

District Membership Chairs,

Here are the Membership topics along with the talking points that we need to share with our unit leaders. Please review all the material, including the website links, prior to your Roundtable so you become comfortable with the contents. This same information also needs to be your Membership updates during your monthly District meeting. I will provide the same information to our commissioners at their respective Service Area meeting with their District Commissioners. Please let me know if you have any questions or concerns.

General Session - Membership Update:

- Webelos to Scout Transition discussion
 - Have already seen several online transfer applications
 - Let our units know that both the Pack and Troop need to allow Online Applications so the Transfer Applications can be completed Online
- Spring Recruitment
 - Troops
 - Discuss how our Troops should be preparing for a Spring Recruitment beyond Webelos to Scouts Crossover, which includes Normal Friend Activities
 - Have your Troop calendar available that shows your summer activities, including Summer Camp
 - Packs
 - Discuss how our Packs should be preparing for a Spring Recruitment, which includes Normal Friends Activities
 - Successful recruitment includes preparing for summer activities
 - Have a Pack calendar available with your summer activities at your recruitment events
 - Peer-to-Peer Recruitment – Youth Incentives:
 - First Incentive
 - Engraved pocketknives (one per youth) for those who recruits a new Scout
 - New Scout cannot be a Cub Scout who crosses over
 - Youth or Unit Leader can submit the 2022 Spring Recruitment Coupon, to your local Service Center, that can be found in the 2022 Spring Recruitment FAQ document
 - Receive your pocketknife upon confirmation of the approved application for that new Scout.
 - Knives are at the Chicago Service Center, and they will be at each of the other Service Centers next week
 - Second Incentive - Drawings (NEW)
 - All Coupons submitted for engraved pocketknives are automatically submitted for the drawing
 - Existing Scouts, or their unit leader, can submit a coupon for every new Scout they recruit for the drawing, even though they are eligible for only 1 pocketknife
 - Date: May 31st
 - Cub Scout Family Camp (Camp Betz)
 - 6 Coupons: \$25 value – 2 per each Service Area
 - Cub Scout Day Camp
 - 12 Coupons: \$25 value – 4 per each Service Area
 - August 31st

- Council Camporee
 - 12 Free Passes – 4 per each Service Area (3 Troop & 1 Pack)
 - Can either be a \$25 Day Visitor or \$30 Camping
 - If a Pack wants to camp, the committee is trying to ensure that all Packs / Individuals camp with a Scouts BSA unit
- Upcoming Membership Training
 - Upcoming Membership Training sessions at our April 23rd University of Scouting at Triton College
 - Using information Technology to make the Pack Grow
 - Will cover how our Membership Tools can support a unit recruitment. Primary focus will be on Peer-to-Peer Recruitment, Invitation Engine, Customized Videos along with Slack, Next Door and Patch.com.
 - Acclimating New Cub Scouts & Parents to Your Pack
 - Will be a more in-depth discussion on how a NMC is a key component to Welcome your new Scouts & Family, which can lead to increased retention (youth & adult) along with parental involvement.
 - Should take the New Member Coordinator along with this course.
 - Membership Recruitment
 - Recruitment goes beyond holding either a Spring or Fall recruitment event in your Pack or Troop. In this course, you will learn the importance behind a year-round recruitment along with the different components and available tools for a successful recruitment event. We will include a Q&A segment towards the end of this session where you can share and learn about the best practices from other unit leaders.
 - New Member Coordinator
 - Discuss the importance behind the NMC position, at a high level, and how a unit can Share It, Shape It and Own It for their specific unit.
- **Please remind our units to continue to monitor their Online Leads and Applications and that you are available for assistance**

Attachments:

- Previous Roundtable attachments currently located on PTAC
 - <https://pathwaytoadventure.org/membership-resources/#tools>
 - Webelos to Scout Transition PowerPoint & Resources
 - New Member Coordinator Video
 - <https://pathwaytoadventure.org/unit-resources/recruitment-materials/>
 - 2022 Spring Recruitment FAQ (v2) – New document
 - Custom Video Request
 - Geofencing Request
 - Peer-to-Peer Guide (Spring Edition) – New document
 - **Do not use the outdated document (2021 Fall Recruitment Unit & Youth Incentive) in the link below as this has been replaced by Peer-to-Peer Guide (Spring Edition):**
 - <https://pathwaytoadventure.org/wp-content/uploads/2021/11/2021-Fall-Recruitment-Unit-Youth-Incentives-v1.pdf>