



CONNECTION GUIDE

MEMBERSHIP GROWTH & UNIT SIZE

PURPOSE OF A CONNECTION GUIDE

To aid in facilitating conversations between commissioners and unit Scouters, fostering a deeper understanding of unit dynamics and operations, enabling commissioners to better serve and support the unit. This involves identifying and leveraging successes, supporting the unit as they identify areas of improvement, collaborating with the unit on their goals, and providing necessary resources in support of those goals.

WHY IS THIS UNIT METRIC IMPORTANT?

Growing units increases the likelihood of attracting new members and retaining existing youth participants, while also facilitating the recruitment of additional adult volunteers. This growth fosters a more vibrant and safe program environment, offering enhanced opportunities for engagement and safety.

STEP 1: COMMISSIONERS REVIEW UNIT KEY METRICS

Objective Unit Data for Year-over-Year Membership Growth & Unit Size

Membership Growth – Is the unit currently meeting the metric for year-over-year (YOY) membership growth?

1. Did the unit show year-over-year membership growth?
OR
2. Is the unit a pack with 50+ youth, a troop or post with 30+ youth, or a crew or ship with 15+ youth?

Unit Size – Does the unit exceed the small unit threshold?

- Packs: 20 or more Cubs
- Troops: 12 or more Scouts
- Crews / Ships / Posts: 7 or more members

STEP 2: UNIT CONVERSATIONS

Celebrate Success for Achievement or Improvement:

- Effective recognition is essential to effective unit service.
- Just say it. A straightforward, face-to-face "well done" is a simple but effective way to celebrate achievement.

Things to Consider:

- Has growth (or lack thereof) shown a multiyear trend?
- What actions has the unit taken to recruit new youth and adults?
- Does the unit have an active outdoor program? How well do they communicate with families?
- What recruitment tools and materials does your council's membership team provide?
- Does the unit have a calendar or information to share with potential Scouts/parents?

Questions to Facilitate Conversation: (example questions to help the commissioner engage with unit leaders as each unit is unique and the conversation should be tailored to the unit)

- Did the unit have a recent recruitment event, was it successful?
- How did they market the event, was it successful?
- Does the unit follow up with all prospective families?
- Does the unit utilize social media and online recruitment tools?

- Is the BeAScout pin active and is the information current?
- Does the unit respond to Leads and Applications in a timely manner?
- Does the unit utilize the tools offered by the council?
Examples are Geofencing, Facebook, Peer-to-Peer, Customized Videos (in place of youth talks), etc.
- Has the New Member Coordinator (NMC) has received proper training and clear guidance on reaching new audiences and engaging new members and their families.
- How many Scouts are crossing over or aging out this year?
- Does the unit involve its youth in the recruiting events?

Resources to Provide:

- District and Council Membership Growth Tools
- Contact Information for District/Council Membership
- School talks, BeAScout, Peer to Peer Recruitment, etc.
- Scouting Wire Marketing
- Membership Hub [Website](#)
- [Brand Center for Recruitment Materials](#)
- [Past Marketing and Recruitment Webinars](#)
- New Member Coordinator [Resources](#)
- Sign-up Night [Playbook](#)
- Does the unit have Scouts serving as den chiefs with local packs?
- Are the youth involved in helping with recruiting?
- For crews and ships: Is the unit interfacing with any nearby troops?
- Does the post have the support of career services at the local high school or community?

STEP 3: **HELPING THE UNIT SET GOALS**

The unit can decide its own goals, whether they want detailed, simple, or no goals at all. A commissioner should be available to support them throughout this process.

- Develop a recruitment plan.
- Work with the charter organization to help boost recruitment.
- Work with the district membership chair and district executive to identify new pools of both youth and adults within the community and ways to access them.
- Conduct at least one recruitment event that includes prospective families.
- Start at least one new den of Lions (Kindergarten) or Tigers (1st grade) within a calendar year.
- Hold two joint activities with a pack or an Arrow of Light den during a calendar year.
- Hold a recruitment event that utilizes Peer-to-Peer or a personalized invitation method.
- Hold a recruitment event that utilizes Peer-to-Peer or a personalized invitation method that reaches out to the Troops along with the friends of the unit's registered Scouts.
- Hold a "Normal Friends Activity" recruitment event.

STEP 4: **COMMISSIONERS PROVIDING UNIT SUPPORT**

- Follow up with the unit regularly to check in on the status of their goals and provide them with upcoming opportunities within the district, council, or nation to learn more about growing youth membership.
- Connect unit Scouters with the district membership chair or a volunteer who is experienced in improving youth membership to discuss best practices.
- Meet with the District/Council Membership Chair or District Executive (DE) to discuss unit recruiting or membership growth opportunities.