



We Need Your Help!

By Steven Davis
Council Membership Chair

We grew in 2016! If you haven't heard, 2016 was the first time in several years that we grew in overall membership in the Mount Baker Council. And it was the first time in 7 years that we increased the number of Cub Scouts we serve. Thank you to everyone who helped make that happen!

Why more kids in Scouting? Recruiting new youth and parents to join Scouting is important. Among the many reasons why, for me it starts with the fact that Scouting is fun. It cultivates a love of the outdoors and provides countless adventures for our young people. Further, Scouting instills morals, positive values, and character-building traits that help set our kids up for success for life. But recruiting new members and their families doesn't happen without a lot of hard work, so we need your help to build upon our success.

First - what can your Scout do to help? Just ask. Has your son (or daughter in Venturing, Sea Scouting or Exploring) ever come home from school with a birthday invitation? Use that same idea to invite friends to a Scouting event. Have your Scout ask a friend to come on some kind of adventure. It might be a den meeting, a pack meeting, an outing, campout, a day of sailing, Cub Scout Day Camp, Scout Summer Camp... anything. Simply asking a friend to join in the fun is the single most effective way to recruit new boys to join Scouting. So, how do you begin? A couple weeks before the event, print out some [invitation cards like these](#), and have your son or daughter hand them to friends.

Next - what can you do to help? Help spread the word! Have you ever seen those bulletin boards at Starbucks or at the grocery store? What a great place to post information about your unit. Before you head out, take a minute to print out a promotional flyer, such as [the one here](#). Be sure to include contact information on how an interested parent can contact your unit and

then post away. Visiting the Scout Office soon? Ask for a yard sign and place it near a school, church, or grocery store on your way home.

The bottom line is that we all play a role when it comes to recruiting new Scouts. Posting pictures on social media, posting flyers at the neighborhood coffee shop, placing yard signs near the school, and talking to friends and neighbors are all important steps that we can all take every day, to help strengthen our communities by building leaders for tomorrow.