



BOY SCOUTS OF AMERICA
NATIONAL CAPITAL AREA COUNCIL

2024 NCAC Membership Outline & Playbook



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Welcome!

Thank you for helping lead the National Capital Area Council, Boy Scouts of America to grow our membership base and support our communities.

Together, we will find ways to provide a positive Scouting experience to tens of thousands of families across Southern Maryland, Northern Virginia and the District of Columbia.

This guide will help you make a compelling case for potential families to join a local Scouting program and enjoy all the benefits Scouting can provide their child through these critical developmental years.

Remember: your knowledge, enthusiasm, and commitment to Scouting is important when supporting membership development. You are recruiting families that will positively affect our communities for years to come.

Thank you again!

Mimi Braniff, Vice President of Membership
Keenan Pallone, Staff Advisor of Membership
National Capital Area Council, BSA

5 Sources of Membership

1. Growth from new / lapsed unit cultivation (Supported by the District Membership Committee and Executive Staff)

2. Growth from additional youth enrollments in currently chartered units (Supported by the District Membership Committee and Unit Leadership)

3. Growth from program transition: Cub Scouting to Scouts BSA, and Scouts BSA to Venturing & Sea Scouts BSA (Supported by the District Membership Committee and Unit Leadership)

4. Growth from keeping units active and chartered through the implementation of strong programs (Supported by members of the District Commissioner Staff)

5. Growth from increasing tenure/more youth reregistered at unit charter renewal (Supported by members of the Commissioner Staff)

Membership Cycle

January / February

- Review the previous year's membership recruitment campaign and identify District-specific successes & shortfalls
- Identify "At-Risk" Units through the help of the Commissioner Staff and allocate applicable resources to support their membership recruitment campaign(s)

February / March

- Webelos to Scout Transitions begin taking place- Ensure each Pack & Troop knows their responsibilities and have the resources needed to ensure a successful transition
- Schedule Spring joining events to welcome back lost families from renewals or add new families
- Reach out to all youth who have dropped off rosters from the fall and invite to summer programs -> Especially Cub Scout Day Camps

March / April

- Webelos to Scout Transitions continue and wrap-up
- Schedule & conduct spring in-school talks and school night / join Scouting recruitments
- Schedule meetings with local & regional libraries, community centers, and recreational centers to support information & flier distributions
- Review community calendars for public events that are youth facing and allow recruitment booths / fun activities

April / May

- Schedule & conduct spring in-school talks and school night / join Scouting recruitments
- Conduct spring recruitment membership inventories to ensure all participating youth are properly registered in preparation for summer camp
- Check local school calendars for fall open houses and back to school nights.
- Work with Unit Key-3 Leadership Teams to set JSN dates.

June / July

- Meet with Elementary School principals to discuss fall promotional plans and what is acceptable according to School District policy and building permissions - Then request approval for applicable resources
- Secure locations for billboards, banners, yard signs, and other promotional materials
- Work with Unit Key-3 Leadership Teams to set JSN dates.
- Update unit pins on BeAScout.org supported by the Commissioner Staff & District Membership Committee

Membership Cycle

August / September

- *Schedule & conduct District fall recruitment kickoffs & trainings*
- *Schedule meetings with local & regional libraries, community centers, and recreational centers to support information & flier distributions*
- *Review community calendars for public events that are youth facing and allow recruitment booths / fun activities*
- *Post banners, yard signs, and marketing throughout your communities*
- *Conduct in-school talks, attend school open houses, conduct sign up events, and schedule follow-up joining events*

September / October / November

- *Continue to post banners, yard signs, and marketing throughout your communities*
- *Conduct in-school talks, attend school open houses, conduct sign up events, and schedule follow-up joining events*
- *Conduct membership inventories to ensure all members are registered*

November / December

- *Conduct sign up events and schedule follow-up joining events*
- *Watch Application/Invitation manager for new applications and leads weekly*
- *Ensure that all new leaders receive appropriate training, including youth protection training, and recognize them at the next roundtable*
- ***Celebrate achieving overall Membership growth!***
- *Schedule Recruitment Review planning meeting for the following year in January / February*

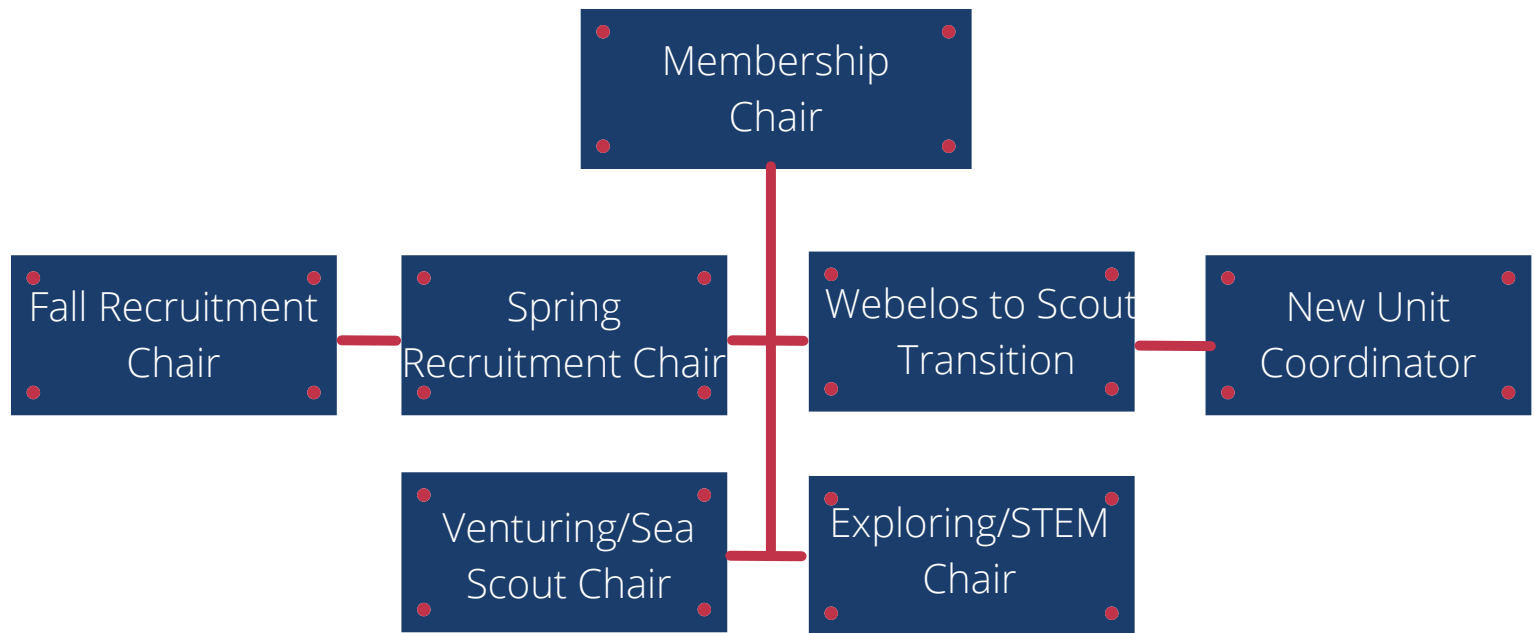
Monthly Recurring

- *Conduct New Unit Cultivation and Prospecting process.*
- *Review progress towards overall growth with the Membership Committee*
- *Conduct Chartered Organization visits with the COR / Executive Officer*

Weekly Recurring

- *Review My.Scouting Application and Invitation Manager*
- *Conduct Unit check-ins focused around retention, recruitment, and marketing / advertisements*

Organizational Chart



Functions of the Membership Committee

- 1. Gather information- analyze diversity, gaps in support, and retention opportunities*
- 2. Cultivate Relationships with new and existing Chartered Partners*
- 3. Organize New Units*
- 4. Help new families join existing units*

Responsibilities

District Membership Chair

Description: Provides leadership to the Membership Committee to consistently grow youth and Volunteer involvement within the District by recruiting members and forming new Units across all programs areas: Cub Scouts, Boy Scouts, Venturing, and Exploring where applicable.

Goal: To meet the District's membership goals; improve youth retention rate and membership; organize new Units; have one pack school

Primary Responsibilities:

- Serves as a member of the NCAC Membership Cabinet
- Serves as a member of the District Committee.
- Recruits (in consultation with the District Chair), provides staff development and leads top volunteers to serve on the Membership Committee. Works to ensure that all positions are filled with capable, dedicated volunteers
- Keeps the District Chair, District Commissioner and District Executive regularly informed of progress towards goals.
- Helps coach Units that have shown no growth in members during the past 6 months.
- Organizes new units
- Recruits and train organizers for new Units and those needing reorganization.
- Develops a detailed calendar for the organization of new Units, using the 12-step plan for Unit organization
- Helps youth join existing Units.
- Conducts Fall/Spring Recruiting campaigns and Webelos to Scouting activities (with Program Chair).
- Plans, coordinates and implements a yearlong membership recruitment and retention plan which follows the Council Membership Plan to
- organize new Units & help new members join existing Units.
- Promotes Scouting to the community.

Responsibilities

District Fall Recruitment Chair

Description: To coordinate Fall Recruiting opportunities

Goal: To meet the District's Fall Recruiting membership goals; to increase the number of youth who join Scouting during the Fall Recruiting campaign.

Primary Responsibilities:

- Serves as a member of the District Committee.
- Keep District Membership Chair and District Executive regularly informed of progress towards goals.
- Promotes Fall Recruiting efforts at Roundtable, District functions, Unit meetings, District/Unit websites, District email blasts, etc.
- Conducts the District Fall Recruiting Kickoff and trains Unit leadership in how to conduct an effective rally.
- Contacts all packs leadership to invite them to the Fall Recruiting Kickoff meeting and determine when and where their Fall Recruiting night will be held and how many flyers are needed for their schools by the end of summer.
- Submit this information to the District Executive so flyers can be printed and distributed at the Fall Recruiting Kickoff meeting.
- Follows up with Units on the success of recruitment drive efforts and encourages a second joining opportunity for each Unit and location.
- Organizes application turn-ins locations on the evenings of each rally night.
- Ensures that Fall Recruiting flyers are distributed to every school.
- Develops a plan to help the District move towards the Council's goal of "at least one pack per school."
- Works to enhance the publicity of the Fall Recruiting campaign in the community.

Responsibilities

District Spring Recruiting Chair

Description: To coordinate Pack Spring Recruiting opportunities

Goal: To meet the District's Spring Recruiting membership goals; to increase the number of youth who join Scouting during the Spring Recruiting campaign.

Primary Responsibilities:

- Serves as a member of the District Committee.
- Host the Spring Recruiting Kickoff meeting
- Keeps the District Membership Chair and District Executive regularly informed of progress towards goals.
- Promotes Spring Recruiting efforts at Roundtable, District functions, Unit meetings, District/Unit websites, District email blasts, etc.
- Schedules and organizes a Spring Recruiting event(s) within the District geared towards recruiting new Scouts
- Follows up with Units for application turn-in and the success of recruitment drive efforts
- Works with the District Membership Chair and District Executive in setting Spring recruitment goals.
- Works to enhance the publicity of the Spring Recruiting campaign in the community through flyer distribution, boy talks, community advertisement, etc.

Responsibilities

District Webelos-to-Scout Transition Chair

Description: To facilitate the smooth transition of scouts from Cub Scouts to Scouts BSA

Goal: To increase the number of Webelos who join Scouts BSA and make sure every Webelos Scout is given an opportunity to join a troop; work toward 100% Webelos transition

Primary Responsibilities:

- Serves as a member of the District Committee
- Keeps the District Membership Chair regularly informed of progress towards goals.
- Promotes Webelos to Scout Transition at Roundtable, District functions, Unit meetings, District/Unit websites, District email blasts, etc.
- Coaches Cubmasters and Webelos Den Leaders about the Webelos to Scout transition process at roundtables, training courses, and through personal contact.
- Conducts a semiannual survey of all Troops (e.g., Troop number, meeting location/day/time, SM/CC contact information, website, number of Scouts, typical camping weekend) and disseminates that information to the Webelos leaders and Webelos parents
- Obtains a list of all Webelos and Webelos leaders from the District Executive and disseminates that information to Scoutmasters in December or January.
- Identifies Arrow of Light Scouts that have not bridged over to Boy Scouts by April and organizes a call-down of all these Scouts inviting them to join Boy Scouts.
- Coordinates and ensures a District Webelos-to-Scout Crossover is conducted as needed within the District.

Responsibilities

District New Unit Chair

Description: To work with the District Executive to identify new Unit possibilities and help coordinate formation of new ones.

Goal: To meet the District's "new Unit" goals

Primary Responsibilities:

- Serves as a member of the District Committee
- Attends the following meetings:
- Monthly District Committee meetings (or submits a written report on the progress towards goals as well as anticipated challenges and needs to the District Membership Chair prior to each meeting).
- Keeps the District Membership Chair, District Commissioner and District Executive regularly informed of progress towards goals.
- Works with the commissioner staff to ensure that each new Unit is regularly contacted and coached during their first charter year.
- Works with the District Executive to maintain an active listing of prospective chartered organizations within the District.
- Identifies key volunteer relationships with prospective chartered organization.
- Recognizes all New Unit Organizers with the William D. Boyce Award.
- Supports local and national Scouting policy.

Responsibilities

District Venturing / Sea Scout Chair

Description: To grow the Venturing and Sea Scout programs within the District by promoting it in the Community, Schools, Churches, service organizations, and other civic minded organizations

Primary Responsibilities:

- Serves as a member of the District Committee
- Keeps the District Membership Chair regularly informed of progress towards goals as well as anticipated challenges and needs.
- Promotes Venturing at Roundtable, District functions, Unit meetings, District/Unit websites, District email blasts, etc.
- Works with the District Program Chair to determine the District-level programming needs of Venturing crews and ensures the needs of those Units are met through the annual District Program Calendar.
- Works to schedule and support a Venturing Open House to be conducted by each Crew and Ship in the District during September's Recruiting season.
- Encourages each crew and ship to incorporate peer recruitment efforts into existing crew/ship program activities.
- Serves as a member of the Council Venturing Committee and acts as the liaison between the District and Council's Venturing leadership.

Responsibilities

District Exploring / STEM Chair

Description: Grows Exploring awareness and membership within the District by promoting the program in the community business and civic organizations

Primary Responsibilities:

- Serves as a member of the District Committee
- Serves as a member of the NCAC Workforce Development Committee
- Keeps the District Membership Chair regularly informed of progress towards goals.
- Promotes Exploring at Roundtable, District functions, Unit meetings, District/Unit websites, District email blasts, etc.
- Acts as the liaison between the District and local sponsoring organizations in regards to Exploring.
- Promotes the Exploring program to local businesses and organizations in the community.
- Works with local school District(s) to have Student Interest Survey (or substitute) completed by all students at least once a year (although twice is preferable).
- Sets up and assists Exploring open houses for new Exploring posts.
- Encourages each post to incorporate peer recruitment efforts into existing post program activities.
- Makes certain that all posts have an open house annually
- Promotes STEM Lab information nights
- Promotes STEM activities in NCAC

Playbook:

Principal Visits

Take advantage of your access to social media, social networks, and the internet. Take the time to better understand your school districts and their leadership, including superintendents, board members, and principals. Prepare a “School Night Fact Sheet” showcasing Scouting’s benefits, the purpose of the school night, Scouting highlights, and expectations. As part of the expectations, include Scout Talks (emphasize it will take approx. 5 mins), promotional materials, and highlight how posters should be placed in high-traffic areas.

Before conducting a principal visit, always consult the school's website prior to because it is common for principals to change from year to year. Calling ahead to schedule an appointment and speaking with an administrative assistant can help to confirm this, so you know ahead of time who you’ll be speaking with.

When meeting with principals, never assume they know the process. You are the expert! Guide them throughout the process to ensure that you both get the most out of it. Don’t forget to highlight the benefits to the school and share with them any impactful stories to kick off the meeting.

Keep the meeting short and to the point, share with them information on the local unit(s), and highlight any past service projects, especially those that benefitted local schools. If possible, have a letter of support from the superintendent and the School Night Fact Sheet. Once you explain the process, find out if there is a possibility to promote the Scouting night on their website, Facebook page, marquee sign(s), parents school text message system, and any other methods of communication available. Don’t forget to recap at the end of the meeting to ensure you are both on the same page.

Best Practices:

- It is recommended to set up appointments before the summer and conduct visits during the summer when principals have more time and fewer distractions.
- It would be ideal to create a principal development event to capture the interest of as many principals as possible. Host a breakfast / lunch for the principals and report your successes of the prior year.
- Build rapport with the gatekeepers (administrative assistants) and principals. Bring them items like popcorn, promotional items, etc. It is important to have a good working relationship with the office staff because they will be the ones to ensure your fliers are distributed and posters hung up in the fall. They also control access to the principal.

Playbook:

Scout Talks

What is a Scout Talk:

- When a member of your unit or District Executive goes into a school or other location and gives a short presentation about Cub Scouts or Scouts BSA and invites the youth to join the program.

The Goal:

- Motivate the youth to bring home an invitation (flyer) to attend an upcoming Join Scout Night with their family.

Will the School Allow a Scout Talk?

- That is up to the Principal and School District. Check with the school now about their in-school presentation policy so you can plan as it will be too hectic to ask in September. Here are a couple of ways the school might allow you to present your “talk”:
 - During an assembly – This may include only students of a particular grade or even the whole student body. See if your current members can wear their uniforms or unit t-shirts the day of the assembly
 - Classroom presentations – You visit each classroom and give a 3-6 minute talk, hand out invitations inviting the students to attend your Join Scout Night. You may not be able to get to all classrooms so target incoming Lions (K), Tigers (1st grade), and Wolves (2nd grade).

How do you do the presentation?

- Everyone has their own style, but if you show high energy and enthusiasm you will do great! (Don't forget to wear your uniform)
 - Introduce yourself and what Scouting is (mention if you meet at their school).
 - The Key points are: Talk about all the fun of being a Cub Scout, fun Pack activities like Sleepovers at the Battleship/Zoo, pinewood derby races, fishing, camping, summer camp, etc.
 - Bring good show-and-tell items: Backpack, derby cars, fishing pole, etc. (no knives, BB guns or archery equipment)
 - Give them the flyer – And tell them this is an invitation for them and their parents to come and sign-up for Cub Scouts!
 - Give them the date and time, but make it a game and ask them to repeat after you: “What Time?” “Where?” “Who’s invited?”
 - Tell them that it is OK if they can't make it that night – additional information is available on the reverse side for their parents to get them involved.
 - Thank the teacher/school publicly for letting you give the presentation and tell the students you can't wait to see them on recruitment night!

Playbook:

Library Partnerships

The Goal:

- Partner with local and regional libraries to distribute BeAScout.org fliers, build relationships to allow Unit-level access for meetings, and use their facilities at potential Join Scouting locations.

Objectives:

- Visit local and regional libraries once a month to replenish and distribute fliers
- Work with the Chief Librarian or Facility Manager to build rapport and develop a mutually beneficial relationship to support Scouting's growth while providing service back to the local community
- Coordinate with Unit & District leaders to secure potential Join Scouting Night dates and times
- Gain ability to post yard signs and other public-facing marketing assets on their property

Timeline:

- Monthly:
 - Visit all applicable libraries the 1st week of every month to drop off fliers and peer-to-peer cards
- Semi-Annually:
 - Schedule potential JSN dates for the Spring and Fall recruitment seasons in coordination with District and Unit leaders.
- Annually:
 - Schedule meeting with the Chief Librarian or Facility Manager annually to review Scouting's impact in the local area and garner support for future events and activities.

Playbook:

District-Specific JSN Seminars

The Goal:

- Provide district-specific information, best practices, and Council resources to Unit Leaders regarding membership recruitment and growth campaigns.

Objectives:

- Update Unit Leaders on successful best practices focused around Join Scouting Nights
- Provide information and resources regarding correct language, fees, and applicable events / timelines
- Distribute Council resources effectively and efficiently to provide maximum support
- Build momentum towards membership growth

Timeline:

- Conduct at least one District JSN Seminar in the Spring focused around Spring Recruitment, community events, and Summer activities
 - Ensure ALL Unit Leaders and Commissioners are invited
- Conduct at least one District JSN Seminar in the Fall focused around Fall Recruitment, Back to School Nights, and community events
 - Ensure ALL Unit Leaders and Commissioners are invited

Playbook:

My.Scouting Roster & BeAScout Pin Verification

The Goal:

- Identify youth who are currently participating in our Scouting Programs who are not registered in the Boy Scouts of America.
- Ensure Unit Pins have the most up-to-date information so families have an easier time making the decision to join Scouting.

Objectives:

- Guide & mentor Unit Key-3 leadership teams through the roster verification process.
- Guide & mentor Unit Key-3 leadership teams through the process of updating their BeAScout Pin information.
- Ensure all actively participating youth who are not registered get registered as quickly and efficiently as possible.
- Foster mutual beneficial relationships between the District Leadership Team and Unit Leadership Teams.

Timeline:

- Quarterly review with Unit Key-3 Leadership Teams
 - Email the Unit's roster once a quarter to the Unit Key-3 (March, June, September, December).
 - Follow-up with an in-person / virtual / phone conversation regarding the status of unregistered youth.
- Semi-Annually review with Unit Key-3 Leadership Teams
 - Meet with Unit Key-3 leadership teams to review the current status of their BeAScout Pins (February / March & July / August)

Playbook:

New Unit Creation

The Goal:

- Start and sustain new Units to foster membership growth across our Scouting Programs and grow the total number of Units served in our Council.

Objectives:

- Identify potential Chartered Organizations who can charter Scouting Unit(s).
- Work through the District's Membership Committee, Commissioner Corps., and local Community to identify local volunteers and families interested in joining.
- Start and sustain new Units to increase opportunities for families to join Scouting.

Timeline:

- Monthly:
 - Review and rank prospective Chartered Organizations / New Units
 - Conduct New Unit Sales Calls / Visits
- Quarterly:
 - Identify new prospective Chartered Organizations
 - Review progress on new prospective Units
- Annually:
 - Develop a District-wide plan & approach to identifying potential Chartered Organizations
 - Identify current Chartered Organizations that have the capacity to charter additional Scouting Units.

Playbook:

Join Scouting Nights

The Goal:

- Invite all applicable families to sign up and participate in our local Scouting Programs.

Objectives:

- Schedule Join Scouting Nights through collaborative partnerships with our Chartered Organizations, District Membership Committees, and Unit Key-3 Leadership Teams.
- Ensure every applicable Unit conducts at least 1 successful Join Scouting Night
- Support each Join Scouting Night through:
 - Providing District-level JSN how-to seminars
 - Advertisements through Facebook geofence ads
 - Physical and electronic flyer distribution
 - Participating and assisting in the joining event itself

Timeline:

- Spring & Fall (See the timeline earlier in this packet for reference and specific dates.)

Playbook:

Follow-up Join Scouting Nights

Step 1: Understanding Challenges from the Event

We need to figure out what areas can be improved from the first event in order to have a more successful follow-up event. There can be numerous reasons why a Join Scouting Night (JSN) did not go according to plan, so we need to review everything we can. Maybe it was the weather, or another event was scheduled, or the flyers didn't have enough information, or something else about the event didn't convince attendees to join. Determine where we could have made improvements, and share this information to the membership committee and/or other units so adjustments can be made for future events.

Step 2: Volunteer Buy-in

Now that we've discovered areas for improvement, we'll need to get the volunteers' buy-in again for a follow-up JSN. When working with our volunteers, we need to make sure they feel supported and that we are in this together. Start by having a conversation with the unit leadership and focus on what we as unit serving executives can do to better assist them. Yes, this may mean some longer days and more time in our vehicles, but it'll pay off in the long run. After all, we are volunteer run and professionally guided. If our units feel supported (and are supported), we will be successful!

Step 3: Planning the Event

Okay, so we have an understanding of how to make improvements, and we have our volunteer buy-in, now we need to plan the follow-up JSN event. Work with the unit's leadership to schedule a date and time and inform them that either you (preferred) or someone from the district will be present to lend assistance and collect any completed applications at the end of the event.

Step 4: The Event

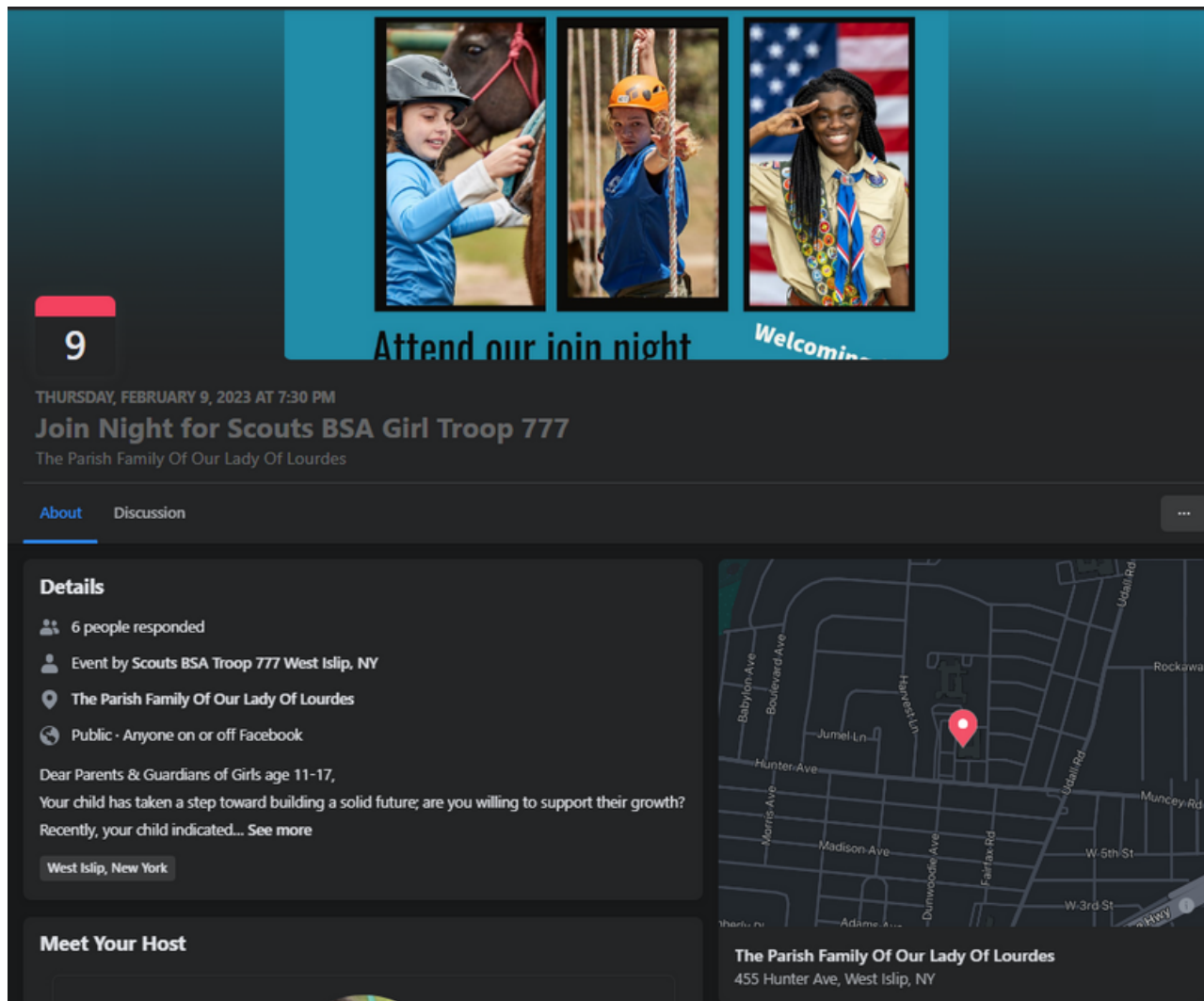
We should make it a priority to attend every JSN, if possible, but this is especially true for rescheduled or follow-up JSNs. If we cannot attend, we should make sure someone who is knowledgeable about Scouting and membership is able to attend to lend assistance. When attending the JSN, bring additional membership items such as blank applications, flyers, promotional items, etc. in case supplies run low at the event. Most importantly, make sure to put on a smile and have fun!

Social Media Impacts

Social Media has become a powerhouse opportunity for Scouting programs to market themselves to a wide range of families in their communities.

You can find the NCAC Social Media toolkit at www.ncacbsa.org/marketing

NCAC will continue to offer paid geofenced opportunities for units to be able to promote their JSN or popup events in their communities. Geofence marketing is an example of a real-time location-based marketing tactic that uses geolocation data to target potential Scouting families within an established geographic area and delivers content based on where they are or in what locations they have previously visited. We can set the marketing boundary a 2 or 5 mile radius from your location event or the school you recruit from.



The image shows a Facebook event page for "Join Night for Scouts BSA Girl Troop 777". At the top, there are three photos: a girl in a blue shirt and helmet with a horse, a girl in a blue shirt and orange helmet climbing a rope, and a girl in a yellow Scout uniform saluting. Below the photos, the event title "Join Night for Scouts BSA Girl Troop 777" is displayed, along with the date and time "THURSDAY, FEBRUARY 9, 2023 AT 7:30 PM" and the host "The Parish Family Of Our Lady Of Lourdes". The page includes tabs for "About" and "Discussion". The "Details" section shows that 6 people responded, the event is by Scouts BSA Troop 777 in West Islip, NY, and is public. A map shows the location at 455 Hunter Ave, West Islip, NY. The "Meet Your Host" section is partially visible at the bottom.

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Attend our join night

Welcome

THURSDAY, FEBRUARY 9, 2023 AT 7:30 PM

Join Night for Scouts BSA Girl Troop 777

The Parish Family Of Our Lady Of Lourdes

About Discussion

Details

6 people responded

Event by Scouts BSA Troop 777 West Islip, NY

The Parish Family Of Our Lady Of Lourdes

Public · Anyone on or off Facebook

Dear Parents & Guardians of Girls age 11-17,
Your child has taken a step toward building a solid future; are you willing to support their growth?
Recently, your child indicated... See more

West Islip, New York

Meet Your Host

The Parish Family Of Our Lady Of Lourdes
455 Hunter Ave, West Islip, NY

Resources Available

NCAC is committed to help provide marketing materials to support your recruitment plans and strategies. In order to continue to support a wide range of programs and unit challenges presented in each community, NCAC also offers a complete digital catalogue of marketing resources you can find here <https://www.ncacbsa.org/membership-resources/>.

In this catalogue you will find:

- Unit Resources
- District Resources
- Exploring Resources
- New Unit Resources
- Charter Organization Resources

Below are examples of resources and materials we offer:





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Join the Fun And Adventure!

Cub Scout Pack
0000

Scan to sign up now!
 
BeAScout.org

Upcoming Events/Próximos Eventos

Date: _____ Time: _____
Location: _____

Use this space to share your upcoming events (We recommend including 1-3 events)



Cub Scouts is a year-round family program. Our Pack has exciting events with activities that are fun for kids and the entire family. Our Cubs learn about important life skills, personal safety, and environmental stewardship. They take part in fun outdoor activities, get involved in their community, and learn to be part of a team.

To Learn More Please Contact:

Name: _____
Email or Phone # _____

¡Únete a la diversión y la aventura!

Cub Scouts es un programa para toda la familia que dura todo el año. Nuestros Packs tienen eventos interesantes con actividades que son divertidas para los niños y toda la familia. Nuestros Cubs aprenden importantes habilidades para la vida, seguridad personal y conservación ambiental. Participan en divertidas actividades al aire libre, se involucran en su comunidad y aprenden a formar parte de un equipo.

¡Escanee para registrarse ahora!
 
BeAScout.org

Si desea más información, póngase en contacto con:

Name: _____
Email or Phone # _____

YOUTH APPLICATION

This application is also available in Spanish. Esta solicitud también está disponible en español.



Cub Scouting



Scouts BSA



Venturing



Sea Scouting

Scout Oath

On my honor I will do my best to do my duty to God and my country and to obey the Scout Law; to help other people at all times; to keep myself physically strong, mentally awake, and morally straight.

Scout Law

A Scout is trustworthy, loyal, helpful, friendly, courteous, kind, obedient, cheerful, thrifty, brave, clean, and reverent.

 BOY SCOUTS OF AMERICA



NCAC's Membership Resource Request Timeline

A majority of the resources available to our Districts and Units can be found on NCAC's One-Stop-Shop for Membership



At least three (3) weeks' Prior to Unit's Join Scouting Night / Event:

- Requested Facebook Geofenced Advertising (date, location, time, & contact info)
- Requested Electronic Flier Distributions (Flier, Schools, additional info)

At least two (2) weeks' Prior to Unit's Join Scouting Night / Event:

- Submitted Physical Flyer Requests
- Submitted Peer-to-Peer Cards Requests
- Requested Council Recruitment Banners (While resources are available)

At least one (1) weeks' Prior to Unit's Join Scouting Night / Event

- Requested Unit Recruitment Packet
 - 5 Yard Signs & Frames
 - 5 Parents' Guides
 - 20 Paper Youth Applications
 - 10 Paper Adult Applications
 - Supplemental Swag Items (while supplies last)

Please work with your District's leadership to arrange pick-up / drop-off for all the supplies requested from our Council's office. While the timeframes listed above are the minimum length of times needed to fulfill the requests, we strongly advise units to submit their requests as early as possible to ensure all requests made are completed within a timely manner.





Membership Resource Request Process

Yard Signs:

- 5 signs will be provided with the Unit Membership Recruitment Packet
- Additional yard signs can be requested through the District's Executive
 - Provide quantity and locations of placement before additional signs are provided

Physical Fliers:

- Units will submit their pre-approved flier templates to the District's Executive for review with the following information:
 - Provide the list of school(s) recruited from
 - Provide the number of fliers needed for each applicable school
 - Provide the list of community events and fliers requested for each event
- The District's Executive will submit all print requests to NCAC's Print Shop with their supervisor copied for approval

NOTE: The National Capital Area Council will only approve print requests for fliers that are pre-approved templates located on the One-Stop Shop for Membership.

Peer-to-Peer Cards:

- Units will submit their peer-to-peer card requests to the District's Executive for review with the following information:
 - Provide number of Scouts in the Unit
 - Provide the number of peer-to-peer cards requested
- The District's Executive will submit all print requests to NCAC's Print Shop with their supervisor copied for approval





Important Meetings & Seminars

Monthly Virtual Membership Cabinet Meetings:

- February 05, 2024
- March 04, 2024
- April 01, 2024
- May 06, 2024
- June 03, 2024
- July 01, 2024
- August 05, 2024
- September 02, 2024
- October 07, 2024
- November 04, 2024
- December 02, 2024

NCAC Seminars:

- March 2024
 - NCAC Spring Recruitment Seminar
- June 2024
 - NCAC Fall Recruitment Seminar

District-Specific Seminars:

- April 2024
 - District Spring Recruitment JSN Seminars
- July - August 2024
 - District Fall Recruitment JSN Seminars





2024 NCAC Membership Outline & Playbook

