



***To be successful we need to create a culture of year-round growth within the Mid-America Council!***

## **January/February**

- Implement Lion Recruitment Campaign in conjunction with Kindergarten Roundup
- Prepare for Principal Visits with District Executive (ideal month for visits is February)
- Conduct Separated Youth Campaign
- Track Arrow of Light Commitments to Crossover and encourage bridging ceremonies at Blue & Golds

## **March/April/May**

- Secure school directories for your schools and submit by 5/31
- Participate in elementary school principal visits with your District Executive by 5/31
- Confirm Sign-Up Night for Scouting with elementary schools and District Executive by 5/31
- IYOS (Ideal Year of Scouting) meetings with District Executive and Pack Leadership by 6/30 including final Fall Recruitment Plans
- Conduct a “lost scout” campaign for Arrow of Light Scouts

## **June/July/August**

- Units submit Program Calendar and Budget by 6/30
- Update unit recruitment materials such as brochures and trifold displays
- Secure 3-5 Scouts BSA and Leaders to support activities during Sign-Up for Scouting Night
- Confirm table at Back to School Night/Open House with elementary schools (Packs) and middle schools (Troops) and coordinate volunteers for staffing the table by 7/31
- Utilize Social Media to promote Sign-Up for Scouting Night and Troop Open Houses
- Collect Membership recruitment supplies before or at your August Roundtable
- Submit contact information collected at Back to School Night/Open House to your District Executive within 24 hours of the event (text message/e-mail/fax)
- Unit New Member Coordinator attends Sign-Up for Scouting orientation
- Sign-Up Night for Scouting events may occur depending on school start schedule

## **September/October**

- Sign-Up for Scouting Nights and Troop Open Houses occur
- Submit Applications from Sign-Up Night for Scouting events
- Conduct second recruitment event and invite families who were unable to attend the Sign-Up for Scouting (generally at the first Pack meeting after the Sign-Up Night)
- Follow-up with leads of youth that have shown interest in joining, but have not yet joined
- Bobcats are awarded for new Cub Scouts
- New Pack families attend district or council wide on-boarding events such as FirstCamp
- Webelos and Arrow of Light Scouts attend District Webelos Woods
- Provide Troop Leadership listing of Arrow of Light Scouts eligible for Crossover
- Recharter Process begins

## **November/December:**

- Continue collecting applications for new youth added to recharterers
- Units recruit a Unit Membership Chair who will work with your District Executive to coordinate the Sign-Up for Scouting campaign
- Prepare for Lion Recruitment Campaign