



GMC's 2025: Rocket Into Scouting
Recruitment Launch

Tomorrow's Leaders ... Start Today!

Scouting  America™

WELCOME & INTRODUCTION

Presenters: Jennifer Lawrence, Marketing Chair – GMC
Mark Saxon, Scout Executive - GMC

Purpose: Introduce the 2025 “Rocket Into Scouting” campaign, the critical case for action, and the goals we aim to achieve over the next five years.

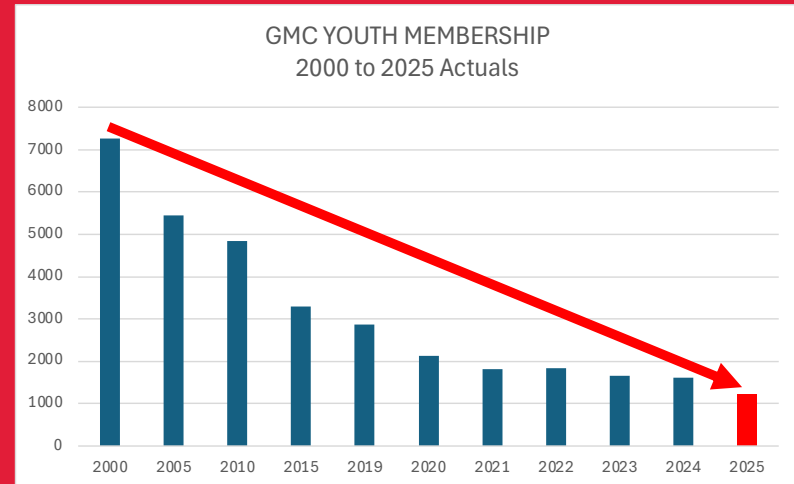
Objectives:

1. Review the current landscape of youth in America and the tremendous value-add proposition of scouting.
2. Introduce “Rocket Into Scouting” recruitment campaign, schedule, and resources to help optimize participation and recruitment of youth members.
3. Overview of strategies to drive continued onboarding and accelerated membership growth across GMC.



The CRITICAL Case for Action

- Since ~2000, average student test scores have shown stagnation or decline.
- Researcher's blame a tangle of culprits:
 - Lingering impacts of the Great Recession
 - Rise of smartphones – linked to worsening cognitive development
 - Reduced school accountability (since No Child Left Behind phase out)
 - Pandemic's lasting impact on learning
- Declines are particularly severe for lower performing students.
- The more students struggle, the less prepared they are to thrive in any job.
- This trend could ultimately hurt communities and U.S. on the global stage.



There are nuances, but the numbers show:

- ❑ 83% decrease in youth membership from 2000-2025
- ❑ 25% decrease from YE2024 to 2Q2025: 1615 to 1216
- ❑ If this decline continues, scouting across Vermont will near extinction within the next 5 to 10 years



- Duty to
God and
Country

- Duty to
Self

- Duty to
Others



WHY SCOUTING?

We all know the value of scouting ... we desperately need to share it with others.

- A study published by the National Institutes of Health concluded that belonging to the scout movement significantly influences the improvement of academic results in formal education and conflict resolution of high school youths (Asensio-Ramon, J., et al., 2020).
- Scouting has been shown to reinforce critical protective factors that help youth process and cope with trauma and adverse childhood experiences. These include rooting youth in a supportive community, connecting youth with positive adult role models. Studies indicate that youth who feel valued within a community are more likely to contribute positively to it (Scales, P.C., & Leffert, N., 1999).
- According to research by the American Camp Association, camps provide an environment where youth can develop critical life skills, such as leadership, teamwork, and resilience, while engaging in activities that challenge them physically and mentally (American Camp Association, 2022).
- In 2024: Scouts across the GMC contributed more than 13,582 hours of community service to local Vermont schools, non-profit organizations, and communities. According to the Vermont League of Cities and Towns, the economic benefit of these service hours is approximately \$444,540.00 (with only 1615 youth!)

WHAT NEXT?

OUR MISSION: Infuse critical energy into Scouting by inspiring membership and community engagement through fun and exciting hands-on activities, starting with the “**ROCKET INTO SCOUTING CAMPAIGN**” targeted for Cub Scout recruitment.

Why the focus on Cubs?

Because Cub Scouts provide crucial feeder Packs for Scouting Troops

(but rockets are a super fun recruitment tool for Troops, too!)

To propel this campaign, we'll be constructing 2-liter bottle rockets during **Community Scout Nights**, which will be launched during Green Mountain Council's Autumn Adventure weekend.

This campaign **invites families** to experience the adventures that only Scouting can offer and leverages an activity kids love (building and launching rockets) while showing parents that Scouting will **foster their child's creativity, initiative, and team building skills.**

[Link: Aaron on Scouting: Blast off safely with water-bottle rockets at your next unit event](#)



Ready – Set – LAUNCH!



Phase	Who?	Activity	MAY	JUN	JUL	AUG	SEP	OCT
1. Training	Unit sends @ least 1 representative	Volunteer Clinics: All You Need to Build & Launch Rockets; Book date(s) for your Rocket Into Scouting event	18th @ GMCHQ	14th @ Mt. N				
2. Planning	District Executives	Scheduling and Partnerships (schools, parks and recreation, etc.) Identify potential sponsor opportunities		ongoing				
3. Promotion	GMC All Hands on Deck!	Marketing: yard signs, County Fairs, press releases, social media #RocketIntoScouting			ongoing			
4. Scout Nights	GMC All Hands on Deck!	Host Community Scout Nights: Rocket Building & Launch During "Open House" and follow-up during meeting ~2 weeks later					1-14th	
5. Campaign Finale	All units / registered youth	Autumn Adventure Weekend: GMC-wide Rocket Launch Prizes for best decorated, highest launch, etc.						4th



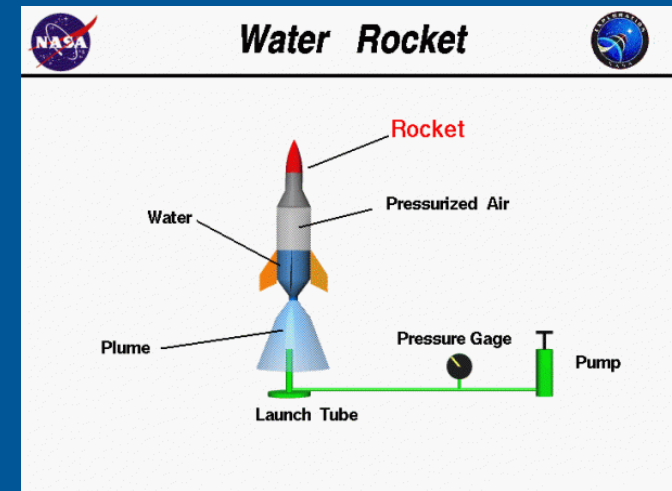
The Countdown is on...!

Phase 1: Training

- Goal: 1 representative from each **unit** participate (Packs and Troops)
- Two (2) training dates offered:
 1. Sunday, May 18th @ GMC HQ (2-4 PM)
 2. Saturday, June 14th @ Mt. Norris (during Webelos Woods)

What You Can Expect:

- Instructions & demonstration on rocket construction
- Materials and supplies list for your event
- Rocket launcher materials
- Tentative date(s) for your “Open House” based on school schedule
- Tips for leading a successful recruitment event
- Inspiration, encouragement and super-sized Scout Spirit!



AIM FOR THE STARS!



Fun, Visible & CONSISTENT Recruitment!

- Rocket Into Scouting Campaign across Vermont: tested & proven method
- Trained and equipped leaders: GMC will help support your mission
- Additional information forthcoming re: Phases 2 – 5

Accelerated Community Outreach & Improved Marketing

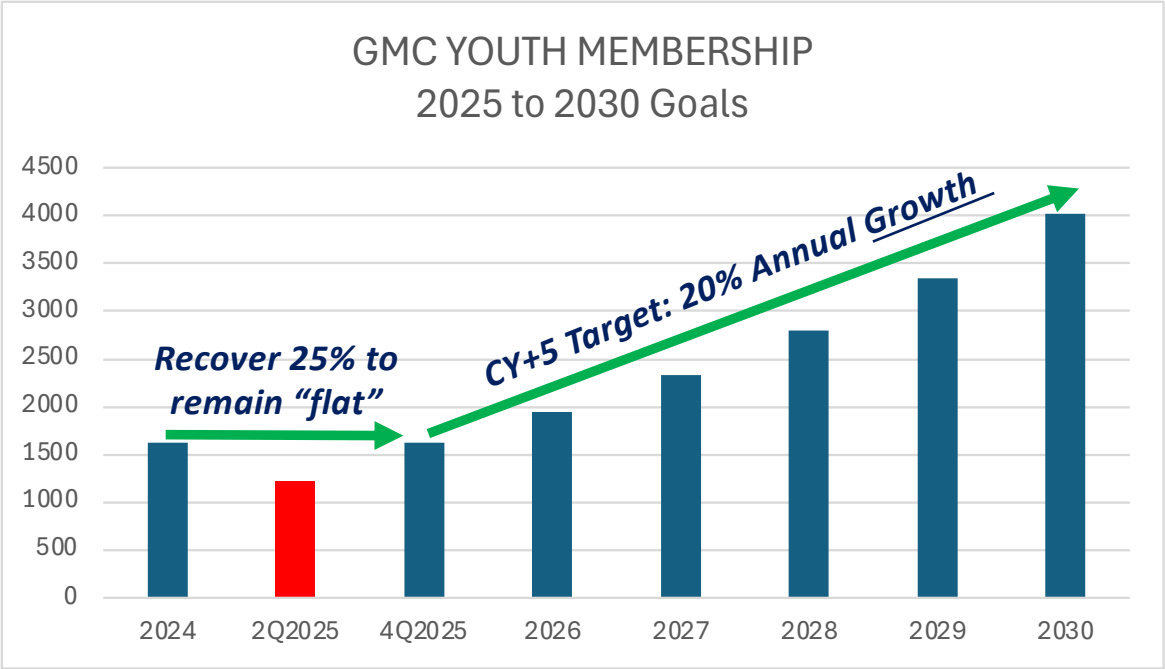
- In Scouting, we're Launching the leaders of tomorrow ... Today
- Explore Partnerships with:
 - Parks & Recreation Centers
 - Vermont School Board Association
 - Embed programs into after-school programming?
 - Promote Explorer Clubs & Posts linked with middle and high schools?
- Increased civic engagement – legislators?
- Harness communication: newspapers, social media, TV

Alumni Scouters: All hands-on deck “Call to Action”

- Potential business /civic club sponsor opportunities?
- Scouting families?
- Eagles?
- Wood Badgers (er, Owls, Foxes, Bears, etc.?) 🤔

Tap resources to help spread the message re: the awesome value-add of scouting!

Current Year + 5Y Goal for GMC



District	ACTUALS		GOALS					
	2024	2Q2025	4Q2025	2026	2027	2028	2029	2030
Three Rivers	808	626	808	970	1164	1396	1675	2011
Long Trail	337	237	337	404	485	582	699	839
Ethan Allen	318	252	318	382	458	550	659	791
Calvin Coolidge	152	101	152	182	219	263	315	378
Totals	1615	1216	1615	1938	2326	2791	3349	4019



THANK YOU!

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