



Rocket Into Scouting

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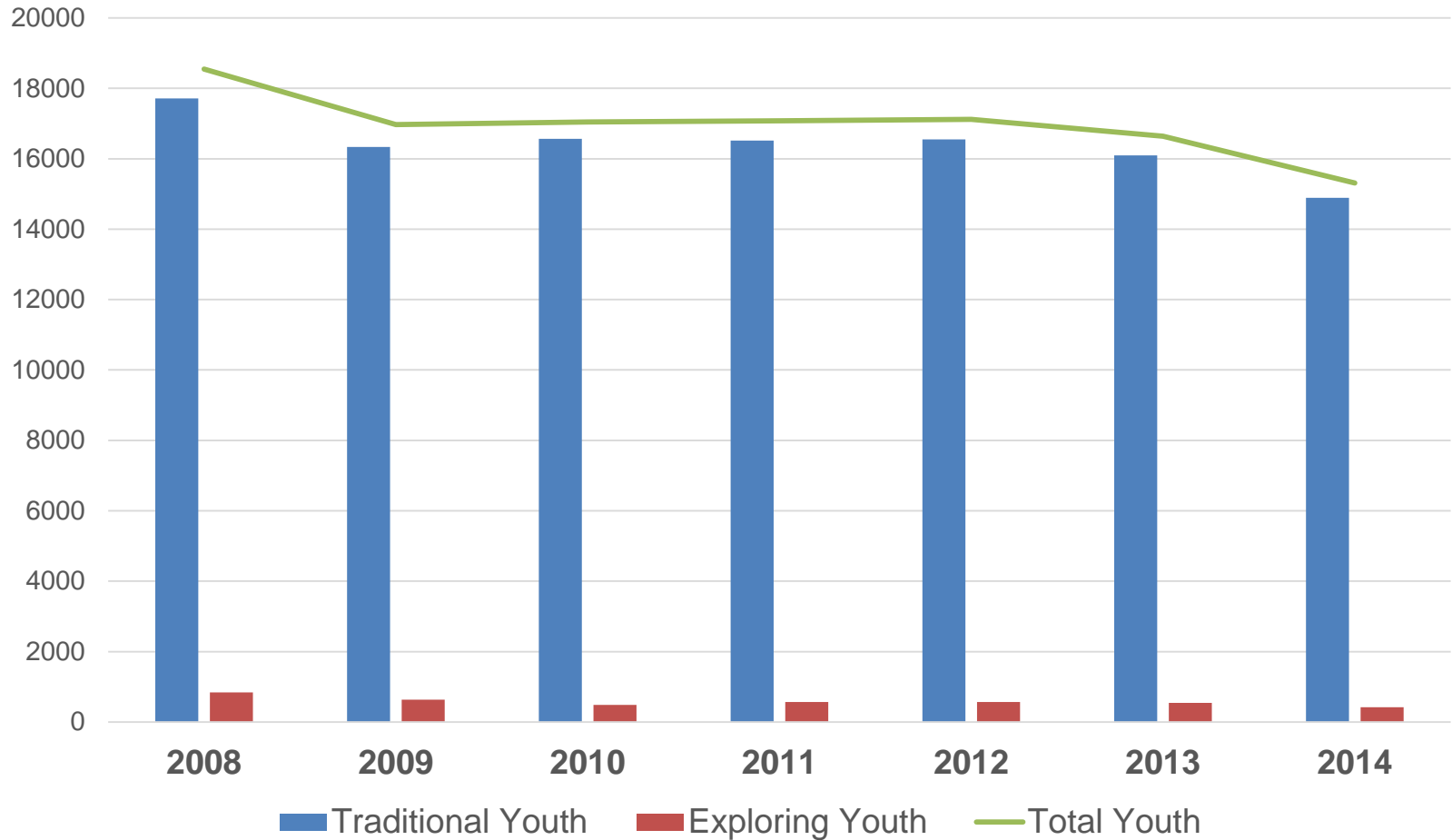
Prepared. For Life.™

Why Are We Doing This?

- 8% membership decline compared to last year; 17% decline since 2008.
- To **simplify** the sign-up process for families and leaders.
- Provide **consistency** in programming across the council.
- Build **excitement** in **healthy units** to drive **retention**.
- Develop and implement and **balanced approach** to membership and marketing.
- Develop relationships.



Membership Trends



Objectives of the Campaign

- Hold a coordinated council-wide sign-up night in the fall on **Wednesday, September 30**.
- Each new Scout receives a rocket.
- Provide units with turn-key fall programs based around the rocket theme.
- Flood the media market with consistent messaging.
- Ensure that youth and families are recruited into programs with trained leadership and solid plans.
- Build and nurture school relationships.



Key Components of the Plan

1. It's not just about recruitment.

- Personal meetings with Cub Scout pack leadership during the 2nd quarter.
- Campaign Blast-Off/Planning Expo Event.
- Turn-key unit meeting plans incorporating rockets/STEM.
- Camp events that support the theme (Fall Fest and Philadelphia Encampment).



Key Components of the Plan

2. Strengthen School Relationships

- Personal meetings with school administrators during the 2nd quarter.
- Assess school access.

3. Simplify the Sign-Up Process

- Consistent registration process separate from unit meetings.
- Follow-up parent orientation approx. one week after sign-up.



Key Components of the Plan

4. Engage Units in the Process

- Everyone has a part in growing Scouting.
- Hundreds of volunteers are needed to make this plan work.

5. Balanced Marketing Approach

- Significant council investment in promotion along with grassroots efforts.
- Use all available means to tell the story of Scouting.



Key Upcoming Dates

- **Membership Committee Meeting –**
March 24
- **Campaign Blast-Off & Planning Expo –**
April 18



Rocket Into Scouting
Campaign Blast-Off
& Planning Expo
April 18 - Wells Fargo Center

RSVP for the FREE event and/or
purchase Soul tickets at:
colbsa.org/rocket

Stay and watch the
Philadelphia Soul
vs. Cleveland Gladiators
Scout Night - Discounted Tickets Available!

