Membership Kickoff
August 3, 2020

Jay Lubin
Vice President, Membership
Welcome
&
Thank You
Membership – Now What?

Today –
• **Engagement, Engagement, Engagement**
• Meet Outdoors (Where **SAFE**)
• Go Camping

August –
• **Recruit, Recruit, Recruit**
• Bring a Friend to Every Activity
• Bring a Stranger to Every Activity (Make a Friend)
• WHY???

** Give every youth an opportunity to join **
Membership Calendar

Council Membership Kickoff (Tonight)
- Recruiting Ideas & Tools
- Geofencing - Facebook (FREE)

- National Open House – August 8 (11 AM)
  - Cub Scout Family Fun Fest
  - Details TBA
  - Invite Friends and Neighbors

- Another Family Fun Fest September 12
Saturday, August 8 @ 11 AM
Membership – Then What?

August

• Hold **One or Two** Recruiting Events (PLEASE)
  • *** Can be REGULAR Unit Meeting/Event ***
• Get a Head Start on Fall Recruiting
• In Person and/or Virtual
• Get Outside (Where **SAFE**)
  • Why Not Community Service Projects????
• Social Media Advertising

**Bring a Friend, Make a Friend**
School Recruiting & Meetings???

August & September

• **CHECK WITH YOUR SCHOOL(S) . . . . ASAP**
• Open House? - In School or Virtual or Parking Lot
• Flyers in the School?
• Show BSA Videos in Classrooms?
• School & PTO/A Social Media Pages?
• **Plan A & B & C for Meeting Locations**
  • Ask for Help from Unit Commissioner, District Executive, Town Membership Coordinator

**Bring a Friend, Make a Friend**
Membership – More Then What?

September & October
• Unit Open Houses - In Person & Virtual
  • **TWO** in September & **ONE or TWO** in October
  • Social Media Advertising (**F R E E**)
  • Can be a REGULAR Unit Meeting/Activity

• Get Outdoors; Go Camping (Where **SAFE**)
  • **Bring a Friend; Bring a Stranger (Make a Friend)**

**Bring a Friend, Make a Friend**
Membership – Earn Recruiting Patch (Turn in an Application)
Tonight’s Agenda

• Why Recruit? – Jay Lubin
• Nuts & Bolts of Open Houses –
  • Cub Scouts – Sabina Vance
  • Scouts BSA – Lawrence Ratner & Sue Ransden
• Geofencing (Facebook) – Jonathan Glassman
  • Flyers – Printed and Electronic
  • Tried & True – Lawn Signs
• BSA Brand Center – Gabe Zayas
  • Recruiting Videos – For In-person & Zoom
  • PowerPoint & Flyer Templates
• Questions & Answers – Jeff Jorgenson
Membership Kickoff
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Sabina Vance
Cubmaster Pack 8

Running a Cub Scout Pack Open House
In Person Recruitment Event/Open House-prior to the event

• **Identify Location**
  – Outdoors at school or church where you meet
  – At a local park
  – On the town green

• **Set Time and Invite leaders and scouts**
  – Could be your planned or typical pack meeting for August and September
  – Could be an event for select leaders and scouts to talk about why they enjoy Cub Scouts and talk about fun activities your pack has done.

• **Select activity or entertainment**
  – Make sure the activity appeals to 5-10 year old kids
  – Assign leaders/parents to supervise the activity and others to talk with the new parents
  – Follow any current guidelines for COVID precautions

• **Advertise**
  – Flyers-virtual may be easiest through school system email distribution
  – Social Media-FB event and ask all to share
  – Prepare an invitation that scouts can print and fill in with names to invite a friend or neighbor
In Person Recruitment Event

- **Review/rehearse**
  - Meet with leaders and/or scouts who are attending so everyone knows their role
  - If you are having scouts speak ask them to write out what they want to say and preview it

- **Prepare materials and handouts**
  - Pack structure and information
  - Applications and fees
  - Schedule for the year, review past activities
In Person Recruitment Event-Follow Up

- Follow up with another in-person and virtual recruiting event
- Invite new families to your September and October Pack meetings! When they see scouts having fun they will want to join.
- Have a follow up recruitment event in September or October

REMEMBER…

PEOPLE WON’T JOIN UNLESS YOU ASK!
Virtual Recruitment Event—prior to the event

- Get date and format set with your pack committee
- Assign roles for leaders and decide if scouts will participate
- Rehearse so everyone knows what their role is
- Videos are available from BSA that you can show as an introduction
- PowerPoint template available from CT Yankee Council
- Think about collecting photos from the pack to highlight the fun things scouts have done in the last year and make a slide show.
Virtual Recruitment Event

• Welcome all families
• Have slides prepared to review the following:
  – Who we are
  – What is Cub Scouting?
  – Highlights from the past year for the pack
  – Pack structure
  – Meeting location and format
  – Fundraising
  – How to join
• If you have a paid Zoom account you can make “rooms” where scouts can go to do an activity and parents can stay for information.
• Provide contact information for follow up and collect their information in the chat or via a Google form link.
If opportunity doesn’t knock, build a door.

Milton Berle
Plan Ahead…Do Your Homework
Meet with your Youth

- Review last year recruiting (Stop, Start, Continue)
- What do they want to do?
- Who is your target audience?
- What do you want to display?
- Who will be responsible?
Planning

- **When**
  - During a Meeting
  - Special Event
  - Activity

- **How will we communicate the event**
  - Email
  - School
  - Newspaper
  - Social media
  - Geofencing
  - Buddy cards
  - WORD OF MOUTH

- **Who are we targeting**
  - Packs
  - Friends of new scouts
  - Parents
  - School

Plan A
Plan B
Plan C
Virtual VS In-Person

- Opportunity to cast a wider net
- Rehearse
- Consider prerecorded youth content
- Practice with the technology
- Have a technical admin
- Break out rooms?
- Youth or adult specific sessions
- Scouting appropriate backgrounds
- Security
Meet With Committee

- Determine the date
- Book space
- Set the milestone dates
- Assign adult responsibilities
  - Communications
  - Setup
  - Breakdown
  - Zoom host
  - Day of monitoring of break outs
- Assign youth responsibilities
  - Make sure they plan and you review
Open House Agenda

- **About Scouting**
- **Your troop**
  - Your charter Org
  - Your leadership
  - Your youth
- **Your program**
  - Activities
  - Advancement
  - Service Projects
  - Skills
  - Games
- **What to expect**
  - Youth participation
  - Adult participation
  - Cost
Execute

- Keep track of the time
- Give a fair representation of your program
- Encourage people to look at other units if you are not a fit.
- Keep track of attendance and collect contact info
- Follow up with each potential member/Family
- Invite them back to a regular meeting
- Ask for the sale
Commercial Pause

POPCORN
Connecticut Yankee Council

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Jonathan Glassman
Quinnipiac District Director
GEOFENCING FACEBOOK RECRUITING EVENTS – TWO WEEKS IN ADVANCE

IN-PERSON OR VIRTUAL EVENT?

IF VIRTUAL –
• Web Conference URL
• Password and Log-On Instructions
• Fence Address – Street, City, State & Zip Code

IF IN-PERSON –
• Event Location Name
• Event Address – Street, City, State & Zip Code
• Event Date and Start & End Times

BOTH VIRTUAL & IN-PERSON –
• Contact Person - Main contact name (only one) with email and/or phone
• Additional Fence Addresses?
Lawn Signs

JOIN SCOUTING
www.BeAScout.org

SCOUT ME IN
www.BeAScout.org

Join Cub Scouts
SCOUT ME IN

Prepared. For Life.

BOY SCOUTS OF AMERICA
CONNECTICUT YANKEE COUNCIL
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Gabe Zayas
Pomperaug District
Membership Chair
BSA Brand Center
How do you find Stuff?

Find what you need in the Asset Library

Search

The search bar is located in the top right-hand corner of the BSA Brand Center home page and the Asset Library page.

Search terms here allows you to search through the entire Asset Library.

Search by:

- Activities and Actions:
  - bicycling, rockets, kayaking, etc.

- Setting:
  - indoors / outdoors
  - lakes, woods, rivers, etc.

- Names of specific insignia or logos:
  - call of the wild adventure loop

Basic Search Tips:
  - Use plural nouns
  - End verbs with “ing”
  - Use boolean operators: and, or, not
  - Put quotation marks around whole phrases, such as: “scout me in”

Filter

The filter rail is on the left-hand side of the Asset Library home page.

Filter by:

- Program – cub scouts, scouts BSA, etc.
- Resource Type – logos, flyers, videos, etc.
- Campaign: scout me in (for example)
- Language: English, Spanish or Bilingual
- Gender / age group – boys, girls, men, women
- Scoutanks: eagle, lion, quartermaster, etc.
- Types of Insignia: badges, activity pins, etc.
- Keywords: camping, stem, archery, etc.

Browse

Each BSA program has its own collection of assets. To browse through program collections, simply double-click a “folder” to find photos, logos, videos, etc., specifically related to each program.

Or, scroll down to browse through a simplified collection structure in the bottom left-hand corner of the screen:
Powerpoint Templates

- **BSA Brand Center**
  - Downloadable Templates:
    - Location: Folders/ Organizational/ Corporate/ Power Point Templates
  - Use Brand Guidelines
- Both the Boy Scouts of America corporate signature and Prepared. For Life.® tagline should appear on each screen of the presentation.

- Both elements should be no less than 10 percent of the screen height and may appear either over white or reversed on a black or a dark background.

- The signature and tagline should appear in approved colors and not be screened back or distorted.

- To avoid confusion, other logos or brand elements should not be mixed with the signature or tagline.

- Large-screen, high-definition (16x9) templates, shown at right, are available in addition to standard format.
Membership Kickoff
Questions & Answers

Jeffrey Jorgenson
Scatacok District
Membership Chair
Thank You for ALL That You Do for Scouting

You Are Making a Difference!!!