



Unit M&M Chairperson Position Overview



Objective

There is over a century of documented proof that Scouting has a positive and permanent impact on youth's lives. This is reason enough to want our children to become Scouts. Unfortunately, without a connection to Scouting, thousands miss the opportunity to have a Scouting experience in their youth. The Unit Membership and Marketing Chairperson is charged with the responsibility to insure that all youth and parents in their community are aware of the benefits of Scouting and the availability of programs.

Membership is vital to unit health. A steady stream of new youth and active parents are necessary for an exciting and engaging Scouting experience. Successful units are decades old and have served thousands of youth. Larger units should be equally concerned with membership; a child should never be turned away. Scouts can be referred to other local units or create a new unit as membership grows beyond capacity. The benefits of a Scouting Life are only as limited when the opportunity to be involved in Scouting is limited.

"It is your job to insure that every youth in your unit's area gets a Scouting opportunity and that your Scouts and unit maintain a visible presence in your community."

Key Responsibilities

1. Meet with unit leaders and committee annually to discuss membership goals and objectives
 - a. Are more than 10% of the available youth in our area getting Scouting
 - b. How do we let the community know the great things our youth are doing
 - c. Do we have a working relationship with all the Schools and youth institutions in our area
2. Run at least 2 recruitment/Scouting promotion events per year to insure unit growth
3. Prepare press releases for “Good Deeds”, Events, and Achievements
4. Distribute membership flyers to schools by adopting schools in the units area
5. Make relationships with all the Faith based organizations in your area
 - a. Posting information about Unit on their bulletin board, web site
 - b. Requesting presence in their service literature
 - c. Connecting them with unit leaders for service project opportunities
6. Conduct Scouting Pep Rallies in schools, leveraging council support when needed
7. Attend a membership chairperson training session and an annual best practices seminar
8. Track the membership of your unit to insure growth
9. Adopt a school and conduct one community project for the school at least once a year
10. Consider Annual use of council “Base Camp” Event Booth (see Resources) at a local event
11. Insure that new youth and adult applications are turned into the council service center in a timely manner – 1 week after receipt of applications is ideal
12. Insure unit Reaches JTE Gold status in membership

Planning and Tracking

With unit leadership, develop a unit membership and marketing plan. In your plan, include:

- * A set of goals that increase unit membership and promote scouting in the community
- * A spring and fall recruitment event

Track membership and goals on a monthly basis

Grow membership by at least 10% and strive to reach 10% market penetration

Ensure that your unit meets the JTE Membership Gold Metric

Work with the unit committee chair in ensuring that the annual charter registration is completed on time

Recruitment

Host a spring and fall recruitment event

Distribute membership flyers to schools, churches and at community events (use other methods if necessary)

Have Unit information and membership details visible (in churches, store windows, library, schools) on a yearly basis (updated)

Ensure that registration applications are submitted on a timely basis (1 week or less upon receipt)

Marketing and Promotion

Adopt a school and conduct at least one community project for the school (per year)

With other local units, conduct a scouting pep rally in schools while leveraging district and council resources

During the month of February, promote scouting in a community visible location (static displays)

Promote the units activities in local publications on a regular basis

Work with the Activities chair (and PLC if applicable) to Participate, promote and publicize at least 2 community service projects

Training

Attend and participate in the unit membership training course (Includes best practices)

Participate at district roundtables to share lessons learned (Chaired by District Membership Chair)

Train at least one other person in your unit on the Unit Membership position

Course Title: **Unit Membership and Marketing (M&M) Chairperson Workshop**

Purpose:

Provide M&M Chairperson with the tools necessary to properly recruit, retain, and market their units.

The training session will:

- Provide an overview of the key responsibilities of the Unit M&M position
- Provide the knowledge and tools necessary to develop and track the progress of a Membership and Marketing Plan (including goal setting)
- Demonstrate how to successfully plan and execute unit recruitment events
- Provide various ways to market the unit and Scouting in the community Provide the chairperson with the BSA Membership Toolkit – how to access, and how to use National, Council, District and Local resources
- Communicate the importance in having other unit volunteers trained to assist with this position and to share lessons learned with the Scouting community

How the training should be provided:

- The course will follow the EDGE methodology (Explain, Demonstrate, Guide, Enable)
- Keep the course limited to two hours (with the ability to provide supplemental training modules as needed)
- All trainees will gather in one location – suitable for open discussion
- Training tools will include: PowerPoint, handouts, group discussion, video media, and hands-on Marketing Toolbox activities
- Training will be provided by the Council Membership & Marketing Committee





M&M Resources:

Workbook:

- Access to local Tools/give-aways (like base camp and bracelets)
- List of online links applicable to M&M
- Media Guide with Local Media (TV, Radio, Print) Resources
- Sample community projects, membership plan template, recruitment event plans, marketing/promotional notices

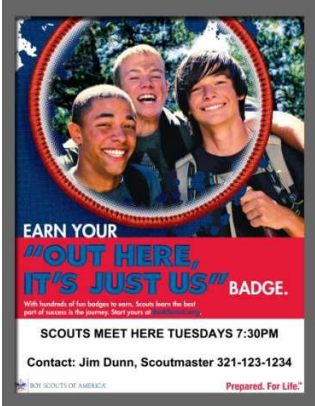
Tools and Resources

The following resources are available AT No Charge to units in good standing:

Boy Scout News	
 <p>BOYSCOUTNEWS.COM</p> <p>(THIS IS A TRIAL PROGRAM CONTACT NER TO GET YOUR COUNCIL SIGNED UP)</p>	<p>This is an automated method of getting press releases out to local media outlets. A account is se up for the unit by the council office. The units M&M Chair enters news worthy events and unit happenings following the simple interface template. When finished it is submitted and the council office professional assigned to marketing gets a notice. It is then quickly reviewed and released or sent back to the unit for more information.</p>
“In the Community” Program Materials	
 <p>ORDER FORMS FOR THE BSA CANOPY AND ACCESSORES AARE AVAILALE AT THE NERAR SITE.</p>	<p>Councils should have various promotional items and set-ups for units to use at recruiting and promotional events. Units must request these resources on a case by case first com basis by means of entering a form on the council web site. The form will require the names of two responsible registered adult and at least one of the two will need to sign for the materials. These materials will be the units responsibility.</p>
	<p>Scouting Booth</p>
	<p>Table Skirts, Banners</p>
<p>Promotional materials (beascout.org)</p>	

wristbands, program info kits)

“Scouts Meet Here” Poster Program



The units can request an 11x17 poster frame with a preprinted poster, a new poster can be printed from the Marketing Tool Box. This is ideal for a public viewable location. If the location does not permit a permanent poster the wording can be changed if requested in advance.

Frames are available from a number of on line sources for less than \$10. A number of posters are available for download from the Scouting Marketing Tool Box

Eagle Project Signs



These signs are a great way to promote the efforts of the Scout and unit. It should be placed in a prominent place

Community Signs



An outdoor community sign is a great way to show that Scouting is a proud part of your community. Locations are usually with signs for LION, KofC, Rotary and other service organizations. Get all required permissions and sign size limitation before requesting.

Marketing tool box

<http://www.scouting.org/scoutsorce/Marketing.aspx>

This is a National resource available to all units. It includes event templates, membership posters, web elements, and many other tools to help in developing unit literature and web presence. There is also a monthly posting of photos that can be used in any Scouting print and web media.

Unit PR Guidebook



This comprehensive planning and action guide will make even inexperienced an excellent marketer of Scouting. It is available as a download from the council site and is covered step by step in the M&M training program.

Planning

It is long been said in Scouting “Plan the Work, Work the Plan”. A well planned membership and marketing program will insure the unit’s health and the pride of the Scouts, leaders, parents, and community of its Scouting program.

March	Planning Time for Following School Year
June	Annual Contact to Local Schools that the unit serves
July / August	Membership Press
September	Fall Membership Event
October	Activity /Achievement/ Service Press
November	Annual Contact to Local Religious Organizations
January	Attend Annual M&M Workshop for latest tools and methods
February	Scout Sunday Press
April	Spring Membership Event
March	Annual Contact to Local Service Organizations
June-August	Summer Program Promotion and Press

More information

This program is a work in progress by Suffolk County Council’s marketing and membership committees. The information herein has been released due to a number of requests received from other councils, Area 2 and the NER.

New M&M information will be posted on:

[**Area 2 - Northeast Region, BSA » NER Area 2, BSA**](#)

ner-area2.org