

Why is Scouting important to you?





Welcome Back!

Twin Lakes District Fall Kickoff 2023

Tonight's Agenda

- Welcome Back
- Helpful People to Know
- 2023 Recruitment: Adventure On!
 - Resources
 - Best Practices/Timeline
- Membership Changes
- Popcorn Sale
- Calendar



Introduce yourself.

Why Scouting?

We have a lot of information to go through tonight so I will probably go quickly, but we will have some time for questions.

Meet the Council Team

Paul Shrode
Bay-Lakes Council Vice President of Membership

Brian Robb
Bay-Lakes Council Director of Field Service

Jay Van Zeeland
Bay-Lakes Council Fall Recruitment Chair

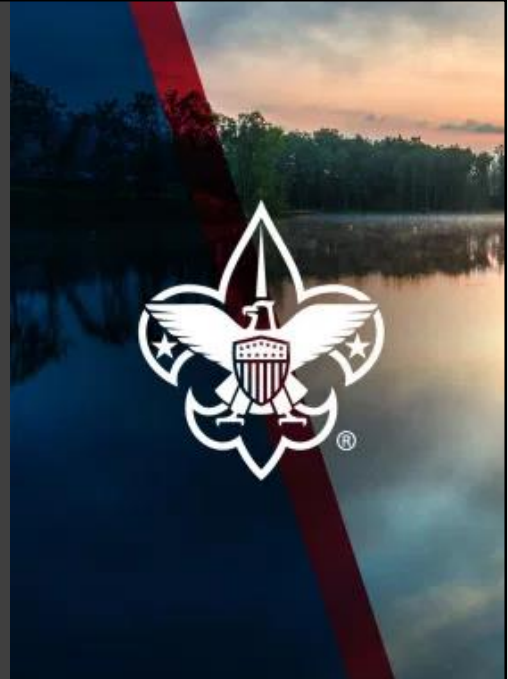
Laura Martin (Laura.Martin@scouting.org)
Bay-Lakes Council Registrar (Lakeshore, **Twin Lakes**, Gathering Waters & Ledge to Lakes)

Melissa Lochner (Melissa.Lochner@scouting.org)
Bay-Lakes Council Registrar (Kettle Country, Voyageur, Northern Lites & Hiawathaland)

Nora Gawlik-Johll (Nora.Gawlik-Johll@scouting.org)
Flyers, Stickers, Posters, Recruitment Materials and more!

Council Fall Recruitment Focus Group

- Sally Bork
- Jason Splinter
- Patrick O'Brien
- Bobbi Gordon



Laura Martin is the registrar for Twin Lakes. She can be contacted with any membership questions and emailed applications. If she is out of the office, Melissa Lochner is available to assist you as well.



Meet the Twin Lakes District Team

- District Chair:
- District Commissioner: Charles Fischbach
- Senior District Executive: Amy Wiernik
- District Membership Chair:
- District Finance Chair:
- Cub Scout Training Chair: Nick Paulick
- District Advancement Chair: John Emanuele
- District Popcorn Kernel: Lisa Hauck
- District Program Chair: Kathy Myszewski
- Other Members: Kelly Bacon, Jon Branson, Dan Braun, Chris Burkley, Stephanie Foth, Jennifer Fournier, Carol Foust, Jeff Foust, Steve Frings, Dave Giebel, Jason Maggio, Rusty Peck, Howard Quimby, & Lisa Zemlock.

Meetings are the 4th Tuesday of the month at 6:30 PM via Zoom

All districts are responsible for carrying out four standard functions: membership, fund development, program, and unit service. The district committee meets monthly to decide how to best meet the needs of the district and accomplish its goals in these areas.

What does the District Committee do?

The **membership subcommittee** strives for growth through the organization of new Scouting units and growth through new members joining existing units.

The **fund development subcommittee** sees that the district provides its share of funds to the total council operating budget through Friends of Scouting, special events, and the spring and fall product sales.

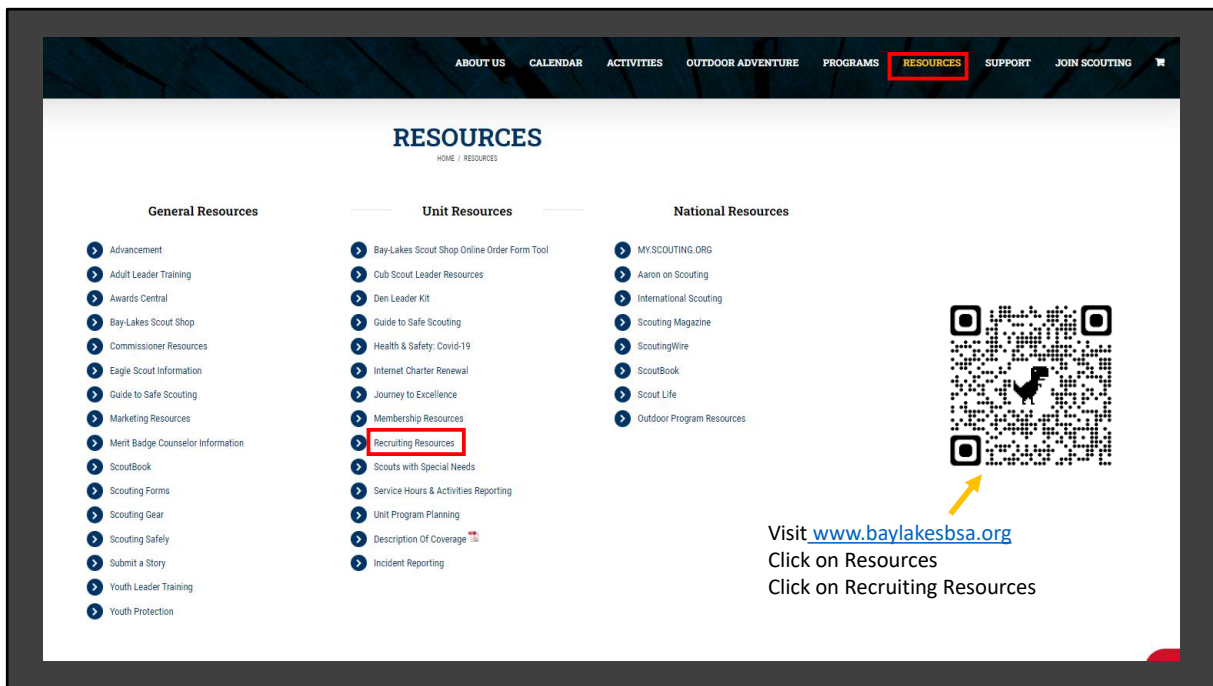
The **program subcommittee** helps units with camp promotion, special activities, community service, training, and youth advancement and recognition.

The **unit service subcommittee** (commissioners) provides direct coaching and consultation to units to help ensure their success.

The membership, fund development, and program functions are carried out by members of the district committee. The unit service function is carried out by the district commissioner staff.

We are looking for more great leaders to join the district committee and serve as unit commissioners.

If you are interested in joining the committee or serving as a unit commissioner, please reach out to Amy.




First, we'd like to talk about resources and where to find them.


- Scouting.org is the National website where you can find just about everything you need to know for Scouting.
- Aaron on Scouting is the official site of Scouting Magazine.
- My.Scouting, the National, Council, and District Facebook pages are also great resources along with other Scouting volunteer Social Media groups.

www.baylakesbsa.org is the council website:

- About Us: Staff Directory, Scout Shop, The Guide, Camp Properties, Districts, Annual Reports, etc.
- Calendar: Upcoming Events, Trainings, etc.
- Activities: Larger, annual events and trainings
- Outdoor Adventure: Information about summer camp programs and facility rentals
- Programs: information about each BSA program: Cub Scouts, Scouts BSA, Venturing, Exploring, Sea Scouts, Order of the Arrow, and National Jamboree
- Resources: General, Unit, and National resources, hovering over Resources gives you the link to Submit A Story
- Support: FOS, fundraising events like sporting clays, golf outings, Golden Eagle, etc.

[SCOUTING.ORG](#)
[MY.Scouting](#)
[My Account](#)


[ABOUT US](#)
[CALENDAR](#)
[ACTIVITIES](#)
[OUTDOOR ADVENTURE](#)
[PROGRAMS](#)
[RESOURCES](#)
[SUPPORT](#)
[JOIN SCOUTING](#)



Unit Recruiting Campaign Resources

[Recruiting Guidebook for Cub Scouts](#)

[Recruiting Guidebook for Scouts BSA](#)
A unit leaders guide through the entire recruiting campaign.

[Click here to upload new youth applications to the Council](#) (Please upload a PDF file if possible.)

Social Media

[Why Social Media Matters](#)

[Recruiting Strategies in a Digital World](#)
A step-by-step guide to building your unit's presence on social media.

[Hometown News Correspondents](#)

[Council-Wide Media Contacts](#)


Videos

Cub Scouts:
Kathleen Maddox

Scouts BSA:
Daegan Anya

Parents & Leaders:
Building Values Adventures Together

Parents & Leaders:
5 Questions About Cub Scouts
Cub Scout Fun - Birdhouses
Cub Scout - Escape the Great Indoors



Scroll down for resources on Recruiting Methods, Event Resources and more including videos, worksheets, samples, and social media help!

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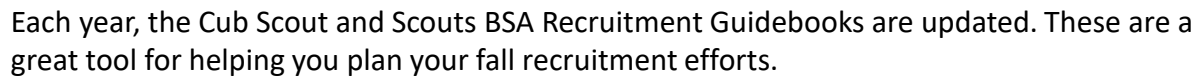
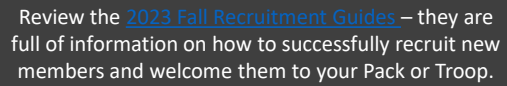
[Recruiting Methods:](#)

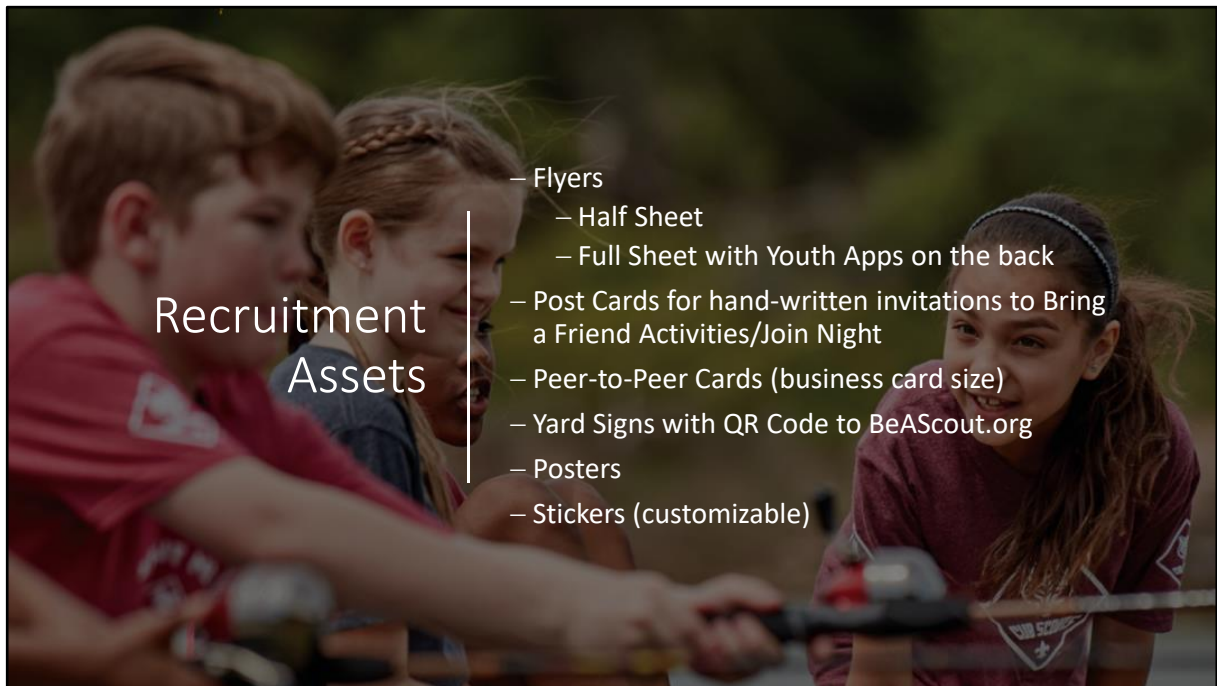
Clicking on the Resources Tab will bring you to this page. Here you will find all kinds of different resources to utilize this fall (and all year long) for recruitment! The digital copies of the Recruitment Guidebooks, helpful tips for using social media, videos (BSA Brand Center website is a great resource to use), different methods for recruitment, resources to use at your recruitment events like coloring pages, station signs for join events, and more.

Recruitment Packet Content

- Recruiting Guide for Leaders
- Fee Information Sheet
- **Membership Fee Assistance Form**
- Scout Shop Flyer
- Parent Orientation Guidebook (CS)
- Set of Grade & Rank Worksheet (CS)
- 10 Thank You for Joining Coupon (CS)
- Fall Recruitment Incentives Sheet
- Parent Volunteer Interest Survey
- 2 Attendance Rosters (CS)
- Set of Station Signs (CS)
- Set of Grade Table Tents (CS)
- Application Turn-In Envelope (CS)
- Unit Specific QR Codes
- Unit Recruitment History (CS)
- Bring a Friend Activity Sheet (SBSA)

The district representative that attends your Join Night will also have extra materials if you need them.





Recruitment Assets

- Flyers
 - Half Sheet
 - Full Sheet with Youth Apps on the back
- Post Cards for hand-written invitations to Bring a Friend Activities/Join Night
- Peer-to-Peer Cards (business card size)
- Yard Signs with QR Code to BeAScout.org
- Posters
- Stickers (customizable)

Flyers & Posters can be printed to hand out at school open houses.

If your school allows flyers, get your Join Night information to Amy ASAP. If the school allows a school talk, half sheet flyers & stickers can be handed out again then as well as a reminder.

Post Cards are also available. These should be used for hand-written invitations to join your unit. Have your Scouts think of 3-5 friends that they want to ask to join your unit. Peer-to-peer cards are business card size and can be used as invitations as well. You can hand write your unit's information on the back or print the information on mailing labels and stick them to the back of the cards. Have your Scouts write **their** name on the cards they give out to their friends with some kind of incentive for whatever new Scouts bring the card back with their name - ice cream, a little trinket – something they would find special.

Yard-Signs are a great way to promote your unit. Have each family put a sign in their yard August-October (or as long as they are willing!) to promote your unit. This year's yard signs have a QR code that will bring people to BeAScout.org where they can search for a unit near them. There is still some space at the bottom to write your own information as well. Ask friends that own a business, the local gas station, your charter org, etc. if you can put a sign in their yard, too. Your school may allow you to put yard signs in as well!

Is your Unit Pin up to date?



How to set
up your pin



Invitation and
Application
Managers

Your Unit Pin is very important! It allows people to find Scouting Units near them. The QR codes on yard signs and other Join Scouting signs/materials lead to BeAScout. Make sure your Pin is up to date with correct contact information so prospective families can find you. On the left is what it looks like in My.Scouting to set up your unit pin. On the right is what the pin looks like on the BeAScout website.

The QR code/link on the left will show you how to update your unit pin.

The QR code/link on the right will take you to video tutorials that show you how to use the invitation and application manager in My.Scouting so your unit can manage leads from BeAScout and can review and take action on online applications.

Find your unit's
specific Invitation QR
Code and Invitation
URL Link in
My.Scouting.

2 Invitation QR Codes
are in your unit
packet.

Pack 3650 Wild Rose Lions Club

Pack 3650 Wild Rose Lions Club

SELECT ORG LEVEL

Last updated at: 08/03/2022 10:14:55 AM

RELOAD

0
New Leads
Last 30 days

0
Opened Leads
Last 30 days

+ New Lead

Membership Manager

Application

Invitation

Reports

Bulk Upload

Status Summary

0 New	VIEW
0 Opened	VIEW
0 Pending Reassignment	VIEW
0 Invitation Sent	VIEW
0 Closed	VIEW
0 Completed	VIEW

Active Leads by Source

No data

Invitation QR - Pack 3650

Invitation Link - Pack 3650

Download QR Code

Copy URL

Successful Recruitment & Incentives

Follow the plan, schedule on time, promote your unit, get rewarded!

1. Attend a fall recruitment training
2. Schedule Join Night by September 1st.
3. Schedule Second Chance Night by October 1st.
4. Utilize the options below to create a successful plan:
 - ☐ School Talks (please discuss with Amy)
 - ☐ Parent Social Media (post in community/school groups)
 - ☐ School Intercom Announcements
 - ☐ Customizable Invitations to Families (using class rosters)
 - ☐ Community Marquee Boards
 - ☐ Display Case/Bulletin Board at School
 - ☐ School Carnival/Festival
 - ☐ Flyers & Posters in School
 - ☐ Customizable Post Cards – See baylakesbsa.org
 - ☐ Bring a Friend Campaign
 - ☐ Personal Calls/Texts to Families
 - ☐ School Newsletters
 - ☐ Teacher Email Reminder to Class
 - ☐ Yard Signs (5-10 in your community)



Completing 1-3 along with at least 4 other items will qualify units to send (1) leader to BALOO or IOLS for free.

Completing 1-3 along with at least 8 other items will quality units to send (2) leaders to BALOO or IOLS for free.



[Cub Scout Scout Talk: Jada](#)

[Scouts BSA Scout Talk: Daegan](#)

Recruitment Timeline

First: School Open House/Registration

- Ask school if your unit can set up a table.
- Promote your Join Night & display 2-3 projects or activities.
- If possible, have someone from your unit available to answer questions. Packs, ask a Troop to help if needed!

Second: School Talks

- A School Talk is a 3-5 minute, high-energy, talk to potential members about Scouting.
- Presentations can take place at schools, community centers, churches, or other youth-serving organizations.
- Let Amy know if someone from your unit is interested in doing a school talk.

Check out the sample talks from Scouts, Jada and Daegan.

An email was sent out to each unit's committee with a few questions about some activities your Pack has coming up so that when Amy or a volunteer is doing a school talk, they can share information specific to your unit to help get prospective members excited.

Third: Join Night – Select date by September 1st

- Keep it simple & fun – about 45 minutes (*no longer than 1 hour*)
- Remember, this is NOT a Pack meeting. The whole Pack does not have to be in attendance.
- Wear unit shirts with a name tag and your position with the unit.
- Share unit calendar & contact list. *Do you have a welcome packet for new families?*
- Share why you love Scouting and explain values and safety.
- **ASK** families to join your unit & explain how to do so.
- Have physical applications available or computers for BeAScout.
- Review applications and collect registration fees.



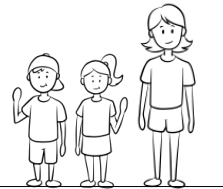
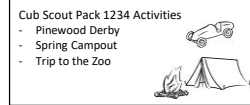
Station to Station



This is a round robin layout where families can move through each station and meet unit leaders and volunteers, while learning about everything the unit has planned for the upcoming program year.

This method works best when expecting a smaller audience and have enough adult leaders to help.

Presentation



Leaders invite everyone to listen to a presentation about the unit.

Keep it under 25 minutes and avoid using Scouting jargon – explain things well.

If you have 1-2 Scouts that can share why they enjoy the program too, that's great!

More info in the [Recruitment Guidebooks!](#)

Typically, a Join Scouting event is like an open house, where families visit your unit to see what the Cub Scout program is all about. These are usually done at the school from which you are recruiting; however, if this is not possible, the location where your Pack typically meets will work, too. Not everyone from your unit needs to attend your join night, but make sure you have enough people to help run stations and answer questions. We recommend wearing Class Bs or your unit shirts.

The 5-Station Event: This method works best when expecting a smaller audience and have enough adult leaders to help or have a drop in Join Night. We recommend setting up an activities tables where Den Leaders can lead kids through an activity, like making slime or running old derby cars on a track. The possibilities are endless and are a great way to show the kids what FUN they will have in Scouting and will give parents the chance to move through the 5 Stations easily. Table tents are available online in Recruiting Resources and more information about each station can be found in the Recruitment Guidebooks.

The Presentation Method: Give a brief presentation to everyone in attendance. If possible, have a short, fun activity planned for the kids while the parents listen to the presentation. This works well if you have a large turnout and would have a hard time getting everyone through the stations.

The most important thing is to make sure families feel welcome and excited about Scouting!
A sheet with some sample ideas for quick activities to do with the kids while their parents hear about Scouting is in your folder.



Fourth: Second Chance Night – Select date by October 1st

- For families who could not attend the Join Night.
- This can take place at the first Pack meeting after your Join Night.
- Have a designated volunteer ready to welcome new families and explain Scouting.

FOLLOW UP!

- Follow up with the families that have attended meetings or other activities but have not signed up. Invite them to join your unit again.
- Check My.Scouting regularly for new leads or applications.

If possible, we will try to send flyers home again through the school to promote your second chance night.

Bring a Friend Activities are another great option for recruitment this fall for all units.



The New Parent Orientation Meeting is held separately from the *Join Scouting* event. It is facilitated by the Cubmaster, Committee Chair and New Member Coordinator. This is a chance for unit leaders to speak directly to parents and new leaders about:

- How the Pack operates and is funded
- How Advancement works
- Unit fundraising efforts
- Volunteer opportunities
- Introduce parents to Den Leaders
- Explain adult training opportunities
- Invite new leaders to next Roundtable to meet other leaders and learn more about Scouting



2023 BSA National Membership Fees

ANNUAL MEMBERSHIP FEE
EFFECTIVE AUGUST 1, 2023 FOR ALL NEW MEMBERS

\$80 /YR Participants in kindergarten through age 20.

\$50 /YR Participants age 10-20.

\$60 /YR All registered adult volunteers in unit and non-unit positions. (Volunteers with multiple registrations will continue to pay for only one position)

NEW-MEMBER JOINING FEE
ONE-TIME \$25 TO JOIN

Same flat fee no matter when you join during the year (no prorating). New members pay joining fee in addition to membership fee.

No joining fee for adult volunteers, Exploring participants, participants previously registered in any BSA program, or those transferring from one program to another.

COUNSELORS FEES
\$25 /YR

New Fee applies for Merit Badge, Nova Mentors & Supernova Counselors not already registered as leaders.

UNIT CHARTER FEE
\$100 /YR For all new and rechartering units.

SCOUT LIFE MAGAZINE FEE
\$15 /YR*

*The Scout Life magazine price (\$2.00) includes the magazine's first price increase above US\$0.



2023-2024 Membership Fee Schedule

Effective 08/01/23

As of August 1, 2023, all new youth and adult members have a 12-month membership cycle. The BSA no longer prorates fees. Both youth and adults pay the full annual membership fee and renew their membership on the anniversary date of joining Scouting. Each registered member will receive an email notice with a registration renewal link beginning 60 days before the anniversary date they joined Scouting. Unit leaders will receive a copy of the email and should stay engaged in the membership renewal process just like rechartering.

- Existing members' anniversary date will be their unit recharter month.
- New members' anniversary date will be the month they joined.
- Units can opt-in to paying for all members.



Registration assistance is still available for families.
Scouting is an investment in our kids.

New Membership Fees – Why change?

- Enhanced Criminal Background check processes and investments in Youth protection and safety programs are being implemented.
- General Liability Insurance costs to protect volunteer leaders, staff, charter organizations, units, and youth.
- BSA restructuring costs.

The national membership fee helps cover the cost of essential services to the local council and units. Services include expanded liability insurance for those participating in approved Scouting activities, enhanced criminal background checks, a variety of program resources, youth protection and leader-specific training, and the development of national, council, and unit programs. The BSA will continue to look at the membership fee structure and how we deliver the Scouting program.

Popcorn!

Save the Date!

Tuesday, August 15th: Kickoff & Training via
Zoom at 6:00 PM

Sold in 2022: \$143,749

2023 Goal: \$151,000



[Popcorn Website](#)

Contacts

District Kernel: Lisa Hauck
(920) 279-2745
lhauck38@gmail.com

Council: Kallee Kissling
(920) 540-8847
Kallee.Kissling@Scouting.org

Twin Lakes Popcorn Warehouse
Foust Excavating
2824 Clairville Rd, Oshkosh

Please note, the only distribution date that MIGHT change for our district this year is Friday, November 17th. This may change to Thursday, November 16th to avoid conflicts with those getting ready for hunting on the 18th.

Twin Lakes District Roundtable Schedule

08/10/23	Fall & Popcorn Kickoff	FVTC Oshkosh Riverside	
09/14/23	No Roundtable	-----	
10/12/23	Becoming a Trained Leader in-person YPT available	FVTC Oshkosh Riverside	
11/09/23	Charter Renewal & Membership	FVTC Waupaca Regional Center	
12/14/23	Unit Finance	FVTC Oshkosh Riverside	
01/11/24	Webelos to Scout Transition	FVTC Oshkosh Riverside*	
02/08/24	Scoutbook	FVTC Waupaca Regional Center*	
03/14/24	Activity Planning & Safety	FVTC Oshkosh Riverside*	
04/11/24	Getting Parents Involved & Leader Succession	FVTC Waupaca Regional Center*	*location subject to change pending FVTC Spring Schedule

Roundtable is a great way to learn helpful information about Scouting, become a better leader, and connect with other units. Each month, fellow volunteers will lead discussions and share information about that month's topic. We will also share safety minutes, have time to network, and share important updates.



[Calendar](#)



Upcoming Events

August 25-27: [Scout FIRE Family Event at Rokilio](#)

October 13-15: [STEMpede at Bear Paw](#)

October 14-16: [Fall BALOO Training at Rokilio](#)

October 22: [Autumn Blast at Rokilio](#)

November 4: [WEBELOS Pin Day](#)

WEBELOS to Scout & Cub Scout Leader Training
will be available!

Thank you for coming!
If you have any questions for Amy,
email amy.wiernik@scouting.org or
text 715-498-6289.

#ADVENTUREON!

