

	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
CUB SCOUT MEMBERSHIP	<u>Unit</u> - Pack leaders contact 100% of Cub Scouts at re-charter	<u>Unit</u> - Participate in Scout Sunday or Scout Sabbath	<u>District</u> – Train “Sign Up” Chairs.	<u>District</u> – By April 15, 75% of participating units have a “Sign Up” date set.	<u>District</u> - Review fall recruitment plan	<u>MTC</u> – Order Fall recruitment incentives & promo material	<u>District</u> - Plan agenda for school night/sign up training	<u>District</u> - Conduct School Night training for unit leaders at District levels	<u>District/Unit</u> – Begin Fall recruitment campaign w/ incentives. Conduct “sign up” events ←	<u>District</u> - Contact packs with no Lion and Tiger Cubs	<u>Unit</u> - Conduct unit roster checks	Unit – All unit “sign up” events complete
	<u>Unit</u> - Contact Religious Chartered Partners for Scout Sunday	<u>District</u> – Call dropped youth ←	→ <u>District</u> - 50% of participating units have dates set for spring “Sign Up”	<u>District</u> – By April 30,100% of participating units have a “Sign Up” date set.	<u>District</u> – Cub Scout Program Planning meetings are held in each district. ←		Marketing materials available by grade	<u>District</u> – Secure personnel to assist in membership packet pick up / unit support.	<u>Unit</u> – 1 st round of “Sign Up” recruitment events	<u>Unit</u> – 2 nd round of “Sign Up” recruitment events		Unit/District/MTC - Recognize staff and key volunteers achieving campaign objectives
	District - Complete Membership Planning Conference for calendar year.	District/Unit - Recruit fall “Sign Up” Chairs and additional Membership people	<u>District</u> - Distribute dropped youth exit survey.			<u>District/Unit</u> – Spring recruitment incentives ends.		<u>District</u> – Secure a Sept. standalone “sign up” date for each Pack. * 50% by Aug 15 * 100% by Sept 1	<u>District</u> – Secure an Oct standalone “sign up” date for each Pack. * 50% by Sept 15 * 100% by Oct 1	<u>District</u> – Evaluate Packs for Family Pack growth and not at growth over 2019 ←		
	District - Distribute camp promo materials.	Sign up materials ordered					<u>Superintendent / Principle visits</u> ←	<u>District</u> – Secure all dates, addresses etc for Geofencing.	<u>District/Unit</u> – All youth applications turned in within 48 hours of “sign up” event	<u>District</u> - Peer to peer delivered 7-10 days before recruitment nights		
	<u>Units</u> – Promote to Den Leaders and register for University or Scouting. ←							<u>District</u> - Ensure in-school youth talks are set. All school night materials out.	<u>District / Unit</u> – Ensure pack presence at open houses. Units attend	<u>Scout Reach</u> begins recruitment process ←		
WEBELOS TRANSITION	<u>District</u> - New Unit Prospecting (ongoing each month) ←					<u>Units</u> – Update unit BeAscout pins in my.scouting.org ←		Direct mailings out	<u>District</u> - In-School presentations Flyers for School Night recruitment delivered 7-10 days before School Night recruitments	<u>District/Unit</u> – Begin the charter process ←		District/Unit – Charter process ends →
	<u>Unit</u> - 100% of packs set Webelos transition info	<u>Unit</u> – Webelos Transition										
	<u>District</u> - Roundtable training on Webelos transition in each district.	<u>Unit</u> - Packs and troops conduct Webelos graduation	<u>District</u> - Invite untransitioned 5 th grade youth to Scouts. BSA open houses	<u>District</u> - transition team follows up with every youth not transitioned or who dropped off charter	<u>District</u> - Final calls to 5 th grade Webelos that have not transitioned	District - Attend Webelos Transition wrap-up meeting/ 100% transitioned webelos accounted for	District - Webelos Transition Chair recruited	<u>Unit</u> - Plan joint troop/Webelos den camping trip for October	<u>District/Unit</u> - 5 th grade Webelos invited to camporees	<u>District</u> - Promote pack/troop contact	<u>District</u> – Pack contacts completed	<u>District</u> - Finalize pack and troop leader communication about transition is emailed or mailed.
		<u>Unit</u> - Webelos leaders encouraged to move into troop as a registered member	<u>District</u> - Invite all 4 th grade Webelos to Webelos Spring Camporee /Events		<u>District</u> - 6 th grade Webelos roster run by district and packs				<u>Unit</u> - Work with troop leaders to secure Den Chiefs	<u>District</u> - Contacts all packs regarding transition plans	<u>District</u> - Ensure pack and troop leader communication about transition is either emailed or mailed.	
		<u>District</u> - Work with pack-chartered partner to organize new troop if one does not exist ←								<u>Unit</u> - Work with troop leaders to plan visits to troop meetings		
SCOUTS BSA MEMBERSHIP	<u>Unit</u> - Troops contacts all 5 th grade Webelos den leaders	District - Dates set for in-school presentation and troop open houses set	<u>Unit</u> - Plan a troop activity for new Scouts	<u>District/Unit</u> - Sponsor a troop activity for new Scouts	<u>District</u> - Finish spring recruitment events	<u>District/Unit</u> - Ensure all Scouts attend summer camp		<u>Unit</u> - Secure information of 2 nd year Webelos Scouts	<u>Unit</u> - Mail letter of introduction from troop to every 1 st and 2 nd year Webelos Scout	<u>Unit</u> - Conduct joint camping trip with Webelos den		<u>Unit</u> - Set date for Webelos Scouts and parents to visit troop meeting in January
	<u>Unit</u> - Host Webelos Scouts and parents at a troop meeting	<u>Unit</u> - Hold the bridging ceremony at Blue & Gold ←			<u>District</u> - Contact troops that have no new or no transitioned Scouts	<u>District</u> - Scouts BSA recruitment chair recruited		<u>Unit</u> - Plan a joint troop/Webelos den camping trip for October	<u>District</u> - 5 th grade Webelos invited to fall camporees	<u>Unit</u> - Conduct roster checks ←		
	<u>Unit</u> - Plan a bridging ceremony for Blue and Gold Banquet	<u>Unit</u> - Recruit parents of new Scouts	Prepare open house flyers	<u>District/Unit</u> - Conduct unit roster checks ←			<u>District</u> – Secure new Scouts BSA Troops ←		<u>Unit</u> - Select den chief for each Webelos den	<u>Unit</u> - Attend a Webelos den meeting to teach Webelos how the Scouts BSA troop works		
	<u>District</u> - Promote spring recruitment plan & open houses	<u>Unit</u> – Establish open house dates for Webelos	Send information on unit inventories	<u>Units</u> – Update unit BeAscout pins in my.scouting.org. Conduct open Houses (new recruits) ←							District/Unit – Troops begin the charter process ←	District/Unit – Troops Charter process ends →
		<u>Unit</u> - Participate in Scout Sunday or Scout Sabbath										
VENTURING MEMBERSHIP	<u>Unit</u> - 100% of Venturers contacted at recharter	<u>District</u> - Create career interest surveys/ share survey data with crews	<u>District</u> - Send information on unit inventories	<u>Unit</u> - Conduct unit roster checks	<u>Unit</u> – Roster checks complete		<u>District</u> – Secure new Venturing Crews	<u>District</u> - Set dates for crew open houses	<u>Unit</u> – Venturing Crew open houses		<u>District</u> - Conduct unit roster checks	<u>District</u> - Unit roster checks complete
	<u>Unit</u> – Promote summer camp staff opportunities								←	<u>District/Unit</u> – Crews begin the re-charter process ←		<u>District/Unit</u> – Crew Charter process ends →
Exploring	<u>Exploring Committee Meets</u> – New Post Prospecting	<u>Exploring Committee Meets</u> – New Post Prospecting	<u>Exploring Committee Meets</u> – New Post Prospecting	Contact School About Career Survey Guidance Counselor Event	Conduct Career Interest Surveys New Post Prospecting / Development	New Post Prospecting / Development	New Post Prospecting / Development Analyze career data	Schedule Open Houses/Invitation Letters mailed New Post Prospecting / Development	In school presentations and invitation letters mailed. Open Houses begin/school flyers/recruiting presentations	In school presentations and invitation letters mailed. Open Houses begin/school flyers/recruiting presentations	Hold second open house if needed	Roster checks complete/ Re-charter

Minsi Trails Council 2020 Cub Scout Recruitment Responsibilities

PACK RESPONSIBILITIES

BEFORE 1ST AND 2ND JOINING NIGHT

RECRUITMENT PLANNING MEETING

Attend recruitment planning training in early summer.

PACK CALENDAR & BUDGET

Create a Pack Calendar for the coming year including Pack meeting schedule and District/Council events. Establish a Pack budget and cost of activities.

BACK TO SCHOOL NIGHT

Attend back to school nights and have a table with sign-up material , if possible.

JOINING NIGHT

YOUTH ACITIVITY

Plan an activity for the youth to do while the parents fill out applications, like a knot station or games.

ADULT LEADERSHIP PARTICIPATION

Have at least 2 leaders available to hand out Pack information, answer questions, and meet new parents.

TAKE SIGN-IN SHEET

The Pack should have a sign-in sheet to contact new parents.

Applications—Collect Fee

Parents complete application and the Leader needs to sign all applications before leaving the Joining Night.

AFTER JOINING NIGHT

CONTACT INTERESTED SCOUTS

After every Joining Night, families who could not attend, contact them within 48-hours.

JOINT RESPONSIBILITIES

BEFORE 1ST AND 2ND JOINING NIGHT

RECRUITMENT PLANNING MEETING

Attend recruitment planning training in early summer.

DISTRICT JOINING NIGHT SCHEDULE

Units and District will schedule joining nights.

RECRUITMENT YARD SIGNS & PEER TO PEER CARDS

The District will work with units to set up yard signs at schools and other locations before recruitment night. Distribute Peer to Peer cards to youth.

RESPOND

Respond to all BeAScout leads within 48 hours of receipt.

COMMUNICATING OTHER NEEDS FOR RECRUITMENT

Units and District consistently communicate the overall needs. Mutually work on securing Principle and PTO's

AFTER JOINING NIGHT

PROVIDE FEEDBACK AND CONTINUED COLLABORATION

Units and District consistently communicate the overall needs.

SUPPORT AND RESOURCES

scoutingwire.org/membership and marketing hub Minsitrails.org

DISTRICT REPOSNSIBILITES

BEFORE 1ST AND 2ND JOINING NIGHT

RECRUITMENT PLANNING MEETING

Schedule and promote a recruitment planning roundtable/kick off in Summer

SCHEDULE SCOUT TALKS AND JOINING EVENTS

Work with the Schools and the School Districts to schedule in-school talks. Collaborate with units on in-school talks and joining nights confirmations.

CREATE RECRUITING FLYERS

Create join Scouting event flyers with activity invites, dates, locations, times, and unit contact information.

DISTRIBUTE RECRUITING FLYERS

In-school flyers for school night recruitment delivered 7-10 days before School Night Joining Event.

JOINING NIGHT

SCOUT TALKS

The District will do Scout Talks in schools whenever possible. Pack assistance welcome and encouraged.

JOINING NIGHT SUPPLIES

The District will provide Sign-In sheets, youth/adult applications, and District event flyers. If offered in current Membership Plan—Incentives.

TURN IN APPLICATIONS

The District will turn in signed applications and fees collected at Joining Night.

AFTER JOINING NIGHT

FOLLOW UP W/ UNITS

Units and District consistently communicate the any and all future needs.