



Membership Moment
Week of July 2, 2021

Greetings, fellow Scouters! Membership Moment is our feature in the Frontiersman where we will present a quick topic (or multiple even quicker topics) to help grow membership in your unit and in Catalina Council.

Lapsed Members

Units normally lose members due to natural attrition, and the pandemic certainly didn't help some units with retention. As you head towards recruiting season, consider reaching out to your lapsed member families to see if this season is when they'd like to come back. They already showed a willingness to join once! They probably have their uniform and some supplies. And they likely already know the scouting fundamentals.

Hint: Plan ahead a little and prepare what you're going to say. Have something more interesting to say than "we have meetings coming up." Do you have an event or activity you can mention?

Hint: Consider your format. Avoiding an email blast for this crowd might be smart. A one-on-one phone call might add that personal touch. Or if you know that this particular family can best be reached by their messaging app of choice, consider going that route.

Hint: Ask, but don't harass. A Scout is Courteous. If they want to rejoin, great. If they're undecided, consider asking to set a date—perhaps after two weeks—on which to follow up. If they're a firm no, take no for an answer. Thank them for their time and you might ask them to send other prospects your way. Let it end on a good note.

Webinar

The recording of the June 24th BSA Marketing and Membership webinar on [Online Registration and Geofencing](#) is now posted and available for viewing.

Cub Chat Live!

For those of you who are unfamiliar, the National Cub Scouting subcommittee holds a Facebook Live 30-minute event every Friday at 2PM Central called **Cub Chat Live!** You can view the program in real time on Facebook via the [Scouting Magazine](#), National [Cub Scout](#), National [BSA](#) or [Scout Life](#) pages. You can watch it later as the program is posted on Scouting Magazine after the show.

Cub Chat Live! will focus on recruiting and retention during July and August. Typically we focus on Cub Scout program content and delivery models. At this time we thought we should spend time providing tools and ideas to our units so they can recruit and successfully onboard new families. Our typical Cub Scout parents joined the program to spend time with their kiddos. To encourage them to spend a little time each fall recruiting new families, we need to show them the what, why, and how to be successful. We need to make it SIMPLE. Here is the list of shows:

- July 9 Plan Your Join Night Now
- July 16 A Recruiting Strategy: Tigers
- July 23 Recruiting Materials and Brand Center with Michael Ramsey
- July 30 Onboarding New Families
- August 6 Everyone Volunteers!
- August 13 Finding Parent and Den Leader Resources

All subject to change. Search the hashtag #CubChatLive to help find new and past episodes.

Yours in Scouting,

--Scott Madsen
Catalina Council Membership Chair