

The background is a solid yellow color with several large, stylized blue leaf patterns scattered across it. The leaves have a jagged, tropical appearance. In the center, the text 'CUB SCOUT' is written in a bold, yellow, rounded font with a blue outline. The letter 'O' in 'SCOUT' contains a small white silhouette of a wolf's head.

**CUB SCOUT**

**PACK \_\_\_\_\_**

MEMBERSHIP PLANNING  
WORKBOOK

# A LOOK AT OUR PACK

CURRENT MEMBERSHIP: \_\_\_\_\_  
# OF DENS: \_\_\_\_\_

## OUR LEADERS

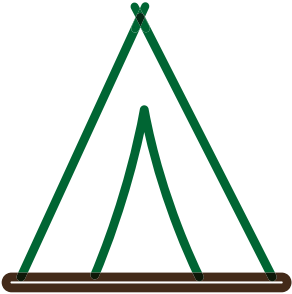
# OF DEN LEADERS: \_\_\_\_\_  
# OF ASSISTANT  
CUBMASTERS: \_\_\_\_\_  
# OF COMMITTEE  
MEMBERS: \_\_\_\_\_



WHAT COMMUNITIES, NEIGHBORHOODS,  
AND STREETS DOES OUR PACK SERVE?

A large rectangular area defined by a double blue border, intended for handwritten responses to the question above.

# PACK \_\_\_\_\_ IN THE FUTURE



NUMBER OF SCOUTS/FAMILIES: \_\_\_\_\_  
DENS NEEDED (6-8 SCOUTS PER DEN): \_\_\_\_\_  
LEADERS NEEDED: \_\_\_\_\_  
HOW OFTEN SHOULD WE MEET: \_\_\_\_\_  
OUTDOOR ACTIVITIES PER YEAR: \_\_\_\_\_

WHAT DO WE WANT OUR PACK TO FEEL LIKE?

-AN AFTERSCHOOL PROGRAM?

-AN OUTDOORS CLUB?

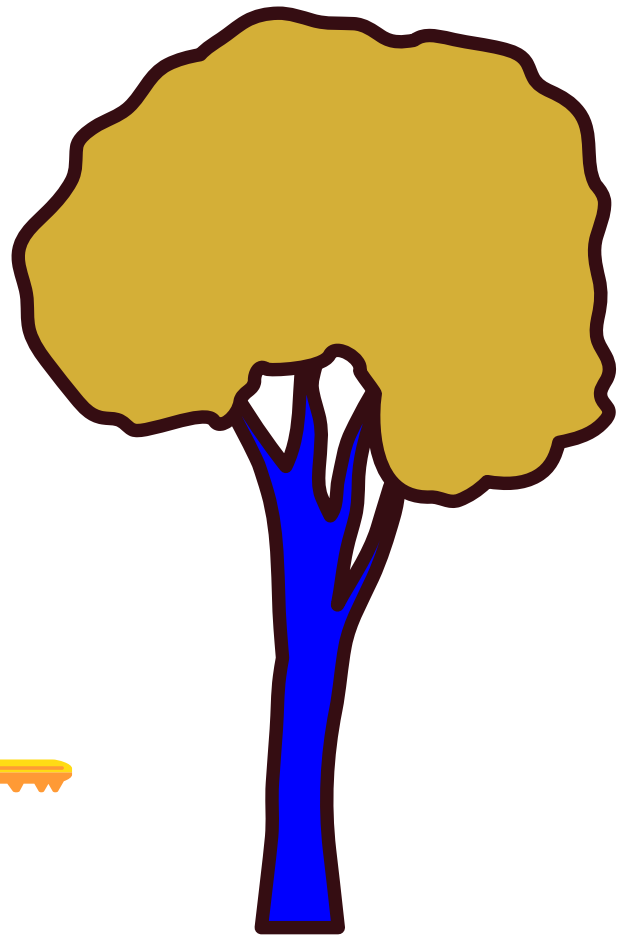
-A COMMUNITY OF FAMILIES RAISING THEIR CHILDREN TOGETHER WITH SHARED VALUES?

ARE WE HAPPY WITH THE NUMBER OF FAMILIES WE RETAIN YEAR TO YEAR? WHY DO WE FEEL FAMILIES LEAVE OUR PACK?


- IS OUR PACK VISIBLE IN THE COMMUNITY?
- DO WE HAVE ACTIVITIES OUR SCOUTS LOOK FORWARD TO EVERY YEAR?
- IF WE REGISTERED A NEW FAMILY TODAY, WOULD WE BE ABLE TO TELL THEM OUR PLANS FOR THE NEXT FEW MONTHS?
- DO WE HAVE A PLAN TO ENGAGE FAMILIES IN THE COMMUNITY?
- ARE THE FAMILIES IN OUR PACK HELPING US GROW?

# KNOW TO GROW

**ON THE NEXT PAGE,  
WE'LL BUILD YOUR  
MEMBERSHIP  
PLAN. MAKE SURE  
TO PAY SPECIAL  
ATTENTION TO  
ACTIONS THAT ARE  
KEY TO SUCCESS!**



# OUR MEMBERSHIP GROWTH PLAN

- UPDATE BEASCOUT.ORG PIN 
- HOLD A RECRUITMENT EVENT (FUN ACTIVITY, JOIN SCOUTING NIGHT) 
- SCHOOL PROMOTION- SCHOOL CALENDAR, FLYERS AT SCHOOL, SCHOOL SIGN/ANNOUNCEMENTS, WEAR YOUR UNIFORM TO SCHOOL
- HOLD A UNIT KICKOFF, CHALLENGING EVERY PARENT TO INVITE ONE FRIEND/NEIGHBOR
- PROMOTE ON FACEBOOK- COMMUNITY GROUPS, PARENTS SHARE ON PERSONAL FACEBOOK
- COMMUNITY PROMOTION- CHARTER PARTNER HELP, LOCAL FIREHOUSE DIGITAL SIGNS, LOCAL BUSINESSES, LIBRARIES, ETC.

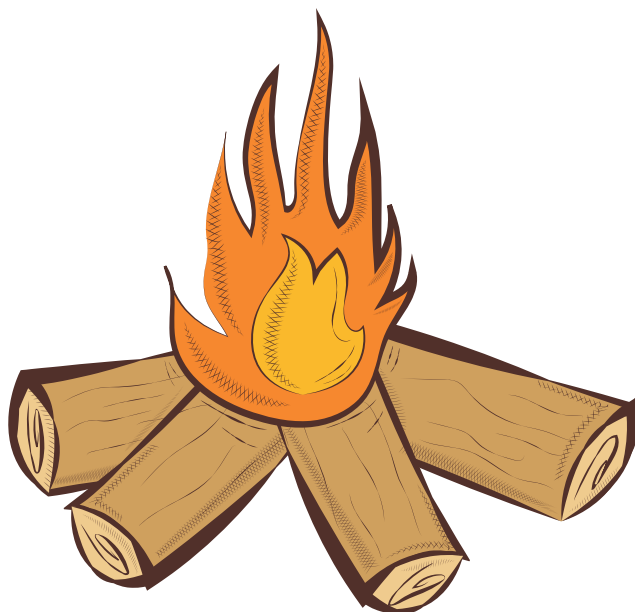
## EACH FAMILY HAS A ROLE TO PLAY

- PARENTS INVITE PARENTS 
- HELP SHARE ONLINE 
- ENGAGE EACH PARENT IN SOME WAY 
- YARD SIGNS IN YOUR NEIGHBORHOOD 

# RETAINING MEMBERS

- EVERY FAMILY NEEDS TO KNOW THAT IF THEY LEAVE, THEY WILL BE MISSED
- HAVE A NEW MEMBER COORDINATOR REACH OUT TO THE NEW FAMILY TO WELCOME THEM
- GET THE NEW FAMILY CONNECTED TO SCOUTBOOK AND OTHER COMMUNICATION TOOLS RIGHT AWAY!
- COMMUNICATE FREQUENTLY ABOUT UPCOMING MEETINGS AND ACTIVITIES
- SEND AN EMAIL OR TEXT UPON THE FIRST MISSED MEETING. CALL IF A FAMILY MISSES MULTIPLE MEETINGS IN A ROW.

RESEARCH SHOWS THAT PARENTS WHO ARE ASKED TO VOLUNTEER FOR THE PACK IN SOME CAPACITY ARE SIGNIFICANTLY MORE LIKELY TO KEEP THEIR FAMILY IN THE PROGRAM!



# ACCOUNTABILITY CARDS

PACK MEMBERSHIP CAMPAIGN

VOLUNTEER NAME: \_\_\_\_\_

TASK: \_\_\_\_\_

DATE: \_\_\_\_\_

CONTACT INFORMATION: \_\_\_\_\_

RECRUIT ONE FAMILY

FACEBOOK POST

YARD SIGN

PEER TO PEER CARD

SPECIAL TASK:

PACK MEMBERSHIP CAMPAIGN

VOLUNTEER NAME: \_\_\_\_\_

TASK: \_\_\_\_\_

DATE: \_\_\_\_\_

CONTACT INFORMATION: \_\_\_\_\_

RECRUIT ONE FAMILY

FACEBOOK POST

YARD SIGN

PEER TO PEER CARD

SPECIAL TASK:

PACK MEMBERSHIP CAMPAIGN

VOLUNTEER NAME: \_\_\_\_\_

TASK: \_\_\_\_\_

DATE: \_\_\_\_\_

CONTACT INFORMATION: \_\_\_\_\_

RECRUIT ONE FAMILY

FACEBOOK POST

YARD SIGN

PEER TO PEER CARD

SPECIAL TASK:

PACK MEMBERSHIP CAMPAIGN

VOLUNTEER NAME: \_\_\_\_\_

TASK: \_\_\_\_\_

DATE: \_\_\_\_\_

CONTACT INFORMATION: \_\_\_\_\_

RECRUIT ONE FAMILY

FACEBOOK POST

YARD SIGN

PEER TO PEER CARD

SPECIAL TASK:

# AUGUST 2020

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
26	27	28	29	30	31	1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31	1	2	3	4	5



# SEPTEMBER 2020

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
30	31	1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	1	2	3

# OCTOBER 2020

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
27	28	29	30	1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

# NOVEMBER 2020

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	1	2	3	4	5

# DECEMBER 2020

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
29	30	1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31	1	2