

Unit Marketing Plan

Item No.	Pack Recruiting Activities	Qualifier
1*	Recruitment – In consultation with your district Membership Chair and/or Executive, recruit a pre-determined number of new Scouts by October 31st .	Recruitment Goal: _____ Number Recruited: _____
2*	Publish Calendar and leadership – Publish your Pack’s 2012-2013 program calendar, unit goals and list of unit leadership utilizing the suggested template by August 15th .	Date of your “Back to the Pack”: _____ location: _____
3	Conduct a “Back to the Pack” Event - Participate in a “Program Planning” event during the Summer to plan your next program year utilizing the suggested format by August 31st . (Determine your estimated Journey to Excellence score.)	Form submitted to DE: _____ Date: _____
4*	Fall Joining Night - Host a Fall Joining Night for your pack that is supported by recruitment Materials from the Heart of Virginia Council that are distributed in your assigned school by September 30th . Do Five of the following: <input type="checkbox"/> Fliers <input type="checkbox"/> In-school Rally <input type="checkbox"/> yard signs <input type="checkbox"/> Peer to peer cards <input type="checkbox"/> Posters <input type="checkbox"/> e-mail blast <input type="checkbox"/> Banners <input type="checkbox"/> Kindergarten orientation <input type="checkbox"/> model campsite <input type="checkbox"/> pwd demo <input type="checkbox"/> promotion at day care centers	Fall Joining Night Date: _____
5	Fall Bring-A-Buddy Activity - Add a “Bring-A-Buddy” component to an existing pack fall activity that encourages boys to bring their friends to join and is supported by invitation cards by October 31st .	Bring-A-Buddy Activity: _____ Date: _____
6	Spring/Summer/Fall High-Visibility Event - Participate in a “high-visibility” community event (such as a sporting event, parade, community festival, and/or “adopt a school”) to encourage new families to join, by October 31st .	High-Visibility Event: _____ Date: _____
7*	Fall Recruiting Kickoff – Recruit a Pack volunteer by April 30th and participate in your district’s Fall Join Scouting Night Kickoff in July or August .	Volunteer name: _____ Date: _____
8	Pack Display at PTA Meetings – Staff a recruiting display at the September and October PTA meetings (and/or at your chartered organization).	September Date: _____ October Date: _____

Do seven of the eight activities. The * items are required.

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Item No.	Troop Recruiting Activities	Qualifier
1*	Recruitment – In consultation with your district Membership Chair and Executive, recruit a pre-determined number of new Scouts by October 31st .	Recruitment Goal: _____ Number Recruited: _____
2*	Spring Recruiting Event - Host a Spring Open House for your Troop that is supported by recruitment fliers from the council that are distributed in the appropriate schools by April 30th . Appoint a membership representative for the Troop.	Volunteer name: _____ Date: _____
3*	Publish Calendar and leadership – Publish your Troop’s 2012-2013 program calendar, unit goals and list of unit leadership utilizing the suggested template by August 15th .	Form submitted to DE: _____ Date: _____
4	Conduct a “Regroup the Troop” Event - Participate in a “Program Planning” event during the Summer to plan your next program year utilizing the suggested format by August 31st .	Date of your “Regroup the Troop”: _____ location: _____
5	Fall Bring-A-Buddy Activity - Add a “Bring-A-Buddy” component to an existing Troop fall activity that encourages boys to bring their friends to join and is supported by invitation cards by October 31st .	Bring-A-Buddy Activity: _____ Date: _____
6	Spring/Summer/Fall High-Visibility Event - Participate in a “high-visibility” community event (such as a sporting event, concert, town fair) to encourage new families to join by October 31st .	High-Visibility Event: _____ Date: _____
7*	Webelos to Scout – Partner with your neighboring Pack for a fellowship event such as a service project, Webelos to Scout transition event, etc. by October 31st .	Fellowship Event: _____ Date: _____
8	Troop Display at PTA Meetings – Staff a recruiting display at the September PTA Back To School Night.	September Date: _____

Do seven of the eight activities. The * items are required.

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“Our 2013 Recruiting Plan is ...”

Please complete this form with the information you would like listed on your Recruiting Flyers.

_____ (pack/troop/crew) _____ (number of unit)

will conduct a Join Scouting activity on

_____ (date) at _____ (time)

at _____ (location).

For more information, please contact

_____ (unit contact person)

at _____ (phone number)

We recruit from _____ (school)

Please return this form to your District Executive 30 days before the activity to ensure enough time to prepare fliers before the scheduled

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recruiting activity your school, religious organization or community association may plan.