Utilize the list below to build your unit’s 12-step membership plan. Some actions are more effective than others; however all will help you to grow your Pack. Your GOAL should be to ensure that no matter where you go “in-town” everyone will know that it is time to join Cub Scouting! This are other great methods not included on this list:

- Open house attendance—collect leads—required if your school permits you to attend
- Community event/festival attendance—gather leads (farmers market, summer festival, sporting events, etc.)
- Attend your school’s carnival or festival—gather leads (this is in addition to your school’s open house)
- 4th of July parade—march in the parade & hand out info with www.JoinScoutsIN.org
- Invite-a-friend campaign—utilize buddy cards and invite to joining night
- School newsletter article (ask your principal or PTO)
- School intercom announcement (ask your principal)
- School automated phone system announcement (ask your principal)
- Teacher email reminder/announcement—have parents ask their Scouts’ teacher to send an email home to their class—provide a draft email
- Yard signs at family homes and businesses
- Yard signs strategically placed on street corners in the community
- Flyers and posters distributed to businesses
- Customized invitations to families (utilize class rosters, school directories, etc.)
- Personal phone call/email invites to Kindergarten/1st Graders (utilize class rosters, school directories, etc.)
- Parent social media campaign - encourage parents/leaders to post info and testimonials in various locations: Next Door App, neighborhood Facebook pages, school/parent Facebook group, community “Chatter” FB pages, community garage sale pages, official school/PTO social media pages, tag community agencies on twitter (Parks Dept., Fire Dept., Police Dept., etc)
- Display case/bulletin board in your school
- Flyers distributed at area churches (target churches with large family populations)
- Promotion of Cub Scouting at area after school care facilities
- Community marquee-board—contact a church or business to place your joining info on their electronic info board
- Pack parent-to-parent campaign: encourage parents to contact one or two of their friends with kids and invite them to join the Pack!

*Open House refers to your school’s back to school event/meet the teacher night/ice cream social. These are held a few days prior to school starting or just after the start of school. This is NOT your joining night.

### Setting Unit Goals

**Total Members:**

**Pack:**

**School:**

<table>
<thead>
<tr>
<th>Boys</th>
<th>Girls</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Total Youth Available</th>
<th>Total In KDG</th>
<th>Goal for KDG</th>
<th>Total in 1st Grade</th>
<th>Goal for 1st Grade</th>
<th>Total in 2nd-5th</th>
<th>Goal for 2nd-5th</th>
<th>Total Goal</th>
</tr>
</thead>
</table>

### Full Access District Responsibilities

<table>
<thead>
<tr>
<th>What</th>
<th>When</th>
</tr>
</thead>
<tbody>
<tr>
<td>2 Week School Flyer</td>
<td></td>
</tr>
<tr>
<td>Kindergarten/1st Grade Packets</td>
<td></td>
</tr>
<tr>
<td>Cub Talks (w/sticker)</td>
<td></td>
</tr>
<tr>
<td>Open House Follow-up Touchpoint</td>
<td></td>
</tr>
<tr>
<td>School placed yard-sign</td>
<td></td>
</tr>
</tbody>
</table>

### Limited Access District Responsibilities

<table>
<thead>
<tr>
<th>What</th>
<th>Who</th>
<th>When</th>
</tr>
</thead>
<tbody>
<tr>
<td>Open House Follow-up Touchpoints</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### No Access District Responsibilities

<table>
<thead>
<tr>
<th>What</th>
<th>Who</th>
<th>When</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Unit Responsibilities

<table>
<thead>
<tr>
<th>What</th>
<th>Who</th>
<th>When</th>
</tr>
</thead>
<tbody>
<tr>
<td>Open House Attendance</td>
<td></td>
<td></td>
</tr>
<tr>
<td>School Newsletter Article</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Community Yard Signs</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Invite-a-friend Campaign</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Parent Social media</td>
<td></td>
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</tr>
</tbody>
</table>
THE SCOUTING ADVENTURE BEGINS WITH YOU!

Every child needs Scouting’s values: life-changing, life-directing character traits, decision making ability, leadership skills, habits of service to God and others. Every child deserves to experience good in life and to help others find it too.

Because you give time and efforts to Scouting, children in your pack will have advantages in life they may not otherwise have. Compared to their non-Scout grow up to:

- Perform better in school, graduating from high school and college at a much higher rate
- Be more financially responsible, attain higher incomes and ownership
- Report higher confidence in their abilities and satisfaction with their lives
- Value and practice their faith more consistently
- Give more back to their communities through acts of service and charitable giving.

However, children will not get all that you and Scouting have to offer if they don’t join. It all starts with giving every kindergarten through fifth grade child the opportunity to join Cub Scouts.

You can reach out to every Cub Scout-aged child in the community you serve. Your district membership team can help. TOGETHER, we can inform and inspire parents and children to join your pack and start their journey toward Arrow of Light, Eagle Scout and community leader. They may not know it yet, but they are depending on us to compel them to become Scouts. We must not let them down.

Thank you for the work you are about to embark on!

Arnold Gordon-Bray,
Council VP Membership Chairman
Boy Scouts of America, East Carolina Council

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Dates and Locations

Joining Night Information:
Date: _____  Time: ____  Location: Your Elementary School

Parent Orientation Information:
Date: _____  Time: ____  Location: ________________

2nd Round Joining Information:
Date: _____  Time: ____  Location: ________________

3rd Round Joining Opportunity:
Date: _____  Time: ____  Location: ________________

Resources Need-

Manpower—Who is Leading The Charge?

A key ingredient in your Pack’s membership campaign is the manpower! Not one person can do all of the work. It is important to designate a parent in your Pack to be the New Member Coordinator. This individual will serve as your Pack’s “campaign manager”. Ideally it is someone other than the Cubmaster or Committee Chair, as they already have a lot on their plate.

New Member Coordinator Name: _______________________
Phone:____________________
Email Address:_____________________________________

Not sure who it is going to be? Write down some prospects and send the info to your DE later:
Prospect Name :___________________________________