



Jumpstart to GROWTH

Retaining and Recruiting Youth Growth Plan Template

Our Group's Youth Recruitment Team (YRT)

Parents, leaders, Group Committee members, youth and Sponsor Representatives, to name a few, can all help form a YRT.

1. _____	6. _____
2. _____	7. _____
3. _____	8. _____
4. _____	9. _____
5. _____	10. _____

Our Group's Membership Goal:

Connecting more youth to your Group's Scouting programs makes a difference in their lives and greatly enriches the community. Setting a goal is an important step in the recruitment plan.

	X	1.03	=	
<i>Last Year's Youth Members</i>				<i>This Year's Membership Goal</i>

Setting a goal is a great way to provide focus to your recruitment activity and also helps define a beginning and an end to the YRT's initiative.

	X	1.10	=	
<i>Last Year's Youth Members</i>				<i>This Year's Membership "Stretch Goal"</i>

Setting a goal to exceed that that would exceed a minimum effort result is called a "stretch goal". What is your YRT's stretch goal? Go For it!

Our Group’s Retention Strategy

When a youth member returns from last year, it’s called “retention”. Once September begins, families are scurrying to get a routine in place and ensuring that Scouting is on their minds increases the chance of them returning for another fun-filled year. The JS2G – Retaining and Recruiting Guidebook provides some very specific activities that can improve your YRTs chances of meeting its’ membership goal. Have another idea not listed in the Guidebook? Add it on!

	Action From the JS2G Retaining and Recruiting Youth	Are We Going to Do This Yes/No	Who Is Taking the Lead	When We Do This	Completed <input checked="" type="checkbox"/>
1	Scout Group News Bulletin				
2	Call Back Blitz				
3	Welcome Back Postcard				
4	The Bring Them Back Letter				
5	Scout Group Kick-off Campfire or Weiner Roast				
6	Youth Involved Program Planning				
7	Year-at-a-Glance Program Outline				
8	Best Ever Welcome Back Party Ever!				
9	A section Summer Activity				
11					
12					

Our Group’s Youth Recruitment Strategy

Recruiting youth to our programs is best focused on the August to November months. This is when most parents are planning out the year along side the school year. Getting an early start to recruiting youth will enhance the YRTs chances of success and the Jumpstart to Growth – Youth Retention and Recruitment Guidebook describes some of the Movements best practices. Have another idea not listed in the Guidebook? Add it on!

	Action From the JS2G Retaining and Recruiting Youth	Are We Going to Do This Yes/No	Who Is Taking the Lead	When We Do This	Completed <input checked="" type="checkbox"/>
1	Bring-A-Friend Event				
2	School Flyer				
3	Grocery Bag Flyer Blitz				
4	Neighbourhood Flyer Blitz				
5	Flyer Insert into Bulletins				
6	Information Booths				
7	Host a Refreshment Table at Parent-Teachers Night				
8	Display Booth at Local Mall, Festival or Event				
9	Hang Posters				
10	School Talks				
11	Teacher Endorsement/Referrals				
12					
13					
14					
15					

Our Group's Retention Strategy

Evaluating our activities is an easy way to determine if something should be repeated the next time. The YRT is encouraged to write down a few tips and tricks for the next Team.

Did you meet your goal or your stretch goal?: _____

What went well? _____

What didn't go so well? _____

What would change next time? _____

What assistance could you have used from your Area or Council? _____

Make sure everyone gets a copy of this completed plan, including updates and the evaluation. Please feel free to forward a copy to your Council Field Executive or Council Office/Administrative Centre.