ADVENTURE IS WAITING. BUILD YOURS.

VENTURING · BSA®

2023 NCAC Venturing & Sea Scouts Membership Playbook

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BUILD AN ADVENTURE

BOY SCOUTS OF AMERICA
NATIONAL CAPITAL AREA COUNCIL

Information Covered

CAMPAIGN SET UP:

Scouting Matters- Tuft Study
Sources of Membership
Membership Cycle

ACTION PLANS:

Venturing/Sea Scout First Nighters

SUPPORT MATERIALS:

Printed resources
Digital assets
Geofencing and Social Media

Welcome!

Thank you for helping lead the National Capital Area Council, Boy Scouts of America to grow our membership base and support our communities.

Together, we will find ways to provide a positive Scouting experience to tens of thousands of youth members across Southern Maryland, Northern Virginia and the District of Columbia.

This guide will help you make a compelling case for potential families to join a local Scouting program and enjoy all the benefits Scouting can provide their child through these critical developmental years.

Remember: your knowledge, enthusiasm, and commitment to Scouting is important when supporting membership development. You are recruiting families that will positively affect our communities for years to come.

Thank you again!

Gene Irisari, Vice President of Membership
National Capital Area Council Executive Board

SCOUTING BUILDS POSITIVE CHARACTER

1910 2015

DOES SCOUTING WORK?

We all know Scouting's goal is to prepare young people for life, but does it work?
Scouting was put to the test over the course of three years, when a research team from Tufts University worked with the Boy Scouts of America's Cradle of Liberty Council to measure the character attributes of both Scouts and non-Scouts — all with a goal of better understanding the character development of youth as it was happening. The project, which was funded by the John Templeton Foundation and led by Dr. Richard M. Lerner, surveyed nearly 1,800 Cub Scouts and nearly 400 non-Scouts under age 12 using both interviews and survey data. **In the beginning, there were no significant differences in character attributes between the two groups. By the end, however, the differences were striking in several areas:**

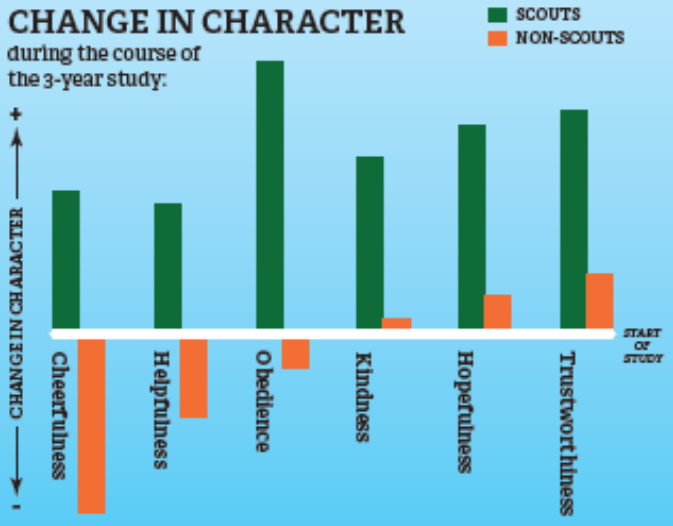
2,000+
Scouts and non-Scouts aged 6-12 from across the Philadelphia area were measured in 6 key areas:

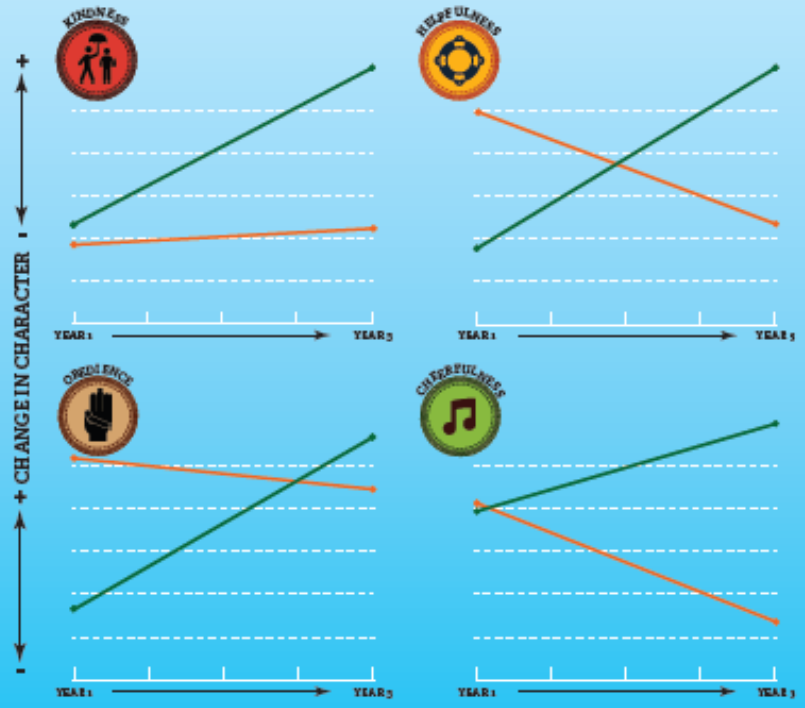
- HOPEFULNESS*
- HELPFULNESS
- OBEDIENCE
- CHEERFULNESS
- KINDNESS
- TRUSTWORTHINESS

*Hopeful Future Expectations

CHANGE IN CHARACTER

during the course of the 3-year study:





KEY FINDINGS:

- The **more time** kids spend in Scouting, the **better the outcomes** in character development
- **Those who attend meetings regularly report higher outcomes** virtually across the board when compared to Scouts with lower attendance
- Scouts are more likely to embrace **positive social values** than non-Scouts
- Scouts who are **more engaged** in the program report higher outcomes in nearly every category

With fun and discovery at every turn, Scouting makes the most of right now. But what's more, it builds positive character and provides young people a foundation they can stand on to embrace opportunity, overcome obstacles, and make new discoveries.

SCOUTING WORKS.

Learn More

scoutingwire.org/how-scouting-promotes-positive-character-development

www.tuftscampstudy.com

5 Sources of Membership

1. Growth from new units (Supported by District Membership Committee and Executive Staff)

2. Growth from youth recruitment / additional enrollments (Supported by District Membership Committee and Unit Leadership)

3. Growth from program transition (Scout-to-Venturer) Supported by District Membership Committee and Unit Leadership

4. Growth from keeping units active and chartered (Supported by members of the District commissioner staff)

5. Growth from increasing tenure/more youth reregistered at unit charter renewal (Supported by members of the commissioner staff)

Membership Cycle

March

- *Webelos to Scout Transitions begin taking place- make sure Webelos Den Leaders are encouraging the transition and Scout BSA units provide a welcoming atmosphere for new Scouts.*
- *Schedule Spring joining events to welcome back lost families from renewals or add new families.*
- *Reach out to all youth who have dropped off roster from fall and invite to summer programs*

April

- *Conduct spring in-school talks and school night/ join Scouting recruitments*
- *Review community calendar for fairs or expos that are youth facing for a recruitment booth*

May

- *Conduct spring recruitment membership inventories*
- *Recruit fall recruitment chair in your unit*
- *Review digital assets provided by NCAC at www.ncacbsa.org/membership-committee*
- *Check local school calendars for fall open house and back to school nights.*
- *Set your JSN date.*

June

- *Attend Fall Recruitment training hosted by NCAC*
- *Meet with Junior High and High School principal(s) to discuss fall promotional plans and what is acceptable according to School District policy and building permissions.*
- *Secure locations for billboards, banners, yard signs, and other promotional materials*
- *Update unit pins on BeAScout.org*

July

- *Confirm dates and times of flier distribution and rallies with schools*
- *Start the publicity/marketing campaign. Focus on seven “hits” or contacts*

Membership Cycle

August/ September

- *Attend your district fall recruitment kickoff and training*
- *Post banners, yard signs, and marketing throughout your communities*
- *Conduct in-school talks, attend school open houses, conduct sign up event, and schedule a follow up popup event*
- *Submit all physical applications to the District Executive*
- *Watch Application/Invitation manager for new applications and leads for your pack weekly*
- *Ensure that all new leaders receive appropriate training, including youth protection training, and recognize them at the next roundtable*

October

- *Send welcome letter to all new parents and follow up with those families who expressed interest but haven't signed up yet.*
- *Continue to monitor application manager for new online applications and leads*
- *Continue to ensure training is provided to and recorded for all new leaders*
- Utilize Halloween parties or Trunk or Treats to market your Scouting program
- *Conduct membership inventories to ensure all members are registered and participating in dens*

November

- *Continue to organize new families into groups*
- *Begin recruiting new families into leadership roles with unit committee*
- *Continue following up on online applications and leads through BeAScout.com*

Venturing and Sea Scouts

Venturing and Sea Scouts are unique co-educational programs within the BSA that focus on specific areas of interest to their young adult members. Venturing Crews can be interest specific or offer a broad program calendar depending on the interest of members. Sea Scouts, one of Scouting's oldest programs, continues to offer excellence through their strong model of maritime education and boating discipline. These two programs expand further on the patrol method and offer extensive leadership opportunity through their respective elected youth Officers. With leadership structures on the District and Council level, Venturing and Sea Scouts additionally offers exposure to high levels of Scouting to those who will soon be eligible for adult leadership. Both programs have a four tier advancement structure. The top awards are Venturing Summit and Sea Scout Quartermaster.

In NCAC, most Venturing Crews are high-adventure specific, the most common model for Crews. Most NCAC Sea Scouts Ships continue to follow the tradition of sail or power boat, but many have also incorporated paddelcraft in the opportunity for rank advancement.

4 components of a good year round recruitment plan?

1. Personal Contacts- Peer to Peer recruitment and personal invitations (the most effective!)
2. Marketing Visits- Visit other organizations that may share interests of the unit
3. Publicity and Promotion- Strong social media presence and constant promotion of events
4. Engage with Scouting- Eligible members in Scouts, BSA may be interested in dual registration

Open House for your Crew or Ship

Don't think of an Open House as a boring information event! Crew or Ship members can invite friends to an upcoming unit activity, not just a weekly meeting. The activity should be fun, engaging, and something that would be hard to reproduce outside of Scouting. Examples of this are a rock climbing session, light-hearted sailing race with prospective members aboard, or a shooting sports activity. The more the merrier!
Young people will often either transport themselves or arrive with their friend to the event. Appeal is done directly to the prospective member. However, it is still good practice for additional parents or adult leaders to be available for those prospective parents that came along to enjoy the fun!

Resources Available

Printed Resources

NCAC is committed to help provide marketing materials to support your recruitment plans and strategies. Here are samples of the printed materials available.

Printed materials take time to produce in house. Please try and follow the suggested timeline in order to provide your materials in a timely manner. Flyers should be sent through your school 10 to 14 days prior to your JSN or recruitment event. Allow two weeks for production and leave enough time for NCAC staff to be able to provide these in a timely manner.

Yard signs can be available at July/August Roundtables. You may request a handful of signs (at least 1 per school you are recruiting from) from your District Executive. Yard signs are only available for Cub Scout Packs and Scout BSA Troops.

Please work with your District's leadership to arrange pick-up / drop-off for all the supplies requested from our Council's office. While the timeframes listed above are the minimum length of times needed to fulfill the requests, we strongly advise units to submit their requests as early as possible to ensure all requests made are completed within a timely manner.

Digital Resources

In order to continue to support a wide range of programs and unit challenges presented in each community, NCAC also offers a complete digital catalogue of marketing resources you can find here ***https://www.ncacbsa.org/membership-resources/.***

In this catalogue you will find:

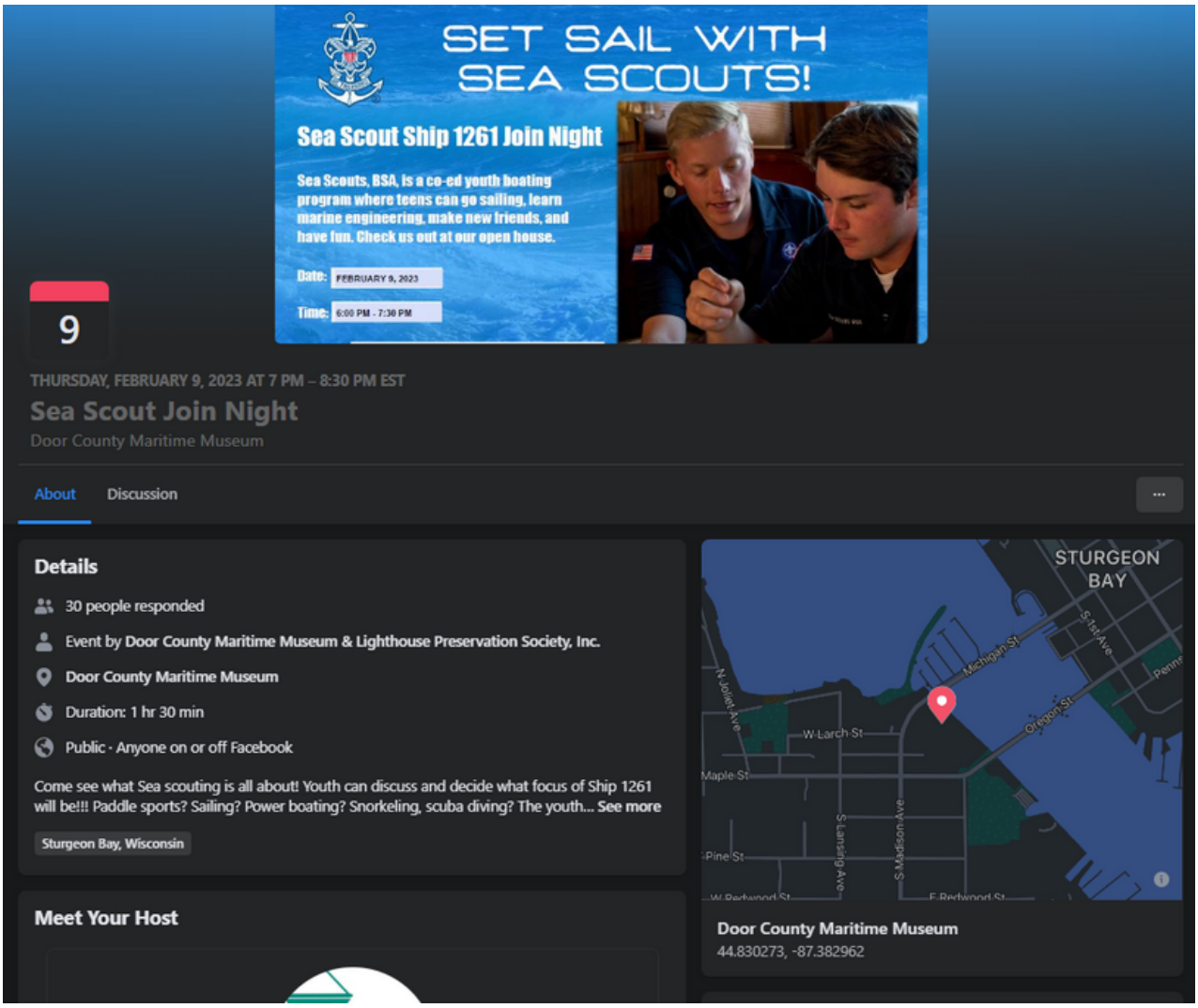
- Customizable flyer templates
- Peer to peer cards
- Promotional videos to play in schools or for parents
- Social Media Posts
- Posters and tri-fold brochures
- JSN templates and scripts
- And so much more!!!!

Social Media Impacts

Social Media has become a powerhouse opportunity for Scouting programs to market themselves to a wide range of families in their communities.

You can find the NCAC Social Media toolkit at www.ncacbsa.org/marketing

NCAC will continue to offer paid geofenced opportunities for units to be able to promote their JSN or popup events in their communities. Geofence marketing is an example of a real-time location-based marketing tactic that uses geolocation data to target potential Scouting families within an established geographic area and delivers content based on where they are or in what locations they have previously visited. We can set the marketing boundary a 2 or 5 mile radius from your location event or the school you recruit from.



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NCAC's Membership Resource Request Timeline

A majority of the resources available to our Districts and Units can be found on NCAC's One-Stop-Shop for Membership

At least three (3) weeks' Prior to Unit's Join Scouting Night / Event:

- Requested Facebook Geofenced Advertising (date, location, time, & contact info)
- Requested PeachJar Advertisements (Flyer, Schools, additional info)

At least two (2) weeks' Prior to Unit's Join Scouting Night / Event:

- Submitted Physical Flyer Requests (Color: 10 cents per page)
- Submitted Peer-to-Peer Cards Requests
- Requested Council Recruitment Banners (While resources are available)
- Requested Council Projectors (While resources are available)
- Requested Council Pop-Up Tents (While resources are available)

At least one (1) weeks' Prior to Unit's Join Scouting Night / Event

- Requested Yard Signs
- Requested Parents' Guides
- Requested Paper Applications
- Requested Printed "How-To" Social Media templates
- Requested Pens/Pencils

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www.NCACBSA.org
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