# Membership- Recruiting SUMMARY OF BEST PRACTICES DISCUSSION 2012 "Best in Grade" Conference Saturday, February 4, 2012

#### Batavia, NY - Jim McMullen, SE

- Council assumed control of School Nite process which allowed for coordinated scheduling and tighter control of applications resulting in a "capture rate" improvement from 85% in 2010 to 94% in 2011.
- District Executives set the dates which allowed them to better support each night with well-timed boy talks (most schools still permit these). It also allowed the DEs greater involvement with units that have been disorganized.
- 4 more "flyer only" school districts allowed boy talks in school.
- Use of a special "first day" flyer, distributed on opening day of school, promoting Cub Scouting and announcing the upcoming School Nite program.
- Most beneficial outcome was the support of the districts that recruited teams of volunteers to help manage the process. Now volunteer-centered instead of DE-centered.

#### New York, NY – Charlie Rosser, SE

- Charlie provided a handout detailing the GNYC Membership Plan.
- The council used these three techniques:
  - 1. Sustainable Traditional Membership as one of three council priorities. This called for a plan, discipline, reports and team spirit.
  - 2. Coin grant funds allowed for outreach expansion and added staff. The president along with new staff opened many doors for Exploring growth.
  - 3. 10 member minimum for new units and attention to unit quality raised retention and rechartering success.

# Utica, NY – Bill Garrett, SE

- Hired 2 new quality program executives responsible for growing Cub Scouting.
- 10K grant from NER generated a STEM project in Utica.
- Consistent School Nites were better organized and controlled.

#### Livorno, IT - Vince Cozzone, SE

- New round-up incentives: free Bobcat badges, packs got Pinewood Derby cars; troops received patrol kits. Units set their own goals.
- Membership was achieved by mid-November and balance of year was spent strengthening weaker units
- New council employee hired for England; previously covered via remote service
- Staff vacancy caused SE and ASE to each manage a district: unintended consequence was setting the pace for other staff, inspiring competition.

#### Boston, MA - Chuck Eaton, SE

- Council has a different "look"
- Raised more money and added a staff member.
- Concentrated on talking to "customers", seeking their input as well as other successful youth-serving organizations.
- Created and followed a campaign.

#### Toms River, NJ - Todd Lamison, ASE

- 9 years of growth.
- Created "town teams" in one district that viewed membership as a team; caused major turnaround in number of engaged district volunteers
- Organized units for special needs youth
- Started 3 after-school programs
- Organized an Explorer Club
- Effective use of recognitions

#### Cumberland, MD - Don Olsen, SE

- Hired 2<sup>nd</sup> DE who increased enrollment and dollars raised in West Virginia district.
- New district grew by 13%
- Followed a real year-round membership plan

## Dubois, PA - Gregg Bennett, SE

- Retention is above 75%
- New Cub Scouts attend an open house at camp within 3 weeks of joining where they get to do all of the things that were talked about during the boy talks (i.e. BB guns, archery, fishing, games, etc.)
- 56% of direct contact leaders are trained
- Created two districts which increased competition among district level volunteers

## Butler, PA - Ray Tennent, SE

- · Utilized the market analysis report; then provided coaching and support to units in target markets
- Everyone followed one plan. Leadership quality improved.
- Special DVDs were given out to every boy during in-school boy talks in low market share communities
- Free, special one-day camp event attended by 600 families

## Pittsburgh, PA - Mike Surbaugh, SE

- Created a new staffing model membership and program focused staff
- Established 10 member minimum for new units
- Added new staff budget risk?
- Scoutreach was reorganized and grew by 20%. Cub Scouts 123 delivery model was used

#### Rancocas, NJ - Dan Templar, SE

- Successful retention was key. New growth was modest.
- Direct contact leader training is required
- Programming is strong so it attracts families
- Greater volunteer involvement in membership at the district and council levels
- Creates "themed" roundups each year
- Embraced STEM and hired a staff member to run the program. Looking to run a STEM camp in 2012
- Mom to mom peer pressure is very powerful
- Prefer larger, more successful units than smaller units that might struggle
- Spring recruitment is a shift that has worked (increased day camp attendance)

### Florham Park, NJ – Dennis Kohl, SE

- Full staff is vital
- Following the basics and using volunteers
  - 1. Membership inventory calls
  - 2. Personal contact between DE and unit leader
  - 3. Kept at it, even if 2<sup>nd</sup> or 3<sup>rd</sup> signups were necessary
  - 4. Regular report meetings
- Coin grant funds used to hire staff member for Hispanic outreach
- Other successes:
  - 1. Expanded Venturing for the 21<sup>st</sup> Century
  - 2. Organized Explorer Club (youth board member was instrumental)
  - 3. Saw growth in Boy Scouting
  - 4. Reduced losses in Cub Scouting
  - 5. Utilizes the STEM program
- Created a Cub Scout "Help Desk" of 7 people. All new leaders and parents were contacted to offer help and resources
- Expansion of high school program support for specialized classes schools could offer a camp