

MEMBERSHIP TRAINING OVERVIEW AND MARKETING FOR MEMBERSHIP



2019 Changes to Know

- 3 Sign Up Nights ASSIGNED
 - ▣ August 22 (Newburgh, East Side units)
 - ▣ August 29 (Rest of Vanderburgh County)
 - ▣ September 5 (Posey County & Illinois units)
- Unit chooses location—NEED ASAP
- NATIONAL MARKETING PLAN!



There will now be three separate sign-up nights, assigned by county/location. Your Pack will be expected to have your sign-up night on these specified days.

While schools are often the best place for the sign-up location because it is a familiar place for the family, we are open to working with our unit leaders on their preference for the sign-up location.

Units should enter their designated sign-up date in the calendar now! Make sure your unit leadership is prepared to assist, and check on your desired sign-up location for availability. Submit confirmation of location ASAP!

The image shows a rectangular frame containing a title bar. The title bar is a horizontal band across the top of the frame, divided into two sections: a solid orange square on the left and a light blue rectangle on the right. The text "National Marketing Plan" is written in white, sans-serif font within the blue section. The rest of the frame is filled with horizontal grey lines, suggesting a lined page.

National Marketing Plan

Search, Facebook and Geo-Fencing



The National Marketing plan will have 3 levels: Typical google searches, local social media platforms for sharing on NextDoor, Facebook, Instagram, Pinterest... Join Night Geofenced events with URLs will be provided to the unit to share with members. Like and share the URL, event pages on your private pages to build interest & momentum

What is Geo-fencing?

- Events in facebook
- Targeted audience
- Uses phone location
- 14 days prior to event
- Pay per day
- Must have a physical location

Geofencing is a method of geographically targeting a specific audience using Facebook. When a parent enters that area, they receive a notification on their Facebook page about the event.

It is easy, hyper local, and it doesn't rely on someone else passing out fliers or other materials.

Facebook users are...



(as a percentage of total population)

- 74% female
- 62% male

Facebook is the world's largest social website with 1.23 billion active users per month. It's user friendly and makes engaging others in your community a relatively easy task. Plus, with that many users, it's likely most people within your Scouting community are already involved.

Two-Thirds (68%) of All Americans are on Facebook



Results showed that....



Geofenced units on average recruited

+7.43% MORE

new Cub Scouts than they did a year ago.



Cub Scout Packs who participated in the National Geofencing campaign in 2018 saw a 7.43% growth in new Cub Scouts.



Results showed that....



Non-fenced units within those same councils were **DOWN** an average of - **9.12%** in new Cub Scouts recruited



There was an average **16.55%** difference between units that were geofenced, versus those that were not geofenced.

Social media best practices, dos and don'ts

Do:

- Public vs. private settings – not “all or nothing”
- Stock photos vs. Google photos
 - Resources for stock
- Make your own movies
- Sharing content from other channels
- Invite others to like/follow pages
- Be Scout-like in interactions (both on unit pages and your own)
- Unit level – designate social media chair with 2-3 admins, but only one person posts as general rule; discuss schedule

Don't:

- Don't use Google photos
- Forget safety and child privacy concerns
 - children in foster care

<https://scoutingwire.org/marketing-and-membership-hub/social-media/social-media-guidelines/>

Complete This Form

- Event location with physical address
- Time of event sign up
- Contact Information
- Additional locations for “geofencing” of event—other schools, etc.

Unit Flyer and Marketing Details

District Name: Native Trails Pack # _____

Sign Up Event Location: _____

Event Address (Street, City, State, Zip Code) *Schools are preferred locations, followed by public meeting space (park, library, etc.)*

Address: _____

City, State, Zip: _____

Event Date (See assignment): _____

Start Time: _____

End Time: _____

Unit Contact to display on flyers and Facebook Event:

Name: _____

Email: _____

Phone: _____

Additional School Targeted Audience Location

Name: _____

Address: _____

City, State, Zip: _____

Additional School or Target Audience Location

Name: _____

Address: _____

City, State, Zip: _____

Who should receive the URL link for your event?

- Name and email: _____

Where & When does your unit usually meet? _____

This form must be filled out and returned ASAP!!

Council Marketing Material

- Council will provide:
- School talks
- Fliers (2) for those who allow
- STICKERS
- Digital advertising and geofencing
- Posters
- One yard sign per school



Things to do NOW

- Secure sign up location
- Share sign up date with your unit leaders!
- Ask a Troop to help
- Plan Annual Calendar
- Update leader contact information
- Find out open house dates, plan to attend
- Secure a Lion Coordinator
- Update your Facebook, Social Media pages
- Update BeAScout Pin
- Set a Goal



- Plan your dates, and stick to them. You can worry about details later
- On the back of your calendar (Less paper to keep track of...)

One Week Before Sign Up

- Reconfirm your sign up location
 - Confirm arrival time, tables, chairs
- Pick up your Council packets: (available after 8/1)
 - will include youth applications, parent guides, mini-Boys Life mags, Sign In/ payment sheet, registration assistance forms, marketing survey
- Gather Sign Up Night Materials
 - Unit responsible for pens, Pack Calendar (HIGHLIGHT NEXT MEETING) & Contact information
- Get change for fees

Council will collect AUGUST fees for sign ups in August, September fees for Sign Ups in September

August: \$19.25; Boys Life \$7 (optional)

September: 16.50; Boys Life \$6 (optional)

Works out to 2.75 per month

Night of Sign Up

- Arrive early to set up & get organized
- Don't forget about promoting Cub Scout Fun Day (It's where Scouts will get and launch rockets!)
- Review the forms and SIGN THEM
- Deliver packet and payment to collection site

Station Checklist

- Welcome Table & Sign In
 - Hand out sign up materials
- Display area
 - Picture board, derby cars, trophies, etc.
- Q & A table for families with questions
- Forms help
- Check out table
 - Collect applications
 - Take money
 - Get marketing survey

Keys to Success



- Do not overwhelm
- Be positive
- Get contact information for every family
- Hand them a Pack Calendar with next meeting highlighted
- Assume they are here to sign up
- Collect applications and payment

After Sign Up Follow Up

- *ON SIGN UP NIGHT*, all forms should be turned in with fees to turn in locations!
- Follow up with any families who came but didn't join *RIGHT AWAY*
- Have your *New Parent Orientation/First Den Meetings* the next week!



FOLLOW UP, FOLLOW UP, FOLLOW UP!!! Make calls to every family who joined and those who came to the Join Night, but didn't register.

Recruiting New Leaders

- Be prepared to run the first den meeting with new dens
- Observe parents
- Pack Parent Survey
- Identify the best choice

Do not try to recruit new leaders at Join Scouting Night. The Cubmaster should be prepared to run the first few meetings while they look for someone to become the den leader.

What Parents & Youth are Looking For

- ✓ Well-trained leaders
- ✓ Character-building, leadership, life skills
- ✓ Fun, adventure, challenges
- ✓ Things families can do together
- ✓ That Scouting isn't an either/or proposition

Market with Message of Service

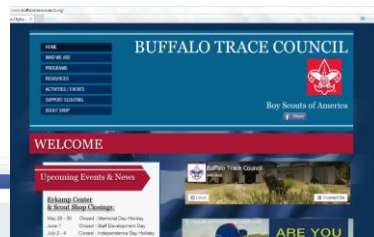
- This demographic of parents wants to improve world
- Scouting is fun, learning, growing
- In Scouting, families are together.
 - Parents can be with kids for activities vs. many other kid activities

Key Take-Aways

- We must have your sign up location secured ASAP
- Successful recruitment begins and ends with *YOU*
- Word-of-mouth is the best marketing
- It's more fun with friends!!!
- Set a calendar and *STICK TO IT*, retention is just as important as recruitment.
 - You can't impact a child's life if you don't keep them in the program.

Find Us Online

www.buffalotracecouncil.org



www.facebook.com/buffalotrace.council

We have a great new website, which is updated regularly and we are always posting updates on FACEBOOK. Find us online for regular updates and upcoming activities and events. Most of the resources you have found here tonight can be found on our website. If you see something missing from our website, please be sure to let our Council know, so we can put it up. Odds are, if you are looking for it, others are too!

Many of you may be searching our website for information on upcoming program changes. Here's Scout Executive John Harding to share some important new programs coming up.

Questions???

