



Membership Recruitment Conversation

2021 – Mississippi Valley Council

Escape the Indoors

Agenda

Welcome &
Opening
(2 Minutes)

Recruitment Best
Practices
(10 Minutes)

The Power of the
Personal Touch
(10 Minutes)

Registration Night
Best Practices
(10 Minutes)

Why People Quit &
How To Prevent
(10 Minutes)

Shameless Plugs
(3 Minutes)

Open Forum
(15 Minutes)

Recruitment Best Practices

Own Your Recruitment.
Own Your Program



Have their first pack or den meeting within 7 days of the recruitment event to keep interest high



Participates in a CAMPING outing within 45 days of the recruitment event




Is in good standing with the chartered organization for scheduling recruitment meetings and/or School Talks



Engages the District Executive to help conduct "School Talks" to get prospective Scouts excited about Scouting

The BEST
Packs...



The BEST Packs...

Sets a goal to earn
BOBCAT badges for all
new scouts within 30
days of joining

Utilizes district
resources such as flyer
production, yard signs,
posters, press release
templates, church

Engage ALL Leaders,
Parents, Den Chiefs,
and Scouts

Active Recruitment Methods

	Active Recruitment Method	Recommended Timeline
✓	Full Color Flyers	7 Days Before
✓	Reminder Flyer	During School Talk
✓	It's Not Too Late Flyer	7 Days After
✓	In School Presentations	2-3 Days Before
✓	Customized Labels/Stickers	At School Talk
	Registration/School Open House Display	As Scheduled
	Personal Phone Calls	1 Week Before
	Talks at After School Programs	2-3 Days Before
	Parent in Uniform at Lunch	Week Of
	School Carnival/Parish Picnic	As Scheduled
	Parent Teacher Conference Info Table	As Scheduled
	Customized Invitations to all homes	2 Weeks Before
	MVC's Inflatable BB Range	
	MVC's Inflatable Archery Range	
	Parade Participation	

Passive Recruitment Methods

	Passive Recruitment Method	Recommended Timeline
✓	Facebook Event	3 Weeks Before
✓	www.BeAScout.org	June/July
	Yard Signs	10 Days Before
	Posters	10 Days Before
	Bookmarks in Library or Book Fair	As Desired
	Boy's Life in School Library	As Desired
	School Calendar Date	3 Weeks Before
	Community Calendar Posting	3 Weeks Before
	School/Chartered Org Website	3 Weeks Before
	Church Bulletin Inserts	2 Weeks Before
	School Newsletter	3 Weeks Before
	Press Release/Local Newspaper	10 Days Before
	Community Notice Boards	2-3 Weeks Before
	Local Business Marquee	

The Power of the Personal Touch

59.3% joined because of a
personal recommendation
from someone they knew

How to make a Personal Touch

People do not consider
passive marketing as an
"ask"

People join because of
the program/values,
they stay because of
friendships and
connections

Utilize your current
parents/leaders to
reach out to other
parents in the school,
grade, or classroom

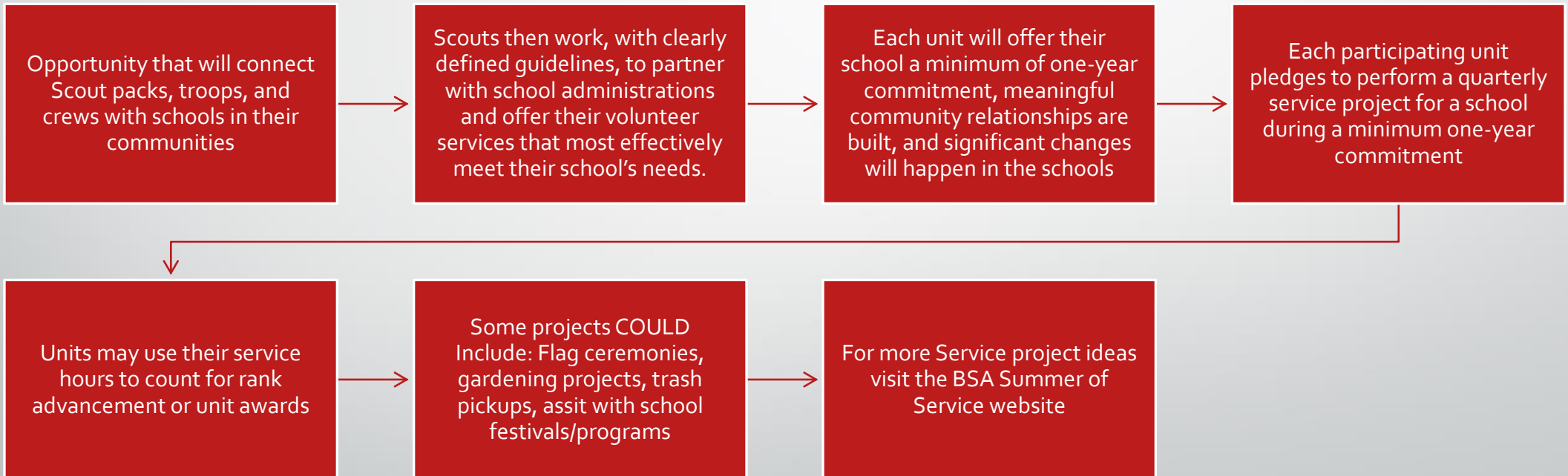
We can print custom
invitations if you
provide the postage

We can provide sample
call scripts and text
scripts

Utilize BSA Adopt a
School

BSA[®]

ADOPT-A-SCHOOL



What you need to do

1. Meet with school principal of your community and discuss their needs.
2. Establish a project timeline during the school year to complete the service projects.
3. Fill out School Pledge Letter online at <https://www.mississippivalleybsa.org/adopt-a-school/>
4. When projects are completed share the story and photos on social Media platforms (Facebook, Instagram, etc) and mvc@scouting.org
5. Record your Service hours in Scoutbook or www.my.scouting.org
6. Meet quarterly with the school principal to review the projects.



Registration Night Best Practices

Make a good first impression

The BEST Packs...

Encourages parents to sign up for *Scout Life* magazine. The cost is \$1/month or \$12/year and this is a proven tool to keep scouts engaged in the program

Avoids "information overload" for new parents

Hands out a light and inexpensive snack such as popsicles to leave the youth with a positive memory of the event

Has an engaging scouting-related activity or game to occupy youth during talks with parents (2-deep leadership required)

Establish two nights for your recruitment to advertise up front

Have a handout of upcoming meeting dates and leader phone numbers

Put out a display of things for Scouts and Parents to look at

Recruitment Night Best Practices

Think about the best recruitment nights for any organization you've been to and steal ideas. Avoid the things that aren't effective or turn you off.

School > Park > Outdoors

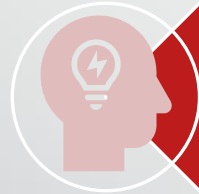
Studies show that young parents avoid churches that are not their own

Conduct a post-recruitment wrap up to take notes for next year

Things to Avoid During Recruit Nights



Too many details about fees



Doubling up on Pack program



Don't let them leave without completing an application



2021 BSA National Membership Fees

ANNUAL MEMBERSHIP FEE

EFFECTIVE



FOR ALL
NEW
MEMBERS

\$72/YR

Participants in kindergarten through age 20.



\$45/YR



Participants age 10 - 20.

\$45/YR




All registered adult volunteers in unit and non-unit positions. (Volunteers with multiple registrations will continue to pay for only one position).

National Membership Fees

Prorated for 2021

2022 Recharter Amount

Month	Youth Fees to 12/31/21	Scout Life to 12/31/21	Adult Fees To 12/31/21	Youth fees to 12/31/22	Scout Life to 12/31/22	Adult Fees to 12/31/22
July	\$36	\$6	\$22.50	\$108	\$18	\$67.50
August	\$30	\$5	\$18.75	\$102	\$17	\$63.75
September	\$24	\$4	\$15.00	\$96	\$16	\$60.00
October	\$18	\$3	\$11.25	\$90	\$15	\$56.25
November	\$12	\$2	\$7.50	\$84	\$14	\$52.50
December	\$6	n/a	\$3.75	\$78	\$13	\$48.75



Do Not Forget about the New member Joining Fee

- One Time Fee of \$25.00
- Required for all new youth
- It is NOT Prorated
- Its is not required for Adults, Explorers, and transfers

Why People Quit & How to Prevent

Combat issues before they
arise

Why People Quit

Recent Study



- Poor Leadership
- Didn't Feel Welcome
- Lost Interest
- Price
- No Communication

- 33.9% Our Den/Pack had poor leadership
- 20.6% Our family did not feel welcome
- 19.2% My child was no longer interested in the program
- 18.0% Cub Scouts was too expensive
- 15.8% We never received any communication from leaders or we were not contacted about meetings

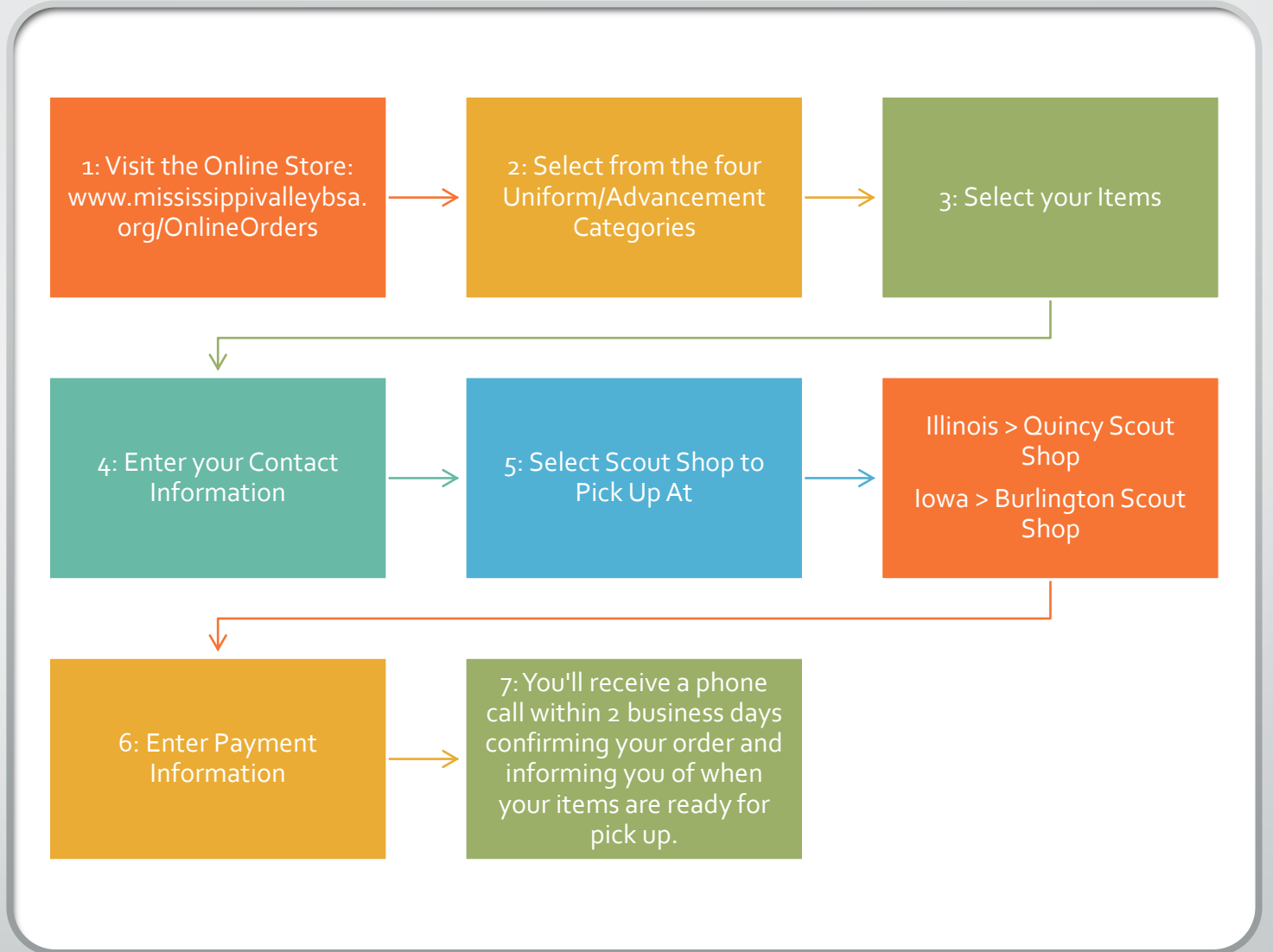
What Drives Satisfaction



Shameless Plugs

All the other nuggets of
knowledge

Buy Online





**SAVE \$25 ON
NEW UNIFORM &
GET A FREE
HANDBOOK!**

Head to Toe Sale



Spookoree

Sewing Service

- \$15 for Full Shirt
- \$3/Patch
- \$2/Merit Badge
- \$20 Hemming

***UNIFORM
SEWING
SERVICES***

**AVAILABLE AT BOTH
SERVICE CENTERS**

Open Forum