

# Membership Growth Planning Day

CRADLE OF LIBERTY COUNCIL

February 2, 2018



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# Objectives for Today

1. Understand membership fundamentals.
2. Examine history and market analysis.
3. Know where to find resources.
4. Establish goals.
5. Prospect volunteer leadership.
6. Search for community partnerships.
7. Launch an action plan for the spring.



# Deliverables for Today

1. **Growth Plan Workbooks**
2. **Draft Goals**
3. **Volunteer Leadership Prospect List**
4. **District New-Unit Prospect List**
5. **Notes/Action Plans from Discussions**



# Other Items Before We Begin

- **Friends of Scouting**

- Audits
- Blackbaud Reports
- Unit Presentation Schedule
- Flyers Game: Feb. 8
- Unit Pacesetter Orientation: Feb. 22

- **Scouting U & Pow Wow: Tomorrow, Feb. 3**

- **Year-End Self-Evaluations & Reviews**



# What's Our Value Proposition?

- **Build Character**
- **Encourage Participating Citizenship**
- **Foster Physical & Mental Fitness**
- **Develop Leadership & Life Skills**
- **Do Your Best. Have Fun Doing It.**
- **Be Prepared—for anything.**
- **Lead the Adventure.**



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# Who's Our Audience

- Mom
- Dad
- Grandparents
- Families
- Youth
- Leaders
- Donors
- Alumni



# Growth Plans

## National

1. Build An Adventure
2. Exploring Explosion
3. Units
4. Pilots

## Council

1. Leadership & Support
2. Build An Adventure
3. Teenage Programs
4. Units
5. Pilots
6. Marketing & Public Relations



# Strategic Plan

*Substantially increase membership and retention to bring Scouting to more communities.*

## Strategies:

- Focus recruitment on parents of young children, and provide a guided path from Cubs to Scouts.
- Reorganize and intensify efforts to expand membership in Philadelphia.
- Strengthen retention initiatives by identifying quality prospect charter partners and supporting existing units.
- Continue to learn from our experiences and adapt our approaches.

## Outcomes:

- Increase membership by 2,000 youth by 2019 (13,046 → 15,046)
- Increase presence in the council's urban communities.
- Increase annual retention rate to 78% by 2019.
- Increase charter partners by 50 for a total of 350 by 2019.





# CHARTER CONCEPT



**Boy Scouts of America**  
Chartered by Congress in 1916

**BOY SCOUTS OF AMERICA**  
Incorporated 1910

**WHAT IT HAS**  
An educational program  
for youth  
which develops character  
and fitness and prepares  
them for citizenship.

**WHAT IT DOES**

- Designs and updates program
- Provides services
- Maintains standards
- Issues CHARTERS.

## CHARTERS TO COMMUNITY GROUPS/ORGANIZATIONS TO

Use the Scouting program for  
**TIGER CUBS**  
**CUB SCOUTS**  
**BOY SCOUTS**  
**VARSITY SCOUTS**  
**VENTURERS**

- Under their own leadership
- To serve youth and families for which they have concern
- To help them accomplish their objectives
- Select and approve unit leaders
- Provide a meeting place
- Follow BSA ideals and principles

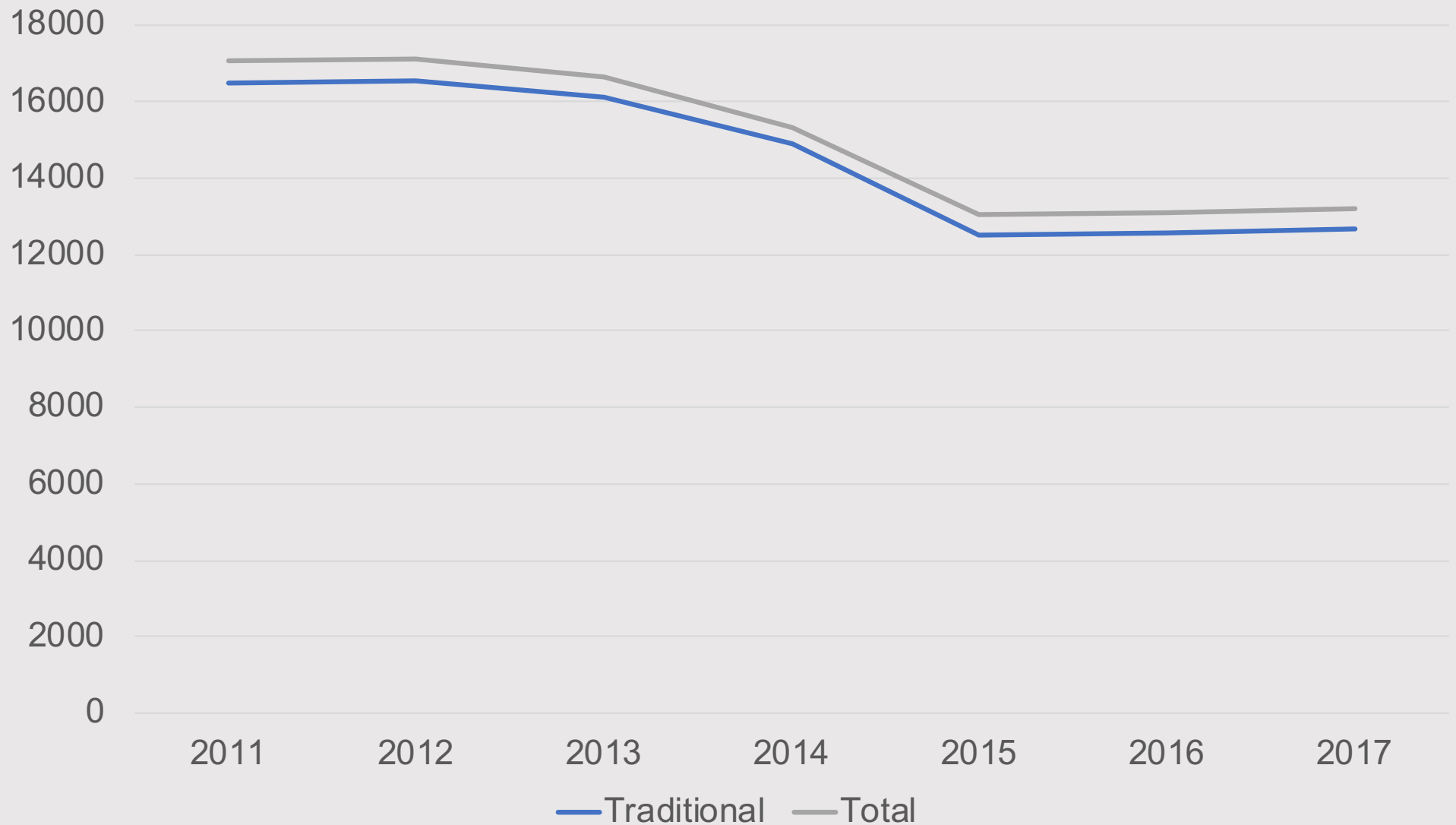
INVITATION

SERVICE

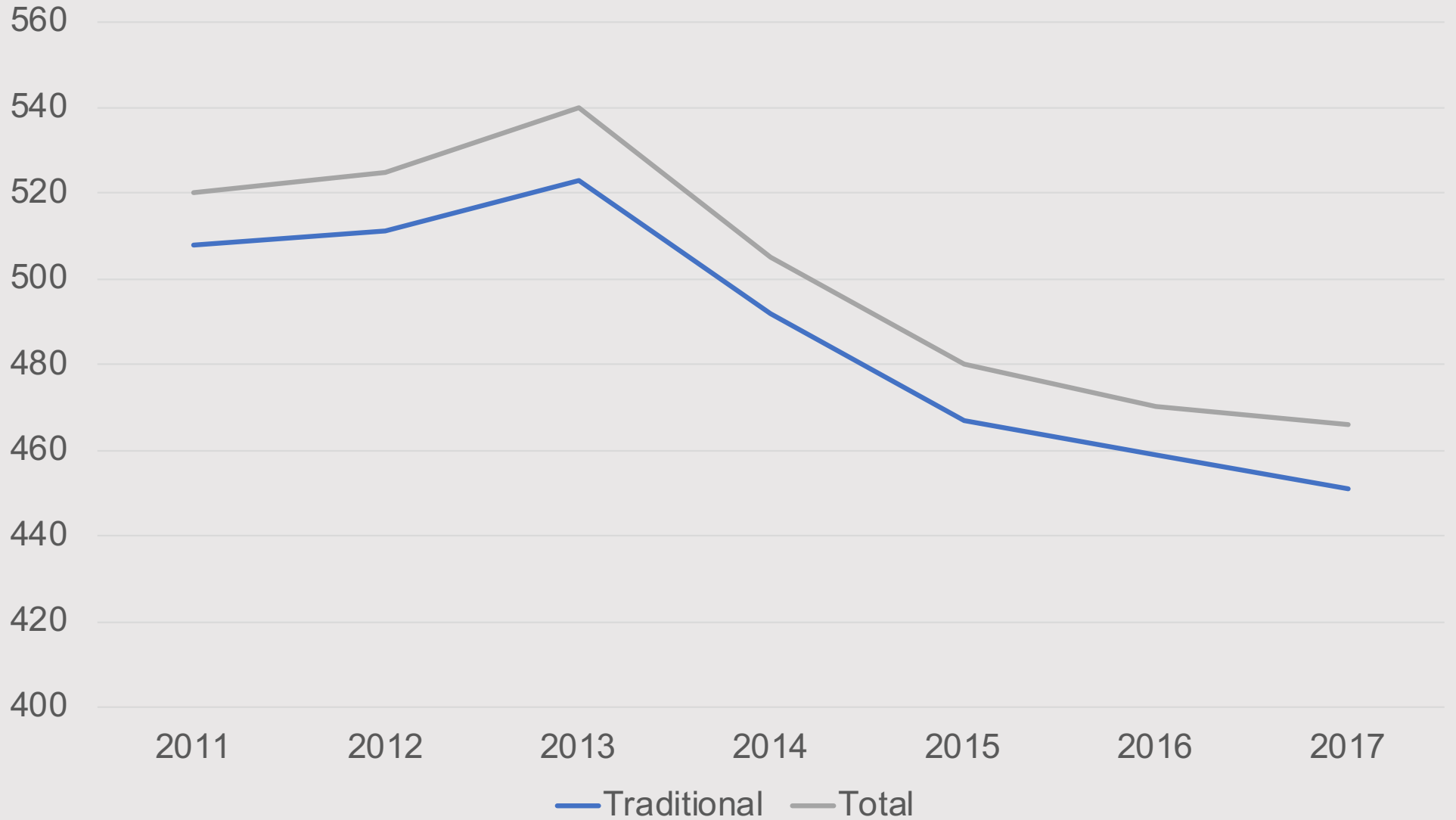
## CHARTERS TO LOCAL COUNCIL TO

1. Extend an invitation to community groups and organizations to use the Scouting program, interpreting how it will help them.
2. Provide supporting services to help community groups and organizations successfully continue their Scouting program:
  - Volunteer and professional counseling
  - Leadership development
  - Program supplement
  - Service center
  - Outdoor facilities
  - Liability insurance protection
  - Share in the approval of unit leaders

# Youth 2011-17



# Units 2011-17



# Five Basic Ways We Grow Membership

1. New units
2. Youth recruiting/additional enrollments
3. Program transition
4. Stopping dropped units
5. Increasing tenure/more youth reregistered at unit charter renewal—retention



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# History & Analysis

- Trends
- Opportunity to Join
- Market Share
- Targeted Areas



# Goals

- **June 30**

- Total Youth
- Youth to Recruit
- Total Units
- Units to Start

- **December 31**

- Total Youth
- Youth to Recruit
- Total Units
- Units to Start



# Resources

- People
- Online
- Training
- Printed Materials
- Promotional Items
- Event Resources



# Volunteer Leadership

Phila:		Tenure & Notes
Northern		No prospect
Roosevelt	Art Thompson	1 year
Triune	Walt Livingston	NEW
Montco:		
Baden-Powell	Ed Grivner	1 year
Continental	Andrea Brennan	1 year
General Nash	Liz Newman	NEW
Lafayette		No prospects
Washington	Dan Coleman	1 year
Delco:		
Conestoga	Linda Graeff	1 year
Constellation	Joe Romasco	NEW
Minquas	Jim McGaffin	1 year
Council:	Mark Chilutti	1 year



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# Unit Engagement

- Program Planning Seminars
- Commissioner Service



# Community Relationships & Partnerships

- Schools
- Community Groups
- Sports Teams
- Chartered Organization Concept
- New Unit Campaign



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# Four Pillars (Steps) of New-Unit Organization and Retention

1. Know the Market
2. Make the Call
3. Build the Unit
4. Grow the Unit



# Unit Performance Guide

## Methodology

1. **Volunteer-driven, professionally guided.**
2. **A new-unit commissioner is assigned at the very start of the new-unit organization process.**
3. **Organize every new (non-LDS) unit with at least 10 youth.**
4. **Recruit at least five adult unit volunteers.**
5. **Develop the unit Key 3 concept.**
6. **Focus on organizing the whole Scouting family.**



# New Unit Campaign Leadership

<b>Phila:</b>	
<b>Northern</b>	
<b>Roosevelt</b>	
<b>Triune</b>	
<b>Montco:</b>	
<b>Baden-Powell</b>	
<b>Continental</b>	
<b>General Nash</b>	
<b>Lafayette</b>	
<b>Washington</b>	
<b>Delco:</b>	
<b>Conestoga</b>	
<b>Constellation</b>	
<b>Minquas</b>	
<b>Council:</b>	



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# Action Plans

- **Timeline**
- **Steps – what, by when, who's responsible?**

