

2023

MEMBERSHIP PLAYBOOK



2023

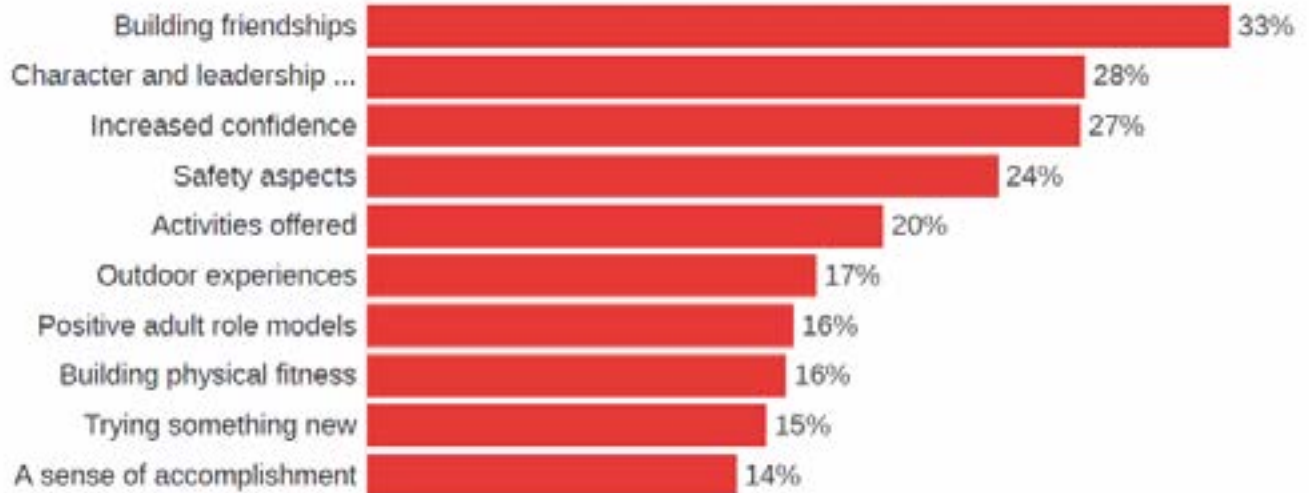
MEMBERSHIP PLAYBOOK

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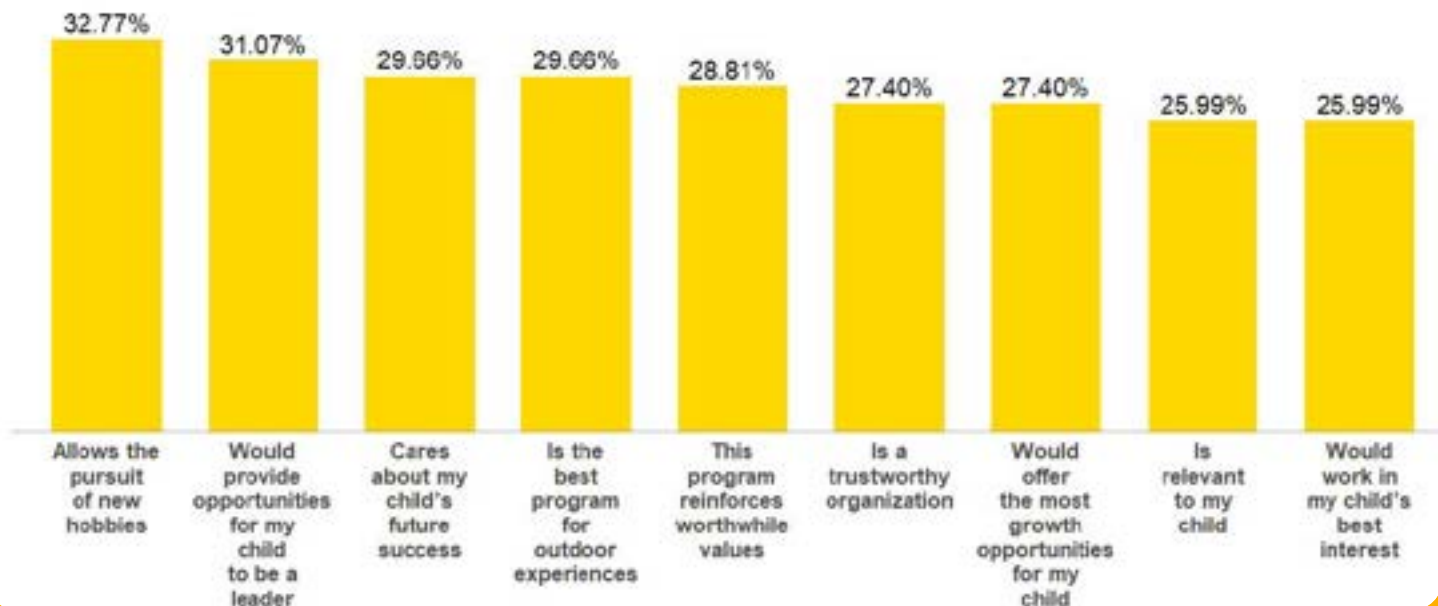
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WHY CHOOSE SCOUTING?

What are parents looking for in youth programming?



Why do they choose Scouting?



Be sure to communicate and demonstrate these aspects of Scouting when connecting with potential families!

**RECRUITING IS
YEAR ROUND!**

Accept new families
ANYTIME

We need to be ready to accept new families when THEY are ready to join.

If a Cub joins later in the program year, give them the option of completing missed rank requirements at home, but don't sweat it! Just make sure the new scout has FUN and award them something special at your Blue & Gold.

If a Scouts, BSA youth joins later, just connect them to the most recent patrol. Let parents know Scouts work at their own pace. Also be willing to give some individual attention to those Scouts during downtimes of a meeting or camp-out to give them the opportunity to work on missed requirements.

Follow a [year round recruitment model](#) for the most effective way to grow the program!

MAKE SPRING RECRUITMENT EASY
INVITE OTHERS TO YOUR
MARCH, APRIL, OR MAY MEETING!

- Connect with your leads from last fall
- Encourage Scouts to invite friends
- Encourage sharing on social media





MAC BUCKS REFERRAL PROGRAM

Refer a friend to join Scouting and receive \$20 in MAC BUCKS! MAC Bucks are redeemable for use at any MAC Scout Shop or for camping or activity fees for events offered through the Mid-America Council.

Referrals can enter Scout's name via online application when asked "How Did You Hear About Us?" or if filling out a paper application simply just write the Scout's name who referred you anywhere on the application.

Referral must be registered and paid in order to receive MAC Bucks. MAC Bucks is a credit that has been placed into a personal account for you at our Mid-America Council offices. If using for purchase at either Scout Shop, just tell staff at checkout. If using online, please call Member Services at 402-431-9272. MAC Bucks will be held in your account for 1 year from the date of notification. If not used, it will be forfeited.



QUESTIONS? CALL 402-431-9272



All MAC Bucks not claimed last fall have been converted into personalized accounts. At the time the account was created, an email was sent to the guardian letting them know the funds were available. If unused, these cards will expire May 15, 2024.

Fall is our greatest opportunity to recruit new families!
Follow these 5 steps to make sure you are ready!

1

Plan
PG 7

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Promote
PG 9

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Recruit
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Program
PG 25

5

Parent Engagement
PG 28



PLAN

SUBMIT YOUR CALENDAR AND BUDGET BY JUNE 30.

Families want to see the events and activities you have planned

- Involve your current Scouts in planning
- Don't use a cookie cutter program
- Indicate WHAT you'll be doing at the meeting

They also want to know the COST of the program

- Use your budget to determine the amount you need to collect from families

MID-AMERICA COUNCIL FEES

YOUTH

\$25 JOINING FEE

*For New Scouts ONLY

Includes: Handbook, Welcome Packet,
& Scout Life

MAC Annual Membership \$150 per year

\$150 per year prorated
monthly based on joining.
Add \$15 a year for Scout Life
January 1st.

Monthly Subscription \$16 per month

\$16 charged on or around the
15th of each month.
Scout life included during
subscription period.

Be sure to offer a monthly payment option to new families, especially if cost seems to be a major factor in their decision

Add the amount you would like collected in addition to these fees to mac@scouting.org. This additional amount will be deposited into your UDA at the office.

Participate in an annual planning meeting with your District Executive

Solidify details of your Sign Up Event by June 30



Identify a goal for the number of new scouts you hope to recruit this fall

Coordinate to have Den Chiefs in place

Prepare your New Member Coordinator

As you welcome new families to your Pack or Troop, it's important they feel comfortable, included and well informed. It is crucial to identify an adult leader from your unit to focus solely on this objective. That person is known as your New Member Coordinator. They are an integral part of planning and participating in your recruitment efforts.



THE NEW MEMBER COORDINATOR POSITION IS DESIGNED TO:

- Be a FUN and engaging position.
- Form relationships with new members and their families.
- Use a team approach by encouraging more than one NMC in a unit, allowing them to tailor their work to individual interests/expertise, as well as to recognize the particular needs of the unit.
- Fit every type of unit, every age level and every program.
- Be recruited and supported by key unit leadership.
- Be provided with training both online and face to face.
- Be mentored by the District Membership Chair and become part of the District Membership team.
- Be visible and easily identifiable at unit gatherings by their welcoming smiles and their BSA "Welcome" logo that they display and wear on an activity shirt, on a hat or vest or in some cases, a pin on a field uniform.
- The benefits of having a New Member Coordinator can be substantial!
- <https://scoutingwire.org/marketing-and-membership-hub/councils/new-member-coordinator/>

PROMOTE

Quarterly, your updates to Be A Scout will be uploaded to SignUp4Scouting.org

[HOW TO UPDATE YOUR PIN](#)

As of July 15, we will no longer accept applications through BeAScout.org

List your Sign Up Night as an [event on your Facebook](#)

- Won't affect transferring
- Site visitors will request more info
- Use invitation manager to respond

[HOW TO USE INVITATIONAL MANAGER](#)

Contact your District Executive to boost your event

[Set up your Facebook](#) to be a public facing page, ideally a community business page.

Post pictures or short videos on Facebook

Participate in community festivals and parades and service projects during summer

Tag any organizations connected such as your PTO, Charter Partner or even the City Chamber

To reimburse any cost, contact your District Executive PRIOR to committing

Look for the parade package on tinyurl.com/MACMembershipSupplies



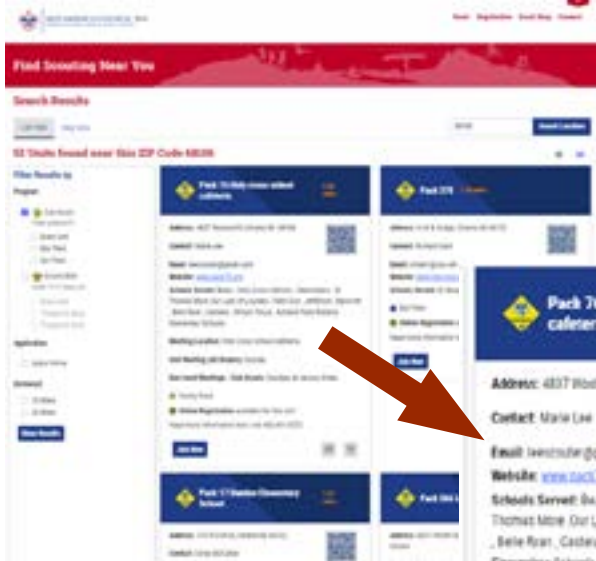
PROMOTE

SIGNUP4SCOUTING.ORG

new look by Aug. 1

When searching for a unit by zip code, parents select either Cub Scouts or Scouts BSA

Searching by school is only available to find Packs.



When searching by zip, the system will bring up several options in their area. When searching by school, only one Pack will appear.

You can download a QR or link so prospective parents can go directly to your unit's application

Payment options are found by clicking the dollar bill icon.

When clicking Join Now, families will be asked whether it is an adult or youth they are registering and directed to your unit's application to complete.



Multiple youth can be added to an application by clicking add participant.



Families will select their preferred payment option and enter their financial information. Once payment is complete, an automatic email will be sent to Scoutmasters, Cubmasters and Committee Chairs to approved the registration.

STEP-BY-STEP: HOW TO GROW SCOUTING.

Submitting a school directory by 7/1 will substantially increase engagement for your Sign-Up Event. If you are unable to obtain a school directory, it is imperative you submit the leads generated from your Back to School or Parent/Teacher Conference Booth. Either can be emailed to mac@scouting.org. This information will be used to promote your fall recruitment efforts. The following tools will automatically be implemented for your Sign-Up Event:

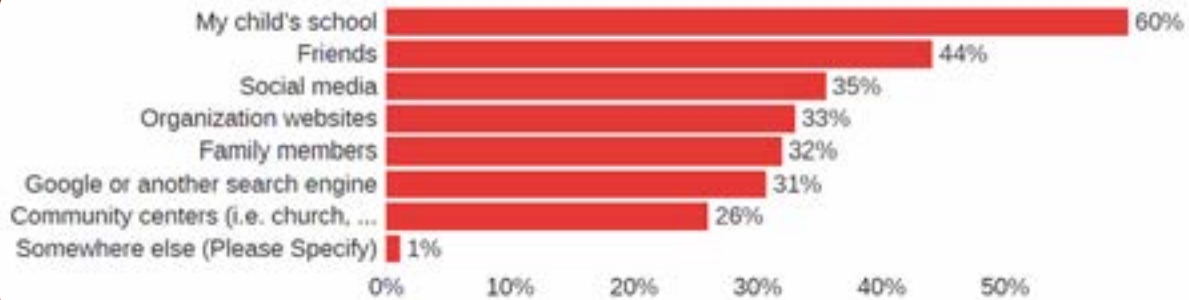
RECRUITMENT TOOL	DONE FOR YOU	WHEN COMPLETED
<input type="checkbox"/> Postcard Mailing to School Directory and/or Leads	✓	1-2 Weeks Before Join Night
<input type="checkbox"/> Email Blast Sent to School Directory and/or Leads	✓	5 Days Before Join Night
<input type="checkbox"/> Auto-Phone Reminder to School Directory/or Leads	✓	1 Day Prior to Join Night
<input type="checkbox"/> Text Message Reminder to School Directory/or Leads	✓	Day of Join Night

Listed below are the best ways you can recruit youth in your community. There are 12 “Ideal” ways that are required of each Pack or Troop. Some of these ideal recruitment tools may be unavailable due to your school’s access level. If an ideal tool is unavailable to your unit, please choose a tool from the grassroots list to replace the ideal tool so that a total of 12 recruitment efforts are made for your Fall recruitment.

IDEAL RECRUITMENT TOOL	WHO COMPLETES	WHEN COMPLETED
<input type="checkbox"/> Open House Attendance/Lead Collection		School Date
<input type="checkbox"/> Recruit a Friend/Parent to Parent in Pack		2-3 Weeks Before Join Night
<input type="checkbox"/> Youth Talk at School or Before/After		1-2 Weeks Before Join Night
<input type="checkbox"/> Community Yard Signs		1-2 Weeks Before Join Night
<input type="checkbox"/> Church/Charter Organization Bulletin		1-2 Weeks Before Join Night
<input type="checkbox"/> Fliers - Paper Copy Through School		1 Week Before Join Night
<input type="checkbox"/> Lion/Tiger Packets-Through School		1 Week Before Join Night
<input type="checkbox"/> School Marque/Newsletter/Announcement		1 Week Before Join Night
<input type="checkbox"/> School Social Media Announcement		2-3 Days Before Join Night
<input type="checkbox"/> Large Yellow Signs at School		1-2 Days Before Join Night
<input type="checkbox"/> Pack Uniforms at School		Day of Join Night
<input type="checkbox"/> Stickers Handed Out to Students		Day of Join Night
GRASSROOTS RECRUITMENT TOOLS - USE IN ADDITION OR REPLACE UNAVAILABLE TOOLS		
<input type="checkbox"/> Pack Attend Additional School Events (ex. Carnivals)		Event Dates
<input type="checkbox"/> Fliers/Posters at Community Businesses		1-2 Weeks Before Join Night
<input type="checkbox"/> Electronic Fliers Sent Through School		1 Week Before Join Night
<input type="checkbox"/> Open House Lead Follow Up by Den Leaders		2-3 Days Before Join Night
<input type="checkbox"/> Parent Lunch in Uniform with Scout		1 Day Prior to Join Night

YOUR SCHOOL IS THE BEST WAY TO GET THE WORD OUT!

How do parents hear about youth activities?



Be sure you plan a marketing **CAMPAIGN!**

One touch point, like backpack fliers, will **NOT** get your message across.

Aim for 12 marketing touchpoints for your message to be heard!

FULL ACCESS

- Back to School booths
- backpack fliers
- community yard signs
- oversized yard signs
- youth talks
- Charter Partner communication
- postcard mailing
- eblasts
- auto text
- auto phone message
- Facebook geofencing
- refer a friend campaign

LIMITED ACCESS

- Back to School booth
- electronic fliers
- after-school fliers/youth talks
- video/morning announcement
- community yard signs
- Charter Partner communication
- community posters
- postcard mailing
- eblasts
- auto text
- auto phone message
- Facebook geofencing
- refer a friend campaign

NO ACCESS

- parade participation
- festival booths
- community yard signs
- community posters
- banners
- school service project
- school carnival/field day assistance
- Charter Partner communication
- paid advertising
- PTO presentation
- postcard mailing
- eblasts
- auto text
- auto phone message
- Facebook geofencing
- refer a friend campaign

**Share your recruitment plans with your current parents.
Ask for their help, get their feedback and maybe more ideas.**



PROMOTE

FREE recruitment materials can be ordered at
[TINYURL.COM/MACMEMBERSHIPSUPPLIES](https://tinyurl.com/macmembershipsupplies)

ORDER IN ADVANCE

It could take up to 2 weeks to complete your order

ORDER EARLY

Late in the recruitment season we may run out of some items you wanted to use

SEVERAL ACTIVITY SUPPLIES AVAILABLE

We ask that you reserve only one of the activities so that we have plenty for other Unit's having the same Sign Up Night

CONTACT MEMBER SERVICES FOR BOUNCE HOUSE

You are responsible for transportation of the bounce house and there is a \$25 fee involved



Check out this

[checklist](#)

that explains what each marketing piece is intended for and get prepared to place your order!

PROMOTE

WWW.TINYURL.COM/MACMEMBERSHIPSUPPLIES

PACK MATERIALS:



Peer cards



Postcards



Lion Packet



Giveaways



Cub Trifold



Banners



Quarter Page Fliers



Yard Signs



Posters



Welcome Folder
(will include equal amount of Youth Apps, Scout Shop & Parent Guides)

Additional materials available:

Personalized Invite with Envelope

- blank trifolds
- activity kits
- rotational display boards
- adult applications

PROMOTE

WWW.TINYURL.COM/MACMEMBERSHIPSUPPLIES

TROOP MATERIALS:



Fliers



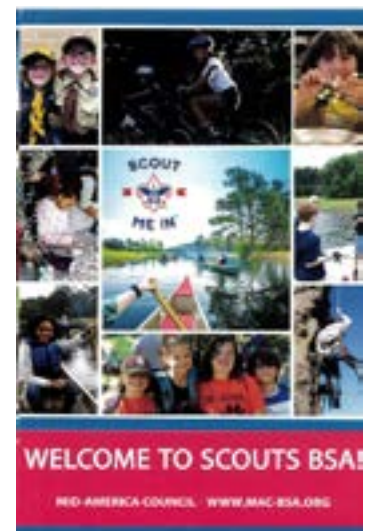
Yard Signs



Peer Card



Quarter Page
Fliers



Parent Guide

As we build our supply of direct troop recruitment materials, please let us know what else you need by emailing shauna.mullally@scouting.org

Additional materials available:

- blank trifolds
- pencils
- banners
- applications

BACK TO SCHOOL OPEN HOUSE ESSENTIALS:

- Identify an Ambassador of Scouting to represent your booth
- Talk with your principal about your preferred location - outdoor displays such as a tent can generate interest as well
- Use a table cloth to make your booth look professional
- Make your booth interesting with pinewood derby cars, program books or patches
- Have a trifold display showing pictures of current scouts doing fun things
- Distribute fliers with information on your Sign Up Event
- Provide unit calendars to show the great program you have to offer
- Hand out giveaways to those who stop by the booth

WHAT IS AN AMBASSADOR OF SCOUTING?

Someone recognizable within your school

Friendly, outgoing, neat in appearance and approachable

Dressed in a nice BSA Polo or Class A Uniform with shirt tucked in.

Knowledgeable about your Pack or Troop

MOST IMPORTANTLY ...

Have interest forms on clipboards with plenty of pens

- Email a picture of your lead sheets to mac@scouting.org WITHIN 24 HOURS
- This will trigger a postcard, email, text and phone message follow ups to remind those interested of your sign up

A digital interest form could be used with a laptop at your booth. This makes it easier to read and work with your leads!

Also consider having a booth at Parent/Teacher conferences. These typically happen later in the fall and would be great for Troop Recruitment or a Pack's 2nd Rounder.

JOIN CUB SCOUTS



UNETE A CUB SCOUTS



PROMOTE

THE BEST WAY TO GET YOUTH EXCITED ABOUT CUB SCOUTS!

Coordinate with your District Executive to get one scheduled with your school .

Youth Talks should be held 1-2 days before your Sign Up Night. Anything further out will be forgotten!

Talks can be held at an assembly, by going class to class, or at lunch time.

Class to class youth talks should be very short, 2-3 minutes max.

Lunch time is the least preferred as it is difficult to talk over the noise in the room.

If your school does not allow youth talks during school hours, consider reaching out to your afterschool club.

Many times these organizations are open to us bringing in an activity such as water rockets.

**TROOPS SHOULD CONSIDER
DOING YOUTH TALKS TO
5TH GRADERS IN THE
SPRING!**

YOUTH TALKS



PROMOTE IN YOUR COMMUNITY!

Encourage parents to interact with your Facebook by:

- Liking
- Commenting
- Tagging
- Responding to an event

THE DO'S AND DON'T OF YOUR SOCIAL MEDIA CAMPAIGN:

- DO** create multiple administrators and maintain 2 deep leadership online (no private messages to youth!)
- DO** post consistently, ideally at least once a week but no more than twice a day
- DO** encourage interactivity through photo contests, opinion polls, trivia questions, etc.
- DO** consider having a dedicated volunteer to monitor your page frequently and promptly reply to any inquiries or ensure all posts conform to the Scout Oath and Law
- DON'T** post last names of youth members or any identifying information such as birth dates, addresses or contact info
- DON'T** create a page that sits dormant giving prospective scouts the idea that your Unit is not active
- DON'T** forget to complete the About section with relevant info prospective parents are looking for including the dates & times of your meetings and contact info for your New Member Coordinator
- DON'T** allow private groups that cannot be monitored appropriately

Continue reminders of your Sign Up Event on your Facebook page.

Use this [SocialMedia Playbook](#) to create your plan.

Ask your DE about geofencing your Facebook event.

Ask Charter partners to post on their Facebook.

Look for community groups such as Nextdoor that you can post to.

Place yard signs on prominent streets or near main entrances to neighborhoods or subdivisions.

Ask local churches for space in their bulletin.

Hang posters in gas stations or community bulletin boards.

"Chalk the walk" by writing reminders of your sign up event on busier sidewalks around town.

Contact local day cares with elementary aged children and ask to facilitate an activity for them.

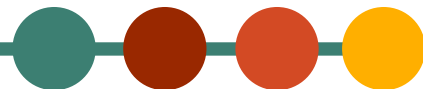
Leave brochures with your contact info in pediatrician offices and other places youth frequent.

Have gas stations, grocery stores or banks set a stack of 1/4 page flyers on their counter.

Put up table tents in area restaurants, coffee shops and meeting spaces.

Ask local businesses to post a message on their marquee.

- Posts containing pictures or video get 48% more interaction, than simple text posts!
- Utilize hash tags such as #ScoutMeIn, #ScoutsBSA, #BeAScout, #CubScout, #WeOwnAdventure
- Tag other Facebook Pages such as your School, PTA, your Scouting District and/or the Mid-America Council. (ex. @BSAMAC for the Mid-America Council)
- National's [Social Media Guide](#) outlines official BSA policies for using social media.



GAME TIME... GO FOR THE GOAL!

Timing of your Sign Up Event is based on your school start date

Packs within 2 weeks and Troops within 2 months

Troops most important role in the first month of school is to support their local Pack's efforts.

Remember, the majority of new Scouts BSA youth came through the Cub Scout program!

Use signage and greeters so families know where to.

Don't let them get lost or frustrated!

Utilize an Open House format for sign ups. Parents may want to get in and out of your sign up quickly. Packs should use the rotational model with the display boards available through the [online ordering form](#).

Make it easy for parents to fill out an application right then and there. If using the online system, ask them to do it from their phones so you can make sure it goes through right. Once they scan a code or grab an app and walk away, the chances they are coming back drop dramatically.



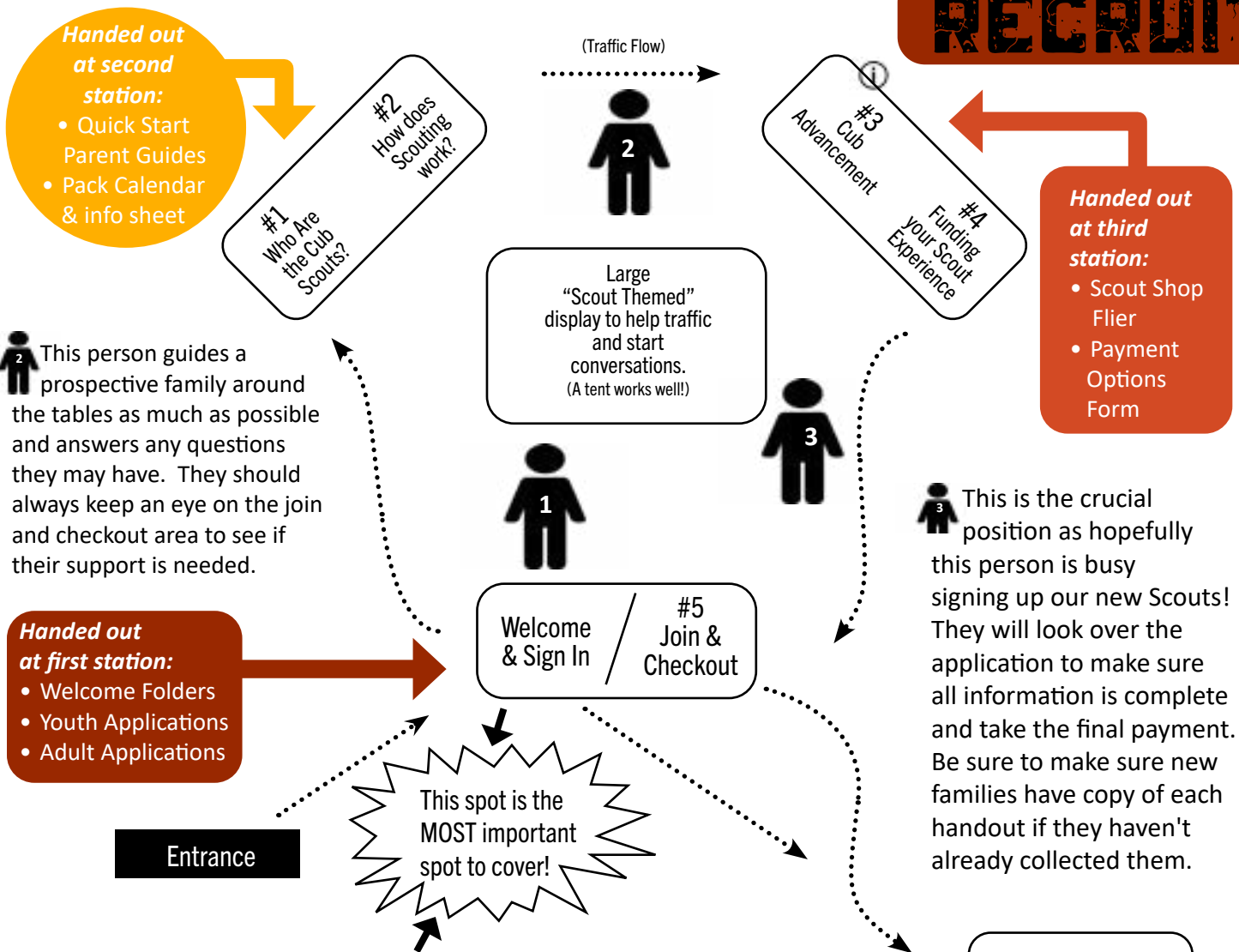
Always keep the youth having fun with an activity!

Plan for activities that are easy to join and leave as parents complete their registration. Easy ideas are water rockets, rubber band guns or simply a game of well monitored tag!

Troops should choose activities that appeal to 5th graders who may not be familiar with Scouting skills. However, current Scouts teaching fire-starting is always popular, just be sure it's in a safe place and closely supervised.

RECRUIT

PACK ROTATIONAL RECRUITMENT MODEL



Handed out at second station:

- Quick Start Parent Guides
- Pack Calendar & info sheet

Handed out at third station:

- Scout Shop Flier
- Payment Options Form

Handed out at first station:

- Welcome Folders
- Youth Applications
- Adult Applications

2 This person guides a prospective family around the tables as much as possible and answers any questions they may have. They should always keep an eye on the join and checkout area to see if their support is needed.

3 This is the crucial position as hopefully this person is busy signing up our new Scouts! They will look over the application to make sure all information is complete and take the final payment. Be sure to make sure new families have copy of each handout if they haven't already collected them.

1 As families arrive, the individual at the Welcome Table will identify whether the prospective Scouts are here to find out more information or simply sign up.

- If parents have questions or are wanting more information, have them sign in on the interest form capturing their contact information for future follow up. Hand them a welcome folder and direct them to proceed through the informational tables collecting handouts as they go. Be sure to point out the additional person that can answer any questions they may have.
- If the parent indicates they are ready to sign up, simply hand them an application and direct them to the open tables. Inform them that once the application is complete they can return to station #5 to make payment.

- Open Tables
- Open Tables
- Open Tables

This recruitment model should:

- Facilitate a more personalized experience
- Be run as an open house style from 6:30 - 8:00 pm
- Allow parents greater flexibility with their time



RECRUIT

RECRUIT FAMILIES, NOT JUST SCOUTS

Set the culture right then and there that parents NEED to be engaged.

Highlight the quality time spent with family and that siblings are welcome to most events.

Emphasis this is a volunteer led organization and every parent needs to be active in order for the program to work.

IDENTIFY POTENTIAL LEADERS

Look for active parents, Eagle Scouts or stay at home parents.

Don't forget the families who have had older children previously in the program.

Be on the lookout but DON'T make any asks yet. That's best held for the upcoming parent meeting.

WEAR CLASS B'S INSTEAD OF CLASS A'S

Sometimes a formal uniform is off-putting to parents or they feel intimidated by all the awards and medals. Plus, without a formal uniform, you look just like a normal parent. This avoids the mentality "the people in uniforms run things, I just drop off my kid."

HAVE AN EASY SECOND ROUND BY INVITING FAMILIES TO YOUR NEXT MEETING.

Families who couldn't make your initial sign up will appreciate the 2nd opportunity.

Ask your District Executive for a comprehensive list of your leads and invite them!

Encourage the refer a friend program (which remember, we should be doing all year long!)

MAKING MEMORIES THAT
LAST A LIFETIME



RECRUIT

MAKE SURE YOUR APPLICATIONS ARE COMPLETED CORRECTLY!

COMMONLY MISSED ON YOUTH APPLICATIONS

BSA YOUTH MEMBER APPLICATION (REFERRAL'S NAME IF APPLICABLE)

YOUTH INFORMATION

First name (Full legal name) Middle name Last name Suffix Preferred nickname

Country Mailing address City State Zip code

Phone Date of birth (mm/dd/yyyy) Grade Ethnic background: Gender: Male Female

School Scout Life subscription

PARENT/LEGAL GUARDIAN INFORMATION

Mark here if address is same as above. Mark here if you are the Lion or Tiger adult partner. Mark here if the Lion or Tiger adult partner is not living at the same address and complete and attach an adult application.

Select relationship: Parent Legal Guardian Grandparent Other (specify)

First name (Full legal name) Middle name Last name Suffix Preferred nickname

Country Mailing address City State Zip code

Primary phone Date of birth (mm/dd/yyyy) Occupation Employer Gender: Male Female

Alternate phone Ext. Previous Scouting experience

I have read the attached information for parents and approve the application. I affirm that I have or will review How to Protect Your Children From Child Abuser: A Parent's Guide.

Signature of parent/legal guardian Date Parent/legal guardian email address

To be completed by unit

Signature of unit leader (or designee) Date

Unit type: Pack Troop Crew Ship Lone Cub Scout Has earned Arrow of Light Lone Scout

Unit No.: For pack registration select one: Open Tiger Wolf Bear Webelos

If applicant has unexpired membership certificate, registration may be accomplished at no charge by transferring the registration or multiple registering.

Transfer application Multiple application Enter membership number from unexpired certificate: Council No.: Unit type: Pack Troop Crew Ship Unit No. or district name:

Registration fee \$ PAID: Cash Check No. Credit card

Scout Life fee \$



RECRUIT

COMMONLY MISSED ON ADULT APPLICATIONS

BSA ADULT APPLICATION
All fields must be completed in order to process your registration.

First name (Full legal name) Middle name Last name Suffix

Country Home Address Date of Birth (mm/dd/yyyy)

City State Zip Social Security Number (required)

Ethnic background: Black/African Caucasian/White Native American Hispanic/Latino Alaska Native Pacific Islander Asian Other Gender: M F

Primary phone Alternate phone Extension Scout Life subscription

Please select your preference of communication: Email Phone Call SMS/text Occupation

Email address Employer

Are you an Eagle Scout? Yes No If so, enter date earned Eagle (mm/dd/yyyy)

All questions MUST be answered. Write NONE if not applicable.

1. Scouting background Position Council Year

2. Experience working with youth in other organizations. Please provide contact information for at least two below.

Organization Contact name Phone

Organization Contact name Phone

Organization Contact name Phone

3. Previous residences (for last 10 years) City State

4. Current memberships (religious, community, business, labor, or professional organizations)

5. Additional information (Mark each answer)

a. Have you ever been removed from or asked to leave a leadership position in an organization due to allegations regarding your personal conduct or behavior? Explain: Yes No

6. Have you ever been arrested for a criminal offense other than minor traffic violations? Explain: Yes No

7. Has your driver's license ever been suspended or revoked? Explain: Yes No

8. Have you ever been investigated for, accused of, or charged with abuse or neglect of a minor child? Explain: Yes No

I hereby certify that:

1. I have read and affirm that I accept the Declaration of Religious Principles I agree to comply with the rules and regulations of the BSA and the local council, including the Scoutmaster Code of Conduct.

2. I affirm that the information contained in this application is true and accurate to the best of my knowledge and belief.

DETAILS REQUIRED

Signature of applicant Date

YPT completion certificate attached and Background Check Authorization form attached

TO BE COMPLETED BY UNIT

Careful review of the information provided on this application is a significant step in Scouting's efforts to protect its youth members and deliver a quality program. All applications should be submitted to the local council within 5 business days.

APPROVAL FOR UNIT ADULTS: I have reviewed this application and the responses to any questions answered "Yes," and have made any follow-up inquiries necessary to be satisfied that the applicant possesses the moral, educational, and emotional qualities to be an adult leader in the BSA.

Signature of Chartered Organization Head or representative or council representative Date

Unit type: Pack Troop Crew Ship

New leader Former leader Position change Participant

Unit No. or District name

Scouting Position Code Scouting Position Title

Registration fee Council fee Scout Life fee PAID: Cash Check No. Credit card

APPROVAL FOR COUNCIL AND DISTRICT ADULTS: I have reviewed this application and have made any follow-up inquiries necessary to be satisfied that the applicant possesses the moral, educational, and emotional qualities to be an adult leader in the BSA.

Signature of Scout Executive or designee Date

If applicant has a current registration in another unit or local council, the registration may be completed at no charge by transferring the registration or multiple registrations.

Unit No. or District name

Transferring from Unit/Council: Transfer application Multiple application Pack Troop Crew Ship

Enter membership number from unexpired registration:

It is important to obtain the parent's social security, birth date and Driver's License Number.

Explain to parents that safety of our youth is most important and background checks must be completed on all adult leaders.

Let them know their application will be kept in a secure location and get it turned into the office as quickly as possible.

Don't forget the final disclosure page.

Keep in mind, adults must have completed YPT to be registered.

CLOSE THE SALE!



Families came to sign up, set that expectation. You don't necessarily need to "sell" every parent. Make it easy for parents to come in, fill out an app and leave.

Don't announce to bring applications back. Once they walk away without filling out an app, chances of them coming back drop substantially.

Have everyone fill out a youth application. Don't collect payment if they're not sure just yet. Use it as a way to collect contact information.

Accept Credit Cards through [Mid-America's online form](#). National fees for the Scout will be paid from these funds with any extra being deposited in your UDA at the office. Money can be withdrawn from the UDA at any time. You can also use your own square, paypal or venmo account.

FINANCIAL AID PROCESS.

If a new family expresses they cannot afford Scouting, encourage them to fill out the [online financial aid form](#) for new scouts. This will also serve as their BSA application - No need for them to fill out a paper application or go to [SignUp4Scouting.org](#).

Healthy Blue is a medicaid option for Nebraska residents. Youth covered by Healthy Blue may request an annual \$100 stipend to cover registration fees. **Regardless of whether a child has Healthy Blue coverage, parents MUST complete the online financial aid form.** It is suggested that Healthy Blue stipends be requested in October in time for rechartering fees. Once a parent receives the stipend card, they should contact Member Services to redeem. Their stipend payment will be reflected as financial assistance and unit leaders will be notified to deduct that amount from their recharter fees, similar to other forms of financial assistance.

Once an online financial application is received, a member of our staff will connect with the guardian and establish the amount of assistance and discuss the Healthy Blue program for those eligible. Leaders will then be notified and asked to email their approval to process. You will want to remind these families they must re-apply for assistance next year in October through the [Program Support Fee Assistance](#) even if they intend to use the Healthy Blue stipend.





PROGRAM

What you do is not just when you meet!

GREAT PROGRAM = GREAT RETENTION

PLAN FUN AND EXCITING PROGRAMS THAT APPEAL TO YOUTH AND PARENTS!

Keep activities hands on and engaging. Get them outside in the fresh air!

Capture these moments and share on social media. Tag any connected organizations like your school, Parks & Rec, your charter partner, etc. Ask parents to share as well.

Cubmasters, Scoutmasters and Den Leaders should focus on program
Your program needs to POP right out of the gate - first impressions are everything,

New Member Coordinators and Committee Chairs should focus on connecting with leads, answering parent questions and recruiting leaders.

The first meeting should be held within 2 weeks of your sign up. This initial meeting should NOT be an awards ceremony or Court of Honor.

Troops should plan plenty of activities with Webelos & Arrow of Light Dens in your area.

Award Bobcats within 30 days giving scouts a sense of accomplishment right off the bat!

Prepare new Scouts for camping. This is especially true for Troops. Perhaps the new Scout hasn't camped before. You may need to help them find the right gear they will need.

Help improve the relationship with your school by doing a service project. This also keeps you visible in the community. Find out more about the National [Adopt a School program](#)

Simply DO YOUR BEST, this motto is true for both youth AND ADULTS!

Not everything will go perfectly, but as long as the scouts are having fun... who cares? A failed activity is a learning experience and helps teach youth it's okay to fail. Don't let it fluster or frustrate you!

PROGRAM

Communicate with new parents. Be sure they know the details of upcoming meetings and events. Stay in frequent touch even during lulls in the program like holiday breaks or throughout the summer.

Encourage the Referral Program year round. Consistently encourage your Scouts to invite their friends. Studies show that Scouts with a best friend in the program typically stay with the program longer.

Follow up on those Scouts who miss meetings. Let them know you noticed and care. Leaders should follow up with the Scout and parent to let them know what they missed.

Keep the youth active, not just sitting on chairs. We've all heard put the outing in Scouting, but it rings true! Don't hide in the church basement.

Explain Scoutbook and get new parents connected right away! Show them how to track their child's advancement and how your calendar works.



STRUGGLING FOR UNPARALLELED PROGRAM?

1

Train your leaders

Do your leaders understand their role and know what they are doing? The Cubmaster should be checking in with Den Leaders to make sure they have the support to be successful.

2

Have joint ventures with Packs/Troops around you

It's no fun with just 5-6 kids at a "big" event. Consider finding another unit to collaborate with on campouts, Pinewood Derbys, Blue & Golds, Court of Honors, etc. Also, reach out across Pack and Troop and see if you can plan something.

3

Utilize Den Leader in a Box

Den Leader in a box was unrolled last year, but we're hoping to make it more useable for unit leaders. Look for information regarding the program under Unit Recruitment section of our website by Aug 1

4

Combined Den Program

Intended for those Packs who have less than 5 in a given den. This provides the opportunity for all ranks to participate in the same activity and each earn their respective rank requirements. For example...everyone is going on a hike and Tigers find 3 plants, animals or signs of animals while wolves focus on the preparation for the hike and the 6 essentials, etc.

5

Utilize Council, District or Community Events

What's easier than ready made program? All you have to do is let families know about the event! [First Camp](#), [Family Weekends](#) and [Camporees](#) are all great options!



PARENT ENGAGEMENT

PARENT MEETINGS



Held within 2 weeks of the sign up.

Don't let parents fumble their way through until a parent meeting later in the year. In the fall in particular, this could lead to them not rechartering.

Youth should be in another area with a fun activity.

Cubmasters and Den Leaders assist with the PROGRAM! The Committee Chair should run the parent meeting. Cubmasters, Scoutmasters and Den Leaders should be introduced to parents, then take youth to a different area for a fun activity. Don't forget to share Den Leader contact info with parents.

Explain the basics of Scouting.

Go over the Scout Oath and Law. Display a Class A Unifrom and discuss when to wear it. Encourage parents to purchase these at the Omaha or Sioux City Scout Shop or [online](#). Define what a Pack and Den or Troop and Patrol structure is. Indicate the District you are in within Mid-America Council. And don't forget to go over Training, Safety and YPT requirements. Keep in mind these are brand new parents, so avoid Scouting jargon as much as possible..

Share the specifics about your Unit.

This is the time you should present unit specific information. Be sure to share your calendar again! Order new Scouts their Class B's if your unit wears them. Get new parents connected to your Facebook and Scoutbook. Explain who and what your Chartering Organization is. Let them briefly know about fundraising opportunities. Although timing for fall is tough, this is NOT the best meeting to go over all the details of popcorn.

Being organized for the parent meeting shows how well you run your program!

PARENT ENGAGEMENT

Utilize the [100 pt form](#) or a [Committee sign up sheet](#)

Again, re-emphasize the group is led by volunteers and you need more hands. Be sure to have plenty of assistant positions if possible. New parents may not think they can do the entire job but they are happy to help. This leads to great succession planning as well.

The key is to keep volunteers engaged from the get go. If someone indicates they'll help with Blue & Gold don't wait until January, you've lost them. Instead, give them their first simple task, like maybe securing the date and location right off the bat. Let new parents DO something... don't fall into the mindset of it's just easier for me to do it. You will be doing it all!

Remind Lion & Tiger parents that they **MUST** be present

This makes it perfect to get new parents involved. Plus, they'll hopefully be around for the next 4-5 years. Encouraging them to take an assistant position is your best bet. After a year, they'll probably feel confident leading it for the next year.

Encourage everyone to attend to help plan and make decisions. Make an effort to get to know new parents and make them feel welcome! Troops could start an Adult Patrol for comradery. Just be sure to intermix new parents with existing parents. As they feel comfortable and see the need, more and more might be willing to help.

Follow up with those willing to help immediately

Call your committee meeting a **PARENT** meeting.

SIX SECRETS TO RECRUITING VOLUNTEER LEADERSHIP

Set an expectation that everyone volunteers. At the first opportunity when new members join, let parents know that they will be asked to volunteer. Provide a handout on which positions have vacancies and a brief description of what duties are involved.

Collect 100 point forms from every family. In this survey, parents are asked about their skills and interests and what sorts of positions might suit them. Once completed, be sure to engage and utilize these parents.

Fit the job to the personality. Some love to be in front of people while others are terrified of the idea but would gladly help behind the scenes. Read personalities and suggest jobs that you think are a good fit. Parents may be cautious to commit, so start with something relatively small to get them acclimated to the group. Maybe it's simply ordering pizza or securing your Pack's camping reservation. Once they are more comfortable, they are more apt to take on larger responsibilities for the Pack.

Once the volunteer says yes, follow up. As soon as you can, give them a link to youth protection training and an application. Encourage them to take position specific training and discuss the duties expected of them.

Recognize the volunteer right away. At the next opportunity in front of a group of parents, announce the new volunteer's role and ask everyone to thank him or her for stepping up. Be sure to consistently show appreciation for their service.

Do the ask in the most personal, relaxed forum you can. Avoid the mistake of asking for volunteers by a broadcast email or large group announcement. That approach almost never works. Also, avoid complaining publicly about a lack of volunteers or what your position requires of you. Nothing scares off recruits faster! A one-on-one conversation with a positive tone in a private setting works best!

PARENT ENGAGEMENT



**TURN PARENTS INTO HELPERS
THEN HELPERS INTO LEADERS!**

Run the Lion program as it was intended. This is the perfect way to set that stage and let parents know they **WILL** be helping out. A seasoned Den Guide should be coordinating each parent taking a turn running a meeting. The seasoned Scouter should **NOT** simply fill in as the Den Leader.

Seat parents right next to their Scout. Quite often we sit Scouts here and parents over there. Don't give them the opportunity to fade to the back!

Ask small tasks of parents at den meetings. This is easy, just announce "I need one person to hand out scissors, I need another to make sure each scout has a ruler", etc. As they get older you will want the Scouts to assist with this, but in younger ranks set the tone amongst parents that everyone lends a hand

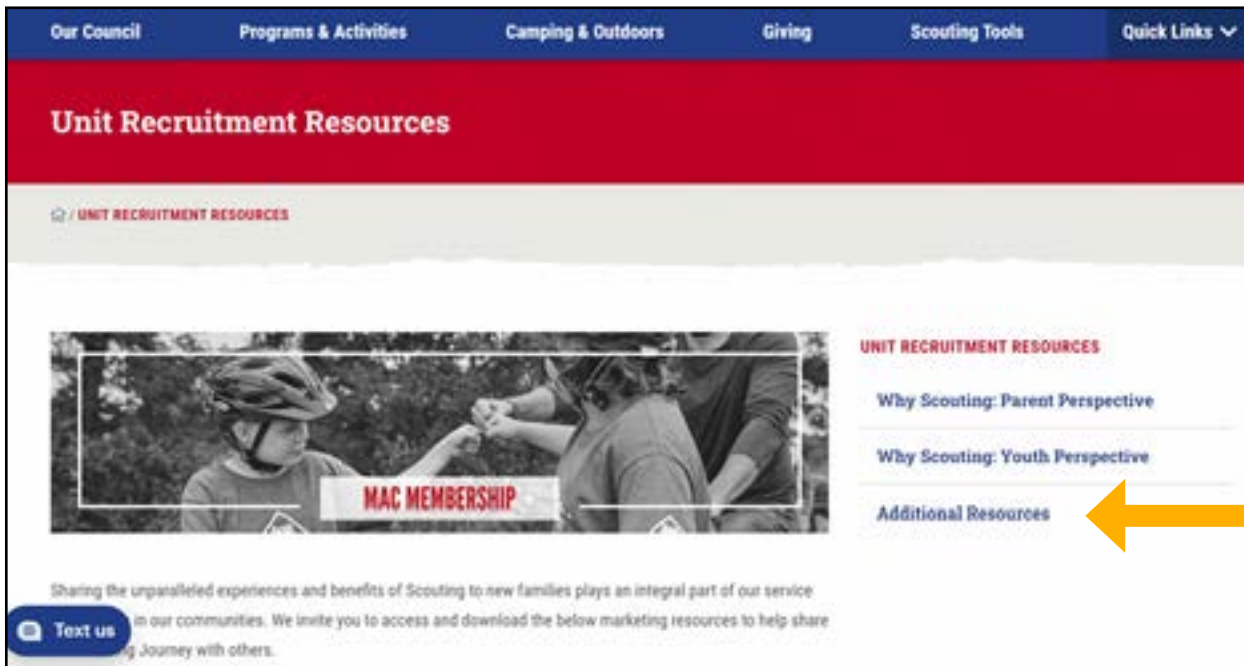
Subtly call out disengaged parents in the back. This doesn't have to be awkward. Simply make eye contact while asking, "Could **YOU** ..." or say something like "Timmy's dad, sorry I don't know your name yet, but could you..."



ADDITIONAL RESOURCES

MID-AMERICA RESOURCES

[Unit Recruitment Resources on mac-bsa.org](#)



Located under the Quick Links section. Note the additional resources to the right.

[Order Membership Supplies](#)

Call or text 402-431-9272

Email mac@scouting.org

NATIONAL RESOURCES

[Marketing & Membership Hub](#)



[BSA Brand Center](#)

