



2020 Three Harbors Council Fall Membership Plan

RETAIN RECRUIT REACH OUT

RETAIN

- Each Cubmaster, Scoutmaster, Crew Leader, Skipper, Post Advisor & Committee Chair receives a phone call from our staff in mid-August.
- Every unit will hold a unit event safely, inviting all your current members back to Scouting this fall. Outdoor activities at a local park allow for social distancing. Please take proper precautions in planning your activity and follow current local health department guidelines throughout your event. Consider the possibility of a virtual gathering or virtual meeting back-up in case of bad weather.
- Every unit will ensure families like the Three Harbors Council's Facebook page; www.Facebook.com/ThreeHarborsCouncil
- Every unit will be provided resources to assist in planning and executing Den Meetings. Go to www.Scoutbook.com to gain access to den meeting resources and advancement tracking at www.Scouting.org/DLVideos for other tips and tricks.
- Each Cubmaster, Scoutmaster, Crew Leader, Skipper, Post Advisor & Committee Chair receives a follow-up phone call from our staff in early September to assess their progress in planning unit activities to retain current members in their units so new members have something to get involved in right away.

RECRUIT

- Every unit will update their BeAScout pin and online registration settings at My.Scouting.org.
- Every unit will use their social media platforms (Facebook, Instagram, Nextdoor, etc.) to promote their unit and invite others to join Scouting.
- Every unit will engage their Cub Scouts in peer-to-peer recruiting.
- Every unit that can conduct a School Night event safely at their school or unit meeting location should plan and coordinate a School Night event with support from their District Executive. Order supplies and more at: <https://www.ThreeHarborsScouting.org/resources/cub-scout-recruitment-resources/64277>
- Three Harbors Council will schedule and provide community-wide recruitment events both in-person and virtually to recruit youth into Cub Scouts.

REACH OUT

- Every unit will reach out to the school(s) administration or PTA/PTO from which they recruit Cub Scouts to ask for a student/family directory.
- Three Harbors Council field staff will contact principals and key school staff in each of our elementary schools to renew our partnership with the schools to promote the recruitment of new Cub Scouts to our programs.
- Utilize the national Family Fun Fest on September 12 as an invitation to potential new families to join Cub Scouts; www.Scouting.org/FamilyFunFest.
- Be creative with promoting Scouting in your community.
- Unit leaders will utilize resources to help execute successful meetings.

