Youth activity
- List of Open Positions + Descriptions
- Pack Promotional Materials | Examples:
 - Picture Boards/ Slide Shows
 - Pinewood Derby Cars
 - Etc.
- Tables
- Chairs
- Volunteers





Recruitment Stations

Pack Run Join Nights

Minimum of 6-7 volunteers needed



An important aspect of this format is follow-up with interested and new families. New families should be welcomed to the Pack and reminded of Den meetings and Pack meetings. **Interested families should be asked if they have any questions before joining.**

Each station has a dedicated function, and depending upon anticipated turnout and available volunteers, Packs may combine stations as needed. Make an effort to have as many Den Leaders and Assistant Den Leaders on hand to give families a chance to get to know them.

Stations can instead have **Den Leadership** running all components for grade level relevance.

Parents can also be lead one-on-one around the stations with a **Scouting Leader** to minimize backups.

1: WELCOME

- Greet each family and ask them to sign in.
- Direct parents to visit the other stations.

2: KID'S ACTIVITY

Options can include: Pinewood Derby Car Racing, Cupcake Decorating, Treasure Hunt, Cub Scout Masks, Fire-building with Pretzels

3: WHAT WE DO

- Provide every family with an On-Boarding packet for every youth signing up.
- Share the excitement of Cub Scouting and your pack activities.
- Walk through the on-boarding packet with each family specifically the Pack and District calendar and Contact Information.

4: PAPERWORK

- Help with youth applications. Be prepared to answer questions.
- Know the cost.
- Promote *Boys Life Magazine*

5: VOLUNTEERING

- Talk to parents about the volunteering opportunities. Make sure if your asking them to take a position it is very clear what they need to do.

6: CHECK OUT

- Make sure the applications are properly completed
- Collect forms+ payments
- Have the Cubmaster sign all youth applications
- Council Representative will take all completed applications & turn in the next day
- Be prepared to answer questions about fees, payment and financial assistance options*
- Have multiple volunteers to keep this station moving along!

* The Northeast Iowa Council offers need-based assistance to cover registration. Hand out requests for Financial Assistance as needed.

Recruitment Marketing Menu



STARTERS

Setting the table for success.

PRINT MEDIA

Places of Worship, Newsletters or Bulletins. Local News; provide a good photo, upcoming events & contact information.

SCHOOL PUBLICATIONS

Great for when there isn't direct access. Get a spot on the calendar, newsletter, lunch menu, back-to-school nights, meet-the-teacher or other events!

POSTER/ YARD SIGNS

Coordinate with businesses, schools, leader's homes on busy streets. *Where would parents of Scout aged-youth go?*

FOOD DELIVERY FLYERS

Ask your local pizza or coffee place to put a flyer on their boxes or coffee cups!

FACEBOOK

Keep a strong presence of quality content on Facebook! *Think what do you like to see?* Council will share content to our network too! @BSANEIC

MARQUEES

Ask our local fire department, school, places of worship, businesses and other community organizations to promote your Scouting events!

UNIFORM DAY

Encourage your youth to coordinate wearing their uniform, especially the day before your pack meeting!

TEACHER INVITES

Provide enough flyers for each Scout's classroom to have the teacher pass out. Maybe your Scouts could even do the intercom announcements!

MAIN COURSE

Personal invites make up the secret sauce.

NON-SCHOOL SCOUT TALKS

Places of Worship, Newsletters or Bulletins. Local News; provide a good photo, upcoming events & contact information.

COMMUNITY FORUMS

Great for when there isn't direct access. Get a spot on the calendar, newsletter, lunch menu, back-to-school nights, meet-the-teacher or other events!

"INVITE 3" CAMPAIGN

Coordinate with businesses, schools, leader's homes on busy streets. *Where would parents of Scout aged-youth go?*

"WELCOME PARENTS"

Ask your local pizza or coffee place to put a flyer on their boxes or coffee cups!

COMMUNITY SERVICE

Keep a strong presence of quality content on Facebook! *Think what do you like to see?* Council will share content to our network too! @BSANEIC

COMMUNITY EVENTS

Ask our local fire department, school, places of worship, businesses and other community organizations to promote your Scouting events!

UNIFORM DAY

Encourage your youth to coordinate wearing their uniform, especially the day before your pack meeting!

DESSERT

And continue to recruit!

TEXTS & EMAILS

Follow up with emails and texts to those who signed their youth up for Scouting!

HOST A NEW PARENT MEETING

Don't forget to have a meeting just for the new members in your unit; don't forget to have a list of leadership roles and volunteer opportunities!

10

Don't forget youth enjoy getting candy!



New Unit Overview



New units are foundational to membership growth. This campaign overview is designed for districts to organize new units (Spring).

Starting Tasks:

- _Secure Charter Organization
- _Determine & Train Leadership
- _Build a Program Outline
- _Plan Calendar (Yearly)
- _Build a Budget



Resources

Available at the [Marketing & Membership Hub](#) at [ScoutingWire.org](#)

- [Charter Organizations](#)
- [New Unit Sales Kits: *Strengthening Youth Through Scouting*](#)
- [Adult Recruitment](#)
- [Cub Scout Recruiting](#)
- [Unit Performance Guide](#)
- [Commissioners](#)
- [Leadership Statements of Support](#)
- [Faith in Scouting Videos](#)
- [Family Testimonial Videos](#)

Timeline



	Month	Action Item
Know the Market	January	<ul style="list-style-type: none"> • Market Analysis • Identify underserved communities • Identify new unit prospects • Set District New Unit Goal
Make the Call	February- June	<ul style="list-style-type: none"> • Conduct new unit sales calls <ul style="list-style-type: none"> ◦ Once per month • Secure New Unit commitments • Recruit Charter Organizations & Representatives • Assign New Unit Organizer & Commissioner
Build the Unit	June- September	<ul style="list-style-type: none"> • Recruit & Train FIVE+ unit leaders • Unit leadership plans out program, calendar and budget • Recruit 10+ youth
Grow the Unit	September October	<ul style="list-style-type: none"> • Unit meets • Recruitment continues • Commissioner visits start



CONTACT US FOR FURTHER INQUIRIES

<https://scoutsiowa.org/>
michaela.freiburger@scouting.org
563-556-4343