



Membership Moment
Week of July 30, 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.

“Escape the (Great?) Indoors”? What happened?

BSA National got some early feedback and revised the “Escape the Great Indoors” slogan. It seems that some felt that there wasn’t anything too great about the indoors, especially after the past year. The slogan has been adjusted to “Escape the Indoors,” and they took this opportunity to adjust some of the related graphics to optimize them for social media formats. You can browse to those and many other great resources here:

<https://www.scouting.org/recruitment/>

Scout Life Mini Mags Are Available

The Scout Life mini-mag recruiting tool is available in a digital format. Read the mini-mag online or download and print it. <https://scoutlife.org/minimag/>

This is not just a typical issue of Scout Life in mini form. This is focused and customized for an audience of prospective Cub Scout recruits. Designed and intended for recruiting efforts.

Here are some tips to get the most out of your mini-mag and recruit more youth:

- Get mini-mags into the hands of your unit membership chairs for distribution at Scout nights, kid talks, craft fairs, field days or other community events.
 - If kids are stuck waiting in line for something during those events, give them a mini-mag to browse for the duration.
- Offer a mini-mag or two to current Cub Scouts and older Scouts, encouraging them to share it with non-Scouting friends.
- Use the mini-mag in addition to your recruitment fliers for a stronger marketing effort.

Download your new mini-mag here:

- For on-screen viewing, [click here](#)
- For a version you can print at home, [click here](#)
- For a version to send to a print shop, [click here](#)

Or find the mini-mag — and tons of back issues — in the Scout Life app (available via [App Store](#) & [Google Play](#)).

Membership Webinar

BSA National’s MOMENTUM 21 Fall Membership Kick off Webinar was on July 27. Registration was maxed out well in advance! If you missed it, you can catch the replay [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!

Yours in Scouting,

--Scott Madsen
Catalina Council Membership Chair
membership@catalinacouncil.org