



BOY SCOUTS OF AMERICA

CATALINA COUNCIL



Membership Moment
Week of August 6, 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.

Outreach Events

This week, we'll talk about Outreach Events. Outreach Events are distinct from Join Nights. We've talked about Join Nights before, with resources

Here: <https://scoutingwire.org/marketing-and-membership-hub/unit-recruiting/sign-up-night-unit-playbook/>

Here: <https://www.facebook.com/watch/184855717150/135558881488551>

Here: <https://catalinacouncil.org/wp-content/uploads/2021/02/2021-CC-Spring-Recruitment-toolbox.pdf>

And through various clickable links found here: <https://catalinacouncil.org/resources/membership/>

Outreach Events are when you set up a table, booth, or other promotional offering at an offering such as a Back-to-School night, a church or community festival, or any other occasion where scouting is not the main activity or focus. At a Join Night, the primary focus of the people attending is to join your scout unit. At an Outreach Event, you'll command less of their attention due to the nature of the event. It can work—well—but it can take some thought.

Tip: Be visual. Do you have a tablecloth? A poster-board? Your unit's flags? A way to repurpose a yard sign? Flyers or other literature? [Scout Life mini-mags](#)? Other supplies from a Catalina Council Membership Crate? An empty table or station won't have the same effect, and if you're in a crowded room, you'll want that visual.

Tip: Uniforms in moderation. Uniforms in scouting certainly have their place, and at an Outreach Event, they'll certainly identify you as a member of the scouting movement. But consider having one or more of your adults out of uniform. It could be your unit's t-shirt, or New Member Coordinator apparel, or perhaps even plainclothes. Sometimes, less is more when it comes to uniforms, insignia and deep-dive scout adornments when dealing with the general public.

Tip: Capture their contact information. If families are attending an event like Back-to-School Night, learning more about scouting may not be their first priority. Have a clipboard (or laptop if so inclined,) to capture their contact information, so you can follow up later. Be sure to keep it safe and not lose the info!

Tip: Have a video to show. Technology willing, you might have a device on which you can show a video-- either a highlight reel of your own unit, or one of BSA National's many great videos for purposes just like this.

Tip: Be fun and memorable for the kids. Some families know for a fact they want their kids to do scouts, and just need to know when and where you meet. Fine. Others know less about you. Can you set up your derby track and let the kids race cars while you talk to the grown-ups? (You might get scouts from a Scouts BSA troop to help run the track.) Lacking the derby, can you run a craft or other activity station. Give the kids something enjoyable to do while you talk to the parents.

Tip: Practice your spiel. If you've never done an event like this before, get a fellow scouter, a spouse or friend to roleplay as a stranger so you can rehearse your talking points. The members of the public might have very specific questions or might not at all.

Tip: Remember when you were new. You were new once too, and you might remember being overwhelmed by all the scouting info. Take it easy on scouting terms and jargon that the general public won't understand. Give them the info they need in the short term and save other info for later meetings. Remember what event you are at and how much might be competing for your visitors' attention. Being pleasant and welcoming may matter more than an abundance of information.

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