

| Q 1: What are the top three things our districts can do to support units in recruitment efforts? At least one needs to be something NEW.                                                              | Is Help Found In AAC Website, Video and Council Membership Plan Resources? (Or other reaction)                                                                                                                                                                                                                                                                                                                                                                | Is Help Found In <a href="#">AAC Membership Emails + Socials</a> ?                                                                                                                                                         | Possible Actions to Improve (plus ongoing edits)?                                                                                  |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------|
| Volunteers                                                                                                                                                                                            | <p>If the focus is <b><i>unit volunteers</i></b>, there is <a href="#">an extensive page for that with videos</a>.</p> <p>If the focus is <b><i>district membership team volunteers</i></b>, see the <a href="#">District Membership Tools page</a>, where ideas about team roles are found in both the <a href="#">AAC Membership Plan and the expanded Job Descriptions</a> piece. Also highlighted in the <a href="#">Membership Team Roles Video</a>.</p> | <p><a href="#">Leader focus in June (Guide), July, Aug, Sept., Oct., Nov., March, May</a></p> <p>AAC Emails don't address <i>District Operations</i>, but Council Recruiting Coordinator emails cover Membership Teams</p> | <p>Email ideas <a href="#">here</a>.</p>                                                                                           |
| Arrange for storefronts recruiting                                                                                                                                                                    | <p>While “storefront” wasn’t listed specifically, the <i>concept</i> of being “seen” in the community is the heart of <a href="#">Community Presence – Step Four of our Recruiting Steps</a>. If standing at a storefront with promotional materials works for local units, a Unit or District can seek permission from the store. P.S.: also recruit (and have promo materials) when you are doing Popcorn / Camp Card storefront sales.</p>                 | <p><a href="#">Yes, Community Presence, Events, Service in June (Guide), July, Aug, Sept., Oct., Jan., April, May</a></p>                                                                                                  | <p><input checked="" type="checkbox"/> Fleshed out “storefront” idea in <a href="#">Community Presence</a> activity ideas menu</p> |
| Provide recruiting resources and ideas for troops, and not just packs. It would be nice to have coordinated strategies/resources for a troop to recruit new scouts if the troop isn't tied to a pack. | <p>Plenty of Ideas at <a href="#">our Troop Recruiting Page</a>, including <a href="#">a YouTube of ideas and resources</a> and including recruiting not funneled through a pack. <a href="#">This 2026 YouTube</a> reviews the page resources. Spoiler Alert: the Six Steps to Successful and Sustainable Recruiting work for Troops too – just with greater Scout to Scout peer promotion.</p>                                                              | <p><a href="#">Yes, Troop focus in July, Aug (Video), Sept., Oct., Dec., Feb.</a></p>                                                                                                                                      | <p>Email ideas <a href="#">here</a>.</p>                                                                                           |

| Q 1: What are the top three things our districts can do to support units in recruitment efforts? At least one needs to be something NEW. | Is Help Found In AAC Website, Video and Council Membership Plan Resources? (Or other reaction)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Is Help Found In <a href="#">AAC Membership Emails + Socials</a> ?                                     | Possible Actions to Improve (plus ongoing edits)?                                          |
|------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------|
| Hold rally nights for unit leaders to help them understand how to recruit.                                                               | 2026 will have some Council Wide Rally/Kickoff events, <b>plus local District rallies/kickoffs</b> and regular messaging – all pushed in the <a href="#">AAC Membership Plan</a> . This 2026 <a href="#">YouTube includes an outline of the District rally / kickoff concept</a> . A PowerPoint is found in <a href="#">District Tools Downloads</a> for use and adaptation if you like. District events are also pushed by Field Directors for action by District Executives.                                                                                                                                                   | <a href="#">Yes, focus on Guide and Videos in June, July, Aug (Videos), Sept., Oct., March, April,</a> | <i>Email ideas <a href="#">here</a>.</i>                                                   |
| Develop recruitment plans for troops<br><br>Provide resources for troops for recruitment (similar to cub books, do scout books?)         | See <a href="#">the “Troop Recruiting” response above</a> .                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | <a href="#">June (Guide), July, Aug (Video), Sept., Oct., Dec., Feb.,</a>                              | <i>Email ideas <a href="#">here</a>.</i><br><br>Does Council want to fund Troop Handbooks? |
| Don't limit units to schools - let the family pick a Pack / Troop that fits their schedule                                               | Agreed. In the ideal world, Districts will enable local choice by families. Units would (1) self-identify by meeting days and program/activity emphasis, (2) know their limitations (ensure sufficient engaged leaders), and (3) coordinate with others in program and recruiting – so families can pick the best fit. Delivery on that concept is a local District function to coordinate among units – done by Commissioners, DEs, Membership Teams, Chair – to share what days Units meet; coordinate among participating Packs at joint Sign Up Nights (keep it tight in schools); ensure units “play nice” with each other. |                                                                                                        | District Action Item.<br><br><i>Email ideas and concerns <a href="#">here</a>.</i>         |

| <b>Q 1: What are the top three things our districts can do to support units in recruitment efforts? At least one needs to be something NEW.</b> | <b>Is Help Found In AAC Website, Video and Council Membership Plan Resources? (Or other reaction)</b>                                                                                                                                                                                                                                                            | <b>Is Help Found In <a href="#">AAC Membership Emails + Socials</a>?</b>                                                                        | <b>Possible Actions to Improve (plus ongoing edits)?</b> |
|-------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------|
| have promo videos to play in school announcements.<br><br>Incentivize a pack. Store credit at the scout shop?                                   | Resources and Ideas found in the <a href="#">Photo/Video</a> section of <a href="#">our Pack Promotion Page</a> .<br><br>AAC providing Dutch Ovens for performing units, uniforms for (trained) Den Leaders.                                                                                                                                                     | <a href="#">Yes, promotion focus in June (Guide), July, Aug (Videos), Oct., March, May.</a>                                                     | <i>Email ideas <a href="#">here</a>.</i>                 |
| Communication                                                                                                                                   | Existing push of <a href="#">Communication through AAC Constant Contact Emails</a> . Passive Communication includes AAC <a href="#">Recruiting Website Pages</a> and YouTubes. Active communication found in <a href="#">AAC Membership Plan</a> and resources includes seasonal notes about Membership Messages – not just roundtable, but other communication. | <b>3-5 “Membership” related email messages launch each month, plus 3-4 social media “echoes”</b>                                                | <i>Email ideas <a href="#">here</a>.</i>                 |
| Have resources to connect students with their neighborhood units.                                                                               | Partly addressed in <a href="#">“Promote your Unit” resources</a> . Partly in <a href="#">BeAScout update resources</a> and <a href="#">checking BeAScout</a> . Partly through <a href="#">Sign Up Events</a> . Could be District Level Maps too, with data about meeting days.                                                                                  | <a href="#">BeAScout focus in June (X2), July, Aug (Video)</a>                                                                                  | <i>Email ideas <a href="#">here</a>.</i>                 |
| Provide training                                                                                                                                | If the focus is on “recruiting training” (rallies/kickoffs), see <a href="#">the “District Kickoff” response above</a> .<br><br>If the focus is “Adult Leader Training”, that is integral to <a href="#">Step 3 - engaging adult leaders</a> , but also a primary focus of the <a href="#">AAC Training Committee</a> .                                          | <a href="#">June, July, Aug (Videos), Sept., Oct., March, April.</a><br><br>Scout Leader News emails are to have a list of Cub Leader Trainings | <i>Email ideas <a href="#">here</a>.</i>                 |
| More recruitment activities such as camporees for troops with a focus on high adventure activities.                                             | Agreed. Activities is Number One in <a href="#">our Troop Recruiting Page</a> . More at <a href="#">the “Troop Recruiting” response above</a> .                                                                                                                                                                                                                  | <a href="#">June (Guide), July, Aug (Video), Sept., Oct., Dec., Feb.,</a>                                                                       | <i>Email ideas <a href="#">here</a>.</i>                 |

| Q 1: What are the top three things our districts can do to support units in recruitment efforts? At least one needs to be something NEW. | Is Help Found In AAC Website, Video and Council Membership Plan Resources? (Or other reaction)                                                                                                                                                                                                                                                                                                                                                                                                                                                       | Is Help Found In <a href="#">AAC Membership Emails + Socials</a> ?                            | Possible Actions to Improve (plus ongoing edits)?                                                                 |
|------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------|
| Offer district activities to help fill the program calendar                                                                              | Agreed. Part of a <a href="#">unit calendar of activities</a> where available.                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | AAC Emails don't press District Activity Plans ...                                            | Please no separate silos of "Activities" and "Membership" committees!<br><i>Email ideas <a href="#">here</a>.</i> |
| Stop taking our schools away<br><br>provide us with marketing items such as swag,                                                        | Agreed. See <a href="#">the "enable local choice" response above</a> .<br><br>There is swag for new Cub signups, like kid backpacks, handbooks.                                                                                                                                                                                                                                                                                                                                                                                                      |                                                                                               | <i>Email ideas and concerns <a href="#">here</a>.</i>                                                             |
| Recruitment campaign with schools<br><br><br><br><br><br>Recruiter campaign "bring a friend" program at every unit                       | Working with schools <a href="#">is a focus of Step Four to build School and Community presence</a> and obviously also for <a href="#">School Sign Up Nights</a> . For step-by-step plans, see the <a href="#">"School Playbook"</a> in the Membership Plan (jump to Page 12).<br><br>While not "branded" as "bring a friend", we push <a href="#">Peer to Peer promotion</a> and <b>the idea that every fun event can be a welcoming joining event</b> . <a href="#">Here too</a> . Any Unit or District can call it "bring a friend" as they like. | <a href="#">School focus in June (Guide), July, Aug (Videos), Oct., Jan., April, May.</a>     | <i>Email ideas <a href="#">here</a>.</i>                                                                          |
| Test drive scouting with a special afternoon of camp cooking with prospective youth.                                                     | Excellent. <a href="#">Key for Troops</a> (get new youth involved from the jump). Also for Dens and Packs – <a href="#">see the test drive concept here</a> .                                                                                                                                                                                                                                                                                                                                                                                        | <a href="#">Yes, Troop focus in June (Guide), July, Aug (Video), Sept., Oct., Dec., Feb.,</a> | <i>Email ideas <a href="#">here</a>.</i>                                                                          |

| Q 1: What are the top three things our districts can do to support units in recruitment efforts? At least one needs to be something NEW. | Is Help Found In AAC Website, Video and Council Membership Plan Resources? (Or other reaction)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | Is Help Found In <a href="#">AAC Membership Emails + Socials</a> ?                                                                                                                                                            | Possible Actions to Improve (plus ongoing edits)? |
|------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------|
| <p>District supported game plan.</p> <p>Think outside the schools.</p> <p>Remove pack territory mindset.</p>                             | <p>District action plans are outlined in the <a href="#">AAC Membership Plan</a>.</p> <p>Yes. Schools are important, but <a href="#">not the only community to build presence</a>.</p> <p>Agreed. See <a href="#">the “enable local choice” response above</a>.</p>                                                                                                                                                                                                                                                                                                                                                                                                       | <p>AAC Emails don't address <i>District Operations</i>, but Council Recruiting Coordinator emails cover Membership Teams</p> <p><a href="#">Community focus in June (Guide), July, Aug, Sept., Oct., Jan., April, May</a></p> | <p><i>Email ideas <a href="#">here</a>.</i></p>   |
| <p>Signs on every street corner.</p> <p>More visible service projects.</p>                                                               | <p>AAC/VSC provides lots of signs</p> <p><a href="#">Ideas here</a>. And promote what you do / what you did – <a href="#">see these publicity ideas</a>.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | <p><a href="#">Service focus in June (Guide), Sept., Oct., Jan., May</a>.</p>                                                                                                                                                 | <p><i>Email ideas <a href="#">here</a>.</i></p>   |
| <p>Training.</p>                                                                                                                         | <p>If “recruiting training”, 2026 will have some Council Wide Rally/Kickoff events, <b>plus local District rallies/kickoffs</b> and regular messaging – all pushed in the <a href="#">AAC Membership Plan</a>. This 2026 <a href="#">YouTube includes an outline of the District rally / kickoff concept</a>. A PowerPoint is found in <a href="#">District Tools Downloads</a> for use and adaptation if you like. District events also pushed by Field Directors for action by DEs.</p> <p>If “Adult Leader Training”, that is integral to <a href="#">Step 3 - engaging adult leaders</a>, but also a primary focus of the <a href="#">AAC Training Committee</a>.</p> | <p>See notes above. <a href="#">June, July, Aug (Videos), Sept., Oct., March, April</a>.</p> <p>Scout Leader News emails are to have a list of Cub Leader Trainings</p>                                                       | <p><i>Email ideas <a href="#">here</a>.</i></p>   |

| Q 1: What are the top three things our districts can do to support units in recruitment efforts? At least one needs to be something NEW.                                       | Is Help Found In AAC Website, Video and Council Membership Plan Resources? (Or other reaction)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | Is Help Found In <a href="#">AAC Membership Emails + Socials</a> ?                             | Possible Actions to Improve (plus ongoing edits)?                                             |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------|
| <p>Provide recruiting materials to units</p> <p>Link school recruiting to units that may not be at that school</p> <p>Incentivize current scouts to recruit their friends.</p> | <p>Many found, <a href="#">here</a> (guides), <a href="#">here</a> (activity / calendar planning), <a href="#">here</a> (promotion / flyers, etc.), <a href="#">here</a> (ideas to recruit adults), <a href="#">here</a> (community profile), <a href="#">here</a> (sign up event ideas, plan and script)</p> <p>Agreed. See <a href="#">the “enable local choice” response above</a>.</p> <p>Yes. We push <a href="#">Peer to Peer promotion</a> and the idea that <a href="#">every fun event can be a welcoming joining event</a>. <a href="#">Here too</a>.</p>                                             | <p><a href="#">Yes, big shares in June, July, Aug (Videos), Sept., Oct., March, April.</a></p> | <p><i>Email ideas <a href="#">here</a>.</i></p> <p>Allocate \$\$ for swag for recruiting?</p> |
| <p>Membership needs to be annual again. The current system is confusing and lacking. Spend more time chasing down to renew.</p>                                                | <p>National issue. On the one hand, yes, confusing – National can do better (<a href="#">we’ve given them ideas to cut down on confusion and streamline the process in many ways</a>). And while some think the solution is “<i>let the volunteers collect National Dues (including prorating for partial years) like they used to do</i>”, many overtaxed unit leaders will despise adding National Registration Collections to their volunteer jobs. Many Cub Scout Leaders won’t even recall that Packs used to collect these amounts directly (they still can if they really like that job, of course).</p> |                                                                                                | <p><i>Email ideas and concerns <a href="#">here</a>.</i></p>                                  |

| Q 1: What are the top three things our districts can do to support units in recruitment efforts? At least one needs to be something NEW.                                           | Is Help Found In AAC Website, Video and Council Membership Plan Resources? (Or other reaction)                                                                                                                                                                                                                                                                                          | Is Help Found In <a href="#">AAC Membership Emails + Socials</a> ?                                                 | Possible Actions to Improve (plus ongoing edits)?                                                                 |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------|
| <p>1. Some more swag/freebies to give out</p> <p>2. A fun event after they join. To do/show things they don't normally do.</p> <p>3. Community events to be visible in uniform</p> | <p>There is swag for new Cub signups, like kid backpacks, handbooks.</p> <p>Yes. Do Many fun events – that's Step One (<a href="#">Build a Calendar</a>) and Step Six (<a href="#">More Fun Events</a>). <b>Make doing fun events what you normally do – don't make it “we don't normally do this”!</b></p> <p>Be out there. Be seen. Share what you do. Even if in a Unit T Shirt.</p> | <p><a href="#">Fun event focus: June, July, Aug (Videos), Sept., Oct., Nov., Dec., Feb., March, April, May</a></p> | <p>Email ideas <a href="#">here</a>.</p>                                                                          |
| <p>Get people involved at the District</p> <p>Be visible in the community</p> <p>Talk to me about Scouting bumper stickers</p>                                                     | <p>See <a href="#">the District Membership Team response</a> and resources at that link.</p> <p>Step Four. <a href="#">School and Community Presence</a>. Many ideas there.</p> <p>??</p>                                                                                                                                                                                               | <p><a href="#">Community focus in June (Guide), July, Aug (Videos), Oct., Jan., April, May.</a></p>                | <p>Email ideas <a href="#">here</a>.</p> <p>If you can trace the commenter, check out the bumper sticker idea</p> |
| <p>Council supported mass marketing. Reach potential members outside normal channels (schools, etc.)</p>                                                                           | <p>Marketing Membership Support is on p. 11 as <a href="#">part of the AAC Membership Plan</a> (but operates in a separate silo)</p>                                                                                                                                                                                                                                                    |                                                                                                                    | <p>Email ideas <a href="#">here</a>.</p>                                                                          |
| <p>Secure Pack leader buy-in to grow their Units.</p> <p>Incentives for growth?</p>                                                                                                | <p>Unit leader contact and coaching is part of District action pushed in <a href="#">AAC Membership Plan</a>. This <a href="#">YouTube outlines concept</a>.</p> <p>Incentives in 2026: dutch ovens, uniforms for trained adult leaders.</p>                                                                                                                                            |                                                                                                                    | <p>Email ideas <a href="#">here</a>.</p>                                                                          |

| Q 1: What are the top three things our districts can do to support units in recruitment efforts? At least one needs to be something NEW.                                                              | Is Help Found In AAC Website, Video and Council Membership Plan Resources? (Or other reaction)                                                                                                                                                                                                                                                                                                                                                                                                                                | Is Help Found In <a href="#">AAC Membership Emails + Socials</a> ?                                                                                                                                           | Possible Actions to Improve (plus ongoing edits)? |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------|
| <p>Get access to elementary, middle and high schools.</p> <p>Develop age-appropriate, persuasive (to youth) recruiting tools.</p> <p>Open fun, unit &amp; district activities to community youth.</p> | <p>See <a href="#">the Schools response above</a>.</p> <p>Units can be persuasive with pix and video of their Scouts in action. <a href="#">More ideas in our Promote Your Unit page</a>.</p> <p>We have the recurring message that <a href="#">every fun event can be a welcoming joining event</a>. <a href="#">Found here too</a>.</p>                                                                                                                                                                                     | <p><a href="#">Promo focus in June (Guide), July, Aug (Videos), Oct., March, May,</a></p> <p><a href="#">Fun event focus: June, July, Aug (Videos), Sept., Oct., Nov., Dec., Feb., March, April, May</a></p> | <p><i>Email ideas <a href="#">here</a>.</i></p>   |
| <p>Have a recruitment team that creates the fun and spreads the word leading up to the recruitment event</p>                                                                                          | <p>See <a href="#">the District Membership Team response</a> and resources at that link.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                  |                                                                                                                                                                                                              | <p><i>Email ideas <a href="#">here</a>.</i></p>   |
| <p>1) Community outreach at county events.</p>                                                                                                                                                        | <p>Yes! <a href="#">Step Four is building Community and School Presence</a>, and part of that is <a href="#">doing community events and being very visible at those</a>. <b>Good</b> = Go. <b>Better</b> = Bring your Flyer/Handout of who you are/what you do and hand out to families. <b>Best</b> = Make it a Big Event (multiple units, District promotion). <b>Better than Best</b> = Be part of the Event (cooking demo, s'mores, fire building, Pinewood Derby / Raingutter, other hands-on fun events to attract)</p> | <p><a href="#">Community focus in June (Guide), July, Aug (Videos), Oct., Jan., April, May.</a></p>                                                                                                          | <p><i>Email ideas <a href="#">here</a>.</i></p>   |

| <b>Q 1: What are the top three things our districts can do to support units in recruitment efforts? At least one needs to be something NEW.</b> | <b>Is Help Found In AAC Website, Video and Council Membership Plan Resources? (Or other reaction)</b>                                                                                                                                                                                                                                | <b>Is Help Found In <a href="#">AAC Membership Emails + Socials</a>?</b>                            | <b>Possible Actions to Improve (plus ongoing edits)?</b>              |
|-------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------|
| SW Atlanta District<br>Store front recruiting<br><br>School bridge<br><br>Community Show and Do                                                 | Part of <a href="#">Community Presence</a> . See <a href="#">the “storefront” response above</a> .<br><br>Don’t know what “school bridge” is.<br><br>Yes. See <a href="#">the Community Event response above</a> .                                                                                                                   | <a href="#">Community focus in June (Guide), July, Aug (Videos), Oct., Jan., April, May.</a>        | <i>Email ideas <a href="#">here</a>.</i>                              |
| Don’t limit just one pack to one school. Different packs meet on different days giving families options to get involved in scouting.            | Agreed. See <a href="#">the “enable local choice” response above</a> .                                                                                                                                                                                                                                                               |                                                                                                     | <i>Email ideas + concerns <a href="#">here</a>.</i>                   |
| Help direct new scouts to the right pack for them.                                                                                              | Partly a local District Function, plus see the <a href="#">BeAScout update resources</a> .                                                                                                                                                                                                                                           | <a href="#">BeAScout focus in June (X2), July, Aug (Video)</a>                                      | <i>Email ideas <a href="#">here</a>.</i>                              |
| Have DEs<br><br>More communication<br><br><br><br>More involvement with community event<br><br>District support for events                      | Have engaged DEs with support!<br><br>Existing push of <a href="#">Communication through Constant Contact Emails</a> .<br>Passive: AAC <a href="#">Recruiting Website Pages</a> and YouTubes.<br><br>Yes. See <a href="#">the Community Events response above</a> , including making it a District event or with District promotion. | 3-5 <a href="#">“Membership” related messages launch each month, plus 3-4 social media “echoes”</a> | <i>Email ideas <a href="#">here</a>.</i>                              |
| Be transparent with all information,... good news and not so good news.                                                                         | Current Council Recruiting Coordinator agrees that this is essential. A Scout is Trustworthy. We can do better. Trust the volunteers.                                                                                                                                                                                                |                                                                                                     | <i>AMA! Email questions, comments, concerns <a href="#">here</a>.</i> |

| Q 1: What are the top three things our districts can do to support units in recruitment efforts? At least one needs to be something NEW.                                                                                        | Is Help Found In AAC Website, Video and Council Membership Plan Resources? (Or other reaction)                                                                                                                                                                                                                                                                                                                                                                                  | Is Help Found In <a href="#">AAC Membership Emails + Socials</a> ?                                                 | Possible Actions to Improve (plus ongoing edits)?                                                           |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------|
| <p>District movie night</p> <p>1New yard sign and reimbursed money - YOY</p> <p>Help units define their mission and vision and then how to market and execute on the vision</p> <p>Non-uniform recruiting partner - t-shirt</p> | <p>Great if the District can do it. Better if the Community is invited. Also: go en masse (multiple units) to community movie nights on the square. See <a href="#">the Community Event response above</a>.</p> <p>???</p> <p>Cool. Or define “how do we Scout” while using Scouting America M + V</p> <p>FWIW, our Sign Up Event Plan says “Wear regular clothes, not uniforms, so parents see that “you’re a regular person just like them” and they too can be leaders.”</p> |                                                                                                                    | <p><i>Email ideas <a href="#">here</a>.</i></p> <p>Is this a request for Year over Year cost analysis??</p> |
| <p>units meeting with principals,</p> <p>activity based first outing,</p> <p>meet the Troops</p>                                                                                                                                | <p>See the “<a href="#">School Playbook</a>” in the Membership Plan (jump to Page 12).</p> <p>Yes. Do activity based outings – that’s <a href="#">Step One (Build a Calendar)</a> and Step Six (<a href="#">More Fun Events</a>). <b>And Not Just The First Event – Every Event Should Be Active – Families Will Quit Whenever They Get Bored.</b></p> <p>Ideas <a href="#">here</a>. Also <a href="#">Step One (Build a Calendar)</a> should include events with Troops.</p>   | <p><a href="#">Fun event focus: June, July, Aug (Videos), Sept., Oct., Nov., Dec., Feb., March, April, May</a></p> | <p><i>Email ideas <a href="#">here</a>.</i></p>                                                             |



| Q 1: What are the top three things our districts can do to support units in recruitment efforts? At least one needs to be something NEW.                                                     | Is Help Found In AAC Website, Video and Council Membership Plan Resources? (Or other reaction)                                                                                                                                                                                                                                                                                                                                                              | Is Help Found In <a href="#">AAC Membership Emails + Socials</a> ?                                                            | Possible Actions to Improve (plus ongoing edits)?                                                                                                                                                                                      |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1) Templates that are easier to edit and customize.<br><br>2) Streamlined printing process for handout materials<br><br>3) More camping opportunities                                        | Agreed. "Council" flyers used to have different versions that could be downloaded and edited.<br><br>Agreed.<br><br>Meaning of comment is unclear. Units can camp any time and in many places. District Camping Promotion Chair can ... <i>promote</i> . If Units want more District camping opportunities, District Activities Committee can produce.                                                                                                      |                                                                                                                               | 1) Should be an easy fix.<br>2) Pros Need to check " <a href="#">Recruiting Resources Request   Fillable Form</a> " and update<br>3) Can commenter be identified to elaborate on this?<br><br><i>Email ideas <a href="#">here</a>.</i> |
| -Participate in more community events<br><br><br>- One on one scout recruitment<br><br><br>- District events                                                                                 | Yes. This is why Step Four is <a href="#">Community Presence</a> . See <a href="#">the Community Event response above</a> .<br><br>Agreed. We push <a href="#">Peer to Peer promotion</a> and the recurring idea that <a href="#">every fun event can be a welcoming joining event</a> . <a href="#">Here too</a> .<br><br>Districts have the power to produce and promote. Encouraged as a "District Action Item" in <a href="#">the Membership Plan</a> . | <a href="#">Community focus in June (Guide), July, Aug (Videos), Oct., Jan., April, May.</a>                                  | <i>Email ideas <a href="#">here</a>.</i>                                                                                                                                                                                               |
| Plan much further ahead and encourage units to plan further ahead<br><br>Make the renewal process less cumbersome<br><br>Promote scouting as a place kids aren't on their phones and screens | Agreed. That's why <a href="#">Step One is Build a Calendar of Fun Activities</a> , including <a href="#">Planning YouTube</a> and other resources.<br><br>National issue – see <a href="#">the Need to Fix Renewal Process response above</a> .<br><br>Agreed, except we want to reach kids with phones and have Scouts in Troops share pix and video with their friends.                                                                                  | <a href="#">Fun event planning and idea focus: June, July, Aug (Videos), Sept., Oct., Nov., Dec., Feb., March, April, May</a> | District and Council Planning Too!<br><br><i>Email ideas <a href="#">here</a>.</i>                                                                                                                                                     |

| Q 2: What Elements of Scouting keep youth engaged and returning?                               | Is Help Found In AAC Website, Video and Council Membership Plan Resources? (Or other reaction)                                                                                                    | Is Help Found In <a href="#">AAC Membership Email + Socials</a> ?                                                             | Possible Actions to Improve (plus ongoing edits)? |
|------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------|
| Camping!                                                                                       | <a href="#">Council Camping</a> pages                                                                                                                                                             | <a href="#">Fun event planning and idea focus: June, July, Aug (Videos), Sept., Oct., Nov., Dec., Feb., March, April, May</a> | Email ideas <a href="#">here</a> .                |
| Fun activities and events                                                                      | <a href="#">Fun Activities Page</a> and <a href="#">Troop Activities page</a> and <a href="#">Cub Advancement</a> and <a href="#">Range / Target</a> and <a href="#">Council Camping</a> and more | Ditto                                                                                                                         | Email ideas <a href="#">here</a> .                |
| Active and relevant program                                                                    | Ditto                                                                                                                                                                                             | Ditto                                                                                                                         |                                                   |
| Making friends.                                                                                |                                                                                                                                                                                                   |                                                                                                                               |                                                   |
| Outdoor games<br>Mentorship<br>Campouts                                                        | Ditto                                                                                                                                                                                             | Ditto                                                                                                                         |                                                   |
| Outdoor activities<br>Things that other programs don't provide: archery, bb's                  | Ditto                                                                                                                                                                                             | Ditto                                                                                                                         |                                                   |
| Outdoor activities                                                                             | Ditto                                                                                                                                                                                             | Ditto                                                                                                                         |                                                   |
| Fun activities and events.                                                                     | Ditto                                                                                                                                                                                             | Ditto                                                                                                                         |                                                   |
| High adventure activities and RATA ( <a href="#">Range and Target Activities</a> ) activities. | Ditto                                                                                                                                                                                             | Ditto                                                                                                                         |                                                   |
| Outdoor activities                                                                             | Ditto                                                                                                                                                                                             | Ditto                                                                                                                         |                                                   |
| Get outdoors!                                                                                  | Ditto                                                                                                                                                                                             | Ditto                                                                                                                         |                                                   |
| Connecting with friends from other units                                                       |                                                                                                                                                                                                   |                                                                                                                               |                                                   |
| Hanging out with friends.                                                                      |                                                                                                                                                                                                   |                                                                                                                               |                                                   |
| Camping in remote areas AWAY from technology.                                                  | <a href="#">Council Camping</a> pages                                                                                                                                                             | Ditto                                                                                                                         |                                                   |

| Q 2: What Elements of Scouting keep youth engaged and returning?                                                                                                      | Is Help Found In AAC Website, Video and Council Membership Plan Resources? (Or other reaction)                                                                                                                                                                                                                                                                                   | Is Help Found In <a href="#">AAC Membership Email + Socials</a> ?      | Possible Actions to Improve (plus ongoing edits)? |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------|---------------------------------------------------|
| 2) Identify an engaged and committed membership chair to form and lead/motivate membership committee.<br><br>3) Empower unit leaders to run their unit led recruiting | See the <a href="#">District Membership Tools page</a> , where ideas about team roles are found in both the <a href="#">AAC Membership Plan</a> and the <a href="#">expanded Job Descriptions</a> piece. Also highlighted in the <a href="#">Membership Team Roles Video</a> .<br><br>All <a href="#">our Recruiting Resources</a> are geared to empowering unit run recruiting. |                                                                        | <i>Email ideas <a href="#">here</a>.</i>          |
| Outside activities, organized chaos,<br><br>assisting districts when they are not close to a council camp                                                             | Ditto<br><br>Not sure what assistance is suggested. Did you know: OK to go to camps of other Councils! <a href="#">Some listed here</a> .                                                                                                                                                                                                                                        | Ditto                                                                  |                                                   |
| Camping and outdoor activities and skills.                                                                                                                            | <a href="#">Fun Activities Page</a> and <a href="#">Troop Activities page</a> and <a href="#">Cub Advancement</a> and <a href="#">Range / Target</a> and <a href="#">Council Camping</a> and more                                                                                                                                                                                | Ditto                                                                  | <i>Email ideas <a href="#">here</a>.</i>          |
| Fun<br>Outdoor Activities<br>Socialization                                                                                                                            | Ditto                                                                                                                                                                                                                                                                                                                                                                            | Ditto                                                                  |                                                   |
| Fun (not boring) meetings                                                                                                                                             | Ditto                                                                                                                                                                                                                                                                                                                                                                            | Ditto                                                                  |                                                   |
| Time spent outside with friends.                                                                                                                                      |                                                                                                                                                                                                                                                                                                                                                                                  |                                                                        |                                                   |
| Growing in adversity                                                                                                                                                  |                                                                                                                                                                                                                                                                                                                                                                                  |                                                                        |                                                   |
| Trained Leaders                                                                                                                                                       | Training is integral to <a href="#">Step 3 - engaging adult leaders</a> , but also a primary focus of the <a href="#">AAC Training Committee</a>                                                                                                                                                                                                                                 | Scout Leader<br>News emails are to have a list of Cub Leader Trainings | <i>Email ideas <a href="#">here</a>.</i>          |
| Active units, too many don't have active, consistent leadership especially at the den level.                                                                          | Ditto                                                                                                                                                                                                                                                                                                                                                                            |                                                                        |                                                   |

| Q 2: What Elements of Scouting keep youth engaged and returning?                                                                                                                               | Is Help Found In AAC Website, Video and Council Membership Plan Resources? (Or other reaction)                                                                                                    | Is Help Found In <a href="#">AAC Membership Email + Socials</a> ?                                                                             | Possible Actions to Improve (plus ongoing edits)? |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------|
| Swimming, shooting, sport (field games)                                                                                                                                                        | <a href="#">Fun Activities Page</a> and <a href="#">Troop Activities page</a> and <a href="#">Cub Advancement</a> and <a href="#">Range / Target</a> and <a href="#">Council Camping</a> and more | <a href="#">Fun event planning</a> and idea focus: <a href="#">June, July, Aug (Videos), Sept., Oct., Nov., Dec., Feb., March, April, May</a> | <i>Email ideas <a href="#">here</a>.</i>          |
| Reimagine pack recruiting.                                                                                                                                                                     | Comment needs a baseline. Is this (a) “reimagine from old ‘DE Run’ recruiting” or (b) “reimagine from <a href="#">what our resources say now – doing Unit Run Recruiting</a> ”? To what?          |                                                                                                                                               | Can commenter be identified to elaborate on this? |
| Fun activities                                                                                                                                                                                 | <a href="#">Fun Activities Page</a> and <a href="#">Troop Activities page</a> and <a href="#">Cub Advancement</a> and <a href="#">Range / Target</a> and <a href="#">Council Camping</a> and more | Ditto                                                                                                                                         |                                                   |
| Fun activities, campouts,                                                                                                                                                                      | Ditto                                                                                                                                                                                             | Ditto                                                                                                                                         |                                                   |
| Year round recruiting.                                                                                                                                                                         | That is <a href="#">what our resources say now</a> . Also baked into <a href="#">the AAC Membership Plan</a> .                                                                                    | <a href="#">Year Round (emphasis on spring + summer) found in June (Guide), Dec., Feb., March, April, May</a>                                 | <i>Email ideas <a href="#">here</a>.</i>          |
| Getting parents and families Involved. More the parents are involved and develop relationships with other parents the more likely they will stay in scouting.<br><br>Engaged and good leaders. | That’s why <a href="#">Step Three is turning parents into helpers and helpers into leaders</a> . Also: <i>Teamsmaxxing</i> .                                                                      | <a href="#">Leader focus in June (Guide), July, Aug, Sept., Oct., Nov., March, May</a>                                                        | <i>Email ideas <a href="#">here</a>.</i>          |

| Q 2: What Elements of Scouting keep youth engaged and returning?                                                                             | Is Help Found In AAC Website, Video and Council Membership Plan Resources? (Or other reaction)                                                                                                                                                               | Is Help Found In <a href="#">AAC Membership Email + Socials</a> ?                                                      | Possible Actions to Improve (plus ongoing edits)? |
|----------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------|
| Camping and learning outdoors skills.                                                                                                        | <a href="#">Fun Activities Page</a> and <a href="#">Troop Activities page</a> and <a href="#">Cub Advancement</a> and <a href="#">Range / Target</a> and <a href="#">Council Camping</a> and more                                                            | <a href="#">Fun event focus messages in June, July, Aug (Videos), Sept., Oct., Nov., Dec., Feb., March, April, May</a> | <i>Email ideas <a href="#">here</a>.</i>          |
| Camping. Advancement. All of it supports autonomy, relatedness, and competence.                                                              | Ditto                                                                                                                                                                                                                                                        | Ditto                                                                                                                  |                                                   |
| The youth .. ( and wonderful professionals)                                                                                                  |                                                                                                                                                                                                                                                              |                                                                                                                        |                                                   |
| SW Atlanta<br>Fun activities<br>Advancement<br>Camping                                                                                       | Ditto<br><a href="#">Cub</a> and <a href="#">Troop</a> Resources.                                                                                                                                                                                            | Ditto                                                                                                                  |                                                   |
| Technology                                                                                                                                   | <a href="#">Cub</a> and <a href="#">Troop</a> Resources.                                                                                                                                                                                                     |                                                                                                                        |                                                   |
| ok                                                                                                                                           | <i>All Right!</i>                                                                                                                                                                                                                                            |                                                                                                                        |                                                   |
| Outdoor fun.<br><br>Non-competitive active games.<br>NOT sitting around<br>On-the-go activities<br>Service projects by area and neighborhood | <a href="#">Fun Activities Page</a> and <a href="#">Troop Activities page</a> and <a href="#">Cub Advancement</a> and <a href="#">Range / Target</a> and <a href="#">Council Camping</a> and more<br>Ditto<br>Ditto<br>Ditto<br><a href="#">Ideas here</a> . | Ditto                                                                                                                  | <i>Email ideas <a href="#">here</a>.</i>          |
| Unit open houses, Webelos woods                                                                                                              | <a href="#">Big Part of Troop Recruiting</a> .                                                                                                                                                                                                               | <a href="#">Troop focus in June (Guide), July, Aug (Video), Sept., Oct., Dec., Feb.</a>                                | <i>Email ideas <a href="#">here</a>.</i>          |
| 😊😊                                                                                                                                           | ╰_(ツ)_╯                                                                                                                                                                                                                                                      |                                                                                                                        |                                                   |

| Q 2: What Elements of Scouting keep youth engaged and returning?                                                        | Is Help Found In AAC Website, Video and Council Membership Plan Resources? (Or other reaction)                                                                                                                                                     | Is Help Found In <a href="#">AAC Membership Email + Socials</a> ?                                           | Possible Actions to Improve (plus ongoing edits)? |
|-------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------|---------------------------------------------------|
| Range and target sports                                                                                                 | Lots of <a href="#">Range / Target</a> options                                                                                                                                                                                                     | <a href="#">Fun event focus: June, July, Aug (Videos), Sept., Oct., Nov., Dec., Feb., March, April, May</a> | Email ideas <a href="#">here</a> .                |
| Fun outdoor program                                                                                                     | <a href="#">Fun Activities Page</a> and <a href="#">Troop Activities page</a> and <a href="#">Cub Advancement</a> and <a href="#">Range / Target</a> and <a href="#">Council Camping</a> and more                                                  | Ditto                                                                                                       | Email ideas <a href="#">here</a> .                |
| Fun adventures — the outing in scouting<br><br>Trained leaders who feel valued and recognized<br>Our values             | Ditto<br><br>Training is integral to <a href="#">Step 3 - engaging adult leaders</a> , but also a primary focus of the <a href="#">AAC Training Committee</a>                                                                                      | Ditto<br><br>Scout Leader News emails are to have a list of Cub Leader Trainings                            | Email ideas <a href="#">here</a> .                |
| Fun activities, being with and creating friendships, social growth                                                      | <a href="#">Fun Activities Page</a> and <a href="#">Troop Activities page</a> and <a href="#">Cub Advancement</a> and <a href="#">Range / Target</a> and <a href="#">Council Camping</a> and more                                                  | Ditto                                                                                                       | Email ideas <a href="#">here</a> .                |
| New adventures. Things they can't do elsewhere                                                                          | Ditto                                                                                                                                                                                                                                              | Ditto                                                                                                       |                                                   |
| Fruitful calendars<br>Plan for the seasons - something fun in winter like caving                                        | <a href="#">Activity Calendar is Step One</a><br><a href="#">Fun Activities Page</a> and <a href="#">Troop Activities page</a> and <a href="#">Cub Advancement</a> and <a href="#">Range / Target</a> and <a href="#">Council Camping</a> and more | Ditto                                                                                                       |                                                   |
| Doing cool stuff outdoors. Summer camp.<br>make it easy for adults to engage as well which will drive great programming | Ditto<br><a href="#">Step Three is turning parents into helpers and helpers into leaders</a>                                                                                                                                                       | Ditto                                                                                                       |                                                   |
| Getting parents involved. Good leaders.<br>Fun meetings and activities.                                                 | <a href="#">Step Three is turning parents into helpers and helpers into leaders</a>                                                                                                                                                                | <a href="#">Leader focus in June (Guide), July, Aug, Sept., Oct., Nov., March, May</a>                      | Email ideas <a href="#">here</a> .                |
| Friends                                                                                                                 |                                                                                                                                                                                                                                                    |                                                                                                             |                                                   |

| Q 2: What Elements of Scouting keep youth engaged and returning?                        | Is Help Found In AAC Website, Video and Council Membership Plan Resources? (Or other reaction)                                                                                                                                                                                                                                       | Is Help Found In <a href="#">AAC Membership Email + Socials</a> ? | Possible Actions to Improve (plus ongoing edits)?                                                            |
|-----------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------|
| Fun stuff<br><br>Free Swag<br><br>Less Award Pack Meeting<br>New ideas and events       | <a href="#">Fun Activities Page</a> and <a href="#">Troop Activities page</a> and <a href="#">Cub Advancement</a> and <a href="#">Range / Target</a> and <a href="#">Council Camping</a> and more<br>Some at Sign Up Nights (backpacks); others later (handbooks)<br>Indeed. <a href="#">Activities better than Meetings</a> .<br>OK |                                                                   | <i>Email ideas <a href="#">here</a>.</i><br><br>Can commenter be identified to share any new ideas / events? |
| Outdoor programs<br>Fun                                                                 | <a href="#">Fun Activities Page</a> and <a href="#">Troop Activities page</a> and <a href="#">Cub Advancement</a> and <a href="#">Range / Target</a> and <a href="#">Council Camping</a> and more<br>Ditto                                                                                                                           |                                                                   | <i>Email ideas <a href="#">here</a>.</i>                                                                     |
| Fun.<br>Activities.<br>Content.<br>Connect with youth and families. Social interaction. | Ditto<br>Ditto<br>Ditto<br>That's the theme of <a href="#">spring/summer activities</a> , with a subtext of growth.                                                                                                                                                                                                                  |                                                                   |                                                                                                              |
| Personal growth, making friends<br>competing                                            |                                                                                                                                                                                                                                                                                                                                      |                                                                   |                                                                                                              |

| Q 3: What are two things our district can do to better support units facing retention challenges?    | Is Help Found In AAC Website, Video and Council Membership Plan Resources? (Or other reaction)                                                                                                                                | Is Help Found In <a href="#">AAC Membership Email + Socials</a> ?                                  | Possible Actions to Improve (plus ongoing edits)? |
|------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------|---------------------------------------------------|
| Make connections with units and provide support                                                      | Unit leader communication, contact + coaching – and professional/volunteer partnership – is the key District action in <a href="#">AAC Membership Plan</a> . This <a href="#">YouTube</a> outlines District contact concepts. | <a href="#">Support in Guide and Videos in June, July, Aug (Videos), Sept., Oct., March, April</a> | Email ideas <a href="#">here</a> .                |
| District game plan.                                                                                  | Ditto                                                                                                                                                                                                                         |                                                                                                    |                                                   |
| District supported recruiting recognition for units and individuals.                                 | Districts can implement recognition as they like ... need not be Council design.                                                                                                                                              |                                                                                                    |                                                   |
| build stronger packs                                                                                 | FYMTGE ( <i>From Your Mouth To God's Ear</i> ). That is the natural outcome of following <a href="#">the Six Steps to Successful and Sustainable Recruiting</a> .                                                             |                                                                                                    | Email ideas <a href="#">here</a> .                |
| Unit commissioners that visit the units and help                                                     | And who know and share <a href="#">the Six Steps to Successful and Sustainable Recruiting</a> . Commissioners are a key player in the <a href="#">District Support</a> above.                                                 | <a href="#">Steps shared in emails in all months – to be sent to leaders and commissioners.</a>    | Email ideas <a href="#">here</a> .                |
| Training. I'm convinced that units with low retention always have significant training deficiencies. | Yes. Training is integral to <a href="#">Step 3 - engaging adult leaders</a> , but also a primary focus of the <a href="#">AAC Training Committee</a>                                                                         | Scout Leader News emails are to have a list of Cub Leader Trainings                                | Email ideas <a href="#">here</a> .                |
| Ensure the leadership is invested in growth and retention                                            | Unit leader contact and coaching is part of District action pushed in <a href="#">AAC Membership Plan</a> . This <a href="#">YouTube</a> outlines concept.                                                                    |                                                                                                    | Email ideas <a href="#">here</a> .                |
| Easier renewal process- I've experienced many glitches in the process                                | National Issue, but see <a href="#">the Need to Fix Renewal Process response above</a> .                                                                                                                                      |                                                                                                    | Email ideas <a href="#">here</a> .                |
| Send more notices to the leadership for expirations                                                  | That's one of the suggested fixes.                                                                                                                                                                                            |                                                                                                    |                                                   |
| Share what is working for you with others.                                                           | Please do. We try. That's why there are <a href="#">so many ideas shared on the AAC Pages</a> ...                                                                                                                             | ,,, <a href="#">and in the AAC emails and social media posts</a>                                   | Email ideas <a href="#">here</a> .                |

| Q 3: What are two things our district can do to better support units facing retention challenges?                                                                                                 | Is Help Found In AAC Website, Video and Council Membership Plan Resources? (Or other reaction)                                                                                                                                                                          | Is Help Found In <a href="#">AAC Membership Email + Socials</a> ?                                                                                                | Possible Actions to Improve (plus ongoing edits)?                                                                                                                                                                                                  |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| SW Atlanta<br>Ensure trained leaders<br><br>More leaders                                                                                                                                          | Training is integral to <a href="#">Step 3 - engaging adult leaders</a> , but also a primary focus of the <a href="#">AAC Training Committee</a><br><br><a href="#">Step Three is turning parents into helpers and helpers into leaders</a>                             | <a href="#">Leader focus in June (Guide), July, Aug, Sept., Oct., Nov., March, May</a><br>Scout Leader<br>News emails are to have a list of Cub Leader Trainings | <i>Email ideas <a href="#">here</a>.</i>                                                                                                                                                                                                           |
| Make personalized calls to those Units' leaders inviting them to Roundtable                                                                                                                       | Part of Coaching/Communicating. See <a href="#">the Communication response above</a> .                                                                                                                                                                                  |                                                                                                                                                                  |                                                                                                                                                                                                                                                    |
| Stay interviews - 30, 60, 90 days - check in and ask for honest feedback and ask deep questions<br><br>Better metrics to understand who is healthy<br><br>Buddy system for onboarding new members | A great unit practice ... ideal for a <a href="#">welcome team</a> (New Member Coordinators)<br><br>Good if one can get them, but a chat or visit is also helpful for health assessment<br><br>A great unit practice ... ideal for a large <a href="#">welcome team</a> |                                                                                                                                                                  | <input checked="" type="checkbox"/> Expanded the <a href="#">welcome team</a> text to add onboarding time contacts.<br><br><input checked="" type="checkbox"/> Expanded the <a href="#">welcome team</a> text to add onboarding buddies / mentors. |
| Virtual training instead of cbl when the distance is prohibitive.                                                                                                                                 | Not sure what cbl is, but seems to mean traveling to the VSC. Darn near every recruiting resource is available online – websites and YouTubes.                                                                                                                          | <a href="#">Info in Guide and Videos in June, July, Aug (Videos), Sept., Oct., March, April</a>                                                                  | <i>Email ideas <a href="#">here</a>.</i>                                                                                                                                                                                                           |
| Too much can be too much and overwhelming resulting in complete disengagement. Less but better events would be better.                                                                            | See <a href="#">this</a> . A subset of our <a href="#">“Fifty Ways to Lure a Leader” piece</a> is “Right Size Your Program (Adjust to Make Volunteering Easier and Avoid Leader Burnout)”                                                                               |                                                                                                                                                                  | <i>Email ideas <a href="#">here</a>.</i>                                                                                                                                                                                                           |
| open communication with scouts - asking what they need                                                                                                                                            | Absolutely. Especially a must with Troops and Crews.                                                                                                                                                                                                                    |                                                                                                                                                                  |                                                                                                                                                                                                                                                    |

| Q 3: What are two things our district can do to better support units facing retention challenges? | Is Help Found In AAC Website, Video and Council Membership Plan Resources? (Or other reaction)                                                                                                                                                                                   | Is Help Found In <a href="#">AAC Membership Email + Socials</a> ?                                                    | Possible Actions to Improve (plus ongoing edits)?     |
|---------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------|
| New Volunteers and committees                                                                     | If looking at Membership Committee, see <a href="#">the District Membership Team response</a> and resources at that link.                                                                                                                                                        |                                                                                                                      | Email ideas <a href="#">here</a> .                    |
| Direct contact with leaders to understand needs and boost programming.                            | Unit leader communication, contact + coaching – and professional/volunteer partnership – is the key District action in <a href="#">AAC Membership Plan</a> . This <a href="#">YouTube</a> outlines District contact concepts.                                                    | <a href="#">Leader focus in June (Guide), July, Aug, Sept., Oct., Nov., March, May</a>                               | Email ideas <a href="#">here</a> .                    |
| Ensure leaders are in place.                                                                      | That's why <a href="#">Step Three is turning parents into helpers and helpers into leaders</a> .                                                                                                                                                                                 |                                                                                                                      |                                                       |
| Quality unit metrics                                                                              | Also chat or visit to get first hand info                                                                                                                                                                                                                                        |                                                                                                                      |                                                       |
| 67 bro                                                                                            | <a href="#">How do you do, fellow kids!!</a>                                                                                                                                                                                                                                     |                                                                                                                      |                                                       |
| Make sure connected to schools.                                                                   | Working with schools <a href="#">is a focus of Step Four to build School and Community presence</a> and obviously also for <a href="#">School Sign Up Nights</a> . For step-by-step plans, see the " <a href="#">School Playbook</a> " in the Membership Plan (jump to Page 12). | <a href="#">School and Community focus in June (Guide), July, Aug (Videos), Oct., Jan., April, May.</a>              | Email ideas <a href="#">here</a> .                    |
| Community presence.                                                                               | That's why <a href="#">Step One is Build a Calendar of Fun Activities</a> , including <a href="#">Planning YouTube</a> and other resources.                                                                                                                                      | <a href="#">Fun event planning focus: June, July, Aug (Videos), Sept., Oct., Nov., Dec., Feb., March, April, May</a> |                                                       |
| Make sure delivering an engaging program to families in the unit.                                 |                                                                                                                                                                                                                                                                                  |                                                                                                                      |                                                       |
| more council support                                                                              | OK.                                                                                                                                                                                                                                                                              |                                                                                                                      | Can commenter be found to ask what support is wanted? |
| I love the idea of having rallies for den leaders.                                                | Great!                                                                                                                                                                                                                                                                           |                                                                                                                      |                                                       |

| Q 3: What are two things our district can do to better support units facing retention challenges?                                                               | Is Help Found In AAC Website, Video and Council Membership Plan Resources? (Or other reaction)                                                                                                                                                                   | Is Help Found In <a href="#">AAC Membership Email + Socials</a> ?                                      | Possible Actions to Improve (plus ongoing edits)?                                                                 |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------|
| SW Atlanta<br>Assist with programming                                                                                                                           | That's why <a href="#">Step One is Build a Calendar of Fun Activities</a> .                                                                                                                                                                                      | <a href="#">Support in most months</a>                                                                 | Email ideas <a href="#">here</a> .                                                                                |
| Help plan calendar<br><br>Training<br><br>Shared vision                                                                                                         | <a href="#">Step One is Build a Calendar of Fun Activities</a> .<br><br>Training is integral to <a href="#">Step 3 - engaging adult leaders</a> , but also a primary focus of the <a href="#">AAC Training Committee</a>                                         | <a href="#">Most months</a><br><br>Scout Leader News emails are to have a list of Cub Leader Trainings | Email ideas <a href="#">here</a> .                                                                                |
| Just reaching out to support<br><br>Join as a temporary member                                                                                                  | Unit leader communication, contact + coaching – and professional/volunteer partnership – is the key District action in <a href="#">AAC Membership Plan</a> . This <a href="#">YouTube outlines District contact concepts</a> . Interesting idea. National issue. |                                                                                                        | Email ideas <a href="#">here</a> .                                                                                |
| 1. Well put together district events to supplement unit program.<br><br>2. Help connect cubs to way to fundraise and remove the financial barriers to scouting. | District Committee / Activities Comm. Committee is in the sweet spot here.<br><br>District Committee / <i>Product Sales</i> Team is in the sweet spot here.                                                                                                      |                                                                                                        | Email ideas <a href="#">here</a> .                                                                                |
| New parents assigned a seasoned unit mentor.                                                                                                                    | A great unit practice ... ideal for a <a href="#">welcome team</a> (New Member Coordinators)                                                                                                                                                                     |                                                                                                        | <input checked="" type="checkbox"/> Expanded the <a href="#">welcome team</a> text to add onboarding mentor idea. |
| Monitor renewal reports                                                                                                                                         | National issue. see <a href="#">the Need to Fix Renewal Process response above</a> .                                                                                                                                                                             |                                                                                                        | Email ideas <a href="#">here</a> .                                                                                |

| Q 4: What approaches are working with the new individual renewal system?                                   | Is Help Found In AAC Website, Video and Council Membership Plan Resources? (Or other reaction)                        | Is Help Found In <a href="#">AAC Membership Email + Socials</a> ? | Possible Actions to Improve (plus ongoing edits)? |
|------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------|---------------------------------------------------|
| None                                                                                                       |                                                                                                                       |                                                                   |                                                   |
| None                                                                                                       |                                                                                                                       |                                                                   |                                                   |
| Nothing                                                                                                    |                                                                                                                       |                                                                   |                                                   |
| Massive fail bro                                                                                           | Brah! See <a href="#">the Need to Fix Renewal Process response above</a> .                                            |                                                                   | Email ideas <a href="#">here</a> .                |
| None                                                                                                       | 👉 Love the juxtaposition between ...                                                                                  |                                                                   |                                                   |
| It's easy                                                                                                  | 👈 These two comments..                                                                                                |                                                                   |                                                   |
| None                                                                                                       |                                                                                                                       |                                                                   |                                                   |
| I'm a district executive idk                                                                               |                                                                                                                       |                                                                   |                                                   |
| We have no issues                                                                                          |                                                                                                                       |                                                                   |                                                   |
| Nothing that I am aware of                                                                                 |                                                                                                                       |                                                                   |                                                   |
| Stop blaming it for shortcomings.                                                                          |                                                                                                                       |                                                                   |                                                   |
| It works easier for committee chair and COR                                                                |                                                                                                                       |                                                                   |                                                   |
| Not working, we must make it easy to be a scout.                                                           | See <a href="#">the Need to Fix Renewal Process response above</a> .                                                  |                                                                   | Email ideas <a href="#">here</a> .                |
| Too easy so people don't do it                                                                             |                                                                                                                       |                                                                   |                                                   |
| Let units do it how works best for them                                                                    | FYI, Units can choose (1) all self-pay, (2) all unit pay, or (3) a mix (e.g., use "unit pay" for some adult leaders). |                                                                   |                                                   |
| Have not had any issues.                                                                                   |                                                                                                                       |                                                                   |                                                   |
| Did not work! Transaction hung up for many of our families                                                 |                                                                                                                       |                                                                   |                                                   |
| It's fun to chase down adults and ask them to search for a renewal email! Give me more... 😞                |                                                                                                                       |                                                                   |                                                   |
| it's not.                                                                                                  |                                                                                                                       |                                                                   |                                                   |
| It no longer holds up the entire unit because of one person. The biggest negative is Council Funded Units. |                                                                                                                       |                                                                   |                                                   |

| Q 4: What approaches are working with the new individual renewal system?                                                                      | Is Help Found In AAC Website, Video and Council Membership Plan Resources? (Or other reaction) | Is Help Found In <a href="#">AAC Membership Email + Socials</a> ? | Possible Actions to Improve (plus ongoing edits)? |
|-----------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------|-------------------------------------------------------------------|---------------------------------------------------|
| Hmmm tough question. It's not easy for the average unit. Perhaps more training and perhaps better systems. No matter what we will do our best | See <a href="#">the Need to Fix Renewal Process response above</a> .                           |                                                                   | Email ideas <a href="#">here</a> .                |
| It seems pretty simple, we just take a long time to adjust to change.                                                                         | True, but <a href="#">there is a Need to Fix Renewal Process response above</a> .              |                                                                   |                                                   |
| If parents read emails, it would be easy but they do not                                                                                      | Ditto                                                                                          |                                                                   |                                                   |
| It's a pretty difficult system not friendly for a family                                                                                      | Ditto                                                                                          |                                                                   |                                                   |
| Connections to parents is flaky                                                                                                               | Ditto                                                                                          |                                                                   |                                                   |
| Haven't had good feedback                                                                                                                     | Ditto                                                                                          |                                                                   |                                                   |
| .                                                                                                                                             |                                                                                                |                                                                   |                                                   |
| I've had no issues.                                                                                                                           |                                                                                                |                                                                   |                                                   |
| Easy reminder system when they expire                                                                                                         |                                                                                                |                                                                   |                                                   |
| Investment return on time spent                                                                                                               |                                                                                                |                                                                   |                                                   |
| Pushes responsibility onto parents who really pay attention to continue with scouting.                                                        |                                                                                                |                                                                   |                                                   |

| Q 5: What is the one thing we can share with units to help them make sure every Scout has an opportunity to renew?                                               | Is Help Found In AAC Website, Video and Council Membership Plan Resources? (Or other reaction)                                                    | Is Help Found In <a href="#">AAC Membership Email + Socials</a> ?   | Possible Actions to Improve (plus ongoing edits)? |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------|---------------------------------------------------|
| Ensure they know we are here to support them                                                                                                                     | Unit contact / coaching is part of District action pushed in <a href="#">AAC Membership Plan</a> . This <a href="#">YouTube</a> outlines concept. | <a href="#">June, July, Aug (Videos), Sept., Oct., March, April</a> | Email ideas <a href="#">here</a> .                |
| This question does not make sense.                                                                                                                               | Everyone at the VSC likes <a href="#">the album</a> .                                                                                             |                                                                     |                                                   |
| Share with Key 3 and delegates who is renewing each month so they can follow up...                                                                               | FYI, not clear who gets "Member Renewal Emails". See <a href="#">the Need to Fix Renewal Process response above</a> .                             |                                                                     |                                                   |
| Discount or benefit for renewing early.                                                                                                                          | Interesting.                                                                                                                                      |                                                                     | Kick to National?                                 |
| Make it fun! A competition to be first. Be the last name starting w/ "B" to fully re-register                                                                    | Thinking.                                                                                                                                         |                                                                     |                                                   |
| Roster renewal reminders,<br><br>Scout fundraising, financial assistance                                                                                         | See <a href="#">the Need to Fix Renewal Process response above</a> .<br>District Product Sales Teams can help.                                    | Probably going to be some add-ons from the VSC                      | Email ideas <a href="#">here</a> .                |
| Membership status report on a regular basis. Monthly?                                                                                                            | They go now to at least Unit Chairs ... but not clear who else. See <a href="#">the Need to Fix Renewal Process response above</a> .              |                                                                     | Email ideas <a href="#">here</a> .                |
| TEXTING the membership renewal to the number on file.. These folks don't read emails.                                                                            | Part of the ideas in <a href="#">the Need to Fix Renewal Process response above</a> .                                                             |                                                                     | Email ideas <a href="#">here</a> .                |
| Customer service at the AAC headquarters able to help if registration has a wrong email or a parent gave a spam email not realizing they would need to check it. | Don't know how they can find "real" emails ... but Key 3 leaders <b>can</b> add emails in My.Scouting.                                            |                                                                     | Email ideas <a href="#">here</a> .                |
| Nothing                                                                                                                                                          |                                                                                                                                                   |                                                                     |                                                   |
| Guidance for unit leaders to review and follow membership status                                                                                                 | Part of the ideas in <a href="#">the Need to Fix Renewal Process response above</a> .                                                             |                                                                     | Email ideas <a href="#">here</a> .                |
| Training. As leaders understand the program, they provide better experiences and retention is improved.                                                          | Training is integral to <a href="#">Step 3 - engaging adult leaders</a> , but also a primary focus of the <a href="#">AAC Training Committee</a>  | Scout Leader News to list Cub Leader Trainings                      | Email ideas <a href="#">here</a> .                |
| Someone needs to watch membership like a hawk.                                                                                                                   | Worth expanding <a href="#">the Pack Roles Piece</a> ?                                                                                            |                                                                     | Email ideas <a href="#">here</a> .                |
| Organize events to keep families excited                                                                                                                         | That's why <a href="#">Step One is Build a Calendar of Fun Activities</a> .                                                                       |                                                                     | Email ideas <a href="#">here</a> .                |

| Questions from the Audience                                                                                                                                                     | Is Help Found In AAC Website, Video and Council Membership Plan Resources? (Or other reaction)                                                                                                                                                                                        | Is Help Found In <a href="#">AAC Membership Email + Socials</a> ?                                                    | Possible Actions to Improve (plus ongoing edits)?                                                |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------|
| How do we make it easy to be a scout.                                                                                                                                           | Some ideas in <a href="#">our Recruiting Resources</a> . Also see <a href="#">the Need to Fix Renewal Process response above</a> .                                                                                                                                                    |                                                                                                                      | Email ideas <a href="#">here</a> .                                                               |
| How can we make scouting more affordable?                                                                                                                                       | <a href="#">Product Sales</a> would like a word.                                                                                                                                                                                                                                      |                                                                                                                      | District Finance resources could also share options for fundraising beyond Popcorn + Camp Cards. |
| Can council do an 18 month calendar like we are trained to do so we can book district events further out than 6 months                                                          | Response / reaction needed from VSC Staff plus AAC Activities Committee                                                                                                                                                                                                               |                                                                                                                      | ◀◀◀ VSC people?                                                                                  |
| Can we get better support for district camping from council (ie working archery items, golf carts, training material, etc)                                                      | Response / reaction needed from VSC Staff plus AAC Activities Committee                                                                                                                                                                                                               |                                                                                                                      | ◀◀◀ VSC people?                                                                                  |
| Can we have program manager training like PMP for key 3 and committee chairs - units that have this skill set have been proven to have better membership results and engagement | Well, Venturing has a <a href="#">PMP</a> . We also have <a href="#">Wood Badge</a> . There used to be <a href="#">Powderhorn</a> . We share planning tools like <a href="#">Make your Calendar of Fun Activities</a> and <a href="#">this "You're your Best Year Ever" YouTube</a> . | <a href="#">Fun event planning focus: June, July, Aug (Videos), Sept., Oct., Nov., Dec., Feb., March, April, May</a> | Email ideas <a href="#">here</a> .                                                               |