

# #ADVENTUREON



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## **NCAC Scouts BSA Membership Playbook**

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## *Information Covered*

### **CAMPAIGN SET UP:**

*Scouting Matters- Tuft Study  
Sources of Membership  
Membership Cycle*

### **ACTION PLAN:**

*Scouts BSA Open Houses*

### **SUPPORT MATERIALS:**

*Printed resources  
Digital assets  
Geofencing and Social Media*

## **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 youth members 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 Executive Board





## DOES SCOUTING WORK?

We all know Scouting's goal is to prepare young people for life, but does it work? Scouting was put to the test over the course of three years, when a research team from Tufts University worked with the Boy Scouts of America's Cradle of Liberty Council to measure the character attributes of both Scouts and non-Scouts — all with a goal of better understanding the character development of youth as it was happening. The project, which was funded by the John Templeton Foundation and led by Dr. Richard M. Lerner, surveyed nearly 1,800 Cub Scouts and nearly 400 non-Scouts under age 12 using both interviews and survey data. **In the beginning, there were no significant differences in character attributes between the two groups. By the end, however, the differences were striking in several areas:**



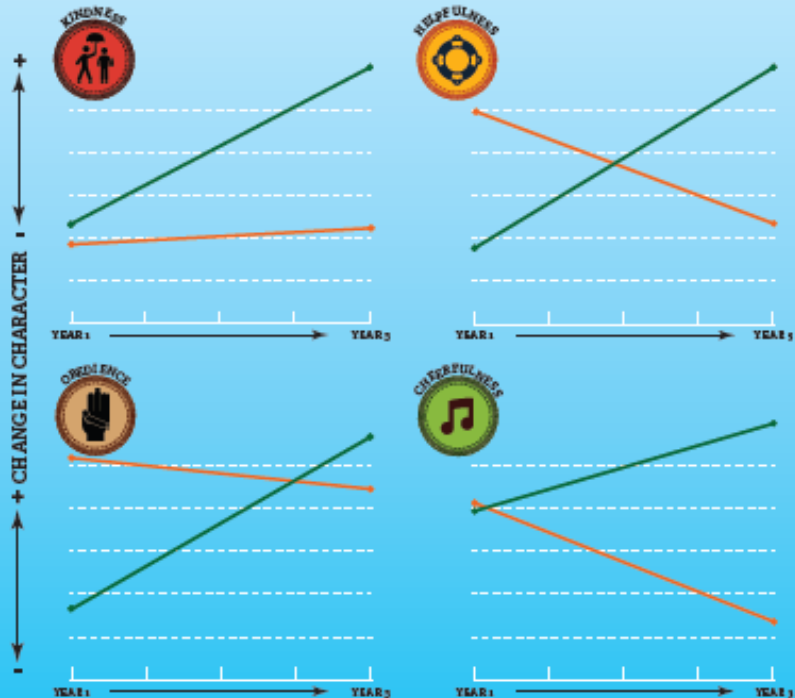
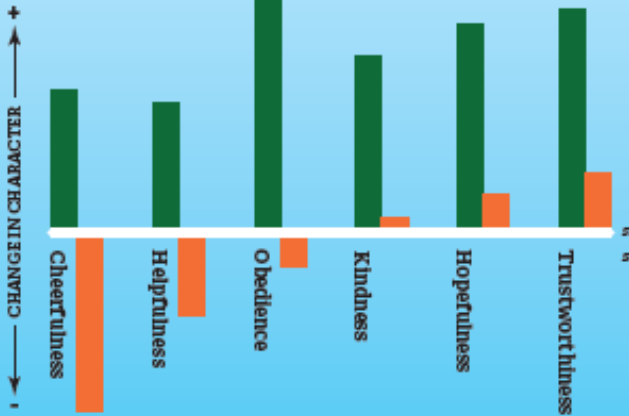
**2,000+**  
Scouts and non-Scouts  
aged 6-12 from across the  
Philadelphia area were  
measured in 6 key areas:



\*Hopeful Return Expectations

## CHANGE IN CHARACTER

during the course of  
the 3-year study:



### KEY FINDINGS:

- The more time kids spend in Scouting, the better the outcomes in character development
- Those who attend meetings regularly report higher outcomes virtually across the board when compared to Scouts with lower attendance
- Scouts are more likely to embrace positive social values than non-Scouts
- Scouts who are more engaged in the program report higher outcomes in nearly every category

With fun and discovery at every turn, Scouting makes the most of right now. But what's more, it builds positive character and provides young people a foundation they can stand on to embrace opportunity, overcome obstacles, and make new discoveries.

**SCOUTING WORKS.**

**Learn More**

[scoutingwire.org/how-scouting-promotes-positive-character-development](http://scoutingwire.org/how-scouting-promotes-positive-character-development)

[www.tuftscampstudy.com](http://www.tuftscampstudy.com)

# 5 Sources of Membership

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- 1. Growth from new units (Supported by District Membership Committee and Executive Staff)*
- 2. Growth from youth recruitment / additional enrollments (Supported by District Membership Committee and Unit Leadership)*
- 3. Growth from program transition (Webelos-to-Scout, and Scout-to-Venturer) Supported by District Membership Committee and Unit Leadership*
- 4. Growth from keeping units active and chartered (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

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## **March**

- *Webelos to Scout Transitions begin taking place- make sure Webelos Den Leaders are encouraging the transition and Scout BSA units provide a welcoming atmosphere for new Scouts.*
- *Schedule Spring joining events to welcome back lost families from renewals or add new families.*
- *Reach out to all youth who have dropped off roster from fall and invite to summer programs*

## **April**

- *Conduct spring in-school talks and school night/ join Scouting recruitments*
- *Review community calendar for fairs or expos that are youth facing for a recruitment booth*

## **May**

- *Conduct spring recruitment membership inventories*
- *Recruit fall recruitment chair in your unit*
- *Review digital assets provided by NCAC at [www.ncacbsa.org/membership](http://www.ncacbsa.org/membership)*
- *Check local school calendars for fall open house and back to school nights.*
- *Set your JSN or open house date.*

## **June**

- *Attend Fall Recruitment training hosted by NCAC*
- *Meet with Middle School / High School principal(s) to discuss fall promotional plans and what is acceptable according to School District policy and building permissions.*
- *Secure locations for billboards, banners, yard signs, and other promotional materials*
- *Update unit pins on BeAScout.org*

## **July**

- *Confirm dates and times of flier distribution and rallies with schools*
- *Start the publicity/marketing campaign. Focus on seven "hits" or contacts*

# Membership Cycle

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## **August/ September**

- *Attend your district fall recruitment kickoff and training*
- *Post banners, yard signs, and marketing throughout your communities*
- *Conduct in-school talks, attend school open houses, conduct sign up event, and schedule a follow up popup event*
- *Submit all physical applications to the District Executive*
- *Watch Application/Invitation manager for new applications and leads for your pack weekly*
- *Ensure that all new leaders receive appropriate training, including youth protection training, and recognize them at the next roundtable*

## **October**

- *Send welcome letter to all new parents and follow up with those families who expressed interest but haven't signed up yet.*
- *Continue to monitor application manager for new online applications and leads*
- *Continue to ensure training is provided to and recorded for all new leaders*
- *Utilize Halloween parties or Trunk or Treats to market your Scouting program*
- *Conduct membership inventories to ensure all members are registered and participating in dens*

## **November**

- *Continue to organize new families into Patrols*
- *Begin recruiting new families into leadership roles with unit committee*
- *Continue following up on online applications and leads through BeAScout.com*

# Scouts BSA Action Plan

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Scouts BSA members do not just have to come from Cub Scouts. A Troop Open House allows a troop to swing open its doors and roll out the red carpet to welcome guests. It provides a forum to show off Scouting activities and the troop's accomplishments. It is an effective tool to reach youth who have never tried Scouting.

Hosting a troop open house is a five-step process that has been tried and proven in troops throughout the nation. Each of the following five steps is vital to the event's success:

1. Present a School Rally to Fifth- and Sixth-Graders (if available)- Flyer grade levels at a minimum with the support of the school administration. Attending a Middle School open house is a good way to accomplish this as well.
2. Send the Parents of Interested Youth a Personal Invitation to the Troop Open House
3. Follow Up With a Call
4. Host the Troop Open House for Youth and Their Parents
5. Organize a Troop or District Activity to Involve New Scouts Right Away

The troop open house can be conducted as a district-wide event for a number of troops, or an individual troop can conduct one independently. The important idea to remember is that Scouting is showcased, and each guest is made to feel welcome.

Involve all troop members in the open house from the planning stage. Remind each Scout of the importance of building their troop; be receptive to their ideas. Begin making plans for the open house as early as possible, following these suggestions:

- Prepare a display of troop activities, photos, and awards that the troop has earned.
- Assign greeters to be at the door to welcome guests as they arrive. Be sure to have adequate seating.
- Have a printed agenda and a copy of the troop's calendar at each seat.
- Make assignments for each part on the agenda well in advance. The senior patrol leader should be the emcee of the meeting.
- Prepare refreshments for your guests if you desire.

The troop open house should follow an agenda to help guests gather a broad range of Scouting information. The youth are introduced to basic Scouting skills while an adult troop leader informs the parents about Scouting's values and its positive effect on youth.

During the open house, Scouts and Scouters should do everything possible to make their guests feel comfortable and to answer each question as it arises. Be sure parents know they may ask questions at any time. The guests should be allowed to participate whenever possible.

At some point, the Scoutmaster should explain that both the youth and his parents may join the troop. Have applications available for both Scouts and adults.

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