

Roundtable Membership Moment

Membership Plan

Does your unit have a membership growth plan?

A written membership plan guides and directs your recruitment efforts. Knowing what you want to accomplish and how you will accomplish it makes things easier for your leaders.

Consider the following when creating your plan:

- What does success look like?
- What specific actions should we take?
- Who will be responsible for what?

Scouting's **Journey to Excellence** scorecard includes a section on building or growing the unit. Refer to those objectives when creating your plan.

Building Troops

- Have a membership growth plan that includes a recruitment activity or use a personalized invitation method and a current beascout.org pin.
- Increase membership by a certain % or have a minimum number of members.

Building Packs

- Hold an event that includes prospective families by October 31st.
- Pin on beascout.org will show current Pack information.
- Start a new lion or tiger den with a leader and at least 5 youth.

The JTE scorecard sets similar goals for crews, ships, and posts.

Opportunity to Share:

Consider sharing some highlights from your district or council membership plan.