

(Journey to Excellence 2016 requires that each unit has a “membership growth plan”. This document is an example. It is suggested that unit committees work out an action plan including identified members accomplishing the task. There are some suggested ideas for recruiting on this suggested membership plan. If you have done an event that works for you and it is not on this list, please let us know so we can share it.)

## **2016 Membership Plan – Troop**

**Objective:** To recruit and retain more youth and volunteers into our troop and to have them integrated into Boy Scouts quickly.

### **Goal:**

(Bronze)

- **Building:** have a membership growth plan that includes a recruitment activity and register new members in the troop.
- **Retention:** reregister 75% of eligible members or have improvement over prior year
- **Webelos to Scout Transition:** with a pack or Webelos den, hold two joint activities.
- **Leadership Recruiting:** have a Scoutmaster, assistant Scoutmaster and a committee with at least three members.

(Silver)

- **Building:** have a membership growth plan that includes a recruitment activity and register new members in the troop, and either increase youth members by 5% or have at least 25 members
- **Retention:** reregister 80% of eligible members
- **Webelos to Scout Transition:** with a pack or Webelos den, hold two joint activities, plus recruit two Webelos Scouts.
- **Leadership Recruiting:** have a Scoutmaster, assistant Scoutmaster and a committee with at least three members, plus the troop holds two courts of honor, where troop plans are reviewed with parents.

(Gold)

- **Building:** have a membership growth plan that includes a recruitment activity and register new members in the troop, and either increase youth members by 10% or have at least 35 members.
- **Retention:** reregister 85% of eligible members.
- **Webelos to Scout Transition:** with a pack or Webelos den, hold two joint activities, plus provide at least one den chief to a pack and recruit five Webelos Scouts.
- **Leadership Recruiting:** have a Scoutmaster, assistant Scoutmaster and a committee with at least three members, plus the troop holds three courts of honor, where troop plans are reviewed with parents.

### **Plan:**

#### **Recruitment night (Troop Open House)**

1. Present a school rally to fifth- and sixth-graders. Have them complete the High Adventure Survey, No. 34241
2. Mail the parents of interested youth a personal invitation to the troop open house.
3. Follow the invitation with a telephone call to the parents.
4. Host the troop open house for youth and their parents.
5. Organize a troop or district activity to involve new Scouts right away.

### **Webelos to Scout transition**

- Identify an Assistant Scoutmaster to work with the local packs
- With a pack or Webelos Den hold two joint activities, one of which is a Webelos parent orientation and camp promotion meeting (Bronze)
- Provide at least one den chief to a pack (Gold)
- Have a special Webelos outing to introduce the boys and their parents to the troop
- Attend Pack Blue and Golds
- Show High Adventure slide show to the packs
- Be present at all Cross-over events to welcome the new Scouts

### **Retention**

- Have a Tenderfoot outing to work on Scout skills
- Encourage "First Class in a year"
- Have all first year Scouts attend Summer Camp
- Work on rank advancement

### **Other ideas:**

- With neighborhood units (packs, troops, crews) run a Community Event
- Work with district executive on flier distribution
- BeAScout.org: make certain our troop's information is current
- Lock-In
- Encourage current Scouts to earn a "Recruiter" patch
- Drop off Boys' Life mini-mags at libraries, pediatrician and dentist offices with information label
- Participate in local community festival and/or parade
- Create a Troop website
- Participate in BSAdopt A School program