



BOY SCOUTS
OF AMERICA®

ADVENTURE WEST COUNCIL

Membership Impact Plan
2025

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2025 Membership Impact Plan

Mission:

The mission of Scouting America is to prepare young people to make ethical and moral choices over their lifetimes by instilling in them the values of the Scout Oath and Law.

Vision:

Scouting America will prepare every eligible youth in America to become a responsible, participating citizen and leader who is guided by the Scout Oath and Law.

Inclusion Statement:

To promote a culture where every youth, volunteer, and employee feels a sense of belonging, and to build communities where every person feels respected and valued.

Leading by example and encouraging each other to live by the values expressed in the Scout Oath and Law, we welcome families of all backgrounds to help prepare young people to serve as successful members of our nation's increasingly diverse communities.

Summary:

Scouting changes lives and is more relevant for today's families than ever before. Sustaining strong membership requires having new members join and the consistent engagement of youth and their families so that they stay. The following objectives and associated timeline outline our membership growth strategy for 2025.

Strategic Objectives:

1: New Unit Growth

- Start enough new units to end the year positive over 2024 and ensure each has an engaged Unit Commissioner.
- Focus on Family Pack opportunities and Scouts BSA Girl Troop opportunities (*Girl Arrow of Light crossover*).
- Ensure that additional Scouts BSA Girl Troops are started in key areas.
- Utilize the We Build Campaign to start new units.
- Conduct timely new unit welcome calls.

2: Youth & Unit Retention

- Retain our existing youth at a pace higher than the national BSA average.
- Re-invite dropped youth to participate in spring and fall recruitment events.
- Rescue our dropped & separated Scouting units.
- Ensure units are active, supported, and operating.
- Complete a Detailed Unit Assessment on every registered unit by December 20th.
- Conduct spring and fall membership inventories with each unit to ensure all participating youth are properly registered.
- E-mail invitations to all youth separated, inviting them to attend their Pack's fall sign-up night.
- Ensure that all pack's hold a Back to the Pack events in July and August, prior to the new program year beginning.
- Provide every new youth that joins a free Scout handbook and welcome letter that includes upcoming program events and direction for how to use Scoutbook.

3: Vibrant & Accessible Programs

- Ensure all units have an annual program plan with associated funding plan that can easily be shared with new families.
- Encourage unit participation at major events such as Camporee and Summer-Camp.
- Increase the number of parents that are recruited as leaders and ensure that they are trained in their positions.
- Promote bi-annual updates of unit BeaScout.org pins and ensure all units accept online applications.
- Encourage the use of Scoutbook and train unit leaders on best methods and uses of the program.
- Utilize the We Build Campaign to ensure families invite their friends to participate in Scouting.
- Encourage the use of our Council hashtag's when posting on social media.
- Promote and ensure that all units have a registered "New Member Coordinator".
- Work with our units that have less than 20 youth to grow their membership to a critical mass.
- Promote and ensure our leaders are following the four points of SAFE when delivering the Scouting program.

4. Arrow of Light to Scout Transition

- Ensure all troops have and execute a plan to invite Arrow of Lights to join their unit.
- Send a join Scouts BSA letter with summer camp invitation to all current and past year Arrow of Light Scouts by April 10th.
- Youth Separated Lists are contacted and invited to join a local troop by May 1st.

5. Exploring Growth

- Re-engage partnerships with our School District's to provide career interest surveys for their students and invite interested youth in our existing Exploring programs.
- Support our existing Exploring Posts in their recruitment efforts and train leaders on best methods for recruiting youth into their program.
- Ensure that all Posts hold a first-nighter recruitment event in the fall that utilizes the career interest surveys and additional promotion.
- Execute a multi-post recruitment event in partnership with at least one local high school within every District. (Survey Students, secure partners, hold an assembly, recruit kids)
- Complete a Fire Exploring Post Blitz. Start at least 1 new Fire Exploring Post in each District.

6. Recruitment Campaigns

- Improve relationships with our schools by visiting the Superintendents and Principals and providing them with a report of Scouting in their school. Encourage units to provide service projects at their local school(s).
- Train unit leaders on best methods for engaging families and recruiting new youth.
- Utilizing the 5 steps to a successful sign-up night, ensure that all units hold sign-up events in the spring and fall.
- All youth who join in the spring receive an invitation to attend Summer Camp, Day Camp, & Resident Camp. Youth who join in the fall receive an invitation to attend Cub Haunted Weekend, Fall Color Hike, Tiger Roar, Fall Cub Camp, Winter Camp, etc.
- Organize family to family membership growth drives utilizing the We Build Campaign.
- Utilize the best promotional tools available including Geo-fencing Scouting through Cause Inspired Media, Advertising sign-up nights via Facebook adds, Flyers, Stickers, Yard-Signs, etc.
- Emphasis full family recruitment with a focus on inviting girls into our programs.
- Ensure that all Troops and Crews hold an activity-based recruitment event in the fall that is heavily promoted.

7. Chartered Organization Relationships

- Highlight our Chartered Organizations through social media and other mediums. i.e. something great the unit at ABC Church did, or promote a great project a Chartered Organization is doing.
- Utilize pastors at Chartered Organizations to pray at district and council events.
- Work with units to schedule a service day at their chartered organization, or to participate in one the chartered organization has scheduled.
- Emphasis Scout Sunday and Scout Sabbath with faith based Chartered Organizations.
- Improve our promotion and engagement of Scouting's Religious Emblems programs by ensuring that our Districts have a Religious Emblems Coordinator and are increasing the number of volunteers involved with the District Religious Committees.
- Expand council interaction with non-faith based chartered org's and expand opportunities for those types of organizations to engage with us in establishing units.

8. Expanded School Relationship Plan

- Hold Principal Breakfast with key School Districts and secure their support for in-school sign-up nights and scout talks.
- Recruit a Council VP of Membership to lead membership growth and open doors with superintendents to deepen relationship.
- Use the Elbert K. Fretwell Outstanding Educator Award to recognize those teachers, principals and superintendents who help to expand scouting in their community.
- Prepare School District Annual Report for each School District and highlight the # of scouts from the school district in scouting, key accomplishments, recognize eagle scouts and highlight eagle projects.
- Each Spring hold School visit blitz week where every school is visited by volunteers and professional staff to drop off a thank you gift, scouting info, and details about fall recruiting.

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2025 Membership Timeline

