



## Troop Membership Plan

Information from this plan will be used to promote your Troop on GoScouting.Org, where potential new families search for Scouting in their communities. This fall, the coordinated Council marketing campaign (including radio, search, social media, direct mail, and more) will be directing interested families to GoScouting.Org.

**This info is important! Due to your District Executive by August 15.**

Troop Number: \_\_\_\_\_

Recruitment Contact Person: \_\_\_\_\_

**Community Promotions** – What will your Troop do to be visible in your community? Do you have a public-facing Facebook page? A website? Please share! Events like Parades, Community festivals and Service projects also help your Troop be known. Please include dates, where applicable. Are there other Scouting groups you collaborate with?

Woodchuck festival in July (we help host the archery ranges). Lettuce Festival parade in August. Troop123 Facebook Page.

**Schools** – What Schools does your Troop work with. What promotions are available there? Flyers? Posters? Can Scouts be a part of Open House or 6<sup>th</sup> grade orientation?

School(s)	Available promotions (with dates, where applicable)
Freeman Middle	Open House August 22 (we have a table), Flyers through district office

**Packs** – What Pack(s) does your Troop work with? What outreach or joint events does the Troop plan on doing?

Pack (s)	Outreach and Planning
Pack 123	Den Chief for AOL den, invited to October cookout, attending their Pinewood Derby race

**Recruitment Event(s)** - Every Troop should plan on hosting a recruitment event between September 11 and October 1 (more events are fine!). This event should be a family-friendly fun activity oriented towards brand-new Scouts (including non-Cubs). An exciting Troop meeting or a simple outing can work! Where available, Northern Star will promote this event via social media and GoScouting.org.

Event Name(s)	Date	Time	Location
Chili in the Park	September 13	6:30 PM	Long Grass Park

**New Families** – When new families join your Troop, how do you welcome them? Are there meetings, handouts or materials you share right away?

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