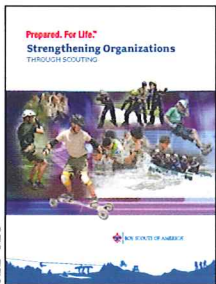


522-025

New-Unit Retention Guide

A guide to creating and sustaining high-performing units, this book provides extensive new-unit resources covering the following topics: Know Your Market, Build Your Team, Make the Call, and High-Performing Units. Available on www.scouting.org/membership or scan this QR code with your smartphone. Spanish and English/Spanish editions available soon.



522-023

Strengthening Organizations Through Scouting

This new-unit sales presentation guide focuses on BSA information that potential sponsoring organizations need to know. Topics include the building blocks of Scouting, chartered organization relationships, program benefits, and selecting quality volunteers. Now available at the National Distribution Center or scan this QR code with your smartphone. English/Spanish edition available soon.



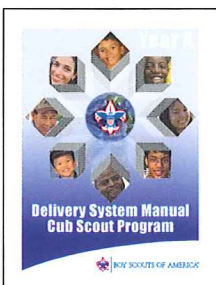
Membership Impact Web Resources

Go to www.scouting.org/membership, or scan this QR code with your smartphone, for comprehensive information on new units, charter organizations, commissioners, recruiting, and recognition.



BeAScout.org

The BSA is putting Scouting on the map. This is a recruiting website with information on Scouting, plus a Google Maps application that will help potential Scouts and their parents find a unit and program that fits their needs. Go to www.beascout.org, or scan this QR code with your smartphone.



523-006

Delivery System Manual Cub Scout Program: Year A

Deliver the promise. This manual consists of the traditional Cub Scout program and can be delivered by paraprofessionals or volunteers. This easy-to-use, 36-week guide is suited for mixed-age groups and guarantees rank advancement. Nearly one out of three councils is using it. Available on www.scouting.org/membership or scan this QR code with your smartphone. Spanish edition available soon. You can also call the Membership Impact Department at 972-580-2119.



Download a free QR reader for your smartphone at scan.mobi.





Greetings!

As you know, the best recruitment time for youth and adults is when their personal interest, commitment, and excitement are at the highest level. However, often there is a considerable gap of time between a Scouting sign-up night and the first meeting—a time when those high levels of interest, commitment, and excitement are at great risk of being diminished or completely eroded. To help close this gap, we are providing you and your recruitment teams a simple and easy tool.

We had a particular interest in focusing the tool toward new Cub Scout families because this is where the majority of council recruitment efforts are levied. This tool welcomes the newest Cub Scout parents and newly recruited den leaders, provides them a resource to fulfill their hunger for basic information about Cub Scouting, and if they choose, give them an opportunity to feed their need for more detailed information about the entire Scouting family of programs.



We have created www.beascout.org/welcome, a hidden page within the BeaScout.org website that features our new video vignette highlighting Scouting in action and only two information button choices. The first button is labeled “I am a new Cub Scout parent,” and the other is labeled “I volunteered to be a new Cub Scout den leader.” A parent can choose to investigate either or both buttons, where they will find basic information and answers to the most common questions and needs these two groups have. If a person desires more information, a link will take them to the main Scouting.org page to explore volumes of information.

To get the word out about this site and help parents get on board with Scouting quickly, we have produced a bilingual, full-color postcard (a sample is enclosed). A supply of postcards based on the number of traditional youth recruited during the periods of August through December in both 2009 and 2010, plus a few more for good measure, has been shipped to your council office. The goal is to get this postcard into the hands of every adult/parent who attends one of your council’s recruitment events, we would like you to highlight the card during these events.

It’s a simple tool, but we believe it has the potential to impact our newest families in the critical hours and days after they attend a recruitment event—an impact that could influence an increase in retention and the quality of every family’s introduction to the Scouting family.

Please consider how you will effectively get the word out to your volunteers and staff about this important project and how your council will lead the way in the use of this tool. If you or any members of your team have questions, please contact the Program Impact Department at 972-580-2441; we are ready to help in any way we can with this or any other program needs you have.

Have a great summer and an even better fall!

Regards,

Chuck Ezell
Department Manager
Program Impact

RECEIVED
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