



## BOY SCOUTS OF AMERICA

### CATALINA COUNCIL



#### Membership Moment Week of July 23, 2021

Greetings, fellow Scouters! Membership Moment is our feature in the Frontiersman where we will present one or more quick topics to help grow membership in your unit and in Catalina Council.

#### Yard Sign Blitz

It's time! Between now and roughly August 15th, it's our Yard Sign Blitz! We want to get it out there that scouting is open for business!

Who's got the coolest, most creative, most impactful yard sign placement out there? Let's see some pictures! Send them to us at <mailto:membership@catalinacouncil.org>, and tag your pictures you post on social media with #azscouts. We'll have a gift card for the prize winner after the end of the yard sign blitz.

Signs are available for pick-up at the scout office, and we have some within closer reach for the Cochise District. We're also looking for people to serve as distribution hubs for yard signs for other units to come pick up farther afield than the scout office and/or outside of weekday office hours. Please let us know if you can help with that!

#### Membership Webinar

BSA National hosts the MOMENTUM 21 Fall Membership Kick off Webinar on July 27. Register [HERE](#)

#### Let Us Know

Catalina Council gets inquiries from families interested in joining, but we can't direct them to your Join Night or other recruiting efforts if we don't know about them. Please complete our questionnaire [HERE](#) to fill us in!

#### Outreach

It's Back-to-school season, and that can mean that scouting can get lost in the shuffle as many happenings compete for scout-age family's attention. But it's also an opportunity to gain new inroads.

- Who's new? Introduce yourself to people new in their roles and become a known member of their network. Is there a new PTA president making the rounds? A new principal "shaking hands and kissing babies"? A school front-desk receptionist making a point of learning names? If they're trying to meet the movers and shakers in their orbit—be one!
- Social Media and group text chats. You can be overt (like posting your Join Night flyer) or more subdued (like "We have our scouts' open house night next Thursday, if anyone's interested",) but be a part of the conversation.
- Keep a list. Anyone who was to overrun at the start of school might be a better person to contact the week or so after.

Yours in Scouting,

--Scott Madsen  
Catalina Council Membership Chair  
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