

Leatherstocking Council

2022 Membership Growth Plan Outline



Goals:

To increase the impact that Scouting can have in the lives of youth by developing and following a plan to increase membership and reinvigorate units at all levels of the program.

Contents

2021 Review –

2022 Growth Strategies and Plans –

2022 Membership Calendar

Support Materials –

Membership Status 2021

2022 Projections

2021 – Membership / Marketing - Year End Review Held on December 15, 2021

Good:

- Units that held unique events, not your regular sign up in a cafeteria type event had better attendance than those who didn't.
- Updated Parent Guide went over well when used
- Council Investment in Advertising
- Events advertised two weeks out did better than those that didn't have the lead time
- Recruited 316 new Scouts in 2022 versus 126 in 2020
- New Staff Positions - Units assigned to ADE had better growth than other units.

Bad:

- Schools were hit or miss on access
- Units not ready in the beginning of September
- Explorer Post still had nowhere to meet/ no staff available for leadership due to Covid
- Traditional timetable did not meet reality of unit readiness. Units not ready until the end of September beginning of October versus traditional early September
- Recognizing who we are selling to? What is the message to adults?
- Pricing was intimidating especially
- Our expectations –
- Advertising Dollars spent did not have corresponding effect on increasing membership in any trackable manner – recommended to reallocate dollars to alternate advertising

Lessons Learned:

- Uniforms – can be intimidating to newcomers – go with Council polos
- Placing the price on flyers – sticker shock chased potential new members away before a chance to highlight the program benefits
- Need to Bring Units onboard to the process and their part earlier.
- Don't try to recruit leaders on sign up night.

Membership Brainstorm:

- Multiple District Recruiting Events
- Multiple methods of reaching out needed
- Reach out to homeschooler's, many more out there after COVID
- Updating Menu Book
- Flyer's – Does a local flavor help?
- Direct Mail – Kirk
- Schedule – Popcorn/membership kickoff for June
- Spring Recruiting

- Branded handouts
- Unit Incentives for increasing membership. Reimburse units that spend on recruiting events! Grants?

2022 – Strategies and Plans

After several staff meetings and meetings of the executive board the Council is committed to continuing the reversal of membership decline and growing the number of Scouts in the program. Multiple strategies to help local units build awareness for their program will be used.

The Council will focus on five main strategies to grow membership:

1. Unit by Unit Recruitment Planning
2. New Unit Growth
3. Council Support Through Social Media, Advertising, Events and Incentives
4. Holding Council and District Events to support #Adventure On
5. Re-engagement of exploring

Unit by Unit Recruitment Planning

- Assessment of unit health conducted by **commissioner and field staff**
- Meet with units individually to determine spring and fall recruitment dates
- Work with units to develop activity-based recruiting to increase unit visibility, March – Oct. **Field Staff – District Membership Teams**
- Determine level of access at for school district and develop plans accordingly, July- Aug. **Field Staff.**
- Work with the Training Committee to get new leaders trained as soon as possible.
- Ensure that unit calendars are complete, posted and contain a mix of outdoor activities.
- Review all Be a Scout Pins to ensure accuracy – ongoing by **staff or district volunteers.**

New Unit Growth

- Each District will develop a list of new unit prospects and S and R units that can be brought back. Develop a list of charter partner prospects. **Field Staff /Membership Teams**
- Visit chartered partner prospects and secure support. **Field Staff**

Council Support Through Social Media, Advertising, Events, and Incentives

- Set up schedule of Council led social media post. **All Staff**
- Encourage Units and Train on how to use social media.

- Direct Mailing to eligible families. **Marketing**
- Develop Incentives including fishing pole give away events
- Council/ District led recruitment training
- Geofencing to support unit recruiting events
- Social Media post on Council platforms supporting local events
- Storefront advertising
- Grants to financially support individual unit recruitments

Holding Council and District Events to support #Adventure On

- Fishing Pole Give Away Events
- Intro to CK events
- Helping Troops hold recruiting events
- Power of Three

Reengagement of Exploring

- Secure list of dropped Explorer Post
- Make personal contact with advisor
- Develop List of new prospects
- Start Post

2022 Membership Calendar

January –

Finalize Spring Recruitment Plan – Fishing Pole Incentive

Present Plan to the Executive Committee

Assessment of Units as charters are processed

Board Approval of Plan

Finalize January charters

February –

Begin Advertising Fishing Pole Incentive

Submit month by month projections

Finalize February charters

March -

Fishing Pole Incentive Starts

New Unit Blitz

Staff and Volunteers attend Territory 10 Membership conference

April –

Camp/District/ Unit Fishing Events

School Visits Continued

Order fall materials

May –

Mom and Me

Additional Fishing Events

June-

Council Popcorn and Membership Kick Off

Field and Stream Weekend CK

July-

School Access Visits

Unit Sign Up Night Dates Set Due July 15th

August –

District led recruitment training

All pack sign up night final dates due

September –

Pack Recruitments

Troop Recruitment Events? / Council Camporee?

Power of Three Begins

October –

Recruitment Follow Ups

Explorer First Nights

November –

Follow Ups, second/recruitments

December –

Holiday Party Recruitments

Celebration of Membership Growth

Appendices

A. Current Membership and Unit Totals

400 Leatherstocking Year-End Membership for January, 2022 as of 1/27/2022 6:02:46 PM									
Program	Youth This Year	Youth Last Year	Youth Diff.	Youth % Gain	Units This Year	Units Last Year	Units Diff.	Unit % Gain	
Cub Scouting	767	767	0	0	46	46	0	0	
Boy Scouting	695	695	0	0	64	64	0	0	
Venturing	0	0	0	0	0	0	0	0	
Total Traditional	1,462			0	0.0	110	110	0	0.0
LFL	11	11	0	0	3	3	0	0	
Total	1,473				113	113	0	0.0	

B. Month by Month Projections

January	February	March	April	May	June	July	August	September	October	November	December
	6	15	20	10	3	3	5	80	140	80	40

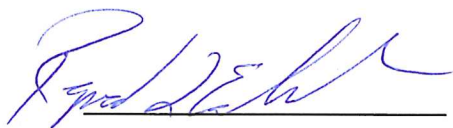
Total New Scouts for 2022 – 409

Approval by the Executive Committee

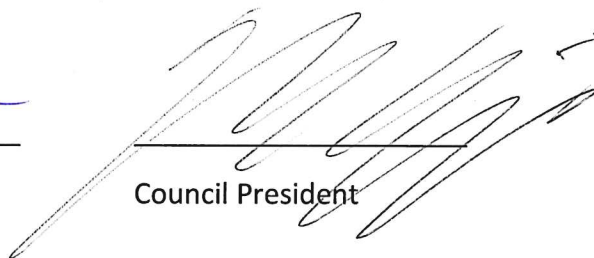
At the meeting of the Executive Committee on January 27, 2022, this Council Membership Plan was approved for execution by the Anywhere Council Executive Board with the following changes:

(None)

Signed:



Scout Executive



Council President