

UNIT FALL MEMBERSHIP PLAN FOR _____

Pack or Troop # _____

ESSENTIAL STRATEGIC STEPS

STEP 1: Join Night Meeting

Date in September

Time

Place

STEP 2: 2nd Chance Night

Date in October

Time

Place

STEP 3: Attend Join Night Training - Find date and location at baylakesbsa.org

Who: _____

First Person: Essential

Second Person: Better

Third Person: Best

STEP 4: Recruitment Efforts

Utilize the list below to build your unit's membership plan. Some action steps are more effective than others; however, all will help you to grow your Unit. The list is not exhaustive. Be creative and share your ideas with other units.

BE BOLD - TRY PICKING AT LEAST 8!

WHO:

WHEN:

- | | | |
|--|-------|-------|
| <input type="checkbox"/> Youth Talk (where possible) | _____ | _____ |
| <input type="checkbox"/> Flyers and posters in school | _____ | _____ |
| <input type="checkbox"/> Parent social media (post in NextDoor app, community Facebook groups, school Facebook groups, garage sale groups, official school pages, tag community groups police/fire/EMS.) | _____ | _____ |
| <input type="checkbox"/> Customizable post cards - see baylakesbsa.org | _____ | _____ |
| <input type="checkbox"/> School intercom announcement—ask principal | _____ | _____ |
| <input type="checkbox"/> Invite-a-friend campaign - utilize a buddy cards and an invitation engine | _____ | _____ |
| <input type="checkbox"/> Customized invitations to families (using class rosters, school directories, etc.) | _____ | _____ |
| <input type="checkbox"/> Personal phone calls/texts to families | _____ | _____ |
| <input type="checkbox"/> Community marquee board - contact church or business to place your joining info on their board | _____ | _____ |
| <input type="checkbox"/> School newsletter (ask principal/PTO/PTA) | _____ | _____ |
| <input type="checkbox"/> Display case/bulletin board at your school | _____ | _____ |
| <input type="checkbox"/> Teacher email reminder/announcement (ask your teacher to send an email to their classes) | _____ | _____ |
| <input type="checkbox"/> School carnival/festival (attend and set up a table) | _____ | _____ |
| <input type="checkbox"/> Yard signs - (strategically place 3-10 in your community) | _____ | _____ |