

California Inland Empire Council Annual Membership Plan



Objective:

To implement a comprehensive membership plan aimed at increasing youth and adult participation in scouting programs within the Inland Empire region of California.

Monthly and Annual Growth Goals:

Baseline Assessment: Conduct a thorough assessment of current membership numbers and demographics to establish a baseline for growth measurement.

Recruitment Initiatives (RI):

Monthly Goal: Each unit will recruit a minimum of 2 new youth members and 2 new adult volunteers each month through targeted recruitment events, school visits, and community outreach programs.

Annual Goal: Achieve an overall annual increase of 50% in youth membership and 50% in adult volunteer participation.

Retention Strategies (RS):

Monthly Goal: Implement retention strategies such as mentorship programs, leadership development opportunities, and recognition events to ensure a 95% retention rate among existing members each month.

Annual Goal: Maintain an annual retention rate of 90% among youth members and 90% among adult volunteers.

Engagement and Activation (EA):

Monthly Goal: Engage with existing members and their families through monthly newsletters, social media campaigns, and interactive events to foster a sense of belonging and active participation.

Annual Goal: Increase member engagement by 50% annually, measured through participation rates in scouting activities and events.

Partnerships and Collaborations (PC):

Monthly Goal: Forge partnerships with local schools, community organizations, and businesses to expand scouting opportunities and reach new audiences.

Annual Goal: Establish 5 new partnerships annually, leading to increased visibility and recruitment opportunities.

Training and Development (TD):

Monthly Goal: Provide ongoing training and development opportunities for adult leaders to enhance their skills and effectiveness in delivering quality scouting programs.

Annual Goal: Ensure that 75% of adult volunteers participate in at least one voluntary training or development session annually.

Proposed Planning Schedule

Each District Membership Chair or assigned Membership Volunteer is encouraged to utilize a schedule of events to promote membership among the units and share a variety of strategies. Recommended focus areas are listed below but can be adjusted to meet the unique needs of each District.



	Email / Social Media	Roundtable Information	Recommended Assignments to Complete
JAN	<ul style="list-style-type: none"> Promote www.iescouts.org Update Unit Pins 	<ul style="list-style-type: none"> New Member Coordinators 	<ul style="list-style-type: none"> Update School Access Lists
FEB	<ul style="list-style-type: none"> Promote www.iescouts.org University of Scouting 	<ul style="list-style-type: none"> Peer to Peer Membership Recruitment 	<ul style="list-style-type: none"> Update School Access Lists
MAR	<ul style="list-style-type: none"> Membership Fee Information Promote www.iescouts.org Council Camporee 	<ul style="list-style-type: none"> Promotion of Council Camporee Fretwell Outstanding Educator 	<ul style="list-style-type: none"> Distribute School Access Lists Contact Local Cities for Website Updates
APR	<ul style="list-style-type: none"> Council Camporee Summer Camp Promote www.iescouts.org 	<ul style="list-style-type: none"> Arrow of Light Transition for Bears and Webelos Cub Day Camps 	<ul style="list-style-type: none"> Create / Attain Fliers for Cub Resident Camp Obtain List of Pack Membership Events
MAY	<ul style="list-style-type: none"> Promote Summertime Pack Events Promote Cub Resident Camp Promote www.iescouts.org 	<ul style="list-style-type: none"> Promote Cub Resident Camp Summer Recruitment Activities 	<ul style="list-style-type: none"> Reminder of First Day of School Fliers
JUN	<ul style="list-style-type: none"> Distribute First Day of School Fliers Promote www.iescouts.org 	<ul style="list-style-type: none"> Program / Membership Distribute Pack Membership Events 	<ul style="list-style-type: none"> Review Roundtable Resources
JUL	<ul style="list-style-type: none"> Promote Pack Membership Events Promote www.iescouts.org 	<ul style="list-style-type: none"> Press Coverage 	<ul style="list-style-type: none"> Preparation of Back to School Fliers Confirm Unit Contact Information

AUG	<ul style="list-style-type: none"> ● Promotion of Back to School Events ● Promtion of Adventure Weekend ● Promote www.iescouts.org 	<ul style="list-style-type: none"> ● Private vs. Public Facebook Pages 	<ul style="list-style-type: none"> ● Back to School Events
SEP	<ul style="list-style-type: none"> ● Promote www.iescouts.org 	<ul style="list-style-type: none"> ● Invite Your Teachers 	<ul style="list-style-type: none"> ● Back to School Events ● Review Recharter Resources
OCT	<ul style="list-style-type: none"> ● Promote www.iescouts.org 	<ul style="list-style-type: none"> ● Promote Recharter 	<ul style="list-style-type: none"> ● Review Alumni Resources
NOV	<ul style="list-style-type: none"> ● Recharter Support ● Promote www.iescouts.org 	<ul style="list-style-type: none"> ● Promotion of AOL Visits to Troops 	<ul style="list-style-type: none"> ● Membership Plan Review
DEC	<ul style="list-style-type: none"> ● Promote www.iescouts.org 	<ul style="list-style-type: none"> ● Contacting Troops to Distribute Annual Calendars ● Membership Plan 	<ul style="list-style-type: none"> ● Update Membership Plan

Year Long Tasks:

- Utilize Monitoring Tools in my.scouting.org to review data trends each month.
- Promote www.iescouts.org

Vice President of Membership Responsibilities:

- Monitoring
 - Monthly Data Tracking and Celebrations
 - Review National Marketing and NST Marketing Information
- Communication
 - Routine emails and meetings with District Membership Chairs and District Teams
 - Coordinate with Council Key 3 on Membership Progress

Dynamic Recruitment vs. Static Recruitment

Static Recruitment is event-based, generally held at a recruitment night where the prospective members gather and hear of the benefits of being a Cub Scout, and some of the families complete an application (either in-person or online at some time in the future).

Dynamic Recruitment is an intentional and continual process of proactively seeking high quality scouts and families through a successful system built upon daily patterns of behavior that produce results.

[Scouts BSA Dynamic Recruitment Playbook](#)

[Cub Scouts Dynamic Recruitment Playbook](#)