



BOY SCOUTS  
OF AMERICA  
CENTRAL NEW JERSEY COUNCIL

MEMBERSHIP PLAN  
2013



Third Draft

November 16, 2012



CENTRAL NEW JERSEY COUNCIL, BSA  
2013 MEMBERSHIP PLAN

TABLE OF CONTENTS

Executive Summary .....	2
Council Background .....	3
Council Membership Analysis .....	5
Assumptions.....	8
Plan for Membership Growth.....	9
Volunteer Infrastructure .....	14
Backdating Schedule.....	16
Closing Remarks .....	22
Attachments .....	23

# CENTRAL NEW JERSEY COUNCIL, BSA

## 2013 MEMBERSHIP PLAN

### Executive Summary

This Membership Plan outlines the steps that we must follow to ensure that the “volunteer-driven, professionally guided” membership committee of the Central New Jersey Council can accomplish its stated task of “Growing the Program”. We will accomplish this primarily by:

- Recruiting new Scouts at all levels in all programs,
- Retaining existing Scouts by emphasizing a quality program by trained leaders, and
- Starting new units in previously underserved areas.

We have analyzed the data provided in the 2012 *Market Analysis Report* and isolated key areas throughout the council that are prime for recruitment and new-unit start-up efforts.

Additionally, we have identified those areas with superior market share and directed that the districts exploit them for their best practices, which they can then disseminate to the rest of the council.

We have taken the membership goals outlined in the 2012-2016 *Strategic Plan* and used them to outline an aggressive plan to recruit, retain, and start-up units in every district of the council. We have also outlined strategies to be considered in light of the future demographic character of our council area.

None of the goals set here can be accomplished by a single person or small group of persons (*i.e.*, professional Scouters), which is why we have embraced the concept of the “volunteer-driven, professionally guided” committee structure. We have started building this committee at the council and district levels, but there is still much work to do before we reach a level where one person holds one job. This will remain a priority in 2013 and beyond as we grow our team.

Finally, we have laid out the tasks necessary to conduct meaningful recruitment activities at the Cub Scout, Webelos Transition, Boy Scout, and Venturing levels on a month-by-month schedule that will enable District Committees to monitor and direct membership activities within their respective areas as we all work toward a common goal – increasing the Scouting program in the Central New Jersey Council.

# CENTRAL NEW JERSEY COUNCIL, BSA

## 2013 MEMBERSHIP PLAN

### Council Background

The Central New Jersey Council was formed in 1999 with the merger of the Thomas E. Edison and George Washington Councils. Its geographic area encompasses Warren, Hunterdon, Middlesex, Mercer, and part of Somerset County (south of Rte. 287).

The Council's Mission Statement is:

"... to serve others by helping to instill values in young people and in other ways prepare them to make ethical choices over their lifetime in achieving their full potential. The values we strive to instill are based on those found in the Boy Scouts Oath and Law."

The Council's Vision is:

"We celebrate and honor the values of Scouting, including character, ethics, service, outdoor adventure, and life-long skills. We must be financially sustainable, innovative and focused on growth in core and emerging markets. By being visible, relevant, and dynamic, we will be a force for continually improving our communities."

The Year-end Membership Totals, by program, for the past five years is as follows:

Year	Cub Scouts	Boy Scouts	Venturers	Explorers
2007	6,209	3,833	266	174
2008	6,102	3,786	259	206
2009	6,277	3,887	254	218
2010	6,092	4,191	200	222
2011	5,518	4,297	230	182

As of the 2012 Market Analysis Report<sup>1</sup>, the Total Available Youth in our Council area is 131,922 across all programs, segmented as follows:

Program	TAY
Cub Scouts	46,323
Boy Scouts	28,327
Venturers	57,272

The current membership numbers and their market share (as of October 31, 2012) are:

---

<sup>1</sup> 2012 Council Market Analysis Report, Central New Jersey 352, BSA Research & Program Innovation, August 2012.

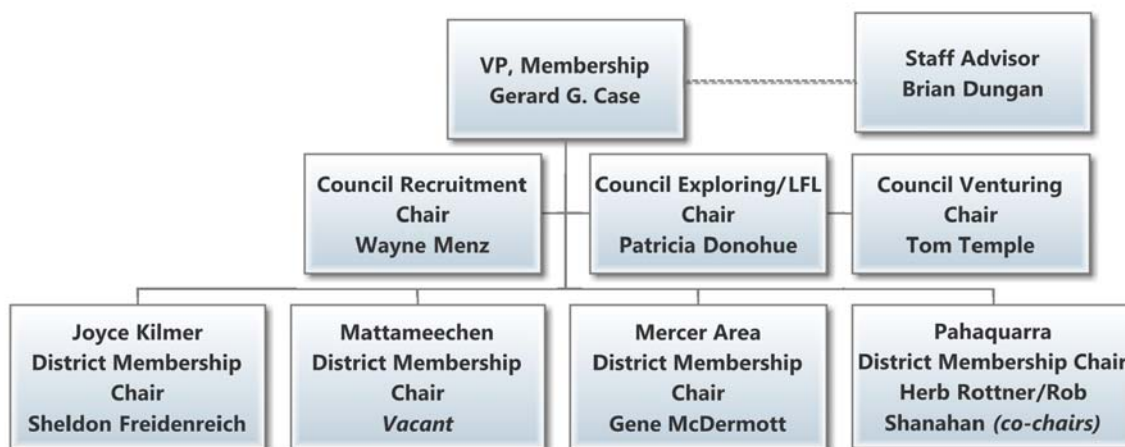
# CENTRAL NEW JERSEY COUNCIL, BSA

## 2013 MEMBERSHIP PLAN

Program	Youth	Market Share
Cub Scouts	4,664	10.1%
Boy Scouts	4,218	14.9%
Venturers	196	0.3%
Explorers	158	n/a

Our Council Membership Committee is an important part of this plan, as it provides the human infrastructure necessary to carry out the plan. In 2011, we instituted the concept of a “volunteer-driven, professionally –guided” committee, which has taken some time to build. There are still numerous slots to fill in the committee, but we have made great strides in providing a robust framework for successful operations. A graphic of the committee organization is shown below:

### CNJC MEMBERSHIP COMMITTEE



In addition to the positions shown above, each district is expected to staff its own district membership committee with the following positions as a minimum:

- Membership Chair (District Vice Chair for Membership)
- Spring Recruitment Chair
- Fall Recruitment Chair
- New-Unit Start-up Chair
- Retention Chair

# CENTRAL NEW JERSEY COUNCIL, BSA

## 2013 MEMBERSHIP PLAN

### Council Membership Analysis

#### 1. Strategic Plan.

Objective 2 of the 2012-2016 Strategic Plan calls for the Council to Grow the Program by an annual membership increase by:

- Increasing our market share.
- Increasing new units in underserved communities.
- Maintaining retention levels between 75% and 85%.

The Short-term goals that we established for 2012 were aggressive, and many were not met, either in part or as a whole; therefore, they will carry over into 2013 as its short-term goals, namely:

- Organize a volunteer-based council-wide membership committee with representation from each district. *(Partially completed)*
- Grow by three Cub Scout Packs in each district. *(Minimally completed)*
- Leverage relationships with religious committees to increase units, particularly in underserved areas. *(Not completed)*
- Leverage the benefits of the Exploring program to increase participation by high school-aged members. *(Not completed)*
- Encourage participation in the Area 5 Membership Summit. *(Partially completed)*

Added to the Short-term goals for 2013 are the Long-term Strategic Objectives enumerated in the Strategic Plan:

- Grow the program by 3% annually.
- Add one new Cub Pack in each district annually.
- Add one new Boy Scout Troop in each district annually.
- Add one new Venturing Crew in each district annually.
- Add six new Exploring Posts across the Council annually.
- Recruit and train a Council Membership Chair (2013).
- Organize and run a council-wide recruitment workshop (2013).
- Organize and run a council-wide retention workshop (2014).

Additionally, Objective 8 of the Strategic Plan calls for the Council to increase the cultural and ethnic diversity in its membership. Although this relates primarily to the Relationships committee, it nevertheless has an impact on membership levels in the council and supports the goals set in Objective 2.

#### 2. Demographics.

The eighty-nine (89) ZIP codes that make up the Central New Jersey Council have been mapped out and analyzed for key demographic data and lifestyle segmentation analysis, and

## CENTRAL NEW JERSEY COUNCIL, BSA 2013 MEMBERSHIP PLAN

correspond to the sixty-five (65) population segments listed in the Tapestry Segmentation Reference Guide<sup>2</sup>. These ZIP codes have also been analyzed for Cub Scout membership as of December 2011. There are twenty-four (24) dominant segments in our council area, distributed as follows:

Dominant Tapestry Number	Dominant Tapestry Description	Number Of Zip Codes
10	Pleasant-Ville	20
2	Suburban Splendor	10
1	Top Rung	8
5	Wealthy Seaboard Suburbs	6
13	In Style	6
16	Enterprising Professionals	6
24	Main Street USA	5
7	Exurbanites	4
4	Boomburbs	3
6	Sophisticated Squires	3
8	Laptops and Lattes	2
9	Urban Chic	2
35	International Marketplace	2
45	City Strivers	2
3	Connoisseurs	1
12	Up and Coming Families	1
17	Green Acres	1
23	Trendsetters	1
30	Retirement Communities	1
36	Old and Newcomers	1
43	The Elders	1
47	Las Casas	1
48	Great Expectations	1
54	Urban Rows	1

At least half of the ZIP codes in our council area are attributed to LifeMode Groups L1, *High Society* and L2, *Upscale Avenues*. A full Demographic and Income Profile for 2011 with projections for 2016 for our Council area is attached at the end of this report.

Membership trends in our council have been essentially negative, with the exception of a Cub Scout membership spike in 2009. New Youth Recruitment was on an upswing until 2009,

---

<sup>2</sup> Tapestry Segmentation Reference Guide, Esri (esri.com), 2012.

## CENTRAL NEW JERSEY COUNCIL, BSA

### 2013 MEMBERSHIP PLAN

and then saw a steady decrease in 2010 and 2011. This has been primarily in the Cub Scout program. The number of traditional units has decreased from 299 in 2007 to 276 in 2011, primarily from the shutdown of non-functioning Venturing crews. Youth retention has remained solidly above the national average, between 74% and 77% since 2007. Venturing and Exploring program levels have remained flat for the last five years, averaging about 200 members in each program annually.

#### Membership Totals:

Year	Cub Scouts	Boy Scouts	Venturers	Explorers
2007	6,209	3,833	266	174
2008	6,102	3,786	259	206
2009	6,277	3,887	254	218
2010	6,092	4,191	200	222
2011	5,518	4,297	230	182

#### Market Share:

Year	Cub Scouts	Boy Scouts	Venturers	Explorers
2007	12.7%	12.5%	0.5%	0.3%
2008	13.1%	13.1%	0.5%	0.4%
2009	13.4%	13.8%	0.5%	0.4%
2010	13.1%	15.1%	0.4%	0.4%
2011	11.9%	15.5%	0.4%	0.3%

#### New Scouts Recruited:

Year	Cub Scouts	Boy Scouts
2007	1,917	602
2008	2,039	521
2009	2,131	492
2010	2,049	464
2011	1,615	514

#### Retention:

Year	Cub Scouts	Boy Scouts
2007	76.4%	79.3%
2008	74.1%	74.9%
2009	76.8%	79.1%
2010	74.6%	82.8%
2011	76.1%	76.9%



## CENTRAL NEW JERSEY COUNCIL, BSA 2013 MEMBERSHIP PLAN

### Assumptions

1. By 2016, we can expect the following demographic trends to occur in our council area<sup>3</sup>:
  - a. The population and Total Available Youth for the area will remain relatively constant, with the exception of a decrease in the 15 – 19 year old age group.
  - b. The number of households will increase.
  - c. The percentage of households with an annual income greater than \$75,000 will increase.
  - d. There will be an increase in the Asian population.
  - e. There will be an increase in the Hispanic population.
  - f. There will be a decrease in the White population.
2. The Central New Jersey Council will remain fiscally viable, and will maintain its four-district organization.
3. The Central New Jersey Council will strive to decrease the number of Total Available Youth per youth-serving executive by funding and hiring additional youth-serving executives.
4. The Council Membership Committee will continue to expand by recruiting driven, engaged volunteers to key positions.
5. Likewise, the District Membership Committees will continue to expand by recruiting driven, engaged volunteers to key positions.
6. Retention in the Scouting program will continue at or near to present levels.
7. The council will “turn the corner” and reverse the downward trend of market share across the programs.

---

<sup>3</sup> 2012 Council Market Analysis Report, Central New Jersey 352, BSA Research & Program Innovation, August 2012.

## CENTRAL NEW JERSEY COUNCIL, BSA 2013 MEMBERSHIP PLAN

### Plan for Membership Growth

Our plan to *Grow the Program* must encompass the three areas of recruitment, retention, and new unit formation. We must seek out the emerging ethnic markets within our council and offer new, innovative programs to attract members of those communities who will benefit from membership in Scouting. Finally, we must build the Venturing and Exploring programs to our older youth members to keep them engaged in Scouting into adulthood and prepare them for life.

#### 1. Recruitment

Recruitment is the heart and soul of our membership strategy. Each unit in this council has to commit to conducting a spring and fall recruitment activity – to do only one or the other leaves too many potential youth members to seek out other activities instead of Scouting! The full recruitment plan for the Central New Jersey Council is attached to this document.

The following ZIP codes have a negative Cub Scout Gap, meaning that there is a large negative discrepancy between the number of Cubs in that ZIP and the expected number of Cubs in that ZIP. Districts must step up their recruitment efforts in these ZIP codes, and ensure that units are receiving the necessary support to accomplish this:

ZIP Code	District	Name	Cub Scout Gap
08831	JKD	Monroe Twp	-131
08817	MCH	Edison	-105
08816	MCH	East Brunswick	-97
08854	JKD	Piscataway	-82
08873	JKD	Somerset	-77
08902	JKD	North Brunswick	-73
08540	MAD	Princeton	-65
08830	MCH	Iselin	-56
08859	MCH	Parlin	-56
07095	MCH	Woodbridge	-54
08872	MCH	Sayreville	-47

Additionally, the following ZIP codes show a low market share in addition to a negative Cub Scout Gap, and should be included in high-priority recruitment efforts:

ZIP Code	District	Name	Cub Scout Gap
08886	PAH	Stewartsville	-21
07001	MCH	Avenel	-43
07064	MCH	Port Reading	-18
07077	MCH	Sewaren	-10

## CENTRAL NEW JERSEY COUNCIL, BSA

### 2013 MEMBERSHIP PLAN

#### 2. Retention

Overall, our retention rate in the Central New Jersey Council has been very good, averaging over 75% annually. Units with excellent retention generally have a strong program, trained leaders, and excellent recruitment efforts. The following fifteen ZIP codes have the highest market shares in the council, which is loosely related to good retention and recruitment efforts in units in these areas. Districts should seek out the leaders of these units to learn what their best practices are, and share them with the rest of the council:

ZIP Code	District	Name	Market Share
08553	MAD	Rocky Hill	24.66%
08620	MAD	Trenton	22.98%
08867	PAH	Pittstown	20.83%
08512	MAD	Cranbury	18.63%
07830	PAH	Califon	17.66%
08889	PAH	Whitehouse Station	17.44%
08809	PAH	Clinton	16.78%
08827	PAH	Hampton	16.48%
08802	PAH	Asbury	16.11%
08825	PAH	Frenchtown	15.84%
08848	PAH	Milford	15.52%
08829	PAH	High Bridge	15.45%
08833	PAH	Lebanon	15.39%
08840	MCH	Metuchen	14.90%
08534	PAH	Pennington	14.72%

Although this document is biased toward recruitment into the Cub Scout program, we must not forget that a great deal of our past success in the retention area comes from a successful Webelos to Scout transition. Cub Scout Packs must ensure that every Webelos Scout has an opportunity to visit enough troops in the area to find the right “fit”. Troops must be proactive in inviting Webelos Scouts to unit activities and weekend outings in order to attract them to their programs. Finally, district retention chairs must work with Unit Commissioners to ensure that every Webelos transitions to Boy Scouting.

#### 3. New Unit Formation

There are areas in our council that have been historically underserved as not having a viable Scouting presence. It is incumbent upon district membership committees to seek out new potential chartered partners in these communities and establish Scouting units with the assistance of the Commissioner Staff and a dedicated New-Unit Commissioner. The top areas meriting consideration are:

**CENTRAL NEW JERSEY COUNCIL, BSA**  
**2013 MEMBERSHIP PLAN**

<b>ZIP Code</b>	<b>Name</b>
08608	Trenton
08535	Millstone
08886	Stewartsville
08901	New Brunswick
08609	Trenton
07008	Carteret
08629	Trenton
08861	Perth Amboy

Potential chartered partners include faith-based organizations and community organizations such as PTOs, fraternal and community organizations, and veterans' organizations. Some of these organizations have a mandate from their national organization to support Scouting, including sponsoring units. District membership committees should canvass the organizations in their district areas to assess their location with reference to underserved areas in Scouting, and approach them to determine their willingness to sponsor a unit.

Within our four districts, we need to take a good, hard look at the elementary schools, and map out which schools serve packs, and if there are any schools without a corresponding pack, these are ideal places to look to organize new packs. The optimal arrangement would be a "one school, one pack" system, and we should make plans to move toward that standard.

Existing chartered organizations should also be considered to adding a unit if they do not presently sponsor the full complement of a Cub Scout Pack, Boy Scout Troop, and a Venturing Crew. District Executives should maintain an ongoing list of those organizations and the efforts made to expand Scouting within their walls.

**4. Emerging Markets.**

As stated in the Assumptions section, we can expect to see increases in the Hispanic and Asian markets through 2016. Every district must embrace and support the council's South Asian Community Outreach Initiative, which includes identifying community leaders and organizations that have an interest in expanding the Scouting program within their organizations. The same applies to the Hispanic communities within our council. We must make every effort to expand beyond the "comfortable" limits we have experienced in the past and make sure that Scouting becomes an all-inclusive program in our council area. This must also be expanded to our District Committees and the Council Board; we need our districts' leadership to be on the lookout for individuals who can serve the district and council in leadership capacities beyond the local unit, in order to truly reflect the communities that we serve.

**5. Venturing and Exploring**

## CENTRAL NEW JERSEY COUNCIL, BSA

### 2013 MEMBERSHIP PLAN

Venturing is an excellent program for high school students that goes beyond the Boy Scout program, allowing the members to run their own organization and its activities, limited only by their own imaginations. We have not cultivated the venturing program in this council, and we have lost a valuable part of our program. Recently, we have recruited Tom Temple to serve as the council Venturing Chair. Through Tom's efforts, we are looking to expand the Venturing program in two ways: First, we will look for district membership committees to identify potential chartered partners as part of the new-unit organization process listed above. Second, we would like to have every district committee sponsor a district Venturing Crew that would be comprised mainly of former Boy Scouts who have aged out of the program, but are not yet twenty-one years old. This crew can meet via conference calls and in person when school is not in session. This would allow youth members to stay on as youth past their eighteenth birthdays and participate as youth in whatever activities and super-activities the crew might organize.

The Exploring program has also been vastly under-utilized in this council in the past. We have initiated discussions that would facilitate getting career interest surveys completed in the schools in Mercer County as a pilot project, which has been the main obstacle in the past to expanding this program. We believe that, given the rich concentration of industry and high-tech in our council area, this program could take off and expand ten-fold once we make the inroads with the high school students. District Membership Chairs should be actively recruiting a District Exploring Chair for their committees, and District Executives should be developing a list of potential chartered partners and programs to address Exploring's twelve Career Fields and the many career clusters that fall into them.

#### 6. Other Initiatives

Adopt-A-School. The Adopt-A-School program<sup>4</sup> is a good way to tighten the bond between a school and the units(s) it feeds. Since we do not currently have this program working in the council, every District Committee should designate three schools and their companion packs that might be a good match for this program. We will start slow, with one school initially, and then hopefully grow this part of the program on an annual basis. This program should be ready to initiate by March 2013.

The Scouting Alumni Association. We must not understate the value of leveraging our former members. There are millions of former Scouts who can still play an important part in growing our organization, whether it is at a unit, community, district, or council level. The council alumni committee must be staffed and supported at the council and district levels in order to accomplish its mission and help us grow the program.

Relationships Committee. The Relationships Committee, led by the Vice President, Relationships, must assist in seeking out and building new alliances in addition to strengthening the ties with our current partners.

---

<sup>4</sup> <http://www.bsaadoptaschool.org/>

## **CENTRAL NEW JERSEY COUNCIL, BSA**

### **2013 MEMBERSHIP PLAN**

Marketing Committee. The council must staff a marketing committee to support the districts and units in the areas of recruiting, retention, and new-unit start-up. This must also be augmented by a robust public relations function to allow us to get the message of Scouting out to the public.

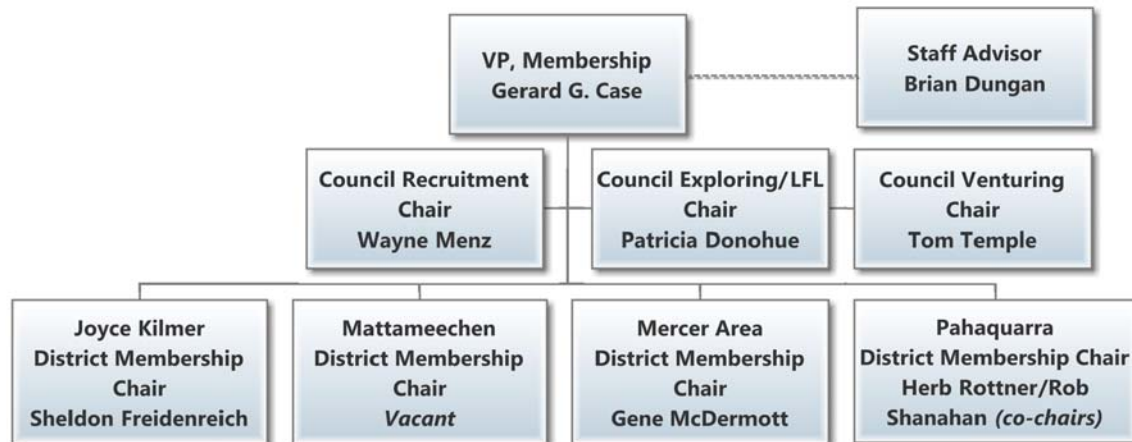
District and Council Activities. It is incumbent upon the Council Activities Chair and every district's Activities Chair to ensure that all activities run by the council and/or district have a recruitment component. We need to make sure that we are getting Scouting out into the public eye and that they are seeing us for what we really are, which is the premier leadership and character development program for youths in this country.

Commissioner Service. Regardless of the size of the council and/or district membership committees, we must always remember that the Commissioner Staff is our eyes and ears in the individual units, serving as the advisor to the unit Key 3. We have worked hard over the past few years to build the commissioner ranks, and we must include them in each and every membership initiative, in order to provide a seamless, coordinated approach to every unit. We must also remember that the new-unit commissioner is key to sustaining a new unit past their initial thirty-six months of existence; doing this will ensure their continued tenure and success.

## CENTRAL NEW JERSEY COUNCIL, BSA 2013 MEMBERSHIP PLAN

### Volunteer Infrastructure

The current structure of the Council Membership Committee is:



At this time, there are currently openings at the Council level for:

- Council Membership Chair
- Council Retention Chair
- Council New-Unit Start-up Chair

These positions will be a priority for fill during 2013.

Additionally, there is a vacancy in the Mattameechee district for a District Membership VP or Chair; this should be a priority for the district nominating committee to fill as soon as possible.

At the district level, we urge each district to fill the following positions:

- Spring Recruitment Chair
- Fall Recruitment Chair
- New-Unit Start-up Chair
- Webelos Transition Chair
- Retention Chair
- Venturing Chair
- Exploring Chair

At the unit level, we also urge each unit to fill the following positions:

- Peer-to-Peer Recruiting Coordinator
- Unit Spring Recruitment Coordinator
- Unit Fall Recruitment Coordinator
- Transition Coordinator

## **CENTRAL NEW JERSEY COUNCIL, BSA**

### **2013 MEMBERSHIP PLAN**

As we go forward, we can look to adding more positions and members to the council, district, and unit membership committees, under the principle that “many hands make light work”.

Future positions that we may add at all levels include:

- Diversity Chair
- New Cub Scout Event Organizer
- Venturing Transition Chair

The possibilities are endless, as we continue the transition to the “volunteer-driven, professionally guided” membership team.



## CENTRAL NEW JERSEY COUNCIL, BSA 2013 MEMBERSHIP PLAN

### Backdating Schedule

The Backdating Schedule is a tool that districts can use to plan their monthly membership activities. **This schedule lists the months in which the tasks should be accomplished; we suggest that the work on all tasks be undertaken six months prior to the completion date.** This is intended mainly as a guide; districts may alter dates according to their own needs, realizing that individual unit schedules may differ from the national model. More information on these schedules can be found in the Membership Campaign Council Guide<sup>5</sup>.

#### Key:

C: Cub Scout Recruitment (Spring & Fall)

W: Webelos to Scout Transition

B: Boy Scout Open House

V: Venturing Crew recruitment

#### January

Item	Program
Host Webelos Scouts and their parents at a Boy Scout troop meeting.	W
Plan a bridging ceremony for the blue and gold banquets in February to welcome graduating Webelos Scouts to their new troop.	W
Attend a meeting for first-year Webelos Scouts to introduce them to Boy Scouting.	W
Set a date and plan a troop open house for March.	B
District Venturing monthly program forum	V
Venturing officers' association	V
Specialized training	V

#### February

Item	Program
Hold the bridging ceremony at the blue and gold banquet.	W
Get new Scouts actively involved with the troop through troop activities.	W
Recruit parents of new Scouts to become assistant Scoutmasters or troop committee members.	W
Set a date and plan a troop open house for March.	B
District Venturing monthly program forum	V
Basic training	V

---

<sup>5</sup> Membership Campaign Council Guide for Fall and Spring Recruitment, Boy Scouts of America, 2010, found at <http://www.scouting.org/filestore/membership/doc/524-001org.doc>.

**CENTRAL NEW JERSEY COUNCIL, BSA**  
**2013 MEMBERSHIP PLAN**

**March**

<b>Item</b>	<b>Program</b>
Briefing meeting for staff School Night adviser.	C
Backdate roundup; recruit council School Night chair/sponsor.	C
Place flier and poster order.	C
Send superintendent letters for School Night approval and lease.	C
Plan a troop activity for new Scouts to get them involved with their new troop.	W
Conduct a school rally introducing fifth- and sixth-grade boys to Scouting. Have them complete the High Adventure Survey, No. 34241.	B
Follow up with interested youth by sending them a personal invitation to the troop open house and making a personal phone call to their parents.	B
Hold the troop open house to welcome potential Boy Scouts and their parents.	B
Plan a troop activity to get new Scouts involved with the troop shortly after they join.	B
District Venturing monthly program forum	V
Council activity—Venturing age specific	V

**April**

<b>Item</b>	<b>Program</b>
Briefing meeting for staff School Night adviser.	C
Backdate roundup; recruit council School Night chair/sponsor.	C
Place flier and poster order.	C
Send superintendent letters for School Night approval and lease.	C
Conduct summer camp orientation to encourage troop involvement.	W
Attend a meeting of Bear Cub Scouts to introduce them to Boy Scouting.	W
Sponsor a troop activity for new Scouts.	W, B
Encourage each troop member to attend summer camp. Conduct summer camp orientation to encourage full troop involvement.	B
District Venturing monthly program forum	V
Venturing officers' association	V
Specialized training	V
Remind crews you need the name and contact information for their open house chairman and Advisor.	V

**CENTRAL NEW JERSEY COUNCIL, BSA**  
**2013 MEMBERSHIP PLAN**

**May**

<b>Item</b>	<b>Program</b>
Confirm superintendent's support and school/classroom access.	C
Reserve the location for a School Night training meeting.	C
Staff planning conference rollout; present redone book and plan.	C
Plan School Night training meeting; order support materials.	C
Recruit district School Night teams; provide addresses for all invitation letters to be sent by June 2 for meeting on _____.	C
Work closely with new Scouts and parents during their transition to the Boy Scout troop, ensuring their needs are met and that their move has been natural and fun.	W
Work on rank advancement with new Scouts.	W
Work closely with new Scouts and parents during their transition to the Boy Scout troop, ensuring their needs are met and that their move has been natural and fun.	B
Work on rank advancement with new Scouts.	B
District Venturing monthly program forum	V
District activity—Venturing age specific	V
Invite the open house chairman and Advisor to a "how to plan an awesome open house" meeting to be held in June.	V

**June**

<b>Item</b>	<b>Program</b>
Set agenda and recruit presenters for the School Night training meeting.	C
Brief presenters for the School Night training meeting.	C
Update the parents guide.	C
Order roundup cups or items for the kickoff.	C
Order roundup items for principals and school volunteers.	C
Order yard signs.	C
Order roundup streamers for leaders achieving goals (Scout shop).	C
Order billboards (BSA national).	C
Secure roundup sponsors.	C
Get on the principals' summer meeting agenda (August).	C
Bring your whole team to School Night training.	C
Ensure that all new Scouts attend summer camp.	W
New Scouts attend summer camp with troop.	B
District Venturing monthly program forum	V
Semiannual crew health review	V

**CENTRAL NEW JERSEY COUNCIL, BSA**  
**2013 MEMBERSHIP PLAN**

Item	Program
Basic training for Advisors	V
Host a “how to plan an awesome open house” meeting.	V

**July**

Item	Program
Gather all “back of flier” info (school coordinator’s name and phone number) for all schools and other locations (churches) to be open on School Night.	C
Recruit School Night teams for uncovered schools—advertise that 30 days prior to School Night (absolute deadline)—then we assign commissioner (or organizer) teams.	C
Place newspaper ads, other video PSAs (:30) for schools—use national format.	C
Copy Words to Live By TV PSA (DVD/Beta).	C
Order all in-house materials for School Night (unit) kits (include training and family fun day/family campout fliers).	C
Order national bin items (Y&A applications, mini Boys’ Life magazines, etc.).	C
Work closely with new Scouts and parents during their transition to the Boy Scout troop, ensuring their needs are met and that their move has been natural and fun.	W
Work on rank advancement with new Scouts.	W
New Scouts attend summer camp with troop.	B
District Venturing monthly program forum	V
Kodiak course	V
District trip	V
Venturing officers’ association	V
Newly trained and motivated open house chairman recruits and trains (and motivates) the crew open house committee and sets the date for the first crew open house planning meeting.	V

**August**

Item	Program
First staff meeting together (what’s been done/what needs to be done). <ul style="list-style-type: none"> <li>• Update each district’s “schools open” list.</li> <li>• Update school coordinators list.</li> <li>• Check rallies scheduled/who’s doing them.</li> <li>• List organizers/commissioner/unattached School Night coordinators.</li> <li>• Do headquarters listing/phone numbers for School Night turn-in.</li> <li>• Distribute to the staff the news ad, and TV and radio PSAs.</li> </ul>	C

**CENTRAL NEW JERSEY COUNCIL, BSA**  
**2013 MEMBERSHIP PLAN**

Item	Program
Take press releases to radio, TV (beta copy), newspaper outlets.	C
At program kickoffs, invite all to School Night training next week.	C
Update open School Night locations/contact book for the support staff.	C
Third week School Night training/New-unit organization training.	C
Classroom rallies—deliver all materials the week prior and week of School Night. (Check with schools to ensure a BSA representative showed up and that materials went out.)	C
Get names, addresses, and telephone numbers of second-year Webelos.	W
Plan a joint Boy Scout troop/Webelos den camping trip for October.	W
Plan a program of upcoming events to present at a Webelos den meeting visit in November.	W
Select a den chief for each Webelos den.	W
New Scouts attend summer camp with troop.	B
District Venturing monthly program forum	V
Council activity—Venturing age specific	V
Specialized training for Advisors	V
Crew plans an open house that will excite potential members	V

**September**

Item	Program
Classroom rallies—deliver all materials the week prior and week of School Night. (Check with schools to ensure a BSA representative showed up and that materials went out.)	C
<b>School Night:</b> Host a “telethon-type” party. Get the number of calls on the school coordinator’s machine; arrange to pick up at the September pack meeting.	C
Next day 12 p.m. lunch: School Night report meeting—FINAL RESULTS.	C
Follow up to get “trickle-in” applications; get all in by September 25.	C
Announce to units the number needed to make their roundup goals.	C
Set second-chance rallies and School Nights for underperforming schools.	C
Complete a school-by-school analysis of the results (who did what).	C
Hold a Cub family camping event. (Keep the promises we made to them!)	C
Make sure new leaders get trained and attend September Cub events.	C
Write thank-you notes to principals (include actual results for each school).	C
Mail a letter of introduction from the Boy Scout troop to second-year Webelos Scouts to introduce them to the troop.	W
Put second-year Webelos Scouts on the mailing list to receive the troop newsletter.	W
Continue planning the joint camping trip for October.	W

**CENTRAL NEW JERSEY COUNCIL, BSA**  
**2013 MEMBERSHIP PLAN**

<b>Item</b>	<b>Program</b>
District Venturing monthly program forum	V
Crew plans an open house that will excite potential members.	V
Open house chair holds any needed committee meetings and prepares the crew for open house.	V

**October**

<b>Item</b>	<b>Program</b>
Make sure School Night is in the superintendent's district-wide calendar.	C
Secure help (board members) to assure school and classroom access.	C
Hold a Cub family camping event. (Keep the promises we made to them!)	C
Recognize district roundup personnel.	C
Conduct the joint camping trip with the Webelos den.	W
District Venturing monthly program forum	V
District activity specific for Venturers	V
Venturing officers' association	V
Basic training for Advisors	V
Open house chair holds any needed committee meetings and prepares the crew for open house.	V
The open house committee and crew officers conduct debrief sessions on open house. They also have a plan to ensure new members get involved.	V

**November**

<b>Item</b>	<b>Program</b>
Attend a Webelos den meeting to teach the Webelos Scouts how the Boy Scout troop works.	W
Have den chiefs attend a local council or district training course.	W
District Venturing monthly program forum	V
Council activity specific for Venturers	V

**December**

<b>Item</b>	<b>Program</b>
Set a date for Webelos Scouts and their parents to visit a Boy Scout troop meeting in January.	W
Send a form of information or greeting, letting Webelos you look forward to them joining the troop.	W
District Venturing monthly program forum	V
Semiannual crew health review	V

## CENTRAL NEW JERSEY COUNCIL, BSA 2013 MEMBERSHIP PLAN

### Closing Remarks

Execution and Implementation.

This plan should be reviewed at the district level and be ready for implementation in January, 2013. The District Chair, through the Council Vice President for District Operations, is responsible for ensuring that the districts follow the provisions and timetables in this plan.

District Membership Vice Chairs/Chairs will report back to the Council Membership Committee during the monthly Membership Committee Meeting/Conference Call on their progress toward their individual district goals as listed in the Council Strategic Plan.

Comments from the District Chairs and Vice Chairs, Membership on the provisions of this plan are welcome at any time. Comments should be directed to Gerard G. Case, Vice President, Membership, at [jerrycase@iname.com](mailto:jerrycase@iname.com).

The Council VP, Membership is responsible to review this plan quarterly and revising it as needed.

# CENTRAL NEW JERSEY COUNCIL, BSA

## 2013 MEMBERSHIP PLAN

### Attachments

Recruitment Plan

Position Descriptions

- Council Recruitment Chair

- Council Venturing Chair

- District Recruitment Chair

- District New-Unit Organizer

2012 Market Analysis