



BOY SCOUTS OF AMERICA®

ERIE SHORES COUNCIL

Hello Erie Shores Council Leaders!

Welcome to another edition of Membership Monday (on a Tuesday)!

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.



From the desk of Larry Caffro, Council Membership Chair

There was a time when we, and those who came before us, were only challenged by how we could deliver the promise of Scouting to a manageable number of youth! We just focused on the life changing programs and recruiting took care of itself.

ourselves to go out and find those youth and their families.

Ultimately, whether we serve a growing or a declining number of children will be dependent on two things:

1. Do we have a positive and visible brand in the community?
2. Do we have a trigger for the joining decision (an invitation delivered to parents by excited children who want to be a Scout)?

Luckily, there is a solution for every challenge and what better reward comes with a solution than helping a child to reach their fullest potential? This is what Scouting, and leaders like you, have continued, time and time again, to do for our communities, council and nation.

Please consider the following:

- All units have the ability to, and are encouraged to, recruit youth members at ANY time during the year. Our “one night registration at every school” may have caused some confusion with parents and units who believed that the only time they could join Scouts was that one night. We need to make sure our program is **inviting all year** long.
- We also know that families are looking for **fun** and that we need to do a better job communicating with parents exactly the **FUN** that takes place in Scouting, and that the Scout program has trained leaders and an organized plan of activities for families. Family Scouting is key.
- Local Newspapers: Units should work with local newspapers to get pictures, stories and recruitment information/events printed.
- Social Media: Have all members of your unit utilize social networks such as Facebook and Nextdoor to provide messages and information that will resonate with parents. Make sure that your recruitment information is included.
- Day/Night Out: Have a presence by way of an activity or service project in your neighborhood making sure to have Scouts and adults in uniform! Another great way to get newspapers and TV news involved in a positive way.
- Recruiting more adults: Every unit could use more adult leaders. Here are some best practices for achieving this.
 - Identify simple areas where you need help: Blue and Gold Banquets, Pinewood Derby, annual Popcorn sales, weekend

- Identify areas that will need a registered leader - for now or for the future. Do you need members for the committee, Den Leaders, Assistant Scoutmasters, or a Cubmaster/Scoutmaster?
- Identify parents with interest, talents, and experience for program needs as well as leadership roles.
- Meet with adults in person, invite them to be an adult leader, and provide them with an outline of what is expected. Provide them with information for training and the support available.
- Make targeted asks. If Jill is the best candidate for Scoutmaster, have the retiring Scoutmaster and another volunteer go ask Jill personally. This shows the importance of the role and lets Jill know that she is the best candidate for this position.
- ASK, ASK, ASK! This may sound like a no-brainer, but if you don't ask someone to step up and help, they aren't going to volunteer. Ask individuals to help. These asks need to be specific.
- **Steer clear of these practices:** Do not make a general announcement at a meeting that the unit needs help. An examples would be, "If interested, call the Scoutmaster." or "So I'm stepping down as Cubmaster and we really need a replacement. If anyone is interested, please come talk to me after the meeting." Furthermore, don't place a paragraph on your website, Facebook, or newsletter as an ad for help. You want the best candidate possible for the position in your unit. Placing an ad opens up these positions of importance to anyone, which then diminishes the perceived importance.

Its the most wonderful time of the year! Rechartering Season

Please keep in mind that rechartering season is upon us and is the first step for membership for 2021. **RecharTERS, along with Journey to Excellence forms, are due this Friday, January 15**, by submitting to the lott Scout Shop. Do not forget to include new youth and adult applications; Youth Protection Training certificates; signed Additional Disclosure and Background Check Authorization forms (2019 Revision); and appropriate registration and Scout Life fees.

The Internet Rechartering system will allow a representative of each unit to

update information for an individual or the chartered organization. You will have a choice to either download membership information from the BSA's ScoutNET system or upload from your unit management software (TroopMaster, PackMaster, Rank N'File, etc.)

If your unit has questions about the recharter process, please reach out to one of the following people: your Unit Commissioner, your District Executive, or our Registrar, Karen Krieger, at our Scout Office.

For more info and helpful tips on rechartering, please use this link:

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

Pack Summertime Fun Award

Looking for a way to boost your summer program for your Cub Scout Pack? A great way is to introduce the Pack Summertime Fun Award. The purpose of the award is to encourage your pack and Scouts be active when school is out for the summer, by doing one activity per month in June, July, and August.

Who Can Earn This Award?

This is an individual recognition for Scouts. The pack can qualify for the certificate and streamer by planning and conducting three pack activities—one each in June, July, and August, or during other school vacations if your pack is in a year-round school.

Dens with an average attendance of at least half their members at the three summer pack events are eligible for a colorful den participation ribbon.

Scouts who participate in all three pack events are eligible to receive the National Summertime Pack Award pin, which they can wear on the right pocket flap of their uniform.

How To Get the Award

Return your [completed form](#) to the Erie Shores Council office and your unit will receive a streamer for your Pack flag and certificate.

All past editions of the Erie Shores Council are available on the council website. This will make it easier for all unit leaders to access the important information shared concerning membership, recruitment, retention, and many other helpful topics. The archive can be access by [clicking here](#) or visiting www.erieshorescouncil.org/MMArchive

Erie Shores Council

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Please note: We hope to keep your unit updated on all the exciting progress in our 2020 Membership Recruitment Season through these emails and our website.

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