



## 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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## Spring Into Recruitment!

With the weather turning and the days getting longer, parents will be looking for an opportunity for their children to be involved in group activities. To prepare your unit for a great Spring Recruitment, here are five things you should be doing now!

**1. Plan a summer program!** As new Scouts are recruited to join your unit, they want to be able to join the fun right away. Think of fun activities that

not focused on rank advancement or merit badge work. For Packs, this is a great way to let your Scouts earn the [National Summertime Pack Award](#).

**2. Work with your schools!** A great relationship between your unit and your school is essential in recruiting new Scouts to your program. Use connections with existing parents in your unit. They can help assist with having the school distribute flyers, videos, or e-mail along with allowing posters and yard signs to be displayed. Another great idea is to ask to have your information placed on their electronic billboard. Your District Executive can help you with these resources! Make sure your unit gives back to your school with a trash collection day, by raising the flag, or one of many other service projects to give back.

**3. Be found on BEASCOUT!** Now that your unit has submitted your recharter, this is an ideal time to make sure your BEASCOUT pin (how parents find your unit!) is up to date. Almost all queries on "how to join Scouting" will bring families to BEASCOUT. This is an easy way to provide simple information on your unit along with providing online registration access. For instructions on how to update your pin, [click here](#).

**4. Be visible and tell your story!** Work with your local newspapers to have them share how much fun Scouting is! Focus on outdoor experiences as parents are eager to get their children engaged in activities. A simple two to three sentence article on what you did and where with a photo\* or two will let the community know that we are here and active!

**5. Review your online presence!** Can they easily find out how to join? Is the information up to date? Is it jargon-free? Pro-Tip: ask a non-Scout parent to look at the unit website or Facebook page to help you with these questions.

For complete details on the five things you should be doing now, review the [March National Marketing Webinar](#).

\*Part A of the [BSA Annual Health and Medical Record](#) will provide the Talent Release for your unit.

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## Scouts BSA Female Troop Town Hall

A reminder to attend the Scouts BSA Female Troop Town Hall on **Thursday, March 18<sup>th</sup>, 7:00pm at Providence Lutheran Church in Holland.** The Town Hall will focus on the good works of our 13 Scouts BSA Female Troops and how to increase recruitment and participation in the community. The meeting will be hybrid, with a virtual option available via Zoom.

What to bring: A smile, ideas, feedback (it's a gift), a positive attitude, and a pen to write down all of the awesome ideas we will share.

For more information or to RSVP, contact [Alissa Hunt by clicking here.](#)

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## The Iott Scout Shop has an exciting new feature!

The Iott Scout Shop is participating in an online ordering system that will allow you to place your order online. By using this system, your order will be ready when you arrive, or it can be shipped to you for an added charge.

Look for the blue icon pictured below on the [Erie Shores Council website](#) or by emailing Sara Brockschmidt, Iott Scout Shop Manager, by clicking the computer icon below

Thank you for supporting Erie Shores Council and the Iott Scout Shop!





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## 2021 Coffee Sale

Hello Coffee and Tea Lovers!

The **2021 Coffee Sale** featuring ground coffee and K-cups from **Erie Island Coffee Co.** and cocoa and tea options from **Harney & Sons** begins today! It is not too late to sign up to sell. We *Espresso* our thanks to all those who have already signed up to sell!

The eight ground coffee flavors come in a 12 oz bag for **\$15**, the eight tea flavors come in a 4 oz tin for **\$15**, and the powdered Chai comes in eight 1.1 oz packets for **\$13**.

Your unit will receive a **30%** commission on your total sale to help fund summer camp, high adventure treks, or even new equipment! And, all Scouts that participate in the 2021 Coffee Sale will be eligible for prizes and rewards.

You can find the order form (pdf and jpeg for easy sharing on social media), information sheet, prize information, and online commitment form at [www.erieshorescouncil.org/coffee](http://www.erieshorescouncil.org/coffee).

Feel free to contact [Vicki Rosengarten by clicking here](#) with any questions.



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## Why is National Youth Leadership Training Important?

National Youth Leadership Training (NYLT) is an exciting, action-packed program designed for councils to provide youth members in Scouts BSA troops and Venturing crews with leadership skills and experience they can use in their home troops and in other situations demanding leadership of self and others.

But what does a past participant have to say about the course? Let's see what Tyler Norris, alumni of Troop 210, has to say.

*"As a graduate student, Scouting has made a huge difference in the direction my life is going. Beyond the changes that helped me grow into a responsible adult taking on the college lifestyle, it has influence my specific career path. Specifically, the National Youth Leadership Training program (NYLT) gave me skills as a participant, leader, and 2016 Senior Patrol Leader to make a difference as a trainer and leader in academics and workplaces. I am now a graduate student in Xavier's Industrial-Organizational (I-O) Psychology program. I-O focused on bettering the workplace via selection and assessment techniques, organizational development, and training and development of employees. Scouting and NYLT will always hold a place in my heart as the foundation for my passions and career."*

To learn more or to register to attend the upcoming Robert G. Bennett Memorial NYLT course presented by Erie Shores Council, [click here!](#)

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## Subscribe to this Newsletter

Would you like to subscribe to the Membership Monday Newsletter?

[Click on the button to subscribe!](#)

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## E-Mail Listing

**Please note:** We hope to keep your unit updated on all the exciting progress in our 2021 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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