

# Heart of Virginia Council's Cub Scout Pack

## Individualized Membership Plan

Unit: \_\_\_\_\_ District: \_\_\_\_\_ Town: \_\_\_\_\_

Leader Name: \_\_\_\_\_ Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Unit Meeting Day, Time, and Location:

Interviewer Name: \_\_\_\_\_

---

The purpose of this Individualized Membership Plan is to help the District know how we can support your vision for your unit. These questions are designed to help you brainstorm ideas to grow your Scouting program to your desired level. The goal is for your unit to have 3 or 4 actionable items that your unit can do to grow membership this year. These items should be spread across the year, not just the Fall. We want to know how we can help. The back of this questionnaire is an order form for materials that the Council is ready to provide.

Together, we can grow Scouting!

1. How many registered Scouts do you currently have in your unit? How many new Scouts would you like to add to your unit this year?
2. How can we help you achieve your vision for growth?
3. What are potential barriers to achieving your vision for growth?
4. What school(s) do you recruit from? Do you have a relationship with the principal? Do you have a relationship with the PTA leadership?
5. Do you or anyone in your unit have a close relationship with someone who works for the school system? If so, who and what is their role?
6. Which community wide events or service projects does your unit participate in that could be used as a recruitment event? What and when are they?
7. How do you promote your unit (social media, community events, flyers, etc.)?
8. Do you actively recruit from your chartered organization? When is the best time to do that?
9. Where do parents have kids in childcare during the summer where we can advertise your unit?
10. What does your unit do for fall recruitment beyond Join Scouting Nights?
  - a. What date will you hold an open house? (Ideally before October 31<sup>st</sup>)
  - b. Will you have a table at your School's Back to School Orientation (before the first day of school) and/or your School PTA's Back to School night (after the first day of school)?
11. Which troop(s) is your pack connected to?



# Recruitment Materials Order Form

\*Write the Number Needed on Each Line\*

1. Yard Signs \_\_\_\_\_
2. Flyers \_\_\_\_\_
3. Pencils \_\_\_\_\_
4. Peer to Peer Pass Along Cards \_\_\_\_\_
5. Posters \_\_\_\_\_
6. Door Hangers \_\_\_\_\_
7. Other: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Let your District Executive know when you need these items.

You can also order customized JSN Flyers online at <https://hovc.org/recruitment-materials-2/>