



GRAND TETON COUNCIL

Membership 2022

It's an exciting time to be involved in Scouting! More people than ever are interested in getting outdoors, and our youth **NEED** the programs we offer. As we press forward in growing our ability to serve increasing numbers of youth & families in our community, please consider addressing Unit membership growth in every committee meeting. Here's a quick overview of things to take into consideration as leaders in Units, Districts and the Council –

- Growing membership is not a seasonal topic! It's Spring, Summer, Fall, Winter – all year long. Annual events combined with flexible, organic, continuous efforts year-round will effectively provide the growth we need.
- Membership growth must be a primary focus for all of us – it's just as important as the program we deliver. The Council is here to help the Districts, the Districts are here to help the Units. **The Units are where the tire meets the road – every individual Scout matters!**
- You need help. Assembling an effective committee is vital, this will take many hands working together!
- You need a plan. See the Council Year-Round Membership Plan for ideas & tools you can choose to implement in your own plan – get creative, set some relevant goals and take consistent action!

SOURCES OF GROWTH

1. New Units – District & Council join forces to prospect, develop and train new Units.
2. New Recruits – everyone (especially Units) should always be looking for new members! Visibility in the community, flyers, recruiting events, and peer-to-peer invitations (Normal Friend Activities) are all great ways to share our message. Be aware that EVERY ACTIVITY is a recruiting opportunity!
3. Transitioning Cubs to Scouts BSA to Venturing – open communication between leaders in Cub Scout Packs, Scouts BSA Troops, and Venture Crews helps youth to be involved and stay engaged over longer periods of time.
4. Retaining Units – strong Commissioner/Unit Leader relationships ensure that Units are able to continue serving their communities.
5. Retaining Youth – provide strong programs at all levels, communicate openly and develop strong relationships with families & youth, implement Save-a-Scout campaigns.

QUICK START GUIDE

1. Evaluate or create your current membership recruiting plan – it doesn't have to be lengthy, just identify current status and new opportunities/strategies to reach out to youth & families
2. Set a few specific, actionable goals
3. Delegate! Communicate your plan & needs to current committee members, parents, youth & community
4. Get to work! Everyone (leaders, parents, & youth) should all be involved in sharing Scouts!
5. Be visible: be seen in uniform at community events, utilize traditional and social media to advertise upcoming events, share follow-up photos and good news!

CAN YOU ADD 5-8 SCOUTS TO YOUR UNIT THIS YEAR?!?!

GROWING YOUR UNIT

ATTITUDE:

- Ensure your leadership is enthusiastic about scouting, and looking for opportunities to tell people about it!
- Look the part, and act the part. Show up in field or activity uniform. Model the competence and optimism we expect from each other.

FOUNDATIONS:

- Have a completed program calendar for your unit.
- Know the expected costs associated with scouting in your unit. Be able to share fundraising opportunities and ways you keep scouting affordable.
- Ensure your BeAScout pin is active and has current and useful information. Ensure your Key 3 are monitoring and responding to leads and applications. Email, and then call your leads!
- Have an ACTIVE social media account and/or website. Show the world how much fun you're having!

GUIDANCE:

- Have a solid program, get your house in order, *THEN* create market awareness.
- Marketing is not instant gratification. Spread lots of seeds and see what grows.
- All of these are viable, but none of them are a silver bullet. See what works and what doesn't, and adapt.
- Don't burn yourself out. Pick a few strategies, and *institutionalize* them. Then add more.

PROACTIVE STRATEGIES:

- Word-of-mouth is the most effective! Invite friends to NORMAL FRIEND ACTIVITIES, as well as upcoming events such as Pinewood Derby, Klondike, STEM-o-Rama, Day Camp, etc. Use peer-to-peer cards/invitations.
- Coordinate with other local units for Back-to-School nights.
- Join Night Events
- Invite Arrow of Light scouts to your activities.
- Reach out to old leads

VISIBILITY STRATEGIES:

- Fundraising: have membership info when selling popcorn/jerky.
- Community Service: Wear your Class B uniforms!
- Have a table or run activities at community events.
- Utilize social media to show the fun you are having, the community service you are performing. Tag organizations you are in partnership with. Boost posts advertising upcoming events.
- Write articles for local print media. Attract coverage from local TV media.

PASSIVE STRATEGIES:

- Yard Signs
- Promotional materials: flyers, bookmarks, stickers, etc.
- Library displays
- Large banners

COMMUNITY OPPORTUNITIES:

- Participate in existing community events that lend itself to tabling and/or activities.
- Coordinate and create events with nearby units.