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**THE MEMBERSHIP RECRUITING CYCLE**

**January**

* + - Annual Membership Plan developed and finalized at council growth-planning conference
    - Follow up with prospective chartered organizations for new-unit development
    - Design spring recruitment materials
    - Conduct membership conference with council and district membership committees
    - Promote New Member Coordinators in all units

**February**

* + - Prospect, recruit, and train unit recruitment open house chairs
    - Implement effective transition plans for all programs
    - Communicate spring recruitment plans with membership committee and units
    - Organize “Together We Plan” kickoff for new units
    - Utilize nominating committee to strengthen membership committee

**March**

* + - Train spring recruitment coordinators and open house chairs
    - Conduct career and hobby interest surveys for Venturing and Exploring
    - Continue cultivation events with school superintendents and principals ensuring support and participation
    - Enlist commissioners to help reach out to all youth who have dropped off charters

**April**

* + - Conduct spring in-school talks and school night/ join Scouting recruitments
    - Organize and complete Together We Plan events with potential chartered organizations
    - Review and display the new unit list council wide, and evaluate list with the membership committee

**May**

* + - Conduct spring recruitment membership inventories
    - Recruit fall recruitment chair
    - Evaluate and analyze current membership with your Key-3 and membership committee
    - Provide sample program plans and communicate/e-mail to all units
    - Recruit fall unit coordinators and assign them to units

**June**

* + - Continue securing community organization agreements to charter new units
    - Secure locations for billboards, banners, yard signs, and other promotional materials
    - Develop a campaign to encourage units to populate their unit pins on BeAScout.org
    - Promote social media recruitment strategies with all units

**July**

* + - Confirm dates and times of flier distribution and rallies with schools, chartered partners and other locations
    - Start the publicity/marketing campaign. Focus on seven “hits” or contacts
    - District fall recruitment coordinators confirm recruitment locations, dates, times, and readiness levels with unit New Member Coordinators
    - Continue promotion to encourage units to populate their unit pins on BeAScout.org

**August/ September**

* + - Conduct district fall recruitment kickoff and training
    - Post billboards, banners, yard signs, and marketing to local news outlets
    - Conduct in-school talks, school nights, Join Scout events and open houses
    - Conduct a council/district fall recruitment committee meeting to review results and develop follow-up strategies
    - Ensure that all new leaders receive appropriate training, including youth protection training, and recognize them at the next roundtable

**October**

* + - Send welcome letter to all new parents
    - Distribute re-charter packets
    - Continue to ensure training is provided to and recorded for all new leaders
    - Commissioners conduct membership inventories to ensure all members are registered and participating in dens
    - The council/district conducts an outdoor or other major event for all new members and families

**November**

* + - Conduct a council/district fall recruiment committee meeting to review results and develop follow-up strategies
    - Ensure training is provided to and recorded for all new leaders
    - Commissioners conduct membership inventories
    - Unit leader training at council wide training course
    - Complete and turn in all new-unit paperwork

**December**

* + - Continue to complete new-unit organization
    - Check training logs to make sure all adult leaders have been trained
    - Commissioners conduct membership inventories to ensure all members are registered and participating in dens
    - The unit holds an overnighter or other new-member event
    - 100% of re-charters turned in, register all new youth by year-end