



Mid-America Council, BSA
Assistant Council Commissioner
for
“It’s A Great Day For Scouting”
Retention
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A Successful Recruiting Campaign September 8, 2007

Of the 3 Rs, (Recruiting, Recognition, and Retention), of Scouting, Recruiting is the most important: As you know, this should be done year round, but we have 2 specific Campaigns, in the fall, and spring. It is very important that, the Units MC (Membership Chair) should work hard, in preparing for each Campaign, with the support of their CO (Charter Organization). A Pack, I started in 2002, was the model for preparing, and running a, successful Recruiting Campaign, that averages 10 Scouts, and 4 Leaders, for each Campaign, along with 6, 2nd Year Webelos, crossing over, each year. It was where, the New Family Packet, for Packs, was created. At our ACC’s (Assistant Council Commissioner’s) meeting, in August 2005, my presentation was, to show how, as the ACC for Retention, I would promote the Great Expectations. This Packet was, approved as MAC’s Official Packet, and I was then asked to find a model for, Troops/Varsity Teams, Venture Crews, and Sea Scout Ships, in designing packets, to also become Official Packets, for MAC. Up until now, they were only available at the Commissioner’s booth, during our University of Scouting, each November; however, they are now on MAC’s, and my Web Site.

First, in preparing for your Recruitment Campaign, the main monthly meeting, is put on the Unit’s CO’s (Charter Organization’s) calendar. Then, they schedule their Recruiting Campaign, get fliers, and Family Interest forms, from MAC, to be displayed at the CO’s facility, and send them home to, Families of, all age appropriate youth, associated with the CO. It should be separate from, their main monthly meeting, preferably 2 weeks prior to it, so, if that date doesn’t work, for any of the new Families that, returned the Family Interest form, their MC can, set up a date that, will work for them. This allows the New Scout Families to be ready for that Unit’s, next key monthly meeting, while they are still excited about, joining Scouting. The items in each packet are: 1) brief history of the Unit: 2) Unit Organization Chart: 3) Scout Registration: 4) Family History / Emergency Numbers Form: 5) Vehicle Information: 6) Religious Awards Pamphlet, for new Scouts: Then, 7) Leader’s Registration: 8) Job Description / Succession Plan: 9) Unit Bylaws & Guidelines. Number’s 2, 4, 5 and 8, are Forms that were created in Word, and then converted to PDF, to be able to be put on a Web Site. The new version of pdfs, allows us to fill out some of them, on-line, which you need to then, print the filled out form, because when you close it, it reverts back to, the unfilled version. Not all of them work, so on each packet and form, there are instructions, for the Word Versions, directing the Units, to go to their UC, (which a list of UCs, and the Units they serve, is important), or from me, which my e-mail address is on, for those without a UC. The Word Version allows anyone, to change headings to fit their needs, then the DC’s, can share them with their Staff.

With the Great Expectations up and running, especially for those who join Scouting in the Fall, Units that use the annual budget system, they will charge their annual fees, on Recruitment day; they should share what it covers, which is registration, Boys Life, all achievements, belt loops, and Awards their boy(s) earn, through out the year, except special ones, like the age appropriate Religious Awards, which the Pack shares in the costs. The boys will also get a Pine Wood Derby kit, for Christmas, and when they advance in May, they will receive the new Neckerchief, and Slide, if appropriate. Then, they tell them about the Popcorn Fund Raiser, in October, where they have the Unit, and individual Scout goals, on sales that, will earn them certain prizes, and depending on how much their son(s) sell, they will receive some, or all of the fees they paid at Registration. These goals are set, on the Unit level, over the prior years sales, were the Unit will get, a large amount of monies, for sales increased over last years. The balance left will be used to, cover costs of, other events, like

Summer Camps, and discounts on Scout Shop merchandise. I have used the budget system in every Unit I created, numbering 3, and Units I was a Leader in, when my sons were in Scouting, and shared with Units, I have served. I didn't have any special skills, just taking all the Training available to me, as a Unit, District, and Council Leader / Commissioner. In the Pack, the Recruiting Campaign, was modeled after, we started with 8 scouts, and 7 Leaders, holding 9 positions, including a TL, DL, and MC, along with 2 Tiger Cubs, and 6 Wolf & Bear Scouts. In the 1st spring campaign, we used for the 1st time, the Kindergarten Boy Flier, and Family Interest form. At Graduation, we had 13 Scouts, including 3 new Tigers, and 10 Leaders.

In the fall of 2003, we ended up with 13 Tigers, and 2 couples, as TLs. By the end of our 1st 15 months, December 2003, we had 36 Scouts, and 13 Trained Leaders, and we earned every Award available, starting with the National Summer Activities Award, Quality Unit with 100% BL, and the DC's 100% Trained Leaders, and our CO, was chosen as the "Charter Partner Of The Year". The next year is when we used, our New Family Packet, including a new form, the Family History/Emergency Numbers Form. Getting all Leaders Trained, helped our Pack, earn every Award, including the newest Award, the Great Expectations Award, the 1st 2 years it has been available. Each year, only 10% of the Council's Units have earned that Award. The key to, a successful Recruiting Campaign is, always follow all the steps, in preparing the Campaign, and using every tool in, the New Family Packet, including the forms.

I am retiring from the above Pack, after 5 years, the last 2 ½ as the PT, and MC, which I am leaving, because the new Leadership is ready to run it, with 26 that are all Trained, and 56 Scouts, in 42 Families. The key to any program's success, including Recruiting, is to stick with the basics, because when you start substituting, or leaving out something, that may be the one thing which, may have made the difference, with it's success. Good Luck

Yours In Scouting

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