

Connecticut Yankee Council  
Unit Membership Growth Plan  
2021-2022



BOY SCOUTS  
OF AMERICA®

CONNECTICUT YANKEE COUNCIL

**Our Vision**

*The Connecticut Yankee Council strengthens communities through life changing experiences for youth and families, that build character, teach leadership skills, and instill a commitment of service to others that last a lifetime.*

**Our Mission**

*Preparing youth for Life.*

# 2021-2022 Membership Growth Plan

## The Opportunity

Our Council has a strong foundation of fiscal responsibility, management of our properties, and the ability to deliver an engaging program for youth and families. Despite the challenges of 2020, the Council's Mission to "Prepare Youth for Life" is fundamentally secure.

This fall, we are poised for growth as we enter into our new year-round recruiting initiative. We are confident of our ability to strengthen communities through life changing experiences for our youth and families. Our Vision is to build character, teach leadership skills and instill a commitment of service to others that last a lifetime.

Our focus this year is to be mindful and responsive as we embrace the full opening of our communities from the pandemic. We need to be clear as we communicate the value Scouting brings to our existing and prospective families and youth. We need to project relevancy as we reemerge as a formidable and necessary program for family engagement and youth development.

This plan helps units to be more sustainable by providing resources for units to increase their membership, retention, program quality, advancement, fundraising, as well increase adult participation. Research shows that high-performing units also impact the Council through increased camp attendance, Friends of Scouting support, popcorn sales, and service to our community.

## The Objective

Build a foundation upon which Scouting can be sustained so more youth and their families will have the opportunity to create memorable experiences together.

The Council Unit Membership Growth plan addresses each of the four sources of membership growth. The plan requires the knowledge, support, and participation of the key district leadership team as well as the members of the district committee and commissioner staff. Advancement, training, activities, and other committees need to be engaged as well as their roles are supportive to growing Scouting.

Scouting grows as a result of:

1. Improved retention of existing Scouts of all ages in all programs
2. Recruiting new Scouts into each program
3. Retaining and growing the number of units to serve Scouts and their families
4. Committed, dedicated, involved, and trained adult volunteers at all levels and in all programs

# 2021-2022 Membership Growth Plan

## Factors for Growth

1. Strengthen district commissioner staffs and membership committees to provide stronger support to existing units
2. Penetrate a greater percentage of total available youth (TAY). The total available youth within our Council is 216,567, with largest majorities in the Cub Scout (5-10 year) and young adult (15-20 year) age groups.
3. Identify new opportunities and resources to continue strengthening our recruitment and communication.
4. Train all unit leaders to provide a stronger, more vibrant program.
5. Enhance retention efforts, year-round, to include
  - a. Webelos-to-Scout – develop and maintain active relationship and programing between pack and troop of 4<sup>th</sup> and 5<sup>th</sup> grade Webelos.
  - b. Utilize Den Chiefs whenever possible.
6. Save-A-Scout improves retention. Contact Scouts who have missed 3 or more meetings & address reason for absence and continuance.

# 2021-2022 Membership Growth Plan

## Cub Scout Growth Plan

1. District membership committee maintains a list of private and public schools and the pack(s) that recruit from them.
  - a. Work with existing packs to recruit from schools
  - b. Work with packs and schools to develop opportunities to meet or host an activity at the school
  - c. Evaluate the potential for chartering a new pack to serve unaffiliated schools
  - d. Establish opportunities for family Scouting
2. Develop and maintain a healthy and active relationship with your school's parent organization (PTA/PTO, etc.) and administration.
3. Take active role in holiday/ceremonial activities such as Veteran's day, Memorial day, flag day, etc., lead the Pledge of Allegiance daily or at school meetings, act as greeters for open house and parent nights, and get engaged in all school functions focusing on recruitment.
4. Attend parent nights with teachers hosting a table of program information.
5. Create unit membership growth goal based on history and total available youth (TAY). Unit Commissioners can assist packs in setting their unit membership growth goal. Membership Committee to provide historic data, TAY, and track progress toward goal.
6. Four-Phase back to school plan:
  - a. Phase One - School night flyers are delivered to each school in the first week to be distributed in take home folders or electronically. These flyers will have all the information on the upcoming school night recruitment.
  - b. Phase Two - School Rallies: District professionals will work with unit and district membership committees to distribute a second flyer to the students. Promotional materials including yard signs and posters will be distributed to packs and schools prior to the recruiting night.
  - c. Phase Three - Prior to the parents' orientation meetings within the packs, a third flyer will be distributed inviting all currently registered cub parents to the meetings of the pack as well as the parents who were not able to make the initial school rally.
  - d. Phase Four- A district-wide Cub Scout fun day will be held at the end of September during which each pack is asked to participate by hosting an activity station. This is the first event for new Cub Scouts and a third opportunity to join for those that missed the first two events.
7. Share stories, community service projects, and other unit activities with your local media. The more visibility that Scouting has locally, will help recruit more Scouts. The council marketing committee is a resource to you and can be reached at [Communications@ctyankee.org](mailto:Communications@ctyankee.org).
8. Utilize social media resources by posting information/events and encourage parents, leaders, and others to 'like', 'follow'. Invite non-Scout and Scout families to events and programming.
9. Reach out to inactive youth each month to encourage them to reengage in Scouting.
10. Conduct a "bring a friend" activity for Cub Scouts and parents throughout the year.
11. Update and maintain your unit's BeAScout.org pin regularly and follow up on any leads immediately.
12. Resources available at [www.ctyankee.org/membership-basecamp](http://www.ctyankee.org/membership-basecamp)

# 2021-2022 Membership Growth Plan

## Scouts BSA Growth Plan

1. Assign a troop membership chair and a Webelos-to-Scout coordinator.
2. Create a membership growth goal based on history, total available youth (TAY). Unit Commissioners will assist in setting their troop membership growth goal. Membership Committee to provide historic data, TAY, and track progress toward goal.
3. Reach out monthly to inactive Scouts to identify why they are inactive and provide opportunities to reengage with Scouting.
4. District membership committee contacts Save-a-Scout list to identify reason for not continuing with scouting prior to start of each school year. Coordinate with Troop membership chairs to re-register former scouts.
5. Webelos-to-Scout. Develop and maintain active relationship between pack and troop. Develop and maintain interactive relationship with Webelos (4<sup>th</sup> grade) and Arrow of Light (5<sup>th</sup> grade) dens/patrols. Invite them to several activities throughout the year. Work with local pack leadership (Cubmaster & Webelos/AOL den leaders) to provide regular interactive program opportunities with youth from both units.
6. Assign Den Chiefs to packs whenever possible.
7. Host fall recruiting kickoff to be held at start of school year.
8. Identify schools with 4<sup>th</sup> – 6<sup>th</sup> grade and schedule school nights and other joining opportunities.
9. Host ‘bring a friend’ activities throughout the year.
10. Recruit sisters of all current Scouts to join a girl troop.
11. Invite 5<sup>th</sup> grade Webelos on a troop overnight in the fall.
12. Conduct follow up recruiting with former Webelos who did not cross over into Scouts BSA in the Spring.
13. Share stories, community service projects, and other unit activities with your local media. The more visibility that Scouting has locally, will help recruit more Scouts. The council marketing committee is a resource to you and can be reached at [Communications@ctyankee.org](mailto:Communications@ctyankee.org).
14. Update and maintain your unit’s BeAScout.org pin regularly and follow up on any leads immediately.
15. Resources available at [www.ctyankee.org/membership-basecamp](http://www.ctyankee.org/membership-basecamp)

# 2021-2022 Membership Growth Plan

## Young Adult Growth Plan (Venturing, Sea Scouts, Exploring)

1. Assign a membership chair to focus on recruitment and retention of youth and adults.
2. Establish a membership growth goal based on history, total available youth (TAY). Unit Commissioners will assist in setting their membership growth goal. Membership Committee to provide historic data, TAY, and track progress toward goal.
3. Reach out monthly to inactive youth to identify why they are inactive and provide opportunities to reengage in the program.
4. Identify local businesses and agencies that have similar interests and goals as the youth in your unit. Partner with them as a program resource and/or membership recruitment source.
5. Identify and work with community programs that are prospective sources of youth, adults, and/or program opportunities.
  - a. School clubs – middle school and high school
  - b. Community civic clubs with youth programs (Rotary, Kiwanis, Lions, etc.)
  - c. Religious youth groups
6. Share stories, community service projects, and other unit activities with your local media. The more visibility that Scouting has locally, will help recruit more Scouts. The council marketing committee is a resource to you and can be reached at [Communications@ctyankee.org](mailto:Communications@ctyankee.org).
7. Update and maintain your unit's BeAScout.org pin regularly and follow up on any leads immediately.
8. Resources available at [www.ctyankee.org/membership-basecamp](http://www.ctyankee.org/membership-basecamp)

# 2021-2022 Membership Growth Plan

## Unit Membership Chair

Their sole focus is membership growth and retention. Understanding and implementation of the membership growth plan is critical to the health of your unit.

### **Unit Membership Chair Position Description:**

- Meet with the unit leadership and committee monthly to discuss membership goals, retention, and status of current recruitment efforts.
- Update and maintain your unit's BeAScout.org pin regularly and follow up on any leads immediately.
- Encourage 'bring a buddy' recruitment opportunities throughout the year.
- Follow the Council recruitment plan and have your unit participate in district activities.
- Involve your unit in Adopt-a-School service or community service projects..
- Ensure that new youth and adult applications along with the proper fees are completed and submitted to your district professional or to the council service center within two days of receipt.

# 2021-2022 Membership Growth Plan

## District Membership Committee

Every district in the Connecticut Yankee Council has volunteer leadership roles to support its membership growth plan. These volunteers become the ‘go to’ persons for growth in Cub Scouts, Scouts BSA, Venturing, Sea Scouts, and Exploring. They work closely with unit and the district committee to ensure that we are maximizing our reach to youth and families at all levels. Three key membership committee positions are:

- **Town Coordinator** is responsible for working with unit leaders in their community to coordinate recruitment efforts. Together, they will develop and maintain relationships with schools and community organizations.
- **Webelos-to-Scout Chair** works with packs and troops to successfully transition 4<sup>th</sup> and 5<sup>th</sup> grade Scouts to a Scouts BSA Troop.
- **Save-A Scout Chair** ensures units are identifying youth who have become inactive or left Scouting on an ongoing basis. They will guide units to reengage those Scouts by continuing with their unit or offering the opportunity change to a unit that better fits the family’s schedule or program interests.



# 2021-2022 Membership Growth Plan

## Unit Membership Recruitment Timetable

<b>June</b>	Finalize unit membership chair and membership team  Develop unit implementation plan and request materials
<b>July – August</b>	Unit back-to-school training is conducted
<b>August – October</b>	Back-to-school and other recruiting activities and events
<b>August – November</b>	Start sharing timely stories, community service projects, and other unit activities with local media and utilizing social media
<b>September - October</b>	School Night Recruitment & other fall recruitment events
<b>October</b>	District events include ‘try Scouting’ opportunities (i.e. Webelos Woods event for Arrow of Light Scouts, Scouts BSA camporees, community fall festival interactive displays, etc.)  Designate the day before each school recruiting night as uniform day. If possible, all registered Scouts and leaders should wear their uniform to work or school.  New adult leaders attend training (training available year-round)
<b>October - November</b>	Conduct unit membership and leadership inventories in preparation for charter renewal
<b>January – March</b>	Plan spring recruitment events and activities
<b>March</b>	Spring recruiting begins
<b>April – May</b>	<b>Cub Scouts</b> - Spring recruiting for youth in Kindergarten and up.  <b>Scouts BSA</b> - Work with Cubmasters and Webelos Den Leaders to ensure successful Webelos-to-Scout transition. Recruit new Scouts through fifth & sixth grade recruiting.  <b>All Units</b> - host an activity and recruitment booth at local community events.
<b>May</b>	Ensure that all leaders are trained for current or upcoming leadership positions.  Review and critique membership growth plan, materials, and needs for upcoming year.