2020

SENeca Waterways Council

Membership and
Product Sale Kick-Off
Council Scout Executive Steve Hoitt
Vice President of Membership Dave Wilson
IMPORTANT NOTES FOR TODAY

- LOTS TO COVER
- LOTS WE WILL NOT COVER TODAY
- ADDITIONAL ZOOM MEETINGS IN COMING DAYS AND WEEKS
- MEMBERSHIP BREAKOUT WILL BE FOR ALL PROGRAMS
- PRODUCT SALES SESSION WILL BE A SEPARATE ZOOM LINK
  - NEED TO REGISTER TO RECEIVE A LINK TO ACTUAL MEETING
- PLEASE PUT YOUR NAME, DISTRICT, AND UNIT NUMBER IN CHAT
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MEMBERSHIP AND PRODUCT SALE KICK-OFF
2020

HEADWINDS
TAILWINDS
Retention
Power of 3 Campaign
BUILDING YOUR UNIT’S PLAN
ADDITIONAL PROMOTION Resources
3 models for how to conduct joining events
Q and A
Headwinds in 2020

- Covid-19
- Publicity about past abuse allegations
- Membership fee increase
Tailwinds

- Covid-19
  - Had a dramatically bigger impact on other youth serving agencies than it has had on BSA
  - Community service and preparedness are “on brand” for us
  - Leveraging BeAScout.org in a more effective way
- Publicity about past abuse allegations
  - Organized campaign won’t begin until middle of Sept.
  - Power of the Personal Invitation gives us some immunity
- Fee Increase
  - Anyone who is new will not know about the fee increase
  - Not the deterrent to joining that most people imagine it to be
• Retention rate is between 70-80% annually IN A NORMAL YEAR
• COVID-19 WILL HAVE AN IMPACT ON RETENTION
• We know the benefits of the program to youth and their families. If we don’t take recruitment seriously, we are limiting the benefit Scouting can have.

IT ALL STARTS WITH RETENTION
EVERYONE IN YOUR UNIT SHOULD BE ENGAGED

PEOPLE WE ALREADY KNOW

HIGHLY PERSONAL INVITATION
  • INCLUDES WHY

INVITATION TO YOUR UNIT’S SPECIFIC JOINING EVENT

ASK YOUR FAMILIES TO SHARE WHO THEY ARE INVITING
- Council incentives will help to motivate your scouts.
- Units can add their own incentives.
- Invite people to join any program, not just limited to your specific unit.
POWER OF 3 PRIZE STRUCTURE

- EVERY YOUTH WHO RECRUITS ANOTHER YOUTH WILL BE RECOGNIZED
  - RECRUIT 1 – SWC RECRUITER PATCH
  - RECRUIT 2 – FREE WEEKEND FAMILY TENT CAMPING VOUCHER
  - RECRUIT 3 + ENTRY IN SPECIAL DRAWING
  - ENTRY IN WEEKLY DRAWINGS HELD ON FACEBOOK LIVE FOR EACH YOUTH RECRUITED
- NEW YOUTH MUST BE REGISTERED TO COUNT
- ONLY TWO WAYS TO DESIGNATE WHO RECRUITED THE NEW YOUTH
  - OFFICIAL RECRUITER CARDS FOR PAPER APPLICATIONS
  - ONLINE FORM FOR DIGITAL APPLICATIONS
- UNIT IS RESPONSIBLE FOR MAKING SURE DESIGNATIONS ARE SUBMITTED THROUGH THESE 2 METHODS.
POWER OF 3 PRIZE STRUCTURE

- PRIZE DRAWINGS WEEKLY SEPT. 11TH –NOV. 27TH
- WIDE VARIETY OF PRIZES WEEKLY THAT WILL APPEAL ACROSS AGE LEVELS AND EQUALLY TO BOYS AND GIRLS IN OUR PROGRAMS

SMALLER PRIZES
- GIFT CARDS TO THE SCOUT SHOP, LOCAL STORES, ETC
- SMALL LEGO SETS
- CAMP T-SHIRTS
- NALGENE BOTTLES

MEDIUM PRIZES
- FREE 2021 MEMBERSHIP REGISTRATION
- LARGER LEGO SETS
- HIGHER VALUE GIFT CARDS
- CAMPING GEAR
POWER OF 3 PRIZE STRUCTURE

• LARGER PRIZES
  • FOCUSED MORE ON EXPERIENCES
  • FREE 2021 IN-COUNCIL SUMMER CAMP SESSION

WEEKLY GRAND PRIZES
• WILL BE THE SAME PRIZE FOR THE WHOLE MONTH
• INCREASING IN VALUE MONTHLY
POWER OF 3 PRIZE STRUCTURE

SEPTEMBER
POWER OF 3 PRIZE STRUCTURE

OCTOBER
POWER OF 3 PRIZE STRUCTURE

SPECIAL DRAWING IN DECEMBER FOR THOSE WHO RECRUIT 3+
BUILDING YOUR UNIT’S PLAN

- Involve leaders, parents, and youth in building unit plan
- Get buy-in on the power of 3
- Ask for help – there are resources available to you
- Make sure to fully utilize Beascout.org resources
BEASCOUT.ORG

• ALL PINS WERE UPDATED IN SPRING
• ONLINE APPLICATIONS FOR MOST UNITS
• VERIFYING THAT LEADS/APPLICATIONS ARE GOING TO THE RIGHT PERSON IS VITAL
• DEFAULT TO TOP UNIT LEADER AND COMMITTEE CHAIR
• UNIT KEY 3+ DESIGNATION
• ALL MANAGED THROUGH MY.SCOUTING.ORG
Lead Information

Current Status: New

Address: Rochester, NY, 14612

Phone: (585) 555-5555

Email: example@email.com

Heard About: Friend/Parent

Date Submitted: 08-15-2020

Youth Information:

Age: 7 Grade: Second Grade

Age: 5 Grade: Kindergarten / Grade Prior to the First Grade

Seneca Waterways 397 > Lighthouse 02 > Pack 0278

Contacted Organization: Pack 0278

Currently Assigned to Organization: Pack 0278

Comment from Lead: no comment

Respond to Lead

Lead Notes

This family has 2 prospective members for your pack. Please follow up with them as soon as you are able!

Sat, Aug 15, 2020 11:06 PM
Marcus Peglind

Send Application

Reassign

Close Lead

Complete
• Critical that unit information is 100% up to date
• Response time from unit leadership needs to be prompt and welcoming.
• We can/will reassign leads where there is no action from unit.
• System generates QR Codes for your specific unit that will allow people to jump straight to your unit page
Additional Resources

Senecawaterways.org/membership-resources
- Hub for all the digital resources you might want
- Cubs, Scouts BSA, Venturing, and Exploring
- Updated resources for 2020 as well as older resources so your unit has choices
Flyers/posters - CUBS
Flyers/posters – Scouts, BSA
Flyers/posters – Venturing

ADVENTURE IS WAITING. BUILD YOURS AT BEASCVOUT.ORG

AQUÍ COMIENZA LA AVENTURA EN SEUNSCOUT.ORG
LA BASE PARA UN GRAN FUTURO.

Take action.
Serve others.
Gain confidence.
Build friendships.
Take chances.
Hang out.
Make a difference.
Seek opportunity.
Leave a Legacy.
 Mentor others.
 Chase adventure.
 Expand your horizons.
Additional Resources

Council Youtube Channel
Additional Resources

Content for you to use
3 models for Joining Events

- In person
- Drive-through
- Virtual

Consult with leaders, parents, and Chartered Organization before choosing

Best Practices will be available for each on the Membership-Resources Page

DON’T APOLOGIZE FOR ASKING THEM TO JOIN
IT’S WHAT THEY CAME TO DO
In Person Joining Event

- Social Distancing Must Be Observed
- Check-in procedures including questionnaire, temperature scan, contact tracing information.
- Most Personal Engagement
- Outdoor is best possible
Drive-Through Joining Event

- Social Distancing Must Be Observed
- Need approval for the location in advance
- Showcase the fun of your program
- Safety is top concern
- Printed materials in a packet need to be used to convey information effectively
- Need to make sure it doesn’t feel too “transactional” - your most personable leaders need to be the ones interacting with new families.
Virtual Joining Event

- Will allow closest to “NormalJoining Experience”
- Should begin and end on time
- Quick and efficient
- Template PowerPoint Presentations available for all 3 programs
- This method will require an appeal for them to fill out the online application during the meeting.
- Best to offer them a walkthrough and utilize QR Code.
NO MATTER THE METHOD...

- Remember that someone in your unit personally invited them. Use that as a conversation starter.
- Make them feel welcome.
- Understand that they probably intend to join... DON’T BE AFRAID TO FACILITATE THAT HAPPENING DURING THE EVENT.
- Be considerate of their wishes with respect to social distancing if they are more stringent than your own.
- Get them excited for the cool things you have planned.
- Don’t forget to record who invited them to give Power of 3 credit to that youth.
- Be Prepared to follow-up with families who are unable/unwilling to join during the event.
Power of 3

Where do all these new invitees come from?

- Siblings/family members
- Teammates from other youth programs
- Places of worship
- Classmates
- Friends from daycare/preschool
- Think Global/Act Local
- Virtually Endless.
Questions?
We are setting an example of how to deal with challenge and adversity, no matter how we respond.
Flag Retirement Ceremony

Pack 49 – Manchester, NY
Park Clean-Up

Troop 29 – Canandaigua, NY
Adventure Day Camp

Troop 60 – Victor, NY
Adventure Day Camp

Troop 6060 – Victor, NY
These signs were designed and printed by a parent in the pack.

Pack 30 held their advancement ceremony on Zoom and signs were displayed by Cub Scouts across Canandaigua.
THANK YOU FOR WHAT YOU WILL DO TO CHANGE LIVES THIS FALL