**Growth Workbook Resources**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | **Top Chartered organizations serving**  **units and Membership nationally** | **Top 10 religious organizations** | **2016 youth actual** | **2016 units actual** |
| 1 | The Church of Jesus Christ of Latter-day Saints | 1 | 412,720 | 37,928 |
| 2 | United Methodist Church | 2 | 371,499 | 11,287 |
| 3 | Catholic Church | 3 | 286,733 | 8,795 |
| 4 | Presbyterian Church | 4 | 126,969 | 3,714 |
| 5 | Lutheran Church | 5 | 121,096 | 4,030 |
| 6 | Groups of citizens |  | 110,248 | 3,782 |
| 7 | Baptist churches | 6 | 108,435 | 4,282 |
| 8 | Business/industry |  | 69,867 | 3,127 |
| 9 | American Legion and Auxiliary |  | 69,490 | 2,659 |
| 10 | Lions International |  | 68,732 | 2,445 |
| 11 | Other community organizations |  | 51,187 | 1,931 |
| 12 | Rotary International |  | 42,795 | 1,399 |
| 13 | Episcopal Church | 7 | 41,361 | 1,243 |
| 14 | United Church of Christ, Congregational Church | 8 | 39,234 | 1,266 |
| 15 | Christian Church (Disciples of Christ) | 9 | 34,452 | 1,231 |
| 16 | Fire departments |  | 33,426 | 1,303 |
| 17 | VFW, Auxiliary, Cootie |  | 31,583 | 1,118 |
| 18 | Kiwanis International |  | 31,153 | 986 |
| 19 | Community churches | 10 | 30,340 | 1,081 |
| 20 | Other churches |  | 24,665 | 962 |
| 21 | Community centers, settlement houses |  | 23,309 | 1,104 |
| 22 | Elks Lodges (BPOE) |  | 23,023 | 817 |
| 23 | Boys’ and Girls’ Clubs |  | 22,929 | 695 |
| 24 | Church of Christ |  | 16,100 | 566 |
| 25 | Nonprofit agencies |  | 14,345 | 544 |
| 26 | Chambers of commerce, business associations |  | 13,424 | 510 |
| 27 | Playgrounds, recreation centers |  | 11,951 | 479 |
| 28 | Athletic booster clubs |  | 11,430 | 516 |
| 29 | Homeowners associations |  | 10,111 | 318 |
| 30 | YWCA, YMCA |  | 9,720 | 401 |
| 31 | Optimist International |  | 9,509 | 274 |
| 32 | Conservation clubs/Izaak Walton League |  | 7,956 | 335 |
| 33 | Loyal Order of Moose |  | 7,784 | 297 |
| 34 | Masons/Eastern Star |  | 7,740 | 337 |

# THE MEMBERSHIP RECRUITING CYCLE

**January**

* + - Year round plan shared and finalized at council growth-planning conference
    - Follow up with prospective chartered organizations for new-unit event
    - Design spring recruitment materials
    - Conduct membership conference with council and district membership committees

**February**

* + - Prospect, recruit, and train Cub Scout and Boy Scout recruitment open house chairs
    - Transition Webelos from the Cub Scout to the Boy Scout program
    - Communicate spring recruitment plans with membership committee and units
    - Together we plan kickoff for new units
    - Use 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 commissioner to reach out to all lost boys who dropped off charters

**April**

* + - Conduct spring boy talks and school night 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 plan communicate and email to each unit
    - Recruit fall unit coordinators and assign them to units

**June**

* + - Continue securing community organization agreements to be chartered to operate new units
    - Secure locations for billboards, banners, yard signs, or promotion materials
    - Develop a campaign to encourage units to populate their unit pins on BeAScout.org

**July**

* + - Confirm dates and times of flier distribution and rallies with schools and alternate locations
    - Start the publicity/marketing campaign. Focus on seven “hits” or contacts
    - District Cub Scout recruitment coordinators confirms recruitment locations, dates, times, and readiness levels with pack recruitment coordinators
    - Begin promotions to encourage units to populate their unit pins on BeAScout.org

**August/ September**

* + - Conduct district school night kickoff trainings
    - Post billboards, banners, yard signs, and promotion to local new outlets
    - Conduct boy talks, school nights, and open houses
    - Conduct a council/ldistrict Cub Scout recuitment committee meeting to review results and develop follow-up strategies
    - Ensure that all new leaders receive Fast Start Orientation Training, Youth Protection, and Leader Specific training, and recognize volunteer at next roundtable

**October**

* + - Send welcome letter to all new parents
    - Distribute recharter 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 families

**November**

* + - Conduct a council/district Cub Scout 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 to ensure all members are registered and participating in dens
    - 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 recharters turned in, register all new youth by year end

**Unit Membership Plan**

**Cub Scouting**

* 1. **Identify and verify current registered members of the pack**
     1. Obtain membership rosters from each den and cross-reference the rosters against the list of registered Scouts. Register any boys who are not currently registered. **(This will be provided by the local council.)**
  2. **Unit Membership Analysis/Goals**
     1. Track three-year historical membership.
     2. Track three-year retention rate by names of registered Scouts.
     3. Track three-year advancement.
     4. Identify where new Tiger Cubs are to be recruited in the spring. Is there a kindergarten class or classes that feed into this pack?
  3. **Plans for Membership Growth**
     1. Project the number of Tigers who will be recruited to start a new den, using school enrollment figures.
     2. Use the spring Tiger recruitment plan to recruit two or more Tiger leaders.
     3. Complete spring Tiger recruitment and registration.
     4. Recruit non-Cub Scouts in the first through fourth grades to join.
     5. Recruit and train a full pack committee, including a pack membership chair.
     6. Conduct activities in the community to promote Cub Scouting (marketing).
     7. Plan and conduct a sign-up night rally.
     8. Conduct a call night for youth who did not renew membership.
     9. Plan and carry out Webelos-to-Scout transition (including at least two activities with a troop).
  4. **Community Partnership**
     1. Have the Cub Scout pack conduct two service projects benefiting the chartered organization.
     2. Be visible within the community. Participate in uniform in community events, e.g., Scouting for Food and local parades.

**Unit Membership Plan**

**Boy Scouting**

1. **Identify and verify current registered members of the troop**
   1. Obtain membership rosters and cross-reference the rosters against the list of registered Boy Scouts. Register any youth who are not currently registered. **(This will be provided by the local council.)**
2. **Unit Membership Analysis/Goals**
   1. Track three-year historical membership.
   2. Track three-year retention rate by names of registered Scouts.
   3. Track three-year advancement.
   4. Set a goal to retain the number of boys each year for three years.
3. **Plans for Membership Growth**
   1. Project the number of new Boy Scouts who will be recruited to start a new patrol, using the TAY (Total Available Youth) in the zip code the troop is in. The TAY by zip code can be obtained from your district executive. You may also use the school’s enrollment numbers.
   2. Send a letter to parents of Scouts who did not reregister in Scouting, asking what can be done to bring them back to Scouting.
   3. Recruit non-Scouts in the fifth through the eighth grades.
   4. Conduct peer-to-peer recruitment activity.
   5. Work with packs in the area to conduct Webelos-to-Scout transition.
   6. Conduct a troop open house.
4. **Community Partnership**
   1. Have Boy Scouts conduct service projects benefiting the chartered organization.
   2. Be visible within the community. Participate in uniform in community events, e.g., Scouting for food and local parades.

**Unit Membership Plan**

**Venturing**

1. **Identify and verify current registered members of the Venturing crew**
   1. Obtain membership rosters and cross-reference the rosters against the list of registered Venturers. Register any youth who are not currently registered. **(This will be provided by the local council.)**
2. **Unit Membership Analysis**
   1. Track three-year historical membership.
   2. Track three-year retention rate by names of registered Venturers.
3. **Membership Goals/Plans**
4. Project the number of new youth members who will be recruited to replace those Venturers who have moved on.
5. Recruit non-Venturers in the eighth grade.
6. Identify Boy Scout troops to share crew information with.
7. Recruit and train new Venturing officers, including a vice president of administration, who is responsible for membership.
8. Conduct an interest survey.
9. Conduct a Venturing-specific open house.
10. Review ideas listed below. Information on how to implement them can be found in the *Venturing Advisor Guidebook*.
    1. Middle school recruiting opportunities
    2. Keys to a successful crew open house
    3. Identify a local college/university in the area.
    4. B.A.R.F. (Bring A Real Friend)—This is an open house geared around peer-to-peer recruitment with a specific theme. Venturers invite their friends to an open house built around food, refreshments, and silly activities. Examples are:

* **Movie Theater**—Holding an open house in a movie theater venue exposes the community to the Venturing program. Depending on the arrangements at the theater, the open house program could consist of providing information about Venturing, signing up potential Venturers, and offering a movie pass to watch the agreed-upon movie.
* **Halloween Open House**—An archery crew had a Halloween party with a sleepover on the archery range. Refreshments and snacks along with breakfast in the morning were provided. Individuals came in their Halloween costumes. Activities for the event included playing board games, singing songs, performing karaoke, playing instruments, watching movies, bobbing for apples, and shooting on the indoor range.
  1. Use several social media vehicles.
  2. Reference the *Venturing Advisor Guidebook* for additional support.

**District Membership Plan**

**Sample Outline**

**Table of Contents**

**Membership Analysis**

1. Current Council Strategic Plan
2. Membership history of district
3. Council Market Analysis Report and council demographics
4. Zip code analysis by program (gap analysis)
5. Zip code analysis by ethnicity

**Determining the Membership Goals**

**Plan and Strategies for Membership Growth Opportunities**

1. Opportunities for local promotion strategies
2. Retention, transitions, and charter renewal (Commissioner—Unit Service Plan)
3. Enrollment of new members (year-round, spring, and fall recruitment)
4. New-unit organization and specific program emphasis:

First-grade focus for Tigers—Cub Scouting

Webelos crossover—Boy Scouting

Middle school (sixth-graders)—Boy Scouting/Exploring Clubs

High school (ninth-graders)—Exploring/Venturing

Parochial/private high school—Exploring/Venturing

1. ScoutReach, after-school programs, pilots, All-Markets Strategy

**Volunteer Infrastructure and Partnerships**

District Membership Committee (structure and descriptions)

Commissioner staff and Service Teams in membership and unit service plans

**Execution Plan and Backdating Schedule**

**Summary**

**Attachments:**

District Market Analysis, Year-Round Recruitment Plan, Exploring Recruitment Plan

**Council Membership Plan**

**Sample Outline**

**Table of Contents**

**Membership Analysis**

1. Current Council Strategic Plan
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**Determining the Membership Goals**

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1. Opportunities for local promotion strategies
2. Retention, transitions, and charter renewal (Commissioner—Unit Service Plan)
3. Enrollment of new members (year-round, spring, and fall recruitment)
4. New-unit organization
5. ScoutReach, after-school programs, pilots, All-Markets Strategy

**Volunteer Infrastructure and Partnerships**

Council Membership Committee (structure and descriptions) Commissioner staff and Service Teams in membership and unit service plans

**Execution Plan and Backdating Schedule**

**Summary**

**Attachments:**

Council Market Analysis, Year-Round Recruitment Plan, Exploring Recruitment Plan

**Unit Membership Chair**

**Principal responsibilities:**

* Meet with the unit leaders and committee monthly to discuss membership goals and objectives.
* Conduct at least two recruitment/Scouting promotion events per year to ensure unit growth.
* Distribute membership fliers to schools and churches in the unit’s area.
* Conduct Scouting rallies and boy talks in schools, leveraging council support when needed.
* Attend the district’s membership chair training sessions, which will focus on best practices.
* Have your unit be involved in Adopt-a-School service projects or community service projects needed for Scouting’s Journey to Excellence.
* Ensure that new youth and adult applications along with funds are completed and turned in to the council service center within a week after receipt of the applications.
* Ensure the unit reaches Scouting’s Journey to Excellence gold status in membership.
* Update the unit’s BeAScout pin and follow up with leads.
* Complete a unit membership plan.
* Have your unit participate in a fall and spring recruitment plan.
* Encourage youth to transition to the age-appropriate program as they grow older.

**UNIT MEMBERSHIP CHAIR CONTACT SHEET**

**District Membership Chairman**

**Name**

**Email Address**

**Phone # ( ) -**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Unit #** | **Program** | **Chartered Organization** | **Unit Membership Chairman** | **Email** | **Phone #** |
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**District Membership Chair**

**Principal responsibilities:**

* Work with the district executive and district commissioner to establish a district growth plan for new-unit and membership growth in the district by using the Council Market Analysis Report resource.
* Develop a list of all potential chartered organizations in the district.
* Using the Full Family of Scouting Report, find out where units of each age level are located to help decide how many units of each type will be needed and where.
* Analyze district membership figures on the number of Cub Scouts, Boy Scouts, Varsity Scouts, and Venturers for the past several years.
* Track membership and unit growth on a monthly basis throughout the current year.
* Establish benchmarks for membership and new-unit development.
* Establish priorities of community organizations using the organization’s fact sheet and memorandum of understanding.

**Council Membership/Relationship Chair**

**Principal responsibilities:**

* + Direct the work of the membership/relationships committee. Use monthly member- ship reports and Journey to Excellence council, district, and unit reports to identify priorities.
  + Recruit, train, and motivate Scouters to serve on the committee and help it to carry out its functions effectively.
  + Promote membership and unit growth in Cub Scouting, Boy Scouting, Varsity Scouting, and Venturing through the membership cycle, coordinating youth recruiting and new-unit organization. Plan and help districts carry out roundups, new-unit campaigns, and the other elements of the membership cycle.
  + Develop more effective communication with chartered organizations.
  + Cultivate community organizations, groups, and associations that might become chartered organizations or support the Scouting program in other ways.
  + Support the religious emblems program of chartered organizations.
  + Stimulate the use of the program by special youth populations (i.e., low-income, dis- abled, and ethnic young people, or those in sparsely populated rural areas).
  + Prepare short-, intermediate-, and long-range membership and unit objectives.
  + Give leadership to events such as relationships conferences or fireside chats with heads of chartered organizations.
  + Promote membership growth in all markets.

**STAFF GROWTH PLANNING CONFERENCE MEETING NOTICE**

**Sample**

To: Professional Staff

Subject: Council Staff Growth Planning Conference

Date

Time

Place

PLANNING STEPS FOR ALL STAFF MEMBERS:

Your *2017 Council and District Growth Plan Workbook,* with its facts and analysis, will prepare you to participate in our council staff growth conference. Please review the seven steps to success on page 2 of the workbook when preparing for the conference.

In order to be ready for our conference, you will need to bring the following:

1. Field book
2. *2017 Council and District Growth Plan Workbook,* completed with (specify which tables you want completed before participants arrive)
3. Personal smart goals for the past year and a draft of next year’s
4. New-unit chart with current prospects
5. District map pinpointing current units, groups, geographic school district lines, and other logical boundaries
6. Completed Membership Growth Opportunity worksheets
7. Total district membership projections filled out for at least the past 12 months
8. Total district unit projections
9. List of current chartered organizations and the units chartered to each
10. List of units identified in poor health as a part of the last unit health review from the membership validation process
11. District organization chart: Rate each volunteer E for effective, G for good, or P for poor.
12. Community Organizational Survey Worksheet, No. 522-222
13. Charter renewal schedule for the next two months
14. Personal and district calendar
15. Calculator, pencils, pens, paper, ruler, etc.

**JANUARY STAFF GROWTH PLANNING CONFERENCE**

**Sample Agenda**

**(Day One of Two Days)**

|  |  |  |
| --- | --- | --- |
| **Item on agenda**  **Opening** | **Subject for Discussion/Presentation**  Purpose and importance of the growth | **Responsibility** |
|  | planning conference   * Why Scouting? * Why Quality growth? * Council strategic plan and its focus | Scout executive |
|  | * Importance of Journey to Excellence Award * Chartered organization concept * Selling community organizations/organizing units * Professional recognition program |  |
| **History** | Five-year history by program of youth and units |  |
|  | Districts and council summary |  |
| **How we grow** | Five basic ways: |  |
|  | 1. New units |  |
|  | 2. Youth recruiting/additional enrollments |  |
|  | 3. Program transition |  |
|  | 4. Stopping dropped units |  |
|  | 5. Increasing tenure/more youth reregistered at |  |
|  | unit charter renewal—retention |  |

**Market area** Where is our opportunity?

* + “Membership growth opportunity”
  + Geographical areas
  + Opportunity to join
  + Present unit history (density or market share)
  + Current chartered organization inventory
  + Comparison of school enrollment with membership by geographical area

**Break**

**What’s in our future?** Setting objectives

* + Why?
  + Positive attitude
  + Stretch mentality
  + The overachiever
  + Review objectives kit contents and tools.
  + Review or develop draft objectives per district.
  + Council five-year projection based on maintaining density
  + Benefits to the district

**JANUARY STAFF GROWTH PLANNING CONFERENCE**

**Sample Agenda**

**(Day Two of Two Days)**

**Item on Agenda Subject for Discussion/Presentation Responsibility**

**Planning** Develop and discuss implementation of the

growth plan to achieve your goals.

* + - * + How are we going to get there? (Month by month, quarter by quarter—discuss the importance of measuring success.)
        + How it relates to being a Journey to Excellence District
        + Review the Membership Planning Data from National to see where opportunities are.
        + New-unit campaign
        + Reducing the number of dropped units
        + Rechartering units with an increase in membership
        + Individual youth recruiting plan
        + Renewal plan for separated Scouts
        + Year-round additional enrollments
        + Program transition
        + Units listed in poor health during the most recent membership validation process
        + Council plan to retain or regain school access

**LUNCH**

**Planning** Continue developing personal growth plans by district/division.

**Support** Council support of districts

* + - * + Materials
        + Training aids
        + Demographic data
        + Council/district Key 3 membership growth opportunity meeting

**Service** District operating committee development

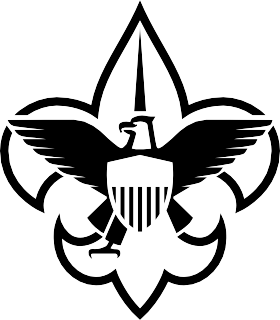
* + - * + Gear up to organize units.
        + Gear up to help units be successful.
        + Recruit enough quality people.
        + Use of district operation guidebooks and AV

**Commissioner Service Emphasis**

**Closing Comments**

* Annual commissioner service plan
* Use of action planning meeting and unit self-assessment forms
* Helping units succeed
* Helping units recharter (online and on paper)
* Membership inventory nights
* Stopping dropped units
* Recruiting enough quality people
* Use of commissioner manuals
* Monthly unit visits and the Unit Visit Tracking System

Council Boy Scouts of America



**COUNCIL/DISTRICT KEY-3**

**GROWTH OPPORTUNITY MEETING**

**SAMPLE AGENDA**

(Suggested to be held in late January or early February after your staff growth conference)

1. Welcome and Introductions Council president\*
2. Purpose Council president

Analyze performance compared to national standards,

council’s strategic plan and key performance indicators,

and other councils of like size.

Approve district objectives and action plans.

1. Unit Growth Emphasis Scout executive

Our best opportunity for growth

The game plan for this year

1. District Reports District Key 3

Membership growth opportunity

Plan of action to achieve objectives

Presentation of objectives for Journey to Excellence District

1. Council Support of Districts Council Key-3
2. Closing Council president

Discussion

Calendar review

Challenge

Adjournment

\* In a larger council, this meeting may be chaired or co-chaired by the council vice president for district operations.

\*\* The 2017 Journey to Excellence progress chart should be used to show the district’s full plan of goal