

2026

RECRUITMENT PLAN





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Submitted for Approval to the Old Hickory Council Board, February 2026



Mission of Scouting America

The mission of Scouting America is to prepare young people to make ethical and moral choices over their lifetimes by instilling in them the values of the Scout Oath and Law.



2026 Goals

- Blue Ridge – 3% Growth
- Seven Rivers – 3% Growth
- Wachovia – 6% Growth
- Wilkes – 3% Growth
- ScoutReach – 20% Growth
- Council – 3,000 Scouts



Council, District, & Unit Responsibilities

Objectives

Ensure every young person has an invitation to join the Scouting program and every parent has the information necessary to determine whether Scouting is good for their family.

Council Responsibilities

- Provide training and education to each Pack so they are capable and empowered to lead their own membership recruitment campaign.
- Provide membership recruitment supplies to each Pack so they have the resources needed to invite every available youth to join Scouting.
- Plan, execute, and evaluate a social media campaign throughout the general public
- Provide trained professionals in the form of District Executives to support each Pack.
- Work to overcome challenges identified by the District that they need assistance with. For example, school access.

District Responsibilities

- **Meet with each Pack and create an individualized work plan for each Pack to help them build a framework for their success.**
- Support each Pack by divvying up responsibilities of the recruitment between the Pack leadership/parents and the District Executive

- Support the recruitment nights through the development of a volunteer membership committee.
- Tracking the recruitment nights, community events, and marketing on a spreadsheet that is shared weekly with the district membership committee and the Director of Field Services.
- Assign Unit Commissioner or New Unit Commissioner to guide the new leaders
- Achieve District Membership Growth.

Unit Responsibilities

- Take ownership of your recruitment by developing and executing a recruitment plan.
- Set a goal for growth and work with the District support system to achieve it.
- Have group involvement of your membership recruitment plan by engaging parents, Scouts, and the local Scout Troop.



The Standard Unit Recruitment Plan

1. Set the Date
 - a. Beginning of August, at least 2-3 weeks out from event.
 - b. Coordinate with unit and principal
 - c. Best days in order are Tuesday, Thursday, Monday
2. Promotions
 - a. 14 Days Out Yard Sign
 - b. 14 Days Out Facebook Event
 - c. 7 Days Out Full Color Flyer
 - d. 7 Days Out Facebook Boost
 - e. More ideas on planning worksheet
3. School Talks
 - a. Day or two before recruitment
 - b. Classroom > Lunch > Assembly > Teach In
 - c. Reminder Flyer & Promo Sticker
 - d. Drop off 'It's not too late flyer'
4. Recruitment Event
 - a. Be supportive
 - b. QR code to sign up immediately OR paper copies
 - c. Report to DFS/Field Team via text
 - d. Follow up on outstanding application 3x a week.





Fall Recruitment Training & Planning

Training will be conducted in May to assist each Pack in creating a hyper-localized recruitment plan. This training will be co-taught by energetic volunteers and professional staff. At the conclusion of the training a written plan for each Pack in attendance will be filed in the unit's file at the Wachovia Service Center. Topics will be determined after reviewing key needs with the OHC Membership Committee and may include:

Planning Your Recruitment Night

- How to Conduct a Recruitment Event
- Creating a Welcoming Environment
- Homeschool Recruitment
- How to Recruit Girls into Cub Scouts
- How to Promote Your Pack
- All About BeAScout
- Scouting America Brand Guide & Marketing Resources
- Building Relationships with School
- Engaging Pack Leaders & Parents in Recruitment
- Den Chief – What Are They & How They Support Retention
- How to Recruit & Support Youth with Financial Hardships
- Troop Relationship & Support in Recruiting

Any units who do not attend the training will need to meet with their District Executive to go through the information in full.

Pack Recruitment Planner

An example of the Pack Program Planner to be completed for the recruitment training can be found at the council website: <https://www.oldhickorycouncil.org/cubscouting>. This document will undergo review with the Council Membership Team, Field Professional Team, and Commissioner Team prior to the May training.

PACK # _____		STEP 2: BUILD YOUR RECRUITMENT STRATEGY		STEP 3: PUTTING IT ALL TOGETHER																																																																									
REGISTRATION NIGHT CHECKLIST DATE: _____ TIME: _____ LOCATION: _____ PACK # _____ NAME: _____ PHONE: _____ EMAIL: _____ OTHER: _____		Design a Plan to "Do Your Best" Active Recruitment Methods ☐ In-School Presentation 7 days before ☐ In-School Presentation 2-3 days before ☐ In-School Presentation As scheduled ☐ Customized Invitations to all homes 2 weeks before ☐ Personal Phone Calls 1 week before ☐ School Fair at After School Programs 2-3 days before ☐ Customer Labelfishers As desired ☐ Parent's Confidential Leads Week of ☐ School Counselor/Parent Photo As scheduled ☐ Parent Teacher Conferences As scheduled Passive Recruitment Methods ☐ Yard Signs 10 days before ☐ Posters 10 days before ☐ Banners in Library or Book Fair As desired ☐ Book Life in School Library As desired ☐ School Calendar 3 weeks before ☐ Community Calendar Posting 3 weeks before ☐ Fundraising Event 2 weeks before ☐ Church/Community Organization Website 2 weeks before ☐ Church Bulletin Inserts 2 weeks before ☐ School Newsletter 2 weeks before ☐ Phone Review 10 days before ☐ Community Notice Boards 2-3 weeks before ☐ www.BEAScout.org July		<table border="1"><thead><tr><th>Recruitment Method</th><th>Assigned</th><th>Due Date</th></tr></thead><tbody><tr><td>1. Update Recruitment Plan</td><td>Completed</td><td>By the Day</td></tr><tr><td>2. Fill out Cub Scout</td><td>Completed</td><td>2 weeks before night</td></tr><tr><td>3. In-School Presentation</td><td>Completed</td><td>2-3 days before night</td></tr><tr><td>4. Customized Invitations</td><td>Completed</td><td>2 weeks before night</td></tr><tr><td>5. Personal Phone Calls</td><td>Completed</td><td>1 week before night</td></tr><tr><td>6. School Fair at After School Programs</td><td>Completed</td><td>2-3 days before night</td></tr><tr><td>7. Customer Labelfishers</td><td>Completed</td><td>As desired</td></tr><tr><td>8. Parent's Confidential Leads</td><td>Completed</td><td>Week of</td></tr><tr><td>9. School Counselor/Parent Photo</td><td>Completed</td><td>As scheduled</td></tr><tr><td>10. Parent Teacher Conferences</td><td>Completed</td><td>As scheduled</td></tr><tr><td>11. Yard Signs</td><td>Completed</td><td>10 days before</td></tr><tr><td>12. Posters</td><td>Completed</td><td>10 days before</td></tr><tr><td>13. Banners in Library or Book Fair</td><td>Completed</td><td>As desired</td></tr><tr><td>14. Book Life in School Library</td><td>Completed</td><td>As desired</td></tr><tr><td>15. School Calendar</td><td>Completed</td><td>3 weeks before</td></tr><tr><td>16. Community Calendar Posting</td><td>Completed</td><td>3 weeks before</td></tr><tr><td>17. Fundraising Event</td><td>Completed</td><td>2 weeks before</td></tr><tr><td>18. Church/Community Organization Website</td><td>Completed</td><td>2 weeks before</td></tr><tr><td>19. Church Bulletin Inserts</td><td>Completed</td><td>2 weeks before</td></tr><tr><td>20. School Newsletter</td><td>Completed</td><td>2 weeks before</td></tr><tr><td>21. Phone Review</td><td>Completed</td><td>10 days before</td></tr><tr><td>22. Community Notice Boards</td><td>Completed</td><td>2-3 weeks before</td></tr><tr><td>23. www.BEAScout.org</td><td>Completed</td><td>July</td></tr></tbody></table>		Recruitment Method	Assigned	Due Date	1. Update Recruitment Plan	Completed	By the Day	2. Fill out Cub Scout	Completed	2 weeks before night	3. In-School Presentation	Completed	2-3 days before night	4. Customized Invitations	Completed	2 weeks before night	5. Personal Phone Calls	Completed	1 week before night	6. School Fair at After School Programs	Completed	2-3 days before night	7. Customer Labelfishers	Completed	As desired	8. Parent's Confidential Leads	Completed	Week of	9. School Counselor/Parent Photo	Completed	As scheduled	10. Parent Teacher Conferences	Completed	As scheduled	11. Yard Signs	Completed	10 days before	12. Posters	Completed	10 days before	13. Banners in Library or Book Fair	Completed	As desired	14. Book Life in School Library	Completed	As desired	15. School Calendar	Completed	3 weeks before	16. Community Calendar Posting	Completed	3 weeks before	17. Fundraising Event	Completed	2 weeks before	18. Church/Community Organization Website	Completed	2 weeks before	19. Church Bulletin Inserts	Completed	2 weeks before	20. School Newsletter	Completed	2 weeks before	21. Phone Review	Completed	10 days before	22. Community Notice Boards	Completed	2-3 weeks before	23. www.BEAScout.org	Completed	July
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STEP 1: BUILD A TEAM ☐ Cubmaster ☐ Committee ☐ Members ☐ Den Leaders ☐ Parents ☐ Scout Troops ☐ Other		Support from Troop Connections Troop # _____ BPL: _____ Scoutmaster: _____		STEP 4: DELIVER THE PROMISE 1. Scout Life Magazine - A great magazine that shows Scouts all of the exciting things they can do in Scouting. 2. Scout Life Magazine - A great magazine that shows Scouts all of the exciting things they can do in Scouting. 3. Scout Life Magazine - A great magazine that shows Scouts all of the exciting things they can do in Scouting. 4. Scout Life Magazine - A great magazine that shows Scouts all of the exciting things they can do in Scouting. 5. Scout Life Magazine - A great magazine that shows Scouts all of the exciting things they can do in Scouting.																																																																									

Download the current version at <https://www.oldhickorycouncil.org/cubscouting>



Sample Recruitment Night Agenda

Objective: The recruitment night, coordinated in partnership with the Council Professional Staff or held on your own is to sign up kids for Scouting. **Collecting applications, even if they are 'defective' and need money, signatures, etc. should be the primary focus.** Payments can be processed later and if a Scout changes their mind, we can always return the application or shred it at their discretion.

These events should be safe, organized, fun, concise, and effective in registering youth so we are being respectful of the prospective family's time.

Advance Preparation 1. Establish two dates to conduct your Recruitment Nights	List date(s):
2. Fill out the Pack Recruitment Planner	List meeting Date:
3. Have a handout available that lists the costs, leaders/contact information and Pack calendar (or at least the next Pack meeting which should be within 7-10 days of the recruitment night.	List who is responsible:
4. Put out a Cub Scout display: uniform, handbooks, some Scout handicraft, sample <i>Scout Life</i> magazines, a picture board of activities from the last year,	List who is responsible:

pinewood derby cars, your Pack flag, anything that you think may be of interest to a new family and get their attention.	
5. Put out a sign in sheet with several pens and have official Youth and Adult applications. Bring some change for those that pay in cash. Within the event space designates an area to process applications and handle any questions that relate solely to registration. Do not discuss added costs such as trips or uniforms at this time as this can be a turn-off. Save that for the next meeting. Try to accommodate special requests in payments and offer financial assistance if necessary. It is important to give the applicant's family personal attention.	List who is responsible:

6. Have printed descriptions of jobs you are seeking to fill including Lion Guide, Tiger Leader, and any others where new talent may become available.	List who is responsible:
7. Have cookies, popsicles or some kind of treat. If providing an activity, make sure it is organized. Chaos is a turnoff.	List who is bringing what:

Time for the event.

8. Assign one or two parents to be at the door as "host/hostess" to:

A. welcome all new faces.

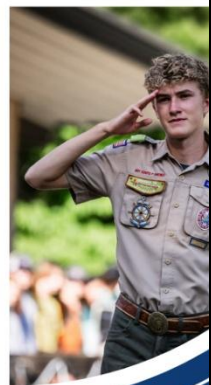
B. ask visitors sign in on the sign in sheet

C. set the tone of the meeting, giving directions about how to register and how to check out. (all visitors sign in regardless of whether they are registering that night or not). *This gives you contact information to follow up if they do not register by completing an official application that night.*

List who is r

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esponsible:

9. The Cubmaster then welcomes them and asks what grade their child is in. The Cubmaster will then invite the parent (and child) to visit with the person who will be their den leader. If a leader is not available for the evening or one has not yet been identified for that age group, any leader or parent may conclude the speech.	List who is responsible:
10. The leader explains that Cub Scouts meet on _____ days; _____ times a month. The leader for the group is _____ (or will be identified later). Give several examples of some of the fun activities Scouts in the unit have done in the last year. They are given the Pack handout and an official youth application and adult	List who is responsible for speaking:

application. The parent is invited to get their child started on the Scouting trail from that moment and complete the application right there. Also, encourage the parent to join his/her child on the journey and register as a Scout volunteer to help their child and their friends throughout the year. Explain that membership fees (or your unit dues) are traditionally turned in with the application and tell them how much they are. <u>Keep this information brief under 5 minutes and encourage note taking or have a prepared handout.</u> Think about the best recruitment/sign up nights that you've been to for other organizations. Utilize their best practices.	
Accept applications	List which people are responsible for helping accept applications:

11. If they don't have the fees with them, ask them to bring them to the next meeting or call in the payment to the registrar at Old Hickory Council.

The unit should make every effort keep the Scout application if at all possible.

Some parents may want to think about it and want to take the applications with them. **They can do this, but should be discouraged as it becomes less likely they will join if they don't complete the application right there. If filling out an online application have them show the end process before leaving allowing you to know their status.** Maybe they heard something that makes them think they won't fit in. Maybe they aren't available the day your unit

meets. Is there another unit in the area they can join that meets a different night? Maybe they will have to miss a few weeks of meetings due to a sports schedule—In a personal attention focused conversation explain that will not be an issue with Scouting and work with the family individually to explore options. Close the deal by getting an application, which may mean that you have to chat with them to find out what they aren't sure about. Collect completed applications and fees. Make sure applications have <u>all required information and signatures.</u> Remind them of the date of the next meeting and thank them sincerely for	
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coming. Tell them how much you look forward to their family joining the Pack. Each family should be called and texted as reminders before the next meeting—whether they completed an application or not.	
Post Meeting Wrap-up 12. Complete Recruitment Night Final Report Envelope. Ideally this is returned to the District Executive or District volunteer before you leave your meeting. Either way, please submit council office within 2 days of event.	List who is responsible:
13. Encourage the Scouts to attend an outdoor activity within 30-45 days of joining Scouting. They are much more likely to stay in the program if they experience the fun and	

adventure of our program.	
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BeAScout Auto Acceptance

You can either set this up yourself by following the steps below, or you can send an email to OldHickory.Council@Scouting.org asking to turn on the Automatic application acceptance feature on your unit.

If you wish to do this yourself follow these steps:

1. Log into your My.Scouting account at: <https://my.scouting.org/>
2. Open your unit in the menu tab
3. Click Organization manager
4. Click the check box beside “automatically accept youth applications to this unit”
5. Finally click SAVE at the bottom of the screen

Click Link for visual of steps: <https://www.oldsickorycouncil.org/files/44760/automatic-youth-application-acceptance->

BeAScout Follow Up

The Council Registrar will check BeAScout leads once a week beginning August 1 through December 31 and will close any open leads that have been registered in Scouting America through other means. District Executives are responsible for ensuring these leads are followed up on a weekly basis and writing a note as to when they have made or attempted contact.



District Membership Chairs and Executives will identify an appropriate quantity of units that are struggling or may have success with Spring Recruitment to support a March/April initiative.

Suggested Qualifications To Suggest A Unit Can Support a Spring Recruitment

- Pack should have interest in having a Spring Recruitment
- Pack should have a summer program with a focus on the Summertime Fun Adventure

- Bobcat Adventure should be a priority for the new Scouts prior to the end of school
- Pack should have registrations/participation in a Day Camp, Summer Camp, or Fun Day
- District Membership Chair must approve



Arrow of Light to Troop Transition

Summary

Arrow of Light to Troop Transition is a key area of emphasis. This transition in the middle of fifth grade is one of our largest drop off points throughout the Scouting career. Many families use the crossover as an excuse to bow out of Scouting.



Objective

- Develop relationships between Packs and Troops for mutual encouragement of youth in Crossing Over
- Provide leadership opportunities to Scouts serving as Den Chiefs assisting the Packs
- Increase retention of youth in our program

Pack Responsibilities

- Attend Roundtable
- Assist the Cubmaster in planning a personalized graduation ceremony for transitioning Arrow of Light for the February pack meeting.
- Graduate your Arrow of Light into Scouts BSA. Packs transfer the Scouts to the Troop using Organization Manager at <http://my.scouting.org>.
- Ensure new Scouts have a Troop schedule and begin attending Troop activities. Encourage parents to get involved with the Troop committee.
- Consider transitioning into the Troop with the youth, either as assistant Scoutmaster or Troop committee member. This will give the new Scouts a familiar face at Troop meetings and a connecting link to Scouts BSA.
- Help as needed with any final details for summer camp preparedness.
- Follow up with any Arrow of Light that did not join a Troop. Ensure they have the opportunity to visit and join a Troop.
- Traditionally and as a best practice, Crossovers should be held in February near the anniversary of Scouting on February 8th. This also allows for the new Scouts to go to a February, March, April, and May campout before spending a full week at Camp Raven Knob.



New Cub Scout Packs

Summary

We know that the more opportunities a young person has to join Scouting the more likely they are to be a part of the program. Proximity to a Pack is a key factor in a family's decision to join.

Role of the District Executive

- Recruit, train, and support the District Membership Chair and team of New Unit Organizers
- Achieve district New Unit goals
- Ensure the schedule is being followed
- Fill in gaps of volunteer support to ensure every youth has the opportunity to join Scouting

Role of the District Membership Chair

- Recruit and train organizers for new units as well as those needing reorganization
- Organize new Packs, Troops, and Posts using the *Unit Performance Guide*
- Reorganize units that need a new start
- Make sure that new or reorganized units are under the care of a member of the Commissioner staff before you turn your attention elsewhere.

Role of the New Unit Organizer

- Report to the district membership chair.
- As part of the new unit organizing team, attend a new unit organizer training.
- Work with the chartered organization to select and recruit leadership for the unit. Leadership should be in place before youth are actively recruited.
- Work with the training committee to ensure that newly recruited leadership are trained in Youth Protection and receive leader-specific training by position.
- Work with the leadership to create a detailed plan for the Scouting program, including tentative activity schedules, plans for weekly and monthly meetings, scheduled monthly committee meetings, and a budget introducing product sales.
- Work with the unit to collect applications and fees for all Scouts and adult leaders, and aids in completing all necessary paperwork.
- Ensure that the paperwork for the new unit is submitted to the district executive or his or her designee for submission to the local council service center.

New Unit Budget

\$115	Pack Flag
\$40	American Flag
\$80	2 – Seven Foot Tall Flag Poles
\$60	2 – Flag Stands
\$40	Cub Scout Flag Topper
\$50	American Flag Topper
\$250	Program Supplies \$25 for 10 Kids
\$75	Leader Guides Grade 1-5 at \$15/Each
\$50	Basic Adult Leader Orientation Training x2
\$15	Cub Scout Leader Guide
\$375	Van to take kids to Fall Adventure Weekend 3 days @\$125/Day
\$500	Van to take kids to Cub Scout Summer Camp 4 days @\$125/Day
\$325	Adult Registrations x5 @ \$65/Year
\$100	Charter General Liability Insurance Fee
\$2,075	Total

New Cub Scout Budget

Item	Lion (Grade K)	Cub (Grade 1-5)
National Registration Fee	\$85	\$85
<i>Scout Life</i> Magazine	\$15	\$15
Handbook	\$15	\$15
Uniform Shirt	\$15	\$52
Belt	n/a	\$15
Neckerchief	\$13	\$13
Neckerchief Slide	\$8	\$8
Summer Camp (Kid + Parent)	\$275	\$275
Fall Adventure Weekend (Kid + Parent)	\$50	\$50
Rank Advancement (7 Adventures)	n/a	\$14
Rank Patch, Card, & Parent Pin	\$6	\$6
Total	\$482	\$518



Unit Roster Checks

Objective:

Get a list of active members from the Top Unit Leaders and compare them to our current registered list with the hope of finding new members who are participating but not registered.

Timeline

- 2nd Half of July – Catch anything that has occurred or changed since Recharter in March
- 2nd Half of November – Ensure rosters are up to date prior to end of year objectives

Process:

- 1) Call the unit's Cubmaster/Scoutmaster/Advisor
 - a. If they don't answer, make a note of the date/time called and that we need to call back on the front on the roster
- 2) Ask them to read you a list Scouts participating in their unit
 - a. Do not read our list to them! They'll likely rubber stamp it which doesn't help.
- 3) If there a name they mention that's not on our list, write it down. That's probably a new kid!
 - a. There is a small chance that a Pack may have recruited a kid which was entered in the computer since we printed the rosters. Write it down anyway and we will double check
 - b. Let them know that the new Scout will need a youth application.
- 4) Thank them for their time. If they need anything you can take a note or give them your District Executive/Director's name and number.
- 5) Make notes on the FRONT of the roster so we can follow up

Sample Script:

Hi. I'm Larry Leader volunteering with Scouting. We're doing roster checks tonight and I was wondering if you could take five minutes or so to read off a list of your active participating Scouts. This helps make sure that all participating youth are registered and thus covered by the accident insurance and are able to gain credit for their activities. Will you please read me your names and I'll check them off on my sheet?



Activity Roster Checks

Objective:

All Scouts who attend Council activities and camps are required to be members of the Scouting America. This process will ensure all members signed up for camporees and day activities.

Process:

- Staff advisor for the activity is responsible for ensuring all youth registered or the event are members of Scouting America.
- Rosters of attendees will be provided to the Council Registrar 7 days prior to an event for verification that the youth are enrolled in Scouting.
- Registrar will notify the District Executives of any youth who are not registered in Scouting America.
- Any new registrants within 7 days of the event will be checked by the event's staff advisor.
- District Executives are responsible for collecting a youth application for each youth not registered during registration of the activity.





Unit Rescue Plan

Common reasons why Units drop:

- Not enough youth/youth age out
- Organization drops Scouting
- Not enough leaders

Figure Out the Issues

- 1) Talk to the Cubmaster/Scoutmaster as they are usually the one who informs professionals of the unit's intention to not recharter
- 2) Talk to the Committee Chair who is responsible for the administration of the Unit and ultimately it's success. The SM/CM are responsible for program, they are selected and supported by the Committee
- 3) Talk to the Institution Head/Executive Officer and Chartered Organization Representative as the *Annual Charter Agreement* is signed by them for their desire to utilize the Scouting program to achieve their objectives in youth service.
- 4) The Unregistered Unit Form in the Registration Guidebook needs to be filled out and reviewed by District Key 3 for all units that drop. This form can be found in the *Registrar Tools* section of the myBSA professional portal.



District Committee Support

If the unit Committee or Organization do not want to drop, then we need to engage our District Committees in the process to rescue the unit. This may be working with the organization to recruit a new committee, working with the committee to turn over the SM/CM, or it could be working to increase leader training, membership recruitment, program calendar creation, unit budget management, fundraising, etc. It *will* take some effort and time to save the unit and this is the responsibility of the full District Committee *and* the Commissioner Corps.

Celebrate Success

Once you've saved the unit, celebrate and revel in knowing that hundreds of kids in the next 10+ years will experience Scouting because of your hard work.

Units Not Renewing

The "Unit Not Reregistering Report" must be completed and signed by the District Key 3. Once completed they are submitted to the Director of Field Services who will compile and submit to the Scout Executive for review.



Timeline

February	
Provide Tips & Tricks to Troops for getting Webelos and AoL Scout parents involved and engaged as parents or leaders.	District Directors
Support the Crossover Ceremonies at the Blue & Gold	Field Team
March	
Set Up In-Person Training	Director of Field Services
Targeted Spring Recruitment	Field Team
April	
Recruit Fall District Membership Teams	Field Team
Begin Contact with Principals – Stewardship	Field Team
Begin Contact with Superintendents - Stewardship	Field Team
Online resources updated for 2025 on OHC Website	Director of Field Services
May	
Fall Recruitment Training & Hyper Localized Plan Development	Field Team
Continue Contact with Principals	Field Team
Continue Contact with Superintendents	Field Team
Determine Barriers to the Fall	District Membership Teams
Update/Confirm BeAScout.org Pins	Field Team
Ensure that all new Scouts who have not registered for Summer Camp are invited to attend with their Troop or via our provisional program.	Field Team
June	
Order Membership Recruitment Supplies	Director of Field Services
Develop Advertising Campaign	Director of Field Services
July	
Coordinate School Registration Night & Open House Info Booths	Field Team
Encourage Troops to invite the Webelos and AoL Scouts to a campout in September, October, or November.	Field Team

August	
Schedule School Talks with Principals	Field Team
Recruitment Nights Conducted	Field Team & District Membership Teams
Raven Report Mailing List Update	Executive Assistant
Ensure all Packs have a Webelos and Arrow of Light Den Leader registered In Scouting.	Field Team
Encourage Troops to work with the pack to identify a Den Chief for each Webelos & Arrow of Light den.	Field Team
Wachovia Recruitment Week Planned	Wachovia District Director
Church Bulletin Campaign	Field Team

September	
Personalized Calls to all new leaders (Research if necessary)	District Directors
Recruitment Nights Conducted as Scheduled	Field Team
Flyer Campaign focused on Fall Adventure Weekends Events (End of Month)	Field Team
Plan Re-Rallies for end of October/First Week of November	Field Team
Conduct 2 Council Sponsored Zoom/In Person Recruitments	Director of Field Services
Raven Report Mailing List Update	Executive Assistant
Write 2025 Budget	Director of Field Services
Encourage Den Chiefs to take online Den Chief Training.	Field Team
Den Chief Breakout at Roundtable	Field Team
Trunk or Treat Scheduling	Field Team
Send resources to Scoutmasters on organizing a Troop Open House for all Scouts in their area	Field Team

October	
Exploring Education with Counselors & Principals	Field Team
Exploring Open Houses	Field Team
Pack Re-Rallies	Field Team
Flyer Campaign focused on Fall Adventure Weekends Events	Field Team
Trunk or Treat Campaign (5-10 per District)	Field Team
Raven Report Mailing List Update	Executive Assistant

November	
Exploring Open Houses	Field Team
Pack ReRallies	Field Team
Raven Report Mailing List Update	Executive Assistant
Solicit success stories, pictures, and testimonials from Webelos/AoL Scouts and Parents after having attended a campout with a Troop	Field Team



**Scouting
America**™

Old Hickory Council

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