

# Pack Membership Plan

**Is the unit's BeAScout Pin up-to-date and active?**

YES  NO

## New Member Coordinator Info

Individual managing BeAScout Pin, leads, and contact person on flyers

**Name:**

**Phone:**

**Email:**

**TIP:** Make sure they are registered with "Registration Inquiry" or "Key 3 Designee" in Organization Manager in my.scouting.org.

**Current Youth Count:**

**Youth Expected to Crossover:**

**New Youth Goal:**

**Current Adult Count:**

**New Adult Goal:**

## Join Nights and Onboarding:

We strongly recommend that each unit plan one to two Join Scouting Nights as part of their recruitment goals. A Join Scouting Night is a focused event for new families, designed to introduce your unit, explain the Scouting program, and make it easy for youth to join.

Join Scouting Nights work best when they are well promoted, simple, and welcoming, and are followed by a scheduled onboarding meeting for new families. The onboarding meeting helps review expectations, calendars, uniforms, communication tools, and ways families can get involved.

Units that pair Join Scouting Nights with a follow-up onboarding meeting see stronger recruitment and better retention.

**Join Night 1 Date:**

**Join Night 2 Date:**

**Join Night 1 Location:**

**Join Night 2 Location:**

**Join Night 1 Time:**

**Join Night 2 Time:**

**Join Night 1 Lead:**

**Join Night 2 Lead:**

**Onboard Meeting Date:**

**Onboarding Meeting Date:**

By checking this box, we acknowledge that this goal sheet must be submitted to council to qualify for incentives through the Unit Growth Trail.

# Recruitment Ideas

We recommend selecting 3–5 strategies from this list to incorporate into your unit’s current recruitment plan. Choose options that fit your unit’s capacity, complement your Join Scouting Night(s), and existing outreach. These strategies are supported by council resources, and additional recruitment ideas and tools are available for units that wish to expand their efforts.

<b>Check</b>	<b>Lead Person</b>
<input type="checkbox"/> <b>Ask Council for resources</b>	<input type="text"/>
<input type="checkbox"/> <b>Distribute flyers or handouts through schools</b> (backpacks, digital folders, PTO newsletters, front office)	<input type="text"/>
<input type="checkbox"/> <b>Have a visible presence at school events</b> (open house, back-to-school night, kindergarten events)	<input type="text"/>
<input type="checkbox"/> <b>Use yard signs or banners</b> (at homes, meeting locations, near schools or neighborhoods)	<input type="text"/>
<input type="checkbox"/> <b>Host Invite-a-Friend Pack activities</b> (game nights, fun meetings, family activities)	<input type="text"/>
<input type="checkbox"/> <b>Encourage Scouts to invite friends personally</b> (with peer-to-peer cards or invitations)	<input type="text"/>
<input type="checkbox"/> <b>Promote Pack activities on social media</b> (Facebook, neighborhood groups, school parent pages)	<input type="text"/>
<input type="checkbox"/> <b>Participate in community family events</b> (festivals, library events, parades, Trunk-or-Treat)	<input type="text"/>
<input type="checkbox"/> <b>Post Pack events to community calendars</b> (schools, libraries, city or faith organizations, neighborhoods)	<input type="text"/>
<input type="checkbox"/> <b>Other:</b> _____ _____	<input type="text"/>