

Pillar I: Membership & Cultural Growth

(Membership/Diversity/Marketing)

The most important Pillar of a Boy Scout Council is its membership. Almost everything a Council does begins and ends with the membership of the local Council.

Goal 1: Annually grow the membership within the Piedmont Council through improved Scout retention, recruitment, and diversification of its members to include Scout Reach programs in major urban areas of the Piedmont Council.

Goal 2: Develop a council marketing strategy to increase community presence and positive outcomes within all areas of the Piedmont Council.

Goal 3: Improve communication and relationships with school districts, superintendents, and school board members to increase recruitment opportunities within the council. Work with district leadership to diversify charter partners to grow and strengthen units across the council.

Piedmont Council (420) Strategic Plan

Area: Membership

Percentage Goals:

1. The Piedmont Council will achieve a 10% net increase in total membership with an emphasis on youth retention, cub scout growth, webelos to scout transition exploring growth in 2022 and with continued emphasis in same areas for 2023-25.
2. Districts in the Piedmont Council will achieve a 5% net increase in total units with an emphasis on quality programming, unit retention and reorganization of dropped units, trained leaders, and new unit organization and same emphasis for 2023-2025.

Membership Strategies :

1. Determine workable and diverse recruitment strategies that appeal to the future clientele of scouting to increase marketing share.
2. Support district level membership activities at least twice per year with staff and financial support.
3. Develop a sustainable membership recruitment process to incorporate unique strategies at the individual unit level and untapped existing organizations.
4. Review, update, and provide recruitment materials.
5. Emphasize the development of programs for diverse community groups and at-risk populations. Develop a plan for reinstating the school recruitment program post pandemic.
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7. Recruit District Level membership contacts.
8. Develop additional sources for membership fees support for less affluent families.
9. Develop at least one non-traditional scouting unit in each district per year.
10. Target re-establishment of at least one exploring group per district and contact at least at least one prospect group per year.
11. Consider development of weekend or weeklong camps emphasizing programs sponsored through military, court system, boys' clubs, etc. outside traditional scout camp experiences.

Retention

1. Plan, organize, and implement specific retention strategies for individual scouts.
2. Evaluate the impact of consolidation of scout units to maintain viable scout units in geographic areas.
3. Work with the Program Committee to evaluate program resources particularly for cub scouts in the districts.

Piedmont Council Boy Scouts of America 420 Strategic Plan Marketing/Technology/Public Relations Strategies

1. The Piedmont Council will seek the most qualified volunteers and paid staff to meet the every-changing communication needs of the scouting movement.
2. The Piedmont Council will develop a clearly defined marketing plan to communicate the values of scouting.
3. The Piedmont Council will review the technology needs of members of the scouting community and seek the fiscal resources to meet that need.
4. The Piedmont Council will emphasize communication about the values of scouting programs and processes to become involved in scouting programs.
5. Establish both paid and volunteer marketing/ technology procedures to carry out communication functions both inside and outside the council.
6. Use the BSA marketing tools playbook to better understand methods for spreading the scouting story.
7. Encourage two-way communications and 360-degree feedback between council and units through online programs.
8. Publish scout joining information with cub scout age as a focal point.
9. Develop and strengthen community relations through speakers' bureau and positive news releases to print and non-print venues.
10. Develop Print and non—print materials to tell the scouting story and assist with recruitment.
11. Work with the training committee to establish training sessions for local unit leaders for use of online scout tools.