



BOY SCOUTS
OF AMERICA®
CASCADE PACIFIC COUNCIL

**Growth Summit
Welcome!**



Tonight's Goals

- Define growth for your pack
- Set a goal
- Prepare now for the fall
- What's new?
- Resources and materials
- Review timeline and deadlines
- Do's and Don'ts of sign up night







Set Your Pack Goal

- What is your market share?
 - Target age youth has doubled
- Access for marketing?
 - What can you do?
 - Going off assumptions
- Throw out history?



On Your Marks!





Before School Summer Break

- Contact the principal
- Get date on calendar
- Discuss communication plan
- What can pack do for school





Breakthrough Goal?





Marketing





Mom is digital...

78%

Have a social media profile – most often Facebook

65%

Learn of a product or service through social media

71%

Prefer mobile over desktop

66%

View social media as their TOP SOURCE of information

6.3 x

Average number of times Moms check Facebook per day

64%

Read online reviews before making a purchase

Her influence...

80%

Control household purchase decisions

92%

Pass along information about a company or product to others



5 hrs/43 mins

Average time spent per day with digital media



Facebook

150

One-Third

Sources:
2014/2015 Pew Research Center survey, Sept. 2014



Adopt a School

Partnership with schools

A connection with your school

One year commitment

One project a year

Volunteer ideas page

Yes, a patch!

Adoptaschool.scouting.org





New Member Coordinator

- Guide new members
- Share the benefits of Scouting
- Help coordinate recruitment





Elements of a Successful Sign up Night

- Warm welcome at the door
- Gathering activity for youth
- Room set up
- Clear & concise
 - What your pack does
 - How to get involved
 - Next meeting
 - Applications





Timeline

June

- Set your membership goal
- Find date for open house/back to school and schedule it
- Select Sign up night date (not Pack Meeting) for week of September 17th
- Reserve your location
- Conduct unit leadership inventories



Timeline

July

- Update Unit BeAScout pin
- Make a prospect list
- Send invites to all leads





Timeline

August

- Attend Roundtable to pick up membership kits
- Utilize social media
- Re-send invites to all leads
- Order flyers upon sign up n confirmation





Timeline

September:

- Hand out 1st set of flyers first day of school (if possible)
- Second set of flyers close to sign-up night
- Ensure posters are up prior to first day of school.
- Encourage Scouts to wear uniform the day of the sign up night



Selecting Quality Leaders

- Involve chartered organization into the process
- List and appraise all prospects
- Make an appointment
- Meet with the prospect
- Welcome the new leader
- Train the new leader
- Refer to *Selecting Quality Leaders for Cub Scout* for more detailed information



Resources

Pick up at August Roundtable

- Scout Me In T-Shirt
- Fall Membership Kit
- Posters/Flyers/Yard signs





Fall Membership Kit

Parent packet
Attendance Roster
Parent Guidebook
Bobcat Trail
Power of One Survey





Utilize the Parent Packet

Busy schedules, Busy lives, Busy with other commitments??

BUT ~ what if we all contributed to

THE POWER OF ONE?

If every person took the time to help with just ONE event, activity, or??.....
Imagine the benefit to our Scouting program?

With everyone doing a little, no one has to try and do it all.

Our Cub Scouts are worth it!

Would you ***PLEASE*** consider giving your precious time, ***just once??***

- I am interested in volunteering just once as checked below
 I am unable to volunteer at this time, but would like to help in the following manner by: _____

Name: _____ Relationship _____
 Scout: _____ Rank _____
 Phone # _____ Cell # _____ Work # _____
 E-mail _____
 Address _____

The best way to contact me is by: The best time of day to contact me is?
 Phone E-mail Mail AM PM

I AM AVAILABLE TO:

- | | |
|---|---|
| <input type="checkbox"/> Popcorn Fundraising | <input type="checkbox"/> Scouting for Food |
| <input type="checkbox"/> Pack Christmas Party | <input type="checkbox"/> Cub Resident Camp help |
| <input type="checkbox"/> Coordinate Trailblazer Sign-up | <input type="checkbox"/> Day Camp help |
| <input type="checkbox"/> Blue & Gold Banquet help | <input type="checkbox"/> Pack Graduation |
| <input type="checkbox"/> Unit FOS Coordinator | <input type="checkbox"/> Pack Advancement |
| <input type="checkbox"/> Pinewood Derby help | <input type="checkbox"/> Pinewood Derby ~ secure site |
| <input type="checkbox"/> Pack Finances | <input type="checkbox"/> On the Committee |
| <input type="checkbox"/> Holiday Party | <input type="checkbox"/> Other? _____ |
| <input type="checkbox"/> Chaperone/ Driver | <input type="checkbox"/> Other? _____ |

- Have parents fill out Power of One
- Great resource for Pack
- Include pack calendar



Key Elements of a Sign up night

- Pack Display
- Greet families
- Identify leadership (future)
- Avoid chaos
- Use the on line application or paper
- Get commitment that night



The Next Five Days

- Make appointment with principal for June
- Consult with your District Executive and Growth Chair
- Set pack goal and STRETCH
- Schedule to be at school open house
- Identify existing and needed leadership





Parent Recruitment

- Your child's #1 influence now is **YOU**.
- By the time he or she is 12 or 13 their #1 influence may be their peers and the media.
- Drive home parent involvement with a skit



Thank you for attending!

Questions?



SCOUT



ME IN™