



## Impacting Membership Growth

### Is your council planning a 100th Anniversary Celebration that is fun, inspiring, **and** helps grow membership?

In celebrating something as big and significant as the 100th anniversary of the BSA, participants would certainly expect activities that are both fun and inspirational. It's a natural fit. But, can you grow membership through the anniversary celebration?

It's an interesting idea, but probably not the first thought that comes to mind. Your committee members might have a hard time deciding just how to accomplish that. We have good news, though. Creating anniversary celebration activities that are fun and inspiring—but also grow membership—is easy to do **and** will add new meaning and purpose to your committee's work.

Here are four steps that can help you develop celebration activities that grow membership:

1. Make sure your committee is familiar with **key anniversary planning concepts** — Is your proposed activity “purpose-driven”? Does it offer your council meaningful results? The best way to equip your committee to use these important key concepts is by viewing and discussing the [November 2008 Anniversary Update](#) PowerPoint presentation.
2. Use the **Impact Gauge** to select and design local council anniversary activities that are fun and inspire—and generate the best ideas for involving non-Scouting youth and adults in celebration activities. Invite district and unit representatives to provide input to the plan. The [BSA Innovation Tool Kit](#) has great materials and guidance to help you succeed in this effort.
3. Develop a plan that **takes full advantage** of all the national council is providing. (This is actually easy to do.) Simply use the [Local Council Plan Template](#) as your council anniversary celebration plan, and add your local council celebration activities to it. By following this plan, you can seamlessly integrate local and national efforts and be sure you're getting the full value of all national is doing so you can wisely deploy precious local council resources.
4. Make sure your committee **collaborates with other council committees**. You can and should actively engage all other council committees to design and implement the council anniversary celebration plan. Invite all to join in the brainstorming and help with implementation! Ask council committees to assign a representative to the anniversary committee and/or take your ideas to their meetings.

So, you may wonder how the national council has integrated the idea of membership growth into 100th Anniversary Celebration activities—to make them fun and inspiring yet produce meaningful results. Here's how:

- **BSA Alumni Connection** — The specific audience of this effort is individuals who were, but are no longer, involved in Scouting. The entire engagement, however, is designed to reconnect with them, rekindle good memories, and encourage re-engagement in Scouting by themselves and other family members. This includes asking them to be ambassadors for Scouting in their community, and possibly help with membership recruitment efforts.
- **National Hall of Leadership** — Individuals who have experienced an extraordinary act of service by a Scout or Scouter will be invited to honor and thank that person with a nomination to the 100th Anniversary National Hall of Leadership. Stories submitted through an online nomination form can be accessed by councils to use. By promoting these stories, which so richly demonstrate the value and relevancy of Scouting today, we will inspire parents to help their children develop those admirable virtues through Scouting.
- **Generations Connection** — This program was designed with membership retention and growth keenly in mind. Through it, we will encourage families to identify Scouting as something to be shared and passed between generations. Scouts and Scouters will be asked to explore their own Scouting family tree, or create their own future Scouting family legacy.
- **Geocaching Recruitment Events** — Geocaching is a high-tech scavenger hunt. It's adventurous, extremely popular, and requires some core Scouting skills. Through geocaching recruitment events, Scouts and non-Scouts alike will partner for a fun activity that will lead to more youth signing on for the Scouting experience.
- **A Year of Celebration, A Century of Making a Difference** — Scouts, Scouters, and Scouting alumni will have the opportunity to earn five 100th Anniversary Celebration patches. The patch requirements are all built around engaging people in the program, retaining current members, and encouraging others to join in the fun.
- **Adventure Base 100** — With rock climbing, demonstrations, games, and more, we will showcase the Scouting experience in an interactive, hands-on way for every visitor to enjoy—whether or not they're currently involved in Scouting. There will be a recruitment tent onsite to invite interested youth and their parents to join.
- **Marketing and Promotions** — Nationally, we will be raising the visibility of Scouting through advertising, media outreach, and digital outreach strategies like social networking. Raising the profile of the organization and showing the relevance of Scouting to today's youth will help create the positive environment needed for membership growth.

To create celebration activities for your council, ask your anniversary committee to follow the four steps we've outline above. The guaranteed outcome is an informed, equipped, focused, and enthused committee ...and, membership growth as a direct result of your anniversary celebration efforts.