



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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## Recap on our BIG Council Join Scouting Night!

*After all of the tremendous time and energy put into the September 6th Join Scouting Night, we are pleased to announce that nearly **500 families** showed up to elementary schools to learn more about Scouting on that night alone!*

Here are the specifics district by district from September 6th:

*Commodore Perry - 76 Scouts*

*Eagle Bay - 49 Scouts*

*Northwest - 171 Scouts*

*Scoutreach - 30 Scouts*

*Swan Creek - 92 Scouts*

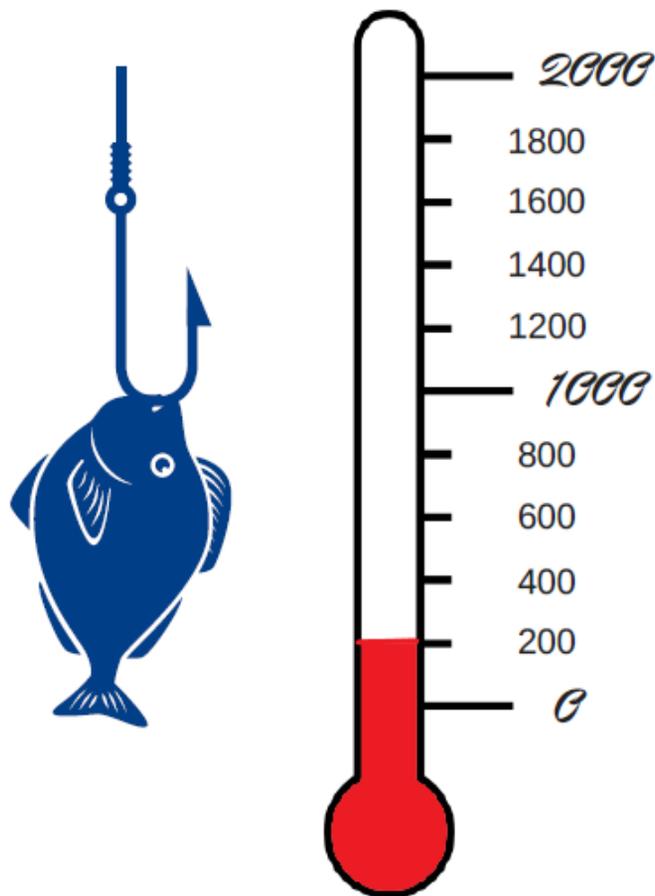
*Wood - 74 Scouts*

Below is a goal thermometer of Scouts that are completely registered. We have more applications to enter and this thermometer will keep climbing!

# ERIE SHORES COUNCIL

## 2018

### *Fall Membership Growth*



## HOOKED ON SCOUTING



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### Got Applications?

Congratulations on all of your hard work! You now have new Scouts and families ready to start their adventure. But, have you turned in their applications to the Scout office yet? It is a busy time and sometimes we do not always rush to get the applications turned in. We want to make sure new Scouts are officially registered as soon as possible.

Shop hours, training opportunities, and upcoming Council events. We want to make sure all of our families that sign up in this month also get a reminder to attend New Scout Family Fun Day. This is a great opportunity to deliver the promise of fishing and archery, and to get a taste of the outdoor adventures they will soon be embarking on. Please take the time to get all of your applications turned in ASAP so we can ensure we are serving all of our new families to the best of our ability!



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## Tips for Follow-Up with New Families

When new families are recruited, it's always best to remember that you may need to send a few follow-up communications to ensure they are ready to join your pack. There is a saying that seven touches are required to make a message stick with a person. Some easy ways to send follow-up include:

- Creating a Groupme or Facebook Group for new parents and new families, and post events for parents to see; or even interested parents.
- Post information on social media and tag parents or interested parents.
- Send a reminder email of upcoming events and include Google map instructions.
- Send a personal letter or notecard to those parents, and include messages like hope to see you soon or join our adventure.
- Ask your place of worship if you can say a brief announcement after service, even if the announcement is written in the bulletin. Invite parents with questions to see you afterwards and announce some active benefits of joining your pack.
- Make a reminder phone call if you have their phone number. Ask if they have any questions and send a personal invitation to join the next event.

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## Need some other ideas to market your unit?

*Facebook marketing*

of ideas:

- New scout attending their first meeting
- Pack meeting
- Opening or closing ceremony
- Scouts trying on new uniform
- Service projects
- Recruiting at a school or church

Also another way to market on social media is to create a specific Hashtag that can be tracked, and shared with other parents. Encourage leaders to share with their District professional, so images and videos can be shared for other parents to see.

#### *Using Council activities for membership*

There are some existing scheduled activities that are sponsored by the Council. These activities can serve as a membership recruitment activity. The benefits of using these activities is that there is no set-up cost for the unit and manpower is also provided. Contact your District professional for a list of current activities, if you're unable to locate on the Council calendar. Here are some suggested ideas:

- New Scout Family Fun Day
- Scouting for Food
- Halloween Party
- Council CamporAll at Pioneer Scout Reservation
- Construction City

#### *Partnering with libraries*

Most libraries that are in our service areas (Lucas, Wood, Sandusky, Ottawa) will allow groups to hold events inside the library or in the library parking lot. The only restriction is that groups can not charge for the event.

Packs can volunteer to organize a Scout Fun Day for families, or another program inside the library to promote Scouting. Librarians are usually willing to partner with groups that serve the same neighborhood.

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## Questions?

Our Erie Shores Council Membership Team is always ready to help as you roll into the new Scouting Year! Please feel free to contact us if you have any

[Larry Caffro](#) - Council Membership Chairman - 419.893.6121  
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[Jaci Bugaj](#) - Commodore Perry District Executive - 419.340.4458  
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## Erie Shores Council

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## Subscribe to this Newsletter

Would you like to subscribe to the Membership Monday Newsletter?

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## E-Mail Listing

**Please note:** We hope to keep your unit updated on all the exciting progress in our 2018 Membership Recruitment Season through these emails and our website.



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