**Troop Membership Strategy**

Membership Chairs: Tom Delaney and Susan Jackson

Date: 4/12/18

**Goal**

Recruit 2 new patrols’ worth of scouts (10 Youth) to sustain our number as many older scouts will be aging out by next summer.

This will be a three-part goal that focus on finding new members from these sources:

1. 5th graders in June from James Elementary and Smith Elementary.
2. 6, 7, and 8 graders in September from Place Middle School.
3. Successful recruitment and onboarding of Webelos from Packs 12 and 1234.
   1. Host Webelos activity and invite Webelos from all area packs.

**Methods**

* School meetings and Kid Talks
  + 7/14/18 - Talk with principal to do a start of year recruitment drive.
    - Have a mock-up of the flyer for approval.
    - 9/13/18 – Sign up Day
  + Have a thank you for each principal
  + Hold Kid talks at the schools, no matter how difficult
    - 9/12/18
    - Ask young ASMs
  + 5/3/19 – Meet with Elementary Principal for Summer Recruitment (5th grade only)
    - Lunch Talks – 5/31/18
* Camperall Participation – Scoutmaster
  + 10/11/18
  + Have flyer invitations for AOLs and Webelos to come to Troop Meetings with date, time and location.
* Webelos to Scout Transition Fair – November Round Table
  + Coordinate with the WtS District Chair, Scoutmaster, SPL
  + Make flyer and gather table props
* Social Media
  + 6/1/18 Check all media to make sure everything is up to date
  + Use the Troop’s Facebook page to post cool videos and photos from all trips
  + Create an Instagram Page
    - Public Relations Chair and SPL
    - SPL to encourage scouts to post images from outings
  + Let our program do the talking for us and get the parents excited.
* Onboarding Packets
  + Create folders for our Troop – Jennifer Russell to help
  + 20x Y and A Applications, Family Talent Surveys, Troop New Parent Guidebook, Summer Camp Flyer, Colorado River Flyer, Troop Calendar, Social Media Connection sheet
* Follow ups
* Check in with Packs who have made 2018 visits
* Contact families from troop sign in sheet from Camperall, WtS, and visits
* Reach out to new families that have joined the Troop and make sure all their questions are answered

**Anticipated Outcomes**

* Add 2 new patrols of youth
* Scout Intake February/March, June, and Sept/Oct
  + 2-3 Fifth Graders
  + 2-3 Middle School Non-Scouts
  + 8 Cub Scouts from Pack 12 and 1234
* Increase in Social Media Activity
* Opportunities for more service with connections at Middle Schools