#ADVENTUREON
2023 Fall Recruitment
Scouting Costs | 2023

BOY SCOUTS OF AMERICA
2023 YOUTH MEMBERSHIP FEES
EFFECTIVE AUGUST 1, 2023

NATIONAL FEE
$80/yr
($5 increase)

+ COUNCIL FEE
$39/yr
(NO CHANGE)

JOINING FEE
$25
(NO CHANGE)

One time fee. No joining fee for adults,
Exploring participants, or youth who
were previously registered in a
Pack, Troop, Crew, or Ship

NATIONAL FEE
$50/yr
($5 increase)

+ NO
COUNCIL FEE

Scout Life
From the publisher of Boys’ Life since 1911

OPTIONAL ADD-ON
$15/yr
(NO CHANGE)

Exploring Participants
(Ages 10-20) &
Adult Leaders
Scouting Costs | 2023

ADULTS

BOY SCOUTS OF AMERICA
2023 ADULT MEMBERSHIP FEES
EFFECTIVE AUGUST 1, 2023

NATIONAL FEE
$60/yr ($15 increase)

+ COUNCIL FEE
$39/yr (no change)

MERIT BADGE COUNSELOR
NATIONAL FEE
$25/yr

*NEW FEE* ($25 increase)

UNIT CHARTER FEE
$100/yr (no change)

The new fee for Merit Badge Counselors will cover the cost of Enhanced Criminal Background Checks. It does not apply to Merit Badge Counselors who are already registered elsewhere.
Scouting Costs | 2023

NO PRORATED FEES

BOY SCOUTS OF AMERICA
END OF PRORATED FEES
EFFECTIVE AUGUST 1, 2023

All new youth and adult members who join Scouting will be enrolled in a 12-month membership cycle and BSA will cease prorating fees.

Both youth and adults will pay the full annual fee and will renew their membership on the anniversary date of joining Scouting. All proration of membership fees will be eliminated.

Each registered member will receive an email notice with a registration renewal link beginning 60 days before the anniversary date they joined Scouting.

Unit leaders will receive a copy of the email and should stay engaged in the membership renewal process just like rechartering.
Existing members will renew their membership during their normal registration/recharter cycle in 2024.

Moving forward all members will renew on their anniversary date.

Existing members’ Anniversary date will be their unit recharter month.

New members’ Anniversary date will be the month they joined.
Minimum Expectations for Sign Up for Scouting

✓ Recruit and train District Level SUFS Chair and Leadership team
✓ Backdaters for every School and shared with all packs
✓ All Principals and Secretaries visited by a member of leadership team and thanked to schedule fall SUFS recruitment night
✓ Every pack trained on the Council Sign-up Night plan during district level trainings
  o Every pack and volunteer to utilize online marketing strategy
✓ Scout talks/playground/lunchroom or video messages scheduled in every school possible
  o If Schools unable to accommodate, then Pack and volunteers recruited to assist in alternate delivery messages
  o Every pack has a presence at Meet the Teacher Nights/School Open Houses
Minimum Expectations for Sign Up for Scouting

- All flyers/poster printed by Scout office and personally delivered to schools
  - No unit level flyers
  - Bundles of 30 flyers counted out based on # of teachers in school
  - Two-yard signs placed at each school if allowed
- Re-confirm all plans with unit leadership and school/night-custodian for access 48 hours prior to sign-up to ensure readiness of event.
- Personally, be present at a weak unit’s sign-up night
- Coordinate district(s) turn-in nights and collect all applications within 2 days of sign-up night
  - All funds receipted and assistance forms collected
- Executives to personally coordinate secondary re-rallies for unsuccessful sign-up nights with school and pack
- Units to follow up with welcome message to all new parents/new leaders within 48 hours of sign up
  - Follow-up calls to youth/parents who attended, but didn’t sign up within 48 hours
  - District Training Committee personally calls new leaders
- Thank you’s and report to school personally delivered within 7 days of Sign-Up night to principal
- All signage collected from pack to be used in secondary recruitments and the following year
We are switching back to paper applications for the SUFS Campaign.

Online applications are still ok to utilize, but we are trying to speed up the process to register and sign up for Scouting.

The ScoutPay system will be “tweaked” for this fall’s membership campaign for families who wish to pay with a Credit Card or make multiple payments.

It will be ready to go by August 1, 2023.
Where do you usually get information on how to enroll your child in a youth program?

- School: 60%
- Friends: 44%
- Social Media: 35%
- Website: 33%
- Family: 32%
- Search: 31%

Base: 1,043 parents of non-Scouts
The Pandemic May Have Change Parents’ Priorities

What is most important to you when determining what youth programs your child should join? Please select your top three choices.

- Building friendships: 33%
- Character and leadership: 26%
- Increased confidence: 27%
- Safety aspects: 24%
- Activities offered: 20%
- Outdoor experiences: 17%
- Positive adult role models: 16%
- Building physical fitness: 16%

Base: 1,043 parents of non-Scouts
WHO CAN ENROLL – More than half of General Public and Potential Parents believe that only boys can enroll in the BSA; Former Parents are most likely to be aware that girls can also join.

As far as you are aware, who can enroll in the Boy Scouts of America?

- **Boys under 18 only**
  - General Public: 54%
  - Parents of Active BSA Members: 49%
  - Parents of Former BSA Members: 53%
  - Parents of Potential BSA Members: 42%

- **Girls and boys under 18**
  - General Public: 49%
  - Parents of Active BSA Members: 32%
  - Parents of Former BSA Members: 35%

- **Don’t know**
  - General Public: 14%
  - Parents of Active BSA Members: 2%
  - Parents of Former BSA Members: 4%
  - Parents of Potential BSA Members: 12%
SIGN UP FOR SCOUTING

2023 PLAYBOOK

DOWNLOAD NOW

hoac-bsa.org/recruit
PRINT

We're making recruitment easier than ever with custom print resources for any pack. Contact your district executive for printed flyers, posters and yard signs for your schools. Check out our flyer designs, peer to peer cards and more below.

*Each pack will be allotted 2 yard signs per school*
SOCIAL MEDIA

Make your recruitment night standout on social media. Not a designer...no problem! Use our Digital Design Portal to design your own social media images in seconds.

We've also included suggested copy for your posts as well as the best tips to get you noticed on platforms from Facebook to Instagram to NextDoor!
Social Media Helps

Recruiting with Nextdoor

**Nextdoor** is an app designed to connect neighborhoods and communities. It allows you to create and post events online, as well as invite your neighbors and community members. It’s a great way to get the word out about recruitment events, unit open houses, and other unit events. Here are tips for posting content:

**Posts** – Best practices

- **Include a subject line:** Make it 90 characters or less (e.g., “Scouting Today”)

**Message Body**

- **Keep it short:** Encourage users to join Scouting soon.
- **Add a link:** Include a link to your BSA website or the OA (e.g., [www oa.org](http://www.oa.org)).

**Images**

- Post images that include Scouting and your own adventure by posting Scouting Goanime as an ad. Post this tomorrow to find out what Scouting is about.

**Attachments**

- Detail if your flyer can be attached in your Nextdoor post.

**Events**

- Create an event and share it in your neighborhood. Add the event to the public event calendar and make sure “Anonymous to neighbors” is enabled.

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Custom Social
VIDEO

Take your marketing game to the next level with video! Video gets you noticed and will help your pack stand out. Choose from horizontal and vertical videos.

You can even request a custom video for your pack and we'll customize for FREE with your sign-up night information!
Ditch the paper and multiple websites and make Scouting easier for your families! All you need is one link to #AdventureON

Send your new Scouting families to our Welcome to Scouting Linktree to explore everything from our New Parent Orientation Guide, Welcome to Scouting Video and more!
Welcome Video

Welcome Card

Parent Guide

Request More Info

Thank you for your interest in Scouting!

Scouting is fun, hands-on learning and achievement that puts kids in the middle of the action and prepares them for today – and for life.

Please complete the information below and we’ll connect you with one of our Scouting experts to help you find the best Scouting group near you!
There’s nowhere Scouting won’t take you.

Want to learn more about Scouts? Start your journey right. Find the neighborhood Sign-Up for Scouting Night near you. At these back-to-school events, you can meet your pack, ask questions and learn about how Scouting can benefit your child, now and in the future.

FIND YOUR JOIN SCOUTING NIGHT
#ADVENTUREON
2023 Fall Recruitment