

## We need your help to plant the seeds for growth

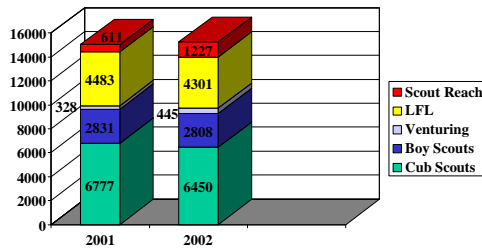
Membership in the Northwest Suburban Council has been growing in recent years, but a closer look at the numbers shows that the growth comes from our non-traditional programs, such as Scoutreach, and Venturing. While this is good news, it also means our traditional Cub Scout and Boy Scout numbers are decreasing. Over the last two years, Cub Scouting membership has decreased more than 10 percent.

The good news is that there are a lot of talented volunteers working on this issue. The

membership chairs for each district are concentrating on new unit growth and on increasing the numbers of youth participating in our programs. With an eye toward new unit growth, NWSC is participating in the National's New Unit Recruitment Campaign that began in February. Our goal for this initiative is to bring in eight new units by the end of June. These new units will satisfy our objective of 2 percent growth, which is one of the membership requirements for Quality Council.

### Membership Numbers

2002 vs 2001



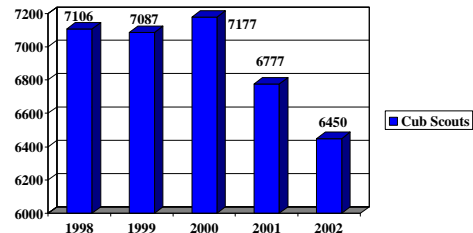
traditional membership numbers. We want to develop a strategy for how best to approach recruitment and retention. This initiative is not limited to the membership committee. The Council commissioner, vice presidents of Cub Scouts and Boy Scouts, vice president of Communications and Marketing, and the vice president of District Operations are actively involved.

We are also concentrating on our

But we can't do this alone. We need your help to be successful. Our goal is to develop a "best practices" approach to membership. We know there are several Packs that are very good at recruiting. While most troops don't recruit, we know there are some that do. What we don't know is how you do it. In short, we would like to use your successes to build a program that allows our entire Council to succeed.

### Cub Scout Membership

Total Traditional



Our committee would like to encourage you to share your methods with us. If you have a successful recruitment or retention program, please share it with your district membership chair. In the mean time, we will keep you posted on our successes along the way.