



## BOY SCOUTS OF AMERICA®

### ERIE SHORES COUNCIL

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## Hello Erie Shores Council Leaders!

*Welcome to another edition of Membership Monday!*

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*Has there been a change in leadership and you are no longer a Unit's key leader/advisor?  
Please forward this on to the new Unit leadership, and instruct them to use the "Subscribe"  
button at the bottom of this newsletter.*

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## ***We Have Taught You All of The Right Recruitment "To-Do's", but What Are Some Recruitment "Don'ts"?***

In order to engage families at a Join Scouting Night and not overwhelm them, we want to avoid doing these things:

- **Don't** have the meeting when other meetings/events are scheduled.
  - By this, we mean don't combine a Join Scouting Night with an existing pack meeting or pack outing. This can get to be too overwhelming for new families, as well as for leaders who are trying to manage too much on a single evening.

- **Don't** use too much Scouting lingo.
  - New families will not know what many of our scout terms mean.
  - *Take the time to explain things in a way that is gentle and teaches them without inundating them.*
  - If they have questions about Scouting lingo, take a moment to pause and backtrack so that they can better understand.
- **Don't** have a disorganized meeting with no clear direction.
  - This will scare families away, because they will assume that all future functions in Scouting will be as disorganized as this.
  - Remember - first impressions mean everything!
  - *Make sure that you have plenty of adult volunteers present on your Join Scouting Night, so that no one person is doing everything. Take advantage of your unit committee and explain that you need all hands on deck to make the night run smoothly.*
- **Don't** let a family leave your Join Scouting Night without getting some sort of contact info from them!
  - Many times, we invite families to our JSNs and then forget to take "attendance" with a sign in sheet. A simple sign-in sheet allows you to capture the contact information of each family, in order to follow up after the night is over.
  - *We have included a sign-in sheet for each pack in their recruitment materials. Please use this!*
  - Some families will not sign up that evening and you will want to reach out in a day or so and personally check in with them, to see if they have any questions or issues that you can assist with.

*If you avoid these pitfalls of a Join Scouting Night, you will be more likely to sign up each and every family who attends your JSN!*

*Remember, these families have taken the time out of their busy schedules to attend your sign up night and you don't want their children to miss out on the wonderful world of Scouting, simply due to poor planning or disorganization.*



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### ***Important Digital Marketing Update for ESC Units***

Have you submitted your date for digital marketing? The national office will be supporting your unit with paid advertising for YOUR pack or troop's Join Scouting Night. It is easy to take advantage of this offer; all you need to do is submit your information at [www.erieshorescouncil.org/jsninfo](http://www.erieshorescouncil.org/jsninfo).

#### **We have an event on Facebook, now what?**

Once your event is created, we will share the custom url with you. Here are some things you can do once you receive it:

- Mark that you are “going” to the event
- Click “invite” within the event and invite your Facebook friends that would be interested
- “Share” the event and encourage your friends to share it as well
- Have all of your unit's parents and leaders on Facebook do the same.

The more engagement the event gets, the more people that will see it!

#### **Second Chance Opportunities:**

We know families are busy, parents sometimes forget, and kids like to change their minds. Whatever their reason for not making the first Join Scouting Night, make sure you are offering a second chance opportunity to join. Let families know that it is not too late to join.

Do you have a second chance recruitment night planned? Submit that date, as

and recruit a lot more families this fall!



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### School Talks

There are many methods used to spread the word about joining Scouting. Posters, flyers, yard signs, bookmarks... This year we are also offering the targeted JSN online ads, as mentioned above. These are all great ways to get the idea of Joining Scouting on families' radar.

Now that you have done all that, what is the final step to get kids excited about joining? A school talk! A school talk is a fun way to get in front of local kids and get them excited about all things Scouting, and it will help drive families to attend your sign-up night. Think of it as a mini pep rally for your unit!

There are a few formats for these talks:

- **Classroom to Classroom:** These should only be 2-3 minutes. Students can stop what they are doing for just a couple of minutes to listen and then go right back to work. Some schools may be hesitant to this approach because it occurs during productive class time.
- **Lunchroom Talks:** Ask if you can take 5 minutes out of each lunch period and talk to the kids. Typically the lunch staff will get the room quiet and let you use the microphone to address the students.
- **Morning or Afternoon Announcements:** Keep it brief and exciting, and make sure to be specific on how/when to join.
- **Assembly Style:** Sometimes, the school will allow you to do a longer presentation in the auditorium or cafeteria for an informational and exciting assembly.

Remember the key to a successful school talk is ***ENTHUSIASM!*** Make sure

the scouts always look forward to. They will leave school ready to tell their parents they want to join!

*Ineffective approach:* “Remember Kids, if you are interested you can sign up to Join Cub Scouts Thursday night at 6 pm.”

*Instead, try something like this:* “Do you like going fishing and camping? Do you want to build your own race car and race against your friends? Then tell your parents you want to be Cub Scout! Sign up Thursday at 6pm here at school and you will get to do all of that fun stuff and more. Don't forget, it's Thursday at 6 pm here at school to sign up for Cub Scouts!”

Your District Executive is happy to help with school talks when available, but often school talks have a greater impact coming directly from Pack Leaders. We encourage you to schedule these talks and help build the excitement! If you have questions about how to deliver an effective recruitment talk, reach out to your District Executive and they will be happy to help.



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## Are You Wondering What The Cost to Join Is?

*Here is the fee schedule for families who join Scouting in August, September, and October. Use this as a handy reference guide when you register new Scouts.*

from new families.)

Registration Fees:	August	September	October	November
Adults	\$ 16.50	\$ 13.75	\$ 11.00	\$ 8.25
Youth	\$ 16.50	\$ 13.75	\$ 11.00	\$ 8.25
Boys' Life	\$ 6.00	\$ 5.00	\$ 4.00	\$ 3.00

*\*Please note: This above fee schedule is based on months left in the year. For a full year of scouting, the cost is \$33.*

## Got Flyers?

In an effort to streamline flyer printing in our office, we plan to continue using handy dandy flyer request form, just like last year!

<https://www.erieshorescouncil.org/FlyerRequest>

You will need to download the attachment, fill in your information in the downloaded PDF, and then fill out the rest of the form. Once you hit submit, the form will be sent to our office staff. Please allow 3-4 days for printing.



## Erie Shores Council

- **Phone:** 419-241-7293
- **Fax:** 419-241-6769
- **Mailing Address:** PO Box 8728, Toledo, OH 43623
- **Iott Scout Shop:** 5600 W. Sylvania Ave., Toledo, OH 43623

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## Subscribe to this Newsletter

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## E-Mail Listing

**Please note:** We hope to keep your unit updated on all the exciting progress in our 2019 Membership Recruitment Season through these emails and our website.

**\*\*If you are no longer a Unit's key leader/advisor, please forward this on to the new Unit leadership, and "click" the "unsubscribe" link below.\*\***



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