



Membership Moment
Week of August 12, 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.

School's In Session

Just about all schools are now in session in Catalina Council. With that, you'll ideally be well on your way to the later portions of your recruiting campaign for the current season. (If not, don't fret! We'll get you there. Just remember the Cub Scout Motto and Do Your Best!)

Sometimes, "keep it simple" is the best approach. Sometimes it's not, but it's all you have the time or resources for. Here are some thoughts on "keep it simple" approaches for when you want or need them.

Social media. Resources and guidance for more full-blown social media publicity efforts are discussed [here](#), [here](#), [here](#) and elsewhere. But what about a simple photo or image and a short accompanying post? For instance:



"Interested in joining Cub Scouts, or learning more? Cub Scouts is for grades K-5, open to boys and girls. Comment or message me if you'd like more information."

(Feel free to copy and paste that for your own use!)

Then, when you've got a spare moment to fidget with your phone, tag people, or share the post to parent, neighborhood or school-related feeds.

Send out something. Suppose you've collected some names and contact info of some interested families! Great! Maybe you've got your new family template email perfected, maybe not. If you need to buy yourself some time (or if you flat out know you won't be doing a big email before your Join Night), you can still give them plenty of information in advance. Something like:

"Thank you for your interest in our Pack! We'll get you the information you need to get started soon enough, but in the meantime, there's some great info for new families at <https://www.scouting.org/programs/cub-scouts/>. It hosts a great 3-minute video suitable for viewing with the kids, the 8-page Family Information Guide PDF, and more."

(Feel free to copy and paste that for your own use!)

Try for quick wins with strong outreach. If you're simply out of time, out of luck or out of helpers for an elaborate outreach effort, ask yourself where your quick wins would be. Can you get a three-sentence blurb read over the school P.A. system? Or copied and pasted into the church pre-service slide-show? Are you allowed to fill some dead air on the PTA meeting zoom call before it ends? The trick with all of these is to have that blurb on standby. Include what information MUST be gotten out, such as a key date, time, location, and where to get more information.

Word of mouth. The families in your unit probably know you're happy to have prospective members referred, but have you played it up lately? They might know the new kid in town, or a friend whose parent no longer works the same shift that kept them from scouts, or a lapsed scouting family ready to get back in. Consider a small prize for the scout who successfully invites the most families to your Join Night.

Got other ideas? Let's hear them at [membership@catalinacouncil.org!](mailto:membership@catalinacouncil.org)

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 membership@catalinacouncil.org