



2017 GROWTH PLAN

Cub Scout Growth this Fall

By Membership Development Team Member Lori Smart

As we head into the start of the school year, Cub Scout packs should have their plans in place to recruit new Scouts and grow their membership. The Council's emphasis is still on growing Scouting from the bottom up. More Tigers, means more Cubs, more Boy Scouts, more Adults, more FUN!

Special Tiger Den Incentive

All traditional units that have a Tiger den of 6 or more by December 31st, will qualify for a free weekend of camping/fishing of their choice at Fire Mountain in 2018. Since our LDS chartered Units don't use the Tiger program, they will qualify with a Wolf den of 6 or more.

So how do you grow your membership?

It starts by holding an Annual Program Planning Meeting to plan out your activity calendar for the upcoming year, budget, assess leadership needs, and develop a recruiting plan. Set your goals for membership growth. Without a goal, you can't meet it!

Then, be sure your BeAScout pin is current and the status is set to active for online applications. Unit Key 3 should follow up on leads and applications within 3 days. Then follow these 3 steps to insure a successful recruiting program -

Step 1 – Back to School Events (Get the word out!)

- Have before school as shortly thereafter



- Information Table should include: Interest Sign-up Sheets, Fliers inviting to Sign-up Night, Display items, Mini Boys' Life, Pack Information, Calendar, Scouting info
- Adults and Scouts in Uniforms!
- Follow up interested families with emails and phone calls

Step 2 — Recruiting/Sign-up Night (Sign 'em up!)

- Hold 2nd or 3rd week of school
- Distribute Fliers in the school classrooms, use Yard Signs, post library...
- Create Postcards for the boys to personally invite their friends
- Interest Sign-up Sheets
- Have Membership Packets assembled which include youth application information, parent information guides, mini-Boy's Life, Popcorn Big Activity invitation
- Games/activities for boys outside while information presented
- Turn in applications and fees
- Recruit adult leaders
- Follow up, follow up, follow up



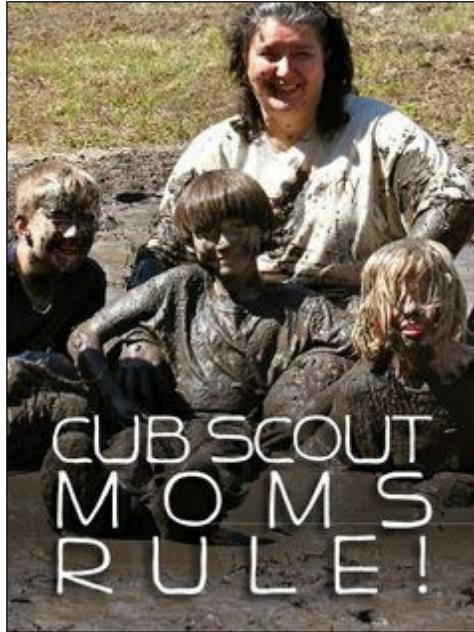
Step 3 — Big Activity (The hook!)

- Hold during the next month
- Rocket Launch, Raingutter Regatta, Camping Trip,

Cub Stampede... whatever will hook

them in!

- Keep inviting and follow up!



Getting the materials you need

Your Scout Service Center has all the membership and recruiting materials you'll need and we can even develop recruiting fliers for you. ([Flier Order Form Link](#)) Just add your own Pack information, display boards and Scout-made items and enthusiasm. For more detailed information on Membership and Recruiting, see the Power Point Presentation, ***Ignite your Membership*** ([ppt link](#))