#8 RECRUITING:

How to Encourage Latter-day Saints to Enjoy Scouting

Trevor Bender

Council Commissioner, SDIC

Latter-day Saint Service & Transition Team

CORNERSTONE OF LDS SCOUTING

In this world where some misguided men and women strive to tear down and destroy great movements such as Scouting, I am pleased to stand firm for an organization that teaches duty to God and country, that embraces the Scout Law. Yes, an organization whose motto is "Be prepared" & whose slogan is "Do a good turn daily."

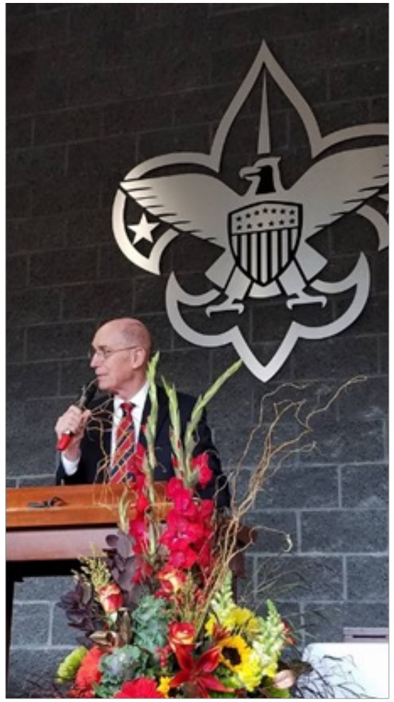
-Thomas S. Monson

As the longest-serving member of the BSA National Executive Board (1969-2018), President Monson was a cornerstone of the Scouting program.

Recipient of the:

- BSA Silver Beaver Award
- BSA Silver Buffalo Award
- International Scouting's Bronze Wolf

Recent LDS Church Leadership Support for the BSA



CONCERNS ABOUT THE CHURCH & SCOUTING

1) The Church No Longer Supports Scouting

"We are friends now and we will be friends forever… Please keep your shoulder to the wheel. Let me stress again, this isn't a divorce. It's growth. We're not in any way disavowing any of those virtues of Scouting."

Elder Jeffry R. Holland
BSA National Annual Meeting May 2018

CONCERNS ABOUT THE CHURCH & SCOUTING

2) The Church is leaving Scouting because of girls

- The new youth program isn't based on gender
- "…ward budgets for youth activities will be divided equitably between the young men and young women…"
- The Church includes young women in ministering & temple opportunities

CONCERNS ABOUT THE CHURCH & SCOUTING

2) The Church is leaving because of transgender youth & adults

- Church statements and websites emphasize inclusiveness
- The Church and the BSA welcome all who wish to join and abide by their precepts

OTHER CONCERNS ABOUT THE CHURCH & SCOUTING

4) Name Change

Only the program for Troops has a new name: Scouts BSA

5) Youth Protection

- Mandatory for all adult volunteers
- Recognized for its innovation and thoroughness
- Model for other organizations

6) Bankruptcy

"The Boy Scouts of America is not going bankrupt. They are restructuring to save non-profit funds for what the BSA does best—instill character, citizenship, leadership, and fitness in America's youth."

Nettie H. Francis, writer, editor, mother of 2 Eagle Scouts

CONCERNS ABOUT THE CHURCH & SCOUTING

7) We can’t be involved in both Church & Scouting programs

- Scouting is a bridge to our communities
- Scouting perfectly complements the new Youth Program

CHALLENGES FACED BY THE RISING GENERATION

1982-2007 ORDINATION RATES

DEACON	TEACHER	PRIEST	ELDER
79%	70%	64%	41%

“Speaking to the Gen. YM & Gen. YW Presidencies, Elder Holland stated that the ‘single-biggest problem in the church is the growing pool of prospective elders.’”

-Brad Harris, Gen. YM Presidency

AUG 2008 MISSIONARY SERVICE STUDY

	1997	2007
Number of Missionaries Serving in the Field	53,000	41,000
Early-Release Rate	4%	7%

LESSONS LEARNED FROM AN MTC BRANCH PRESIDENT

Sister Missionaries

- **Less-prepared for physical challenges**
  Might have had 24-nights camping
- **Often not taught or given leadership experience**
- **MTC early release reasons:**
  Attachment issues w/home

Brad Harris, Gen. YM Presidency

LESSONS LEARNED FROM AN MTC BRANCH PRESIDENT

Elders

- **Better prepared for physical challenges**
  - *Probably had 45-60 nights of camping*
- **Better prepared to lead/given experience**
- **MTC early release reasons:**
  - *Couldn't handle confinement of MTC*
- **Difference maker for mission completion?**
  - *NYLT, Especially multi-year NYLT Staff experience*
  - *Achieving Eagle Scout*

Brad Harris, Gen. YM Presidency

Moms Love Eagle Scouts!

TIPS FOR EFFECTIVE RECRUITING

INVITE FRIENDS

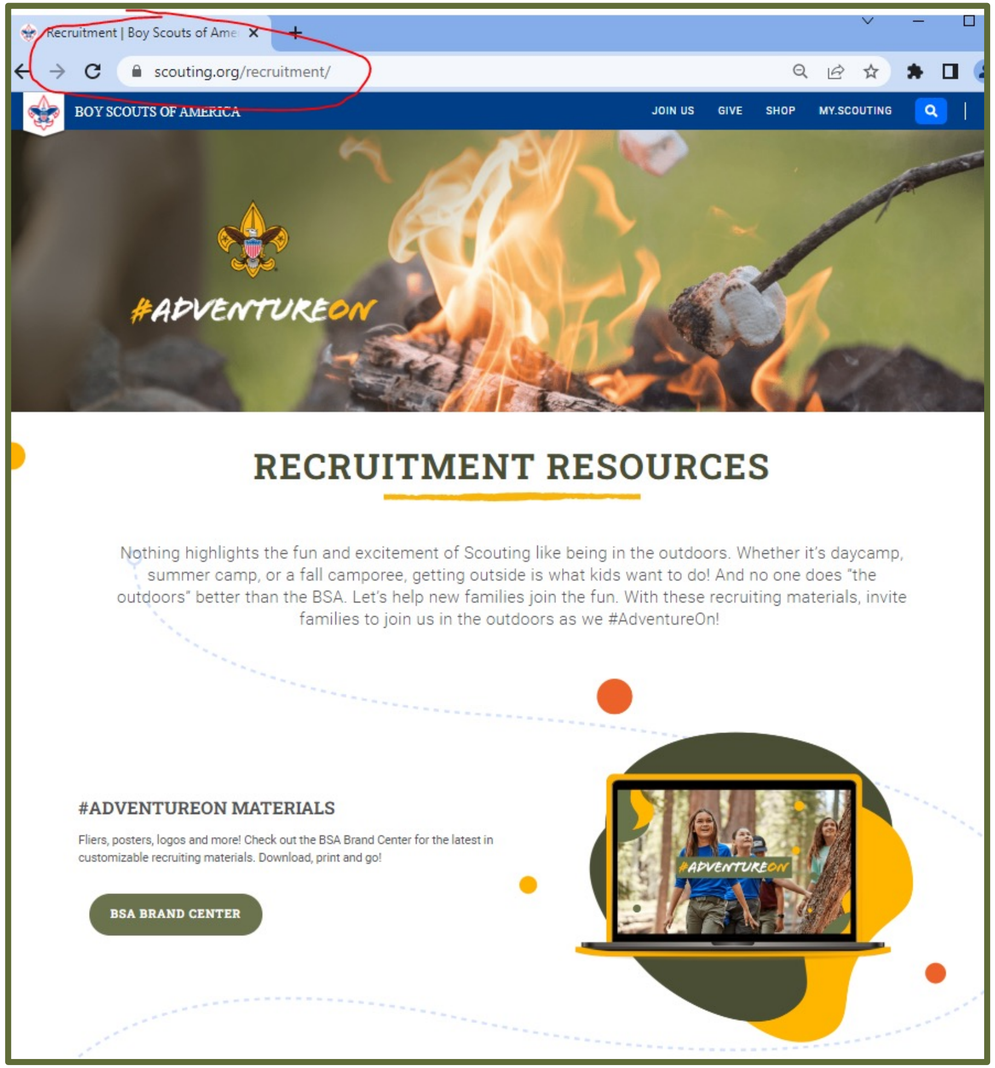
MOM IS THE DECISON MAKER

INVOLVE THE ENTIRE FAMILY

Program Sells!!

- Normal Friend Activities
- Parents looking for Summer Fun
- A Scout is Friendly
- Prep for School Year Start
- Calendaring the Program is Key

Scouting.org/Recruitment/



- Webinars
- Bootcamp
- E-Flyers
- Videos
- More

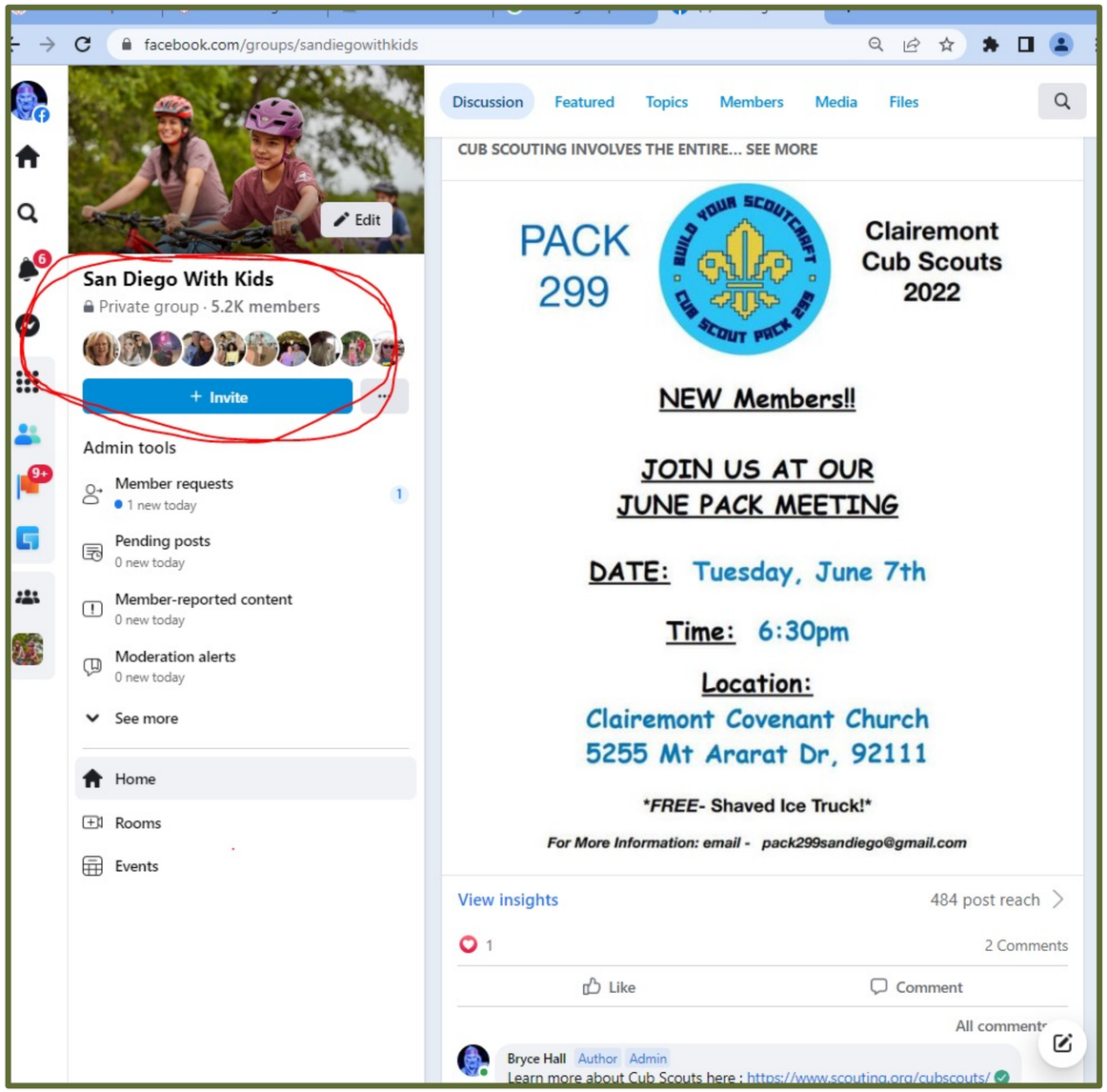
San Diego With Kids

Our own Scout Friendly Social Media Channel on Facebook.

80%+ = Parents of Young children

- Scout-themed flyers
- Open Community Events
- Fundraisers & Recruitment
- Service Opportunities
- Special Recognition
- Scouting Brand Awareness
- A Scout is Friendly, Kind, Helpful…

Invite friends & neighbors to come hear about many fun youth events & activities in the community

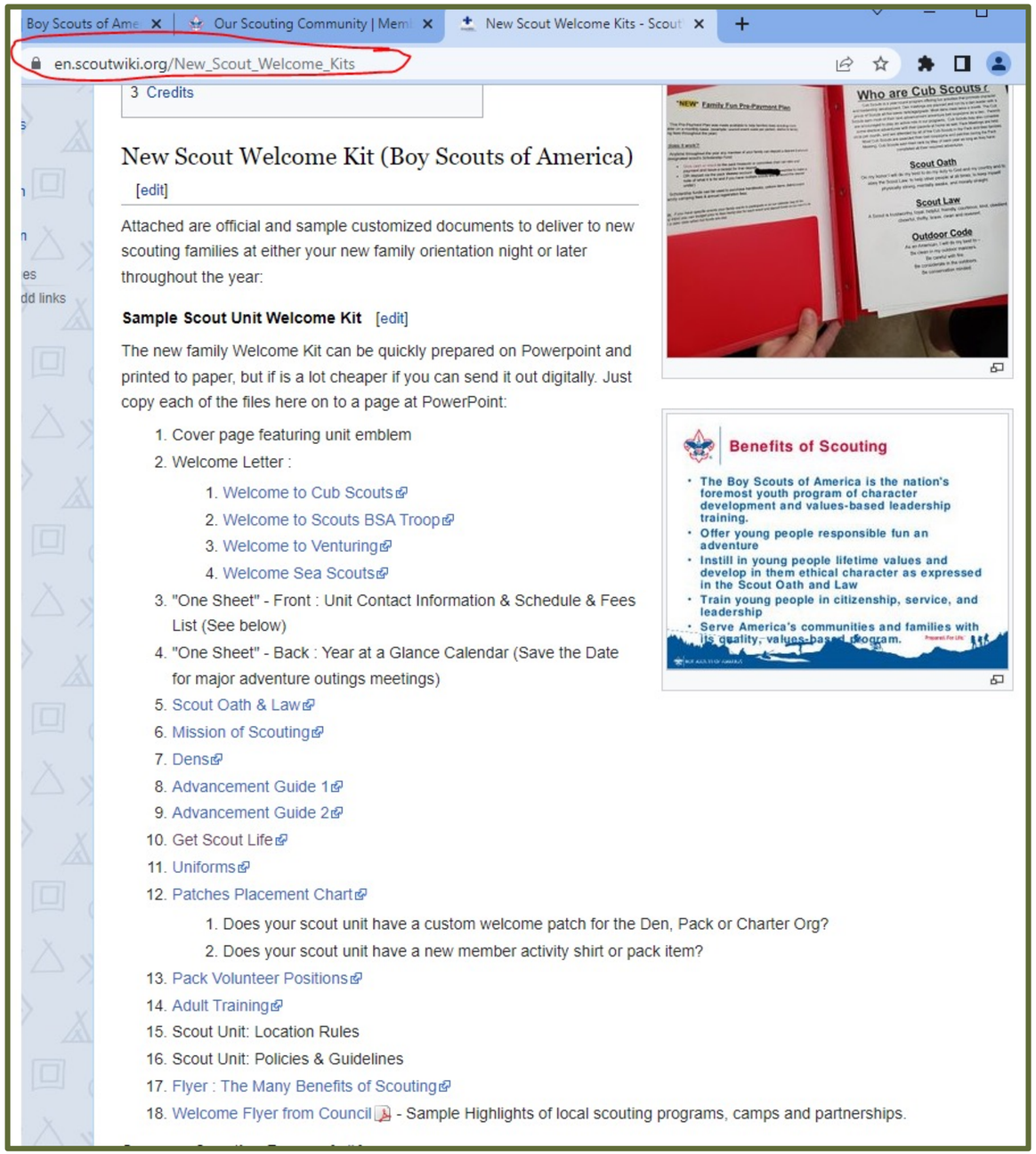


Facebook.com/groups/SanDiegoWithKids

WHAT IS A NEW MEMBER COORDINATOR?

NMC position is designed to:

- Be a FUN & engaging position
- Form relationships with new members & their families
- Fit every type of unit, every age level & every program
- Be recruited & supported by key unit leadership.
- Be provided with training both online & face-to-face
- Be mentored by the District Membership Chair & become part of the District Membership team
- Use a team approach by encouraging more than one NMC in a unit, allowing them to tailor their work to individual interests/expertise, as well as to recognize the particular needs of the unit
- Be visible & easily identifiable at unit gatherings by their Welcoming smiles and their BSA “Welcome” logo that they display & wear on an activity shirt, on a hat, or in some cases, a pin on a field uniform



ScoutWiki.org/New_Scout_Welcome_Kit

WELCOME KIT FOR NEW SCOUT FAMILIES

- Welcome Message from Unit Chair
- Important Forms
- Program Overview & Calendar
- Unit “One Sheet” – Contacts & Calendar
- Introduction to Scouting

SDICBSA.org

sdicbsa.org/Membership/OurScouting.php

Our Scouting Community:

- Benefits of Scouting
- San Diego Scouting partners
- Special local programs
- Summer camp programs
- Resources for local units

Adult Recruitment Playbook

Scouting.webdamdb.com/bp/#/folder/4731610/90217311

Council & District Recruiting

Scoutingwire.org/marketing-and-membership-hub/councils/

DISCUSSION?