









Class Catalog

Membership March Madness: Membership March Madness at Conway School - I5, Exit 221

Membership Madness (Scheduled Classes)

MMD101	9:45-10:15 AM		<p>New Member Coordinator: Nuts and Bolts</p> <p>So you're a (new) New Member Coordinator. Now what? We'll review the essential components of this role, teach you about your human/digital sources of help, and how to keep your Pack's recruitment plan on track.</p>
MMD201	9:45-10:15 AM		<p>Marketing</p> <p>There are so many more options than just flyers! Learn how to use social media to generate buzz in your community, to take advantage of Scouting America's digital resources, and to turn your Scouts into living billboards for your unit.</p>
MMD202	9:45-10:15 AM		<p>Barriers to Recruiting</p> <p>Learn from faculty and other Pack leaders about common barriers to recruitment in Western Washington, how to troubleshoot them, and how to find workarounds. Some barriers are universal, some are highly localized. We'll help you work through them.</p>
MMD102	10:20-10:50 AM		<p>Join Events</p> <p>The centerpiece of the recruitment cycle is also the most fun part: Join Events! We'll cover the list of "Hall of Fame" Join Event activities, discuss how to plan for one, and what resources are available to help your Pack succeed when the big day arrives.</p>
MMD105	10:20-10:50 AM		<p>Onboarding New Families</p> <p>What should be in a Welcome Packet? How do we teach them how Cub Scouting works? Come compile your Pack's customized Onboarding Checklist so that new Cubs become returning Cubs.</p>
MMD301	10:20-10:50 AM		<p>Recruiting Adults</p> <p>Every unit is awash in potential adult volunteers. We'll share several time-tested and evidence-based strategies about how to engage more adult family members in Scouting.</p>
MMD103	10:55-11:25 AM		<p>Schools and Communities</p> <p>Learn about high-yield opportunities to recruit in our schools and our communities. The list of possibilities is a mile long, but you're sure to find a new recruiting idea by the time you've finished this session.</p>
MMD203	10:55-11:25 AM		<p>Practice Your Pitch</p> <p>Every child in America can benefit from Scouting. It's up to us to help their families understand why. Learn about the most common ways of framing Scouting in a way that will appeal to families of various backgrounds and priorities.</p>

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