



# Fall Membership and Program Plan

*Shenandoah Area Council*





# Fall Membership and Program Plan

## Goals

- SIMPLIFY, provide CONSISTENCY, and develop EXCITEMENT in HEALTHY UNITS to drive RETENTION
- Get MORE Families in the greatest youth program there is SCOUTING!
- Optimize and maximize our marketing efforts





## Online registration and Unit Pin Management:

Make sure your Be A Scout PIN is updated. Committee Chairs, Charter Organization Representatives, and Cubmaster/Scoutmaster can approve youth online applications at <http://my.scouting.org>. Here are a couple resources to coach you along: [Unit Pin Management](#) [Unit Pin Management \(Family Scouting-including girls\)](#) \*Charter Organization Rep. is the only member with access to edit Family Scouting status for the unit to accept girls\*



## Why accept online applications

- Units can direct families attending to [beascout.org](http://beascout.org) and parents can register online and pay with credit card on their smartphone
- Families can register for your unit anytime
- Easy to use, no more paper forms, better serves today's families and millennials, reduces data entry errors and penmanship, **NO MORE MISSING SIGNATURES**



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- Most school districts begin their year in mid August. Create for the parents an easy way for the family to join Scouting.
- Create exciting events for new scouts to participate within 60 days of joining.



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**Campaign Theme:**

# What units can do to recruit by month

## August

- Put yard signs at public places, library, restaurants, fire stations etc.
- Distribute recruiting flyers, stickers, yard signs
- Have presence at school open house, school talks, promote through social media, email, as

## September

- Distribute recruiting flyers, stickers, yard signs
- Have presence at school open house, school talks, promote through social media, email, parades, county fairs, word of mouth





Going through the leaders guide

