

UNIT FALL MEMBERSHIP PLAN FOR _____

Troop or Crew # _____

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 - Offered at your September District Roundtable

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:

Youth Talk (where possible)

Flyers and posters in school

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.)

Customizable flyers- see www.ocbsa.org

School intercom announcement—ask principal

Invite-a-friend campaign - utilize our peer-to-peer cards and an invitation engine

Customized invitations to families (using class rosters, school directories, etc.)

Personal phone calls/texts to families

Community marquee board - contact church or business to place your joining info on their board

School newsletter (ask principal/PTO/PTA)

Display case/bulletin board at your school

Teacher email reminder/announcement (ask your teacher to send an email to their classes)

School carnival/festival (attend and set up a table)

Yard signs - (strategically place 3-10 in your community
