

2025 Executive Membership Summary



Leadership Begins Here.

Grow Cub Scouting in Scouting America National Capital Area Council (NCAC)

The strategic pillar "Grow Cub Scouting" in the 2023-25 Strategic Plan guides decisions on growing the Scouting program to youth across our Council and this membership plan aligns with the Council goal of growing the number of Cub Scout Packs.

Why it matters?: This initiative ensures that every youth within the Council's boundaries has the opportunity to participate in Scouting, while fostering community engagement and developing the leaders of tomorrow. The program impacts youth of all backgrounds, teaches life-long values, and promotes inclusivity.

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2025 Goals

Recruit over 7,500 new members in 2025
Organize two new Cub Scout Packs per District
Each District has growth in units over 2024

Timeline:

January 1- October 31, 2025

Leading Indicators:

- 100% of All District Unit Renewals completed by February 28, 2025.
- Schedule school visits with all school leadership as agreed upon with the District Membership team, by May 1, 2025.
- Conduct District Fall Recruitment Event Training by Thursday, May 15, 2025.
- 100% of Cub Scout Packs will have Spring and Fall Recruitment Events.

Districts will have a new youth recruitment goal by Quarter to reach 7,500 new members.

March 31, 2025 - 10% or 750 new members recruited
June 30, 2025 - 30% or 1,500 new members recruited
September 30, 2025 - 80% or 3,750 new members recruited
October 31, 2025 - 100% or over 1,500 new members recruited

Three Growth Strategies

1. District Leadership and Culture
2. Pack Recruitment Events
3. Ideal Year of Scouting Initiative

Five Pathways to Achieving Membership Success

Growth:

- Growth from new units is crucial, handled by the membership committee and Scouting professionals.
- Youth recruitment and additional enrollments are pivotal, supported by unit efforts and the membership committee.

Program transitions:

- Smooth transitions from Webelos Scout to Scouts BSA, and Scouts BSA to Venturer, are managed jointly by committees and professionals to retain members.

Sustaining members:

- Increasing youth renewals to further solidify membership numbers.
- Keeping units active and chartered is vital, with oversight from the unit service team and Scouting professionals.

Recognitions:

- **Founder's Bar** is awarded upon receipt of charter and funds. It is available for all youths and adults whose names are on a new-unit charter or who join the new unit before it recharter for the first time.
- **William D. Boyce Award** is presented to recognize volunteers who organize one or more traditional Scouting units.



Marketing - Building Our Brand

Our market includes **981,260 total available youth**.

Strategic marketing tactics:

- Enhance communication through social media, local media visibility, and improved newsletters.
- Implement a user-friendly Council website and increase geofenced ad support, boosting recruitment.
- Launch campaigns such as standardized recruitment fliers, Join Scouting Event data collection improvements, and thematic campaigns such as for Women's History Month.
- Engage with community through events like the Principal Association Outreach and "Fall into Scouting" initiatives.

Executive Board Support

- Share messages and promotions in your community.
- Attend and help promote Community Events.
- Continue to talk to friends and family about Scouting in our Council.
- Help share promotion via radio / newspaper / online social media outlets.
- Support Chartering Organization and Unit activities.
- Attend Mid- Year Membership Reception, to recognize Districts that achieve goal.



District Leadership Excellence and Culture

The Council seeks to recruit and maintain leaders reflecting community diversity. The **District Membership Committee** focuses on expanding Scouting in underserved areas and fostering relationships with community organizations to support youth growth. The Committee should reflect the makeup of the community served and is primarily responsible for the relationship with community organizations to provide opportunities for youth membership growth and youth recruitment.

The committee will strive to reach into all areas within the Council and District boundaries providing the extra effort required to expand the Scouting program in the underserved areas of the council in the following ways:

- **Gather Information:** Collaborate with District Executives to plan for new units and membership growth. Use market analysis and membership figures to guide decisions and track growth.
- **Cultivate relationships:** Build strong ties with community organizations to encourage the use of Scouting programs. Maintain access to schools and conduct relationship conferences to foster understanding and cooperation.
- **Organize units:** Recruit and train organizers for new and existing units, ensuring each is supported by a Commissioner. Promote the "Whole Family of Scouting" concept to integrate Packs, Troops, and Crews under one chartered organization.
- **Lead training effort:** Coordinate the training for the Council's standardized recruitment events.
- **Host training events:** Each District will host training, locally, in May for units and District leaders to execute the Council's Plan for what a Fall recruitment sign-up event looks like, and more.



“The Plan” - Pack Recruitment Events

NCAC plans to follow the outlined areas of emphasis to increase new members recruited and new units formed. The implementation of this plan will allow us to reach our goal by 10/31/2025.



Our Staff, in collaboration with District and Unit level Volunteers:

- Compile comprehensive list of every elementary school with flier distribution process and deadlines.
- Identify and organize new Charter Organizations to create new Units, with a major focus on Cub Scout Packs, throughout the year.
- Work with 100% of Packs to have a Spring and Fall Joining events. Each event will have a Geofence set up by the District representative.

Facilitate Joining events at as many schools as possible, that do not have a Scouting unit associated.

- Secure support from District Leadership, to help units confirm an information table at School Open House in the Fall and to have a stand-alone Joining event.
- Recognize Districts/Units that achieve their new members recruitment goal for 2025.

NCAC Plan for conducting recruitment events in the Spring and Fall:

- Unit and District work together to set dates for Joining events at least three weeks in advance.
- Unit distributes Council-approved recruitment flyer with unit leader email/contact information, along with the District Executive email/contact information.
- 100% of Joining events must have a Geofenced ad created by Council.
- Scout talks to youth must be conducted at the school or location the day before the event, or if not possible, permission is obtained to hand out flyers to parents in the car lines.
- Strongly encourage all Joining events to happen on a Tuesday or Thursday evening at 6:30 p.m.
- Make sure the remaining new youth that attended the Joining event, but didn't sign up that evening, are registered by the next Den or Pack meeting.

Membership Monthly Cycle

The 2025 Membership Growth Plan outlines steps to be taken for each specific month to retain and increase members, emphasizing collaboration with volunteers and leadership support. It includes timelines for recruitment events and training, with goals for unit renewals and new member recognition.

January - February

- Council Staff Planning Conference- Develop plan to sustain and grows Scouting's impact through unit and youth retention, Joining events, and new unit development.
- Prepare to email Webelos to Scout Transition/Dropped Webelos list to Troops in February.
- Schedule and confirm school visit with school administrator for "Scouting March Madness." Top 10 Districts with the most "scheduled visits" in March are recognized.
- Schedule 10 Spring recruitment events (Packs, Troop, Crew, and Exploring events) for the month of March.
- New Unit Organization – Packs-Troops-Crews-Exploring

March:

- Webelos to Scout Transition/Dropped Webelos list to Troops, email, completed by March 1st.
- District Communication week- District reaches out to dropped youth who did not renew, completed by March 31st.
- School appointments with school administrator for "Scouting March Madness," are confirmed and conducted this month.
- Leverage March for Women's History Month to recruit to girl troops. Create Social Media Campaign/Focus on Middle School girls for existing troops
- 10 Spring Joining events (Packs, Troop, Crew, and Exploring events) for the month of March are conducted.
- Schedule and conduct 10 Spring Joining events (Packs, Troop, Crew, and Exploring events) for the month of April.
- Non-Pack unit organized and posted by March 31st.
- 10% of new youth members District goal, recruited in District
- District host Day of Planning in May. (Fall Joining event training, Ideal Year of Scouting for Packs, Team building, Unit Activity Idea sharing discussions, District Position needs, Food and fellowship, etc.)

April

- 10 Spring Joining events (Packs, Troop, or Crew events) for the month of April are conducted.
- Schedule and conduct 10 Spring Joining events (Packs, Troop, Crew, and Exploring events) for the month of May.
- New Pack organized and posted by April 30th with marketing urgency to join in enough time to register for Day Camp, where the promise of Scouting is delivered.
- District Day of Planning in May, confirmed. Invites and rsvp information have been sent. (Fall Joining event training, Ideal Year of Scouting for Packs, Team building, Unit Activity Idea sharing discussions, District Position needs, Food and fellowship, etc.)
- 20% of new youth members District goal, recruited in District.

Membership Monthly Cycle (cont.)

May - June

- 10 Spring Joining events (Packs, Troop, Crew, and Exploring events) for the month of May are conducted.
- District Membership Week- Activity and Day Camp roster checks for unregistered Scouts, are conducted in the month of June.
- Districts that have achieved 30% of their new members recruited total's goal (January-June 30th) and their 1 new Cub Scout Pack by April 30th, will be invited to an exclusive Mid-Year Membership Reception, in the Summer, to be recognized.

July and August

- Confirm Scout table at School Open House/Charter Organization Location for 100% of Packs in District.
- Work with District Leadership and Unit Leaders to set up Geofenced ad for all Joining events.
- Joining event packets developed and ready for distribution.
- Visit Schools to see if after school car line flyer promotion is acceptable.
- Schedule recruitment sign-up evening event at as many schools in your District as possible. Tuesday or Thursday is preferred.
- 35% of new youth members District goal, recruited in District

September “September is the biggest Recruitment Month for Scouting”

- School Open House/Charter Organization Location/date/ time confirmed for 100% of Packs in District.
- 100% of all Packs, and as many schools as possible, that do not have a unit associated with them, in District, have their Joining event scheduled with the District.
- Joining events are being conducted.
- New Cub Pack organized and posted by September 30th.
- Scouts BSA, Venturing, and Exploring Open Houses are scheduled for October.
- District hosts required training for New Leaders.
- 80 % of new youth members District goal, recruited in District

October

- Scouts BSA and Venturing Open Houses are conducted in October.
- Bring-A-Buddy invitations sent to youth that may not have joined at the 1st event.
- Activity roster checks for Scouts that are not registered are conducted.
- Training opportunities for New Leaders are conducted.
- “Thank You Cards” to go out to School administrators/Charter Partners who welcomed Scouting.
- 100% of new youth members District goal, recruited in District

All Districts achieve new members recruitment and New Units by October 31, 2025.

Ideal Year of Scouting (IYOS) for Cub Scouts

Sustaining Unit Initiative

Providing a year-round, quality Scouting program should be the goal of every Scouting Unit in order to keep youth engaged. The **Ideal Year of Scouting (IYOS)** helps leaders develop their annual program along with a budget and fundraising plan to ensure a high-quality Scouting program year-round. The result is a well-managed, well-financed Scouting Unit. It encourages strategic planning and continuous evaluation to improve offerings.

What does IYOS help with?

- **Program planning:** IYOS helps Scouting units develop a plan for the year, including activities, meetings, and key dates and encourages the creation of a calendar with Cub Family Campouts, Pinewood Derby, Blue & Gold, trips, etc.
- **Budgeting:** IYOS helps Scouting units create a budget for the year. Costs of activities and other Unit expenses (such as awards, camperships, equipment and registration) need to be determined and plotted. The goal is to know what it will cost for a youth to have a full year of program in the Unit.
- **Fundraising:** IYOS helps Scouting units create a plan for raising funds to support their program to determine how the fun will be funded such as with the popcorn and camp card sales which are the easiest options because they are branded to support Scouting. If a unit wants to do more, following Scouting America policies for unit fundraising must be followed.
- **Membership:** IYOS outlines making sure Scouts return while providing recruitment resources and strategic planning for the number of Scouts in the unit.
- **Volunteer Management:** IYOS encourages confirming who will return, where there are holes, and identifying potential leaders among neighbors, friends, or colleagues.

Goals for Packs:

- During the summer, consider what they would like to do for the year, instead of just repeating what's been done in the past. Going through this process helps to engage families, retain Scouts, and recruit more leaders.
- Brainstorm ideas for activities, evaluate ideas to see if there are resources to carry them out, vote on which programs to participate in.
- Create a calendar for the year, including activities, meetings, and key dates.
- Reevaluate your plan throughout the year and make changes as needed.
- provide the IYOS plan to the Council so that Unit Commissioners and District Executives can support the Pack and provide information to new and existing families when they inquire about the Unit's programming.

Program Resources Provided:

- Pack Program Planner
- Pack Budget Planner
- Pack Program Planning Calendar
- Den Leader Resources
- Pack Succession Planning Worksheet
- Cub Scout Camping
- Online Advancement Reporting
- Recruitment Resources