



2022 Council Membership Helps Sessions



BOY SCOUTS OF AMERICA®

Prepared. For Life.™



Tonights Agenda

- Welcome
 - Michael.oconnor@scouting.org
- Fall Overview
 - Changes and Updates
 - Styles of Recruitment
 - Open House Tips
- Open Sharing
- Close





What We Know

- **School access is in great shape for 95%+ of our South Dakota schools**
- **Schools in MN and IA >> guidelines continue to vary widely with regards to visits. Relationships are key.**
- **If you hear about any issues in your school district, please let your executive know right away so they can follow up and plan accordingly.**





What We Know

- A National Membership Fee Increase and change took affect August 1st.
- Youth Membership Registration is now \$75 per year (prorated by month).
- Adult Membership Registration is unchanged at \$45 per year (prorated by month).
- Scout Life Magazine is now \$15 per year and is optional.





What We Know

- **New youth joining still will pay a one time \$25 joining fee.**
 - This is NOT prorated.
 - Adults do NOT have to pay this.
 - If a youth joins in 1st grade, drops and joins in 5th grade, they will not have to pay again.
 - Cost for new youth to join in September is \$56.25 through January 2023 and this will be printed on all recruitment fliers, even the one's recruiting at the end of August.
- **Remember, these are National Registration Fees. The Sioux Council doesn't keep a penny of these fees.**
- **There is a document on the Membership Resource page of the council website that lists out this information as well.**





What We Know

- **If the fee seems like a lot to some people, here are some tips:**
 - Don't make them buy a uniform right away. There is nothing wrong with holding off for a few months to purchase a uniform.
 - Consider incorporating what is called a Class B. An example of this would be a Pack or Troop tee shirt.
 - Explain to parents that popcorn sales is a great way to help scouts earn their way. Some units pay for all or a part of the registration fees.
 - Don't charge outrageous unit dues, review your units budgeting process. If a unit charges dues, look at splitting them up over a quarterly time frame.
- **Remember, these are National Registration Fees. The Sioux Council doesn't keep a penny of these fees.**





School Night for Scouting at a Glance

- **Cub Scout recruitment nights are August 25th, Sept 13th and Sept 19th.**
 - There may be a few anomalies that this doesn't work. For example, one school district only puts out fliers once a month to students. This is out of our control.
- **This is the 8th year we have been conducting council coordinated recruitment dates.**
- **Council coordinated recruitment dates allow us to manage flier printing and distribution to schools.**
- **Review Process**





School Night for Scouting at a Glance

- sioux council.org/join-cub-scouts ****examples****

Join Cub Scouts

Join Cub Scouts

Thank you for your interest in joining Cub Scouts. Following is a listing of dates and locations throughout our 61-county service area that your child can join the adventure. All you have to do is locate the town you are from, what school your child attends and where the sign up will be taking place. Note that all recruitments take place at 6:30pm.

If your town isn't listed, please check back or contact us at (605) 361-2697 or via email at sioux.council@scouting.org

If you and your child are unable to attend the sign-up night listed below or don't want to wait for the sign-up night, please click on the appropriate "Join Now URL" and register for Cub Scouts online.

August 26th @ 6:30pm

City	School Attending	Sign Up Location	Join Now URL
Baltic, SD	Baltic Elementary		https://my.bsa.us/733paa0057mb
Big Stone, SD	Big Stone City School		https://my.bsa.us/733paa0038mb
Clark, SD	Clark Elementary		https://my.bsa.us/733paa0023mb
Clear Lake, SD	Deuel-Clear Lake Elementary		https://my.bsa.us/733paa0019mb
Ft. Pierre	Parkview Elementary School		https://my.bsa.us/733paa0391mb
Harford, SD	Hartford Elementary		https://my.bsa.us/733pab0008mb
Henry, SD	Henry Elementary		https://my.bsa.us/733paa0023mb
Humboldt, SD	Humboldt Elementary		https://my.bsa.us/733pab0008mb





School Night for Scouting at a Glance

- It gives us the ability and greater flexibility to arrange scout talks in classrooms when and where they are allowed.
- Allows professional staff to manage the traveling of large geographic areas to physically get to locations.
- Makes it much easier to coordinate volunteer help.
- Allows us to work with an advertising agency to conduct digital advertising on websites, apps, YouTube and Facebook.
 - Having set dates in communities is extremely important when there are multiple units in the same community.





School Night for Scouting at a Glance

- All Pack and Troop BeAScout pins should be active which allows families to sign up electronically.
- When a unit gets a lead or an application, the unit should receive an email. Units have only a few days to respond to them.
- All digital advertising will point to a specific page on the Council Website which will show the community, school affiliation, recruitment location, 6:30 sign up time and the URL to join each specific pack through BeAScout.





School Night for Scouting at a Glance

- **All Recruitment Fliers will have date, 6:30pm time, \$56.25 cost to join (this fee includes the onetime joining fee), sign up location, unit contact and QR code that will link to every units specific BeAScout pin.**
 - Only exception to this will be if there are multiple units in a community that all draw from the same school. It will then have the QR code to the sign-up landing page on the website.
- **Packs selected one of three recruitment methods.**
 - Parent Recruitment Method.
 - Fun Activity Recruitment Method.
 - Come and Go Recruitment Method.
 - Every pack would have been visited with in April – June about their date and selected their recruitment method during this visit.





Recruitment Methods

- **Parent AND Scout Recruitment**
- **Fun Activity Event**
- **Come & Go Style**





Recruitment Outline

- **Work with the district team to ensure all promotional items – flyers- posters – yard signs etc. are out early and often**
- **Prepare your materials for your sign-up night**
- **Review your outline and plan**
- **Have plenty of help: all parents can be of help— they don't have to be registered leaders to help at things like this. **this is a wonderful way to get fringe parents helping and take some pressure off****





Recruitment Outline

- Arrive early to set up signs to the room/location, set up the room with table tents, displays and information packets.
- As families come to the recruitment, have them sit at their age-appropriate table, have them start filling out the application(s) and sign in on the attendance sheet.
- Use the start of the meeting to teach the Scout Oath, Law, Salute and Handshake. This starts to teach youth the Bobcat.
 - Remember, Lions don't earn the Bobcat.





Recruitment Outline

- **Break the scouts out with volunteers and Scouts BSA youth for focused activity**
- **Review the Parent Guide and provide parents with a copy of your unit calendar.**
- **When the youth and parents are separated use this time to recruit adult leadership**
 - Use the 100 Point Form.
 - Use the Ruler Method or Stand-up Method.
 - Both the Ruler Method and Stand-up Method videos are on the council website under **Membership Resources**.
- **Troops can use the exact same methods to recruit parents into their Troop leadership.**
 - Troops can also help Packs recruit their leadership.





Recruitment Outline

- **Don't forget to have everyone sign in on the attendance sheet.**
- **Collect all applications and fees that night.**
 - Families should make their check out to the Pack.
- **If a family needs to think about it, do not let the application leave. You should still collect it.**
- **Communicate with your executive and membership team how things went.**
- **Use the turn in packet to turn in applications and one check from your unit for registration fees.**





Recruitment Outline

- **New youth who join your Pack should earn their Bobcat within 30 days of joining.**
- **New youth don't have to have everything memorized to earn the Bobcat. Remember, some first graders can't remember their address or how to spell their last name.**
- **Provide your executive or membership chair your October Pack Meeting Date so fliers can be put into the school a second time to invite new families to your unit.**
 - Second opportunities are very important. Some families can't make the first sign up because of a conflict.
 - Some fall sports programs are starting to wrap up so it's easier for the family to get involved.





Recruitment Method Differences

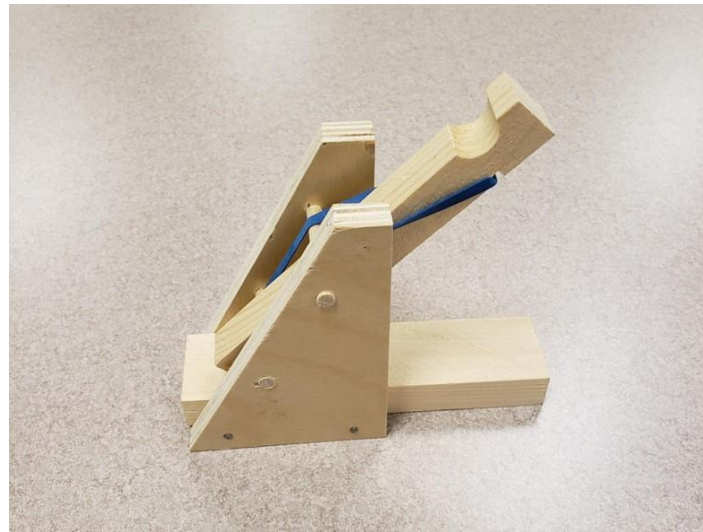
- **Parent & Scout Recruitment:** your focus is not just on the kids but sharing the units needs **HELP**. Stress the 100 points form for **EVERY** family... units may even have required expectations based on that form. Work hard to share the needs and **FUN** at the same time.
- **Fun Activity:** focus is not just on paperwork but the activity. Whether that is the catapults or some other activity the unit has planned
- **Come and Go:** this method is basically a 'Drive Through Window' type process and has the least results... Not recommended unless absolutely necessary.





SPECIAL YOUTH INCENTIVE

- Interested packs will be provided a set of project kits for every NEW youth that attends their signup night to build a wooden catapult.
 - Unit only needs to provide hammers and adult help for the kids to build their projects.
 - **These are only for new potential Scouts... not current scouts





Unit Pinewood Derby Incentive

We are continuing the Pinewood Derby
incentive in 2022

1. **Actively participate* in *one of the three Sioux Council-supported school recruitment nights in August or September*, as described in the recruitment guide.**
2. **Invite potential youth to your *October pack meeting***
3. **Have unit membership growth on October 31, 2022 over December 31, 2021 (all new youth will need to be registered on your roster to count.)**





Growing Scout Troops

- **In the Sioux Council and Nationally, there are more Scout BSA Troops than Cub Scout Packs!**
- **Troops need more Packs and Stronger Packs.**
- **Troops need Cub Scouts. The percent of Scouts BSA youth that were in Cub Scouts is 98%.**
- **The BEST way to recruit Scouts BSA youth is through Webelos Transition.**
- **The 2nd best way is for Scouts BSA youth to bring a friend.**





Webelos Crossover

- **Webelos to Scout Transition is not a process of the Troop waiting for 5th graders to crossover.**
- **Webelos to Scout Transition is about an ongoing partnership and relationship between Packs and Troops.**
- **It's about communication between Den Leaders and Troop Leaders**
- **It's about helping families know that Scouts BSA is not more Cub Scouting.**
- **By the end of the Webelos 4th grade (May), they should already be aligned and talking to Troops.**





Webelos Crossover

- If Troops don't have a partner Pack, they need to look for one. They need to help their Pack deliver programming or the Troop will no longer exist.
- If there is a Troop in a community and no Pack, help us start a Pack or your Troop will fade away.
- What if there isn't a Troop for 5th grade boys or girls to go into? There are people who would be willing to help them start a Troop too.





Additional Resources



Welcome to

RECRUITMENT

- [Scouting.org/recruitment](https://www.scouting.org/recruitment)



BOY SCOUTS OF AMERICA®

Prepared. For Life.™

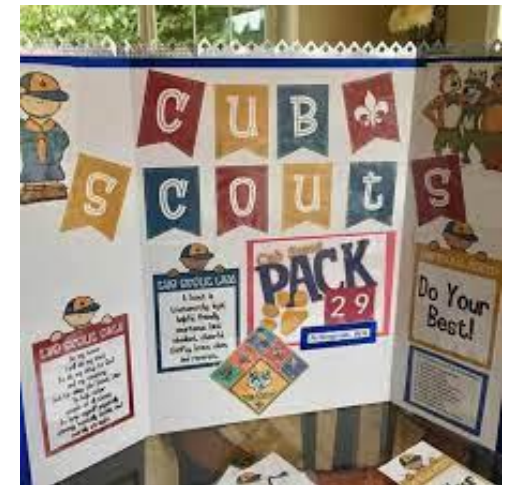
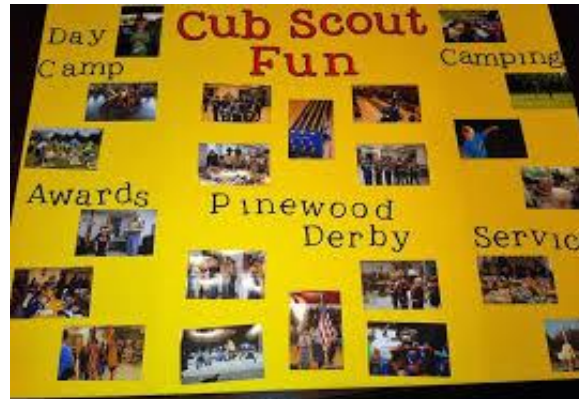


OPEN HOUSE DISPLAYS





OPEN HOUSE DISPLAYS





OPEN HOUSE TIPS & TRICKS

- **Everything should be vibrant and colorful and easily transportable**
A Tri-fold display can be very handy
- **Unit Number Boldly Listed**
- **Plenty of pictures of your Scouts in action from all throughout the past year**
Some units like to also have a video montage running on a laptop over and over of all their pictures from the past year
- **Examples of craft projects boys have done on the table: Derby Cars, toolboxes, bird houses, etc.**
- **Have a 'give away' item: stickers, pencils, candy, scout tattoos.... Whatever works for your pack & school**





OPEN HOUSE TIPS & TRICKS

- Plenty of copies of your packs calendar for **AT LEAST** the next 90 days; preferably the entire school year. Include primary unit leader contact information on the copies as well
- Sign-In Sheet for parents... you want to capture name, cell phone, and email contact to do follow ups to the families
- Fun Day & Event Flyers for council/district events coming up
- ****possibly the most important item****: parent volunteers to man the table that are **HIGH ENERGY** and not afraid to talk to parents and kids walking by in the halls.... This is **CRITICAL!!!**





**THANK YOU FOR LISTENING
TO US..**

NOW SHARE YOUR IDEAS 😊

Michael.oconnor@scouting.org



BOY SCOUTS OF AMERICA®

Prepared. For Life.™