



Unit Membership Plan 2023 - Overview

1. Every Pack agrees to actively participate in recruiting campaign.
2. Every Pack agrees to work to promote multiple joining opportunities.
 - a. Ideal game plan for Unit could be:
 - i. Pre-game, First, Second, Third, Fourth chance join opportunities
 - Pre-game: Parent Open House/Meet the Teacher nights.
 - First quarter: First Join Scouting Night, specifically for new families
 - Second quarter: unit meeting or Pack meeting a few weeks after First Join Night
 - Third quarter: unit meeting or Pack meeting a few weeks after Second Join Night
 - Fourth quarter: community event/parade, unit meeting or Pack meeting, after previous Join Night.
 - Overtime (if needed): additional opportunity, to allow local families who missed previous Join Nights
3. Each District Committee agrees to have Activity Membership Coordinator, with additional team members from each county.

Plan also includes the following resources:

- Local Month-by-month steps for success
- National Recruitment Marketing Campaign Kit

Nothing highlights the fun and excitement of Scouting like being in the outdoors. Whether it's daycamp, summer camp, or a fall camporee, getting outside is what kids want to do! And no one does "the outdoors" better than the BSA. Let's help new families join the fun. With a collaborative effort, we will invite families to join us in the outdoors as we #AdventureOn!

#ADVENTUREON

Membership Plan 2023 month-by-month

Month	Area of focus; who's responsible	item
All campaign	Promotions	Social Media Geofencing; posting & sharing Join Nights; yard signs; unit presence at every parent open houses; fliers; community boards at libraries, restaurants; community bulletin boards; retail businesses; press releases;
March	units	Contact 100% of Units regarding Spring Recruiting and lend support with Units willint to participate. Invite newly recruited youth to summer day camps
April	units	Fall Membership Plan communicated to each Unit, and commitment to participate by each Cub Scout Pack
May	schools	Begin contacting schools regarding Fall recruiting; meeting in person with Superintendent and/or Principals before summer break; share example of fliers and present "Scouting Impact Report" for data of youth in school district or by county
July	district membership team	Contact local churches about sharing Join Night information for other charter organizations in the community, if church has no Pack
July	units; district membership team	contact unit leaders for Join Scouting Night, and 2nd, 3rd & 4th dates, times, location for inclusion on all fliers; begin printing fliers. If exact details for unit Join Nights is not known, at least have a flier at kickoff with basic unit contact information, so these fliers can be distributed at Fall Kickoffs to units for Meet the Teacher/School Open House nights. UNITS LEADERS NEED TO BE ASKED TO TAKE "OWNERSHIP" IN THIS PROCESS FOR SOUTING TO BE SUCCESSFUL , and recruiting is a unit level function as leaders know their program best.
July	units; district membership team	confirm units (especially Packs) are attending Fall Kickoffs
July - Aug	district membership team	finalize details all publicity, including radio, newspaper, social media, yard signs, billboards, wristbands, patches, peer-to-peer cards, other handouts, etc.
July - Aug	district membership team	Fall membership Kickoff with dynamic presentation to unit leaders; consider this presentation and popcom in each district after traditional Kickoff night.
July-August	district membership team	Fliers printed for each unit for distribution at Fall Kickoffs. Fliers to include basic unit contact information, if Join Night dates and meeting dates are not available. Can be used prior to additional fliers with detail information on Join Scouting Nights for each unit.
August	district membership team	media slots with radio, TV, newspaper, billboards, pizza boxes, restaurant serving trays,
August	Units	Attend School Open House and/or Meet the Teacher Nights; membership team has fliers to units
August - Sept	district membership team	Yard sign blitz day - (< enter date here >); promote this effort on social media district pages and unit pages, and ask leaders to share on personal social media feeds
August - Sept	district membership team	begin social media blitz for each unit as First Join Night nears
August - Sept	Unit leaders & district membership	Scout Talks at schools
September	units	have presence in Labor Day parades with handouts to Join Scouting
September - Oct.	district membership team	100% of Cub Pack units have at least one school talk
October	units	have units attend local Trunk-or-Treats; or related; with handouts to Join Scouting; labels for Halloween candy
December	new units	Each district organize at least 2 new Cub Scout Packs, with focus on schools without a Pack