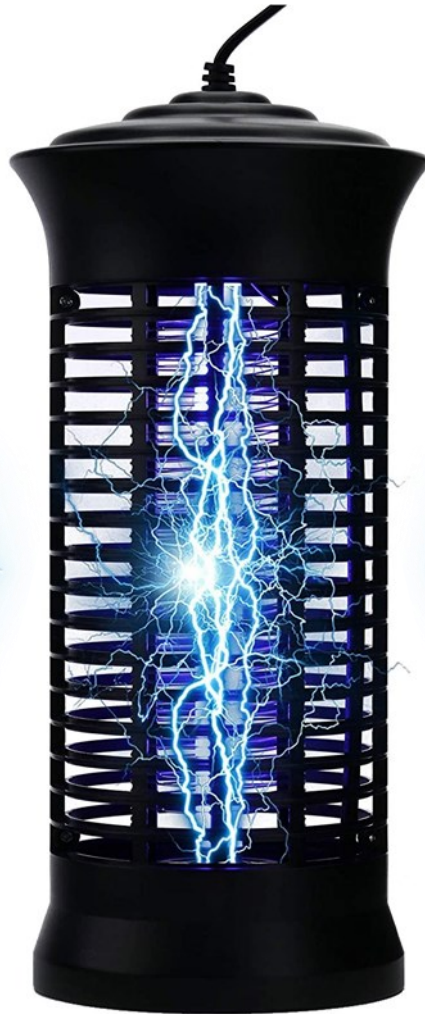


# 2022 MEMBERSHIP PLAN



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NEVADA AREA COUNCIL

# VISION



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Scouting can change a youth's life and instill values that every community can benefit from. It is the objective for the Nevada Area Council to extend the opportunity for each youth in every community to have the ability to participate in Scouting and it is inherently important for our Council Board, Districts, Units, and each individual leader to help extend this offer to join Scouting.



Joining Scouting is attractive to parents and we have many draws much like bug zappers are electrifying. They are designed to attract. They can mystify and can be fun to watch. A bug zapper simply requires someone to turn them on to get them going. A great membership plan needs to be first envisioned and then implemented at all levels of Scouting in order to draw youth in to participate. It is up to leaders to ensure that the program is electrifying and exciting to ensure we also retain the attraction.

The Nevada Area Council will be most effective by leading in a supportive role and by helping provide a great vision.

To support growth and retention in the Nevada Area Council our membership plan will be focused on:

- 4 Step Plan
- Back to Scouting Plan
- New Units
- Scoutreach



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# 4 STEP PLAN



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At each level of Scouting there is an important role for helping recruit. The council really should provide the leadership and initiate the vision and direction. Districts help implement that vision and the unit is where the magic happens. Recruitment of any youth should not stop for any season of the year but may have different types of focuses throughout the year. We simply ask that the Unit, District, and Council all participate in a 4 Step Plan and work to achieve set objectives.

## 4 STEP PLAN

- RECRUITERS
  - Each Unit, District, and the Council identifies New Member Coordinator(s)
  - <https://scoutingwire.org/marketing-and-membership-hub/councils/new-member-coordinator/>
- 12 POINT PLAN
  - Identify 12 methods for a promotional plan by the unit, district and council
- CALENDARS
  - Membership Calendar / Timeline suggestions are shared
  - Calendar for Unit, District, and Council levels created and shared
- HELP TO SERVE
  - Find New Leaders Through New Youth
  - A focus on new leadership being identified through activities and small tasks

# 4 STEP PLAN



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## LEVEL OBJECTIVES

- COUNCIL
  - Provide training, guidance, and tracking for Districts and Units
  - Provide materials and resources for recruiting
  - Establish and maintain relationships with key community leaders
  - Be supportive and share a membership plan and calendar
  - Hold Membership Committee Meetings hosted by VP of Membership
  - Share 12 Point Promotion Plans
  - Share goals and use “Adventure On” theme
  - Encourage Webelos Transition
- DISTRICT
  - Evaluate Unit needs and help establish unit calendars and plans
  - Ensure timely distribution of materials
  - Further train unit leaders on recruitment methods
  - Send at least one representative to each Membership Committee Meeting
  - Implement vision and goals
- UNIT
  - Participate in Year Round Recruiting
    - Minimum of 1 Spring Recruitment and 2 Fall Recruitments
    - Share about unit activities publicly like through social media
  - Have a Calendar
    - Have activities that go year round
    - Ensure at least 50% of unit participates in a summer camp
    - Start activities and meetings for the year in August
    - Create a Back To Pack Event
  - Use a 12 Point Promotion Plan
  - Participate in District or Council Membership Trainings
  - Strive for 100% Trained Leaders

# BACK TO SCOUTING



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Scout units naturally have a restart after a summer of fun and a change in pattern of meetings through the summer. It is critical for a Scout unit to start meeting again in a timely manner after the summer. Units should at least start meeting again in August on a routine pattern with a calendar planned out to start having fun. Best way to start is through planning a fun activity to kick-off.

## LEVEL OBJECTIVES

- COUNCIL
  - Provide by June resources and a training to understand yearly planning
  - Provide templates for calendar and activities
  - Assist with unit marketing plans
  - Help provide materials for a singular suggestive activity for units
- DISTRICT
  - Further discuss and train for best activity ideas
  - Monitor unit success and report back to Membership Committee
  - Ensure unit shares it's yearly calendar and holds popcorn kickoff
- UNIT
  - Hold Back To Scouting activity in August
  - Advertise in June and July to unit membership, prior unit membership, and community to come participate
  - Participate in District or Council Membership Trainings
  - Share unit's yearly calendar and hold a popcorn kickoff

# NEW UNITS



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Scouting can make the biggest difference through starting new units. Every effort should be made to start more units. Evaluate where we will be most effective with our time and we should consider that with all of our efforts some units will sprout and take off and some may wilt away. Knowing that some units may not be successful will help us plan for starting more and increasing efforts so as to ensure that we have areas of success. Without trying—we will only be in the same place we are now or worse.

## Level Objectives

- Council
  - Hold a Professional Scouter annual membership planning conference
  - Hold a Membership District Committee Workshop
  - Work to identify a new unit team and recognize leaders with the William D. Boyce Award
  - Hold at least two Exploring Explosion Weeks per quarter
- District
  - Identify communities of most need for new units
  - Identify partnerships that can lead to units
  - Every elementary school has a recruitment
  - Identify top possible business and partnership for Exploring programs



Scoutreach is a vital program for ensuring the opportunity for all youth to participate in Scouting regardless if it is assistance with funding to a traditional unit or assistance to a program aide unit. Consistent program should be offered and inspected within our program aide units and additional locations should always be explored with new relationships.

- Program Aides
  - Aggressively Recruit for new aides through a 12 Point Promotion Plan
  - Achieve 25—40 program aides
- Units
  - Actively seek to increase partnerships to deliver programs to more youth
  - Establish quarterly goals for visiting with new potential partnerships
- Camp / Summer Program
  - Provide a camp for Boys and Girls Club
  - Invite sites to participate in Day Camp or overlap with B&G
- Unit Assistance
  - Ensure communication is made at training opportunities for leaders to be aware of assistance funding availability
  - Ensure communication is made with recharter that funding is available

# CALENDAR



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## 1<sup>st</sup> Quarter

Recharter – Done in January

Start 2 Traditional Units

Marketing Campaign

Executive and District Goals set for each quarter

Identify Target Communities For Scouting

Hold Membership District Committee Workshop

Hold 2 Exploring Explosion Weeks

Webelos Transition – Identify All Webelos Going To Troops and Share With Troops

Roll Out – Expand Cub Scouting!

Scoutreach

Hire 10 Program Aides

Start 5 New Sites

Council shares incentive program

## 2<sup>nd</sup> Quarter

Hold Spring Recruitment with Every Cub Scout Pack

District Executive or District Membership Chair Attends 100% of Unit Recruitments

Marketing Campaign

Start 2 Traditional Units In Each District

Have 10 Charter Partners Identified Ready For Units In Each District

Hold 2 Exploring Explosion Weeks

Visited 100% of Elementary School Principals

Visited 100% of School District Superintendents

Scoutreach

Have 10 Different Summer Sites Running Programs



# CALENDAR



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## 3<sup>rd</sup> Quarter

Hold Fall Recruitment with Every Cub Scout Pack

District Executive or District Membership Chair Attends 100% of Unit Recruitments

Have 6 Charter Partners Identified Ready For Units in Each District

Hold 2 Exploring Explosion Weeks

Marketing Campaign

## 4<sup>th</sup> Quarter

Roster Checks Completed With Each Unit

Recharter Process Started

Start 4 Traditional Units

Marketing Campaign

Hold a Membership Celebration(s)

# GOALS



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- Units
  - Start 10 new traditional packs
  - Start 2 Girl Troops
  - Have 8 Exploring units registered
  - Have at least 25 units registered with Scoutreach
- Membership
  - Have at least 3% membership growth in each district
  - Have 20% growth in female Scouts BSA units
  - Scoutreach achieves at least 1000 registered Scouts served
- Incentives
  - Create a Professional Scouter incentive
  - Create an incentive for units and districts
  - Hold a Membership Celebration party through a council sponsorship
  - Set goals for attending Membership Celebration