

MEMBERSHIP IMPACT | 2012-2013 Resources



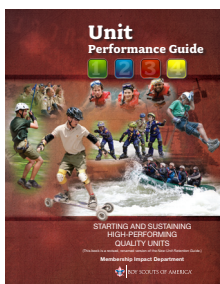
Membership Impact Web Resources



Go to www.scouting.org/membership, or scan this QR code with your smartphone, for comprehensive information on new units, chartered organizations, commissioners, recruiting, and recognition.



For resources in Spanish, go to www.scouting.org/recursos or scan this QR code with your smartphone.



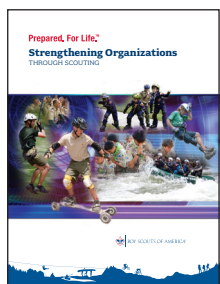
2012 REVISION! Unit Performance Guide

A guide to creating and sustaining high-performing units, this book provides extensive new-unit resources covering the following topics: Know Your Market, Build Your Team, Make the Call, and High-Performing Units. English/Spanish edition update coming soon.



English
No. 522-025

Go to <http://delivr.com/1glqs> or scan this QR code with your smartphone.



2012 REVISION! Strengthening Organizations Through Scouting

This new-unit sales presentation booklet focuses on BSA information that potential sponsoring organizations need to know. Topics include the building blocks of Scouting, chartered organization relationships, program benefits, and selecting quality volunteers. Now available at the National Distribution Center. English/Spanish edition update coming soon.



English
No. 522-023

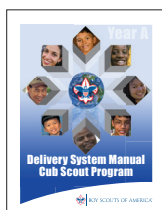
Go to <http://delivr.com/1glrl> or scan this QR code with your smartphone.

Delivery System Manual Cub Scout Program: Year A

NEW! Alternative Cub Scout Lesson Plans Manual: Year B

Deliver the promise. These manuals consist of the traditional Cub Scout program and can be delivered by volunteers and program managers. These easy-to-use guides are suited for mixed-age packs/dens and guarantee rank advancement for each Scout. Call the Membership Impact Department at 972-580-2119 for more information.

Delivery System Manual Cub Scout Program: Year A is available in English and Spanish editions.



English
No. 523-006

Go to <http://delivr.com/1glrz> or scan this QR code with your smartphone.



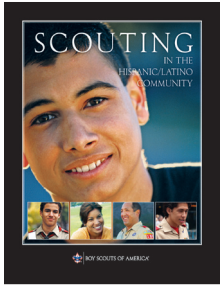
Spanish
No. 521-058

Go to <http://delivr.com/1gls6> or scan this QR code with your smartphone.



English
No. 523-021

Go to <http://delivr.com/1gqwx> or scan this QR code with your smartphone.



Scouting in the Hispanic/Latino Community

This booklet provides unit-serving executives and Scouters with helpful approaches for successfully marketing Scouting to Hispanic Americans, including successful how-to strategies for recruiting Hispanic American volunteers at both the council and unit levels, and gives readers a good understanding of cultural traits shared by most Hispanic Americans. Go to <http://delivr.com/1gmem> or scan this QR code with your smartphone.

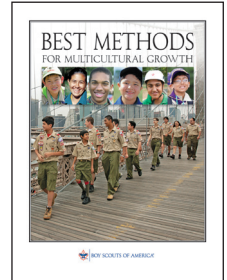


Scouting in the Hispanic/
Latino Community
No. 523-012



Best Methods for Multicultural Growth

This collection of best methods from successful programs across the BSA will help you in your efforts to fulfill your council's mission to serve more youth. This booklet highlights ideas about building and sustaining units as well as recruiting additional youth and adult membership. Go to <http://delivr.com/1gmew> or scan this QR code with your smartphone.

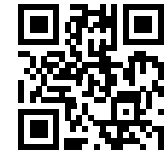


Best Methods for
Multicultural Growth
No. 523-035



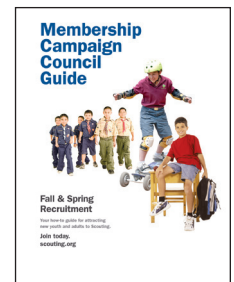
NEW! Membership Recruitment Events

There are many simple activities that districts or units can run to encourage new families to join Scouting, to increase involvement, and to spread the word that Scouting is in the area. This website contains recruitment activity information and links to online resources to help districts and units with these events. Go to <http://delivr.com/1gmfd> or scan this QR code with your smartphone.



Membership Campaign Council Guide

This guide was created to help support local councils and volunteers in the planning and recruiting of volunteers in the areas of membership. *The Membership Campaign Council Guide* features strategies for successful fall recruitment campaigns, Webelos-to-Scout transition plans, School Night for Scouting organization, and recommendations for marketing to local communities by engaging district and unit volunteers. Go to <http://delivr.com/1gmfk> or scan this QR code with your smartphone.



Membership Campaign
Council Guide
No. 524-001



BeAScout.org

The BSA is putting Scouting on the map. This is a recruiting website with information on Scouting, plus a Google Maps application that will help potential Scouts and their parents find a unit and program that fits their needs.



For English, go to BeAScout.org or scan this QR code with your smartphone.

For Spanish, go to SeUnScout.org/bienvenidos or scan this QR code with your smartphone.



Prepared. For Life.™

Download a free QR reader for your smartphone at scan.mobi.

522-020
2012 Printing