12 POINT UNIT MEMBERSHIP PLAN

Name: _____   Email: _____

District: _____   Phone: _____

Unit: _____

1. School intercom announcement (ask your principal)
2. Two-week school flyer
3. Scout Talk
4. Yard Signs
5. Geofencing, Online Ads, Social Media
6. School open house (setup table/booth)
7. Invite-a-friend campaign - utilize buddy cards and invite to join night
8. 5th grade packets / Welcome to Middle School packets
9. Parades (4th of July, Veteran's Day, Christmas, Rodeo, etc...)
10. Promote Scouting at after school care sites/programs
11. Flyers to area churches
12. Parent to Parent Campaign (encourage parents to contact friends and post online to join)
13. Flyers and posters distributed at businesses
14. Community events / festivals
15. School newsletter article
16. Promote Scouting through service projects
17. Display case / bulletin boards at schools and churches
18. Community Marquee Boards
19. Teacher email reminder / announcement
20. Customized invitations (similar to birthday party invitations)
21. Personal phone calls / email invites to 5th graders
22. School carnival or festival booth with activity
23. School automated phone system announcement
24. Poster campaign
25. Tyvek wristbands or mailing label stickers
26. Create a unit promo video
27. Maintain a unit Facebook page that is open to the public
28. Testimonial Campaign (encourage parents to write or create videos sharing about how Scouting helped their kids become better people.)
29. Webelos/AOL open house or activity
30. After school sidewalk flyer handout
31. Neighborhood Campaign (distribute flyers door to door or by mail)
32. Promote Scouting while fundraising
33. Recruit from a Webelos/AOL Den
34. Other: _____

BOY SCOUTS OF AMERICA®
MONTANA COUNCIL

Like the roots of a tree, the more we effectively connect with members throughout the local community and translate those connections to new members, the stronger the unit and the healthier the council will be.

Please email forms to membership@montanabsa.org
To fill out this form online visit www.montanabsa.org/12-point-plan