



To: District Membership Chairs
District Chairs
District Executives

From: Pete Dougherty, Vice President of Membership

Re: Year-End Membership Objectives – Update 10.4.16

Congratulations to everyone that has played a part in our continued emphasis of membership growth. I am ecstatic to report that as a team, we ended September with a 9.2% growth in traditional membership and an 8.1% growth in total membership. Having recruited over 779 new members to date, we are well on our way of hitting our year-end objective of 1,000 new youth and families to Scouting.

Here are some highlights that you and your teams accomplished in September;

- New Youth and Families in Scouting – 396
- All 4 districts had growth
- Shenrapawa - 145 new youth and 22.0% growth for the month
- Shawnee – 117 new youth and 7.9% growth for the month
- Mannahoac – 81 new youth and 4.1% growth for the month
- Potomac – 53 new youth and 2.3% growth for the month
- 513 new youth recruited over the last two months compared to 522 new youth the last four months of 2015.

I encourage you not to lose sight of our objective of 1,000 new youth and continue pushing forward seeking out all avenues of adding new youth to Scouting. October is critical in that the closer we get to the holidays, the harder it gets in recruiting. I challenge you that during the month of October, you recruit 5% more youth than you did the last quarter of last year. That puts our team objective at 250 new youth including Explorers and 4 new units.

- **October 31st Objective:**
 - Mannahoac – 40 youth / 1 unit
 - Potomac – 100 youth / 1 unit
 - Shawnee – 70 youth / 1 unit
 - Shenrapawa – 40 youth / 1 unit

It's easy to lose the real purpose of recruiting, that is, we are charged to carry out the Vision Statement of the Boy Scouts of America in preparing every eligible youth in our nine county area to become a responsible, participating citizen and leader who is guided by the Scout Oath and Law.

On behalf of every new youth you have opened up the wonders of the Scouting program for, thank you!

Year-End Objective: **1000** new youth to our rosters and the organization of **12** new units.

- | | |
|--|--|
| • Mannahoac – 200 new youth / 3 new units | Current – 129 new youth / 0 new units |
| • Potomac – 250 new youth / 3 new units | Current – 171 new youth / 3 new units |
| • Shawnee – 300 new youth / 3 new units | Current – 221 new youth / 1 new units |
| • Shenrapawa – 250 new youth / 3 new units | Current – 258 new youth / 2 new units |