



Fall Membership and Program Plan
Black Swamp 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 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 todays families and millennials, reduces data entry errors and penmanship, NO MORE MISSING SIGNATURES



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- All Northwest Ohio participating in September 6 (Black Swamp Area Council & Erie Shores Council)
- 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.

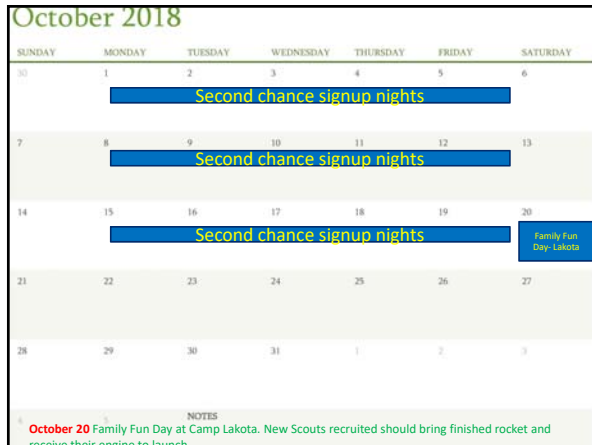
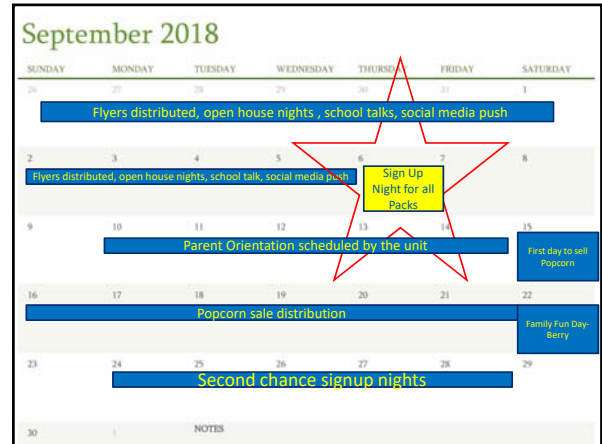
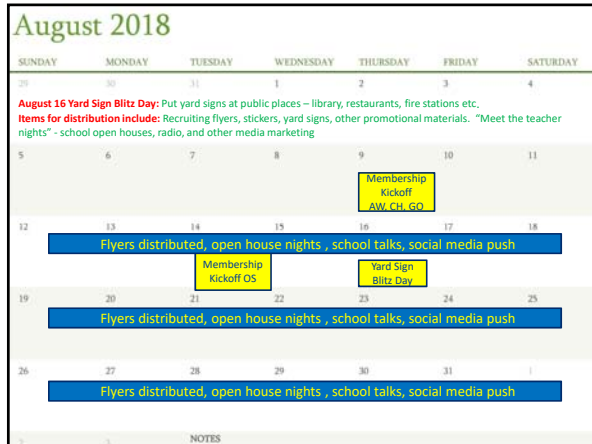


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Campaign Theme:

ROCKET INTO SCOUTING

Flyers will list registration as "\$2.75 per month" giving units flexibility to charge prorated 2018 amount or add in 2019 amount. *Online registration Beascout.org only charges prorated 2018 fee.*



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
- September 22 & October 20 new youth attend Family Fun Days to launch their rocket

Paid and completed application September 6

Receive

- Rocket
- September 22 & October 20 Family Fun Days
- Pack 2018-2019 calendar and district events
- Next week's parent orientation date
- Mini Boys Life Magazine

Going through the leaders guide