

(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 – Post

Objective: To recruit and retain more youth and volunteers into our crew and to have them integrated into Exploring quickly.

Goal:

(Bronze)

- Building: Conduct an open house or recruitment event.
- Retention: Maintain or grow number of youth participating in post or club programs as compared to the prior year.
- Leadership Recruiting: have five registered adult leaders including: Advisor, associate Advisor committee chair and two committee members.

(Silver)

- Building: Conduct an open house or recruitment event in November
- Retention: Maintain or grown number of youth participating in post or club programs as compared to the prior year plus at least half of the youth remain involved throughout the year.
- Leadership Recruiting: have six registered adult leaders including: Advisor, associate Advisor committee chair and two committee members.

(Gold)

- Building: Conduct an open house or recruitment event in September or October
- Retention: : Maintain or grown number of youth participating in post or club programs as compared to the prior year plus at least two-thirds of the youth remain involved throughout the year.
- Leadership Recruiting: have eight or more registered adult leaders including: Advisor, associate Advisor committee chair and two committee members.

Plan:

Recruitment night (Open House)

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

Other ideas:

Present a slide show to local troops

With neighborhood units (packs, troops, crews) run a Community Event

Work with district executive on flier distribution
BeAScout.org: make certain our post's information is current
Lock-In
Encourage current Explorers to earn a "Recruiter" patch
Participate in local community festival and/or parade
Create a Post website
Participate in BSAdopt A School program