

WELCOME TO THE FALL MEMBERSHIP KICKOFF!

Simon Kenton Council
Scouting America



#ADVENTUREON!

VOLUNTEER AND STAFF COLLABORATION

Work together to:

- Assess leadership needs
- Review assigned schools
- Establish recruiting capacity/goal
- Sign-up logistics
- GROW SCOUTING!

PACK SIGN-UP STRATEGY
Date: _____

FILL IN DATA OR CHECK BOXES BELOW THAT ARE RELEVANT TO YOUR PACK

STATE OF THE PACK REPORT
How many returning Scouts do you anticipate by grade? 1st ___ 2nd ___ 3rd ___ 4th ___ 5th ___
How many returning den leaders do you anticipate? K ___ 1st ___ 2nd ___ 3rd ___ 4th ___ 5th ___

LEADERSHIP RECRUITMENT GOALS
What is the level of need for Pack or Den leadership? High ___ Moderate ___ Low ___
What level of support should the Atlanta Area Council staff provide our pack for fall recruiting?
High Executive leads Sign-Up Night with coordination & support from Pack leaders.
Moderate Pack leadership partners with Executives to help recruit new leaders.
Low Pack leads recruitment with Executive support.

PACK SCHEDULE
Frequency for pack and den meetings (ex. 2nd & 4th Tuesday @ 6PM)
Den Meeting Day and Time: _____
Pack Meeting Day and Time: _____



“New families that engage with their leader (volunteer) the night of the signup are more likely to come to the first meeting and stay in Scouting.”

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PLANNING & PREPARATION

THE UNIT

- Recruit A New Member Coordinator
- Update your Beascout.org pin (<https://vimeo.com/423690368>)
- Attend Back to School/Meet the Teacher Nights
- Plan Your Sign-Up Night **FIRST IMPRESSION**

THE SKC MEMBERSHIP TEAM

- School Scheduling – Stand Alone Join Night!
 - Work with Schools to set a date for the 2nd or 3rd week of the school year
- Signs
- Flyers
- School Talks
- GEOFENCE

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OFFICIAL PRODUCTS For New Member Coordinators

The New Member Coordinator (NMC) official product line is designed to easily identify the NMC's at unit recruiting events and meetings.



New Membership Coordinator Polo

Men's Gray S-XXL
644623-89

Men's Red S-XXL
644624-82

Ladies' Gray S-XXL
644678-51

Ladies' Red S-XXL
644679-77

\$16.99



New Membership Coordinator T-Shirt

Yellow S-XXL
644627-42

Red S-XXL
644628-42

\$10.99



New Membership Coordinator Patch

644623

\$4.99



New Membership Coordinator Pins, English + Spanish

English
644623

Spanish
644624

\$2.99



New Membership Coordinator Lanyards, 10 pack

644621

\$17.99



New Membership Coordinator Hats

Gray
644627

Red
644628

\$10.99



New Membership Coordinator Neckerchief

644625

\$9.99

Scouting America
Outfitters

For more information, please contact your Territory Sales Supervisor.

NEW MEMBER COORDINATOR

New Member Coordinator (NMC)

This individual can be listed as the contact on your BeAScout pin.

They serve as a valuable resource to help new families get connected and feel welcome.

Check Out These Cool Items!

Explore great merchandise available through Outfitters.

All products are made on demand and will ship within a few days.

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PROMOTING YOUR PACK & SIGN UP

Multiple methods of marketing should be utilized.

There isn't one method that is a "silver bullet" way of recruiting.

We challenge you to do 7 or more methods of promotion.

- Flyers
- School Talks
- School Announcements
- Posters
- Postcards
- Yard Signs
- Stickers
- Uniform Days (align on A or B)
- Service Projects
- Community Events
- Social Media
- Door Hangers
- Churches/Youth Centers
- Billboards
- Banners
- Bookmarks

Peer to Peer

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TRADITIONAL RECRUITMENT

Back to the Pack Event - Fun Location

Fun Event to Welcome back existing leaders and Scouts

School Open House – At The School

Meet Your Teacher/Registration Day

Sign-Up Event – At The School

Objective Is To Register New Families

Fun Pack Event – Fun Location

First Event For New And Existing Families

Parent Orientation – Practical Location

Onboarding Session for New Parents – Every Parent Helps



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SCHOOL ACCESS

75% of schools in the SKC give limited or no access.

ACCESS LEVELS

- A. Full Access – Utilize Every Marketing Tool we have!
- B. Partial Access – Utilize Every Marketing Tool they allow!
- C. No Access – If we don't try, we fail – Gorilla Marketing!

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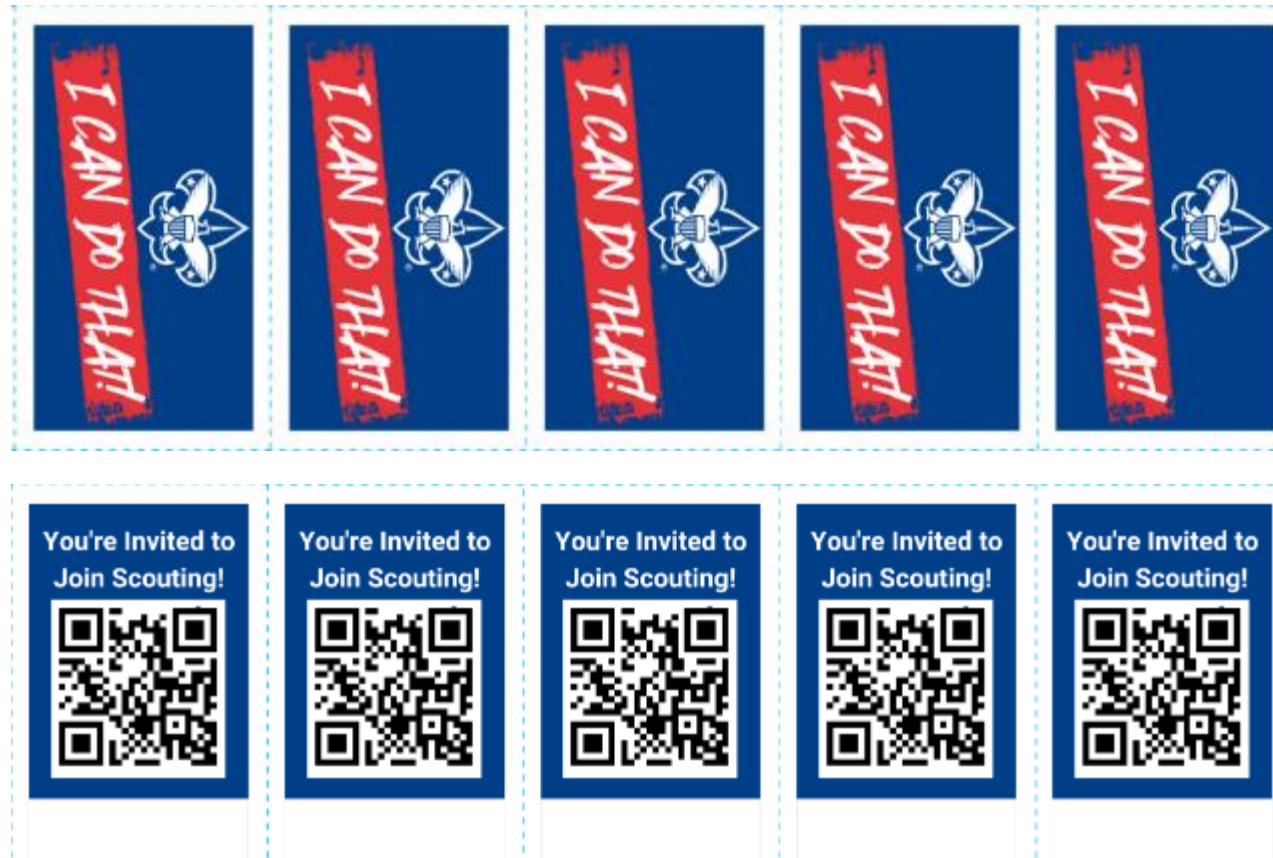


LIMITED SCHOOL ACCESS

- Flyers, yard signs, posters
- Scout talk video announcements
- Peer-to-peer recruitment
- Social media

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PEER TO PEER RECRUITMENT



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SCOUTING FOR EVERYONE

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Join Cub Scouts today at beascout.org

I CAN DO THAT!

BECOME A SCOUT TODAY!

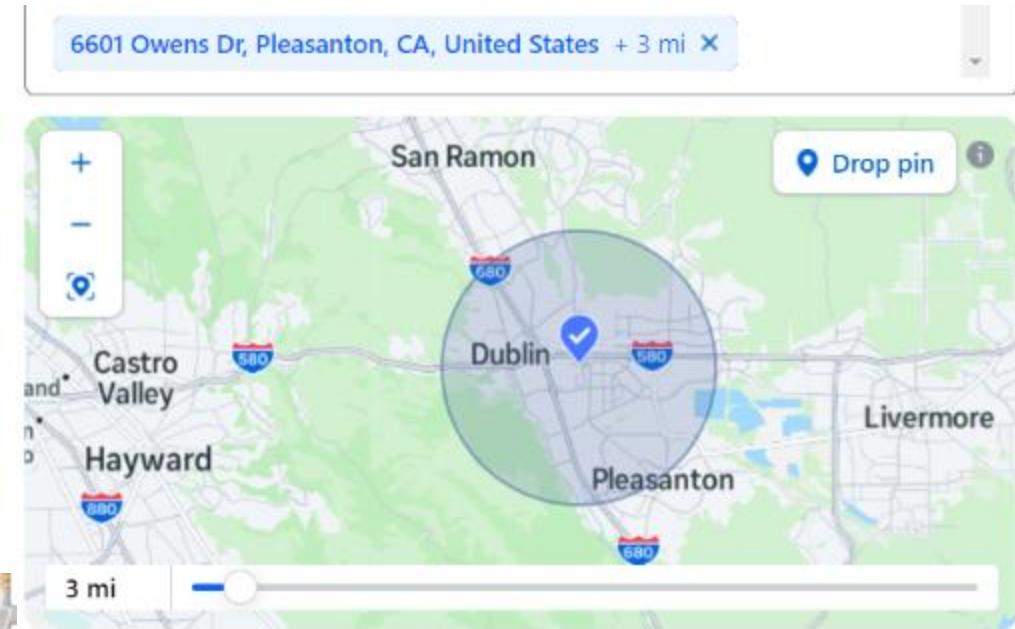
SCAN TO LEARN MORE

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GEOFENCING ON FACEBOOK (META)

What is Geofencing?

Geofencing is a way to make a targeted ad through social media or on the web. Here we will focus on Facebook or what is now known as Meta. This includes Instagram. The idea being you take an event and make an ad to be marketed with geographic borders and age demographics in the social media ad algorithm. (Examples being; Addresses, zip codes, age range, parents, interests, etc.)



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KEEPING FAMILIES IN SCOUTING

- Approve any online applications submitted
- Make sure families receive welcome email or call
- Review sign in info and follow up with families that didn't sign up
- Ensure packs onboard families at Pack Orientation
Inform Council Membership Team of Date/Time/Location
- Participate in Council Fall Activities
- Conduct a new youth popcorn kick off and new families are participating in the popcorn sale

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THE MAIN THINGS

- HAVE FUN & MAKE A GREAT FIRST IMPRESSION
 - Things to plan for
 - Recruit A New Member Coordinator
 - Attend Back to School Night(s)
 - Promote your Sign-Up Night(s)
 - An Orientation Meeting
 - Ensure new families know:
 - Next meeting info
 - Their leader's info
 - THEY ARE PART OF A PACK FAMILY!

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QUESTIONS & ANSWERS



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