



We must seek to understand millennial parents so that we can position Scouting to welcome them.

There is no need to change our core values or mission, but we will not be successful without modifying both joining and engagement processes. They are interwoven, and recruitment depends heavily on what parents perceive about the engagement experience.

Kudos to the BSA and to councils, districts, and units for the positive changes that are already happening!

WHAT WE KNOW

WHAT WE CAN DO

Millennial Moms:	* BSA	** Council/District	*** Unit
V 1) have deep-rooted <u>values</u> and <u>support causes or groups that inspire them and their children.</u>	<ul style="list-style-type: none"> Show the inspiration of the Scout Oath & Law in action, marketing to target audiences through national social media while developing and sharing inspirational resources for councils, districts, and units to use. 	<ul style="list-style-type: none"> Promote awareness of the inspirational aspects of Scouting, using websites, social media, parent blogs, and community service events. 	<ul style="list-style-type: none"> Showcase how Scouting benefits local youth and the community by establishing an inspirational presence in local electronic media as well as in local neighborhoods.
A 2) are culturally diverse and <u>expect awareness of cultural differences as well as acceptance of all.</u>	<ul style="list-style-type: none"> Build national marketing showing diversity and cultural awareness in youth and adult participation. Show cultural diversity in resource materials on national websites. 	<ul style="list-style-type: none"> Reach out to local cultural groups to learn more about them and establish respecting relationships, showing that Scouting is for families like theirs. 	<ul style="list-style-type: none"> Teach/model inclusion and help adult and youth members to learn welcoming strategies for joining events and other interactions.
D 3) seek <u>trust-worthiness, kindness, open-mindedness, and fair treatment of all.</u>	<ul style="list-style-type: none"> Depict respectful relationships and a culture of inclusiveness in national marketing and promotion. 	<ul style="list-style-type: none"> Foster appreciation of 'Golden Rule' qualities in working with units on joining processes. 	<ul style="list-style-type: none"> Embrace the diversity among families, valuing all, communicating with all, and showing kindness to all.
R 4) use <u>social media to provide constant connection with people and causes they value.</u>	<ul style="list-style-type: none"> Develop and share social media messaging showing how Scouting can help families. 	<ul style="list-style-type: none"> Identify mom-oriented local platforms on social media and recruit volunteers to establish a mom-to-mom presence there. 	<ul style="list-style-type: none"> Enlist parents to share the inspiration and benefits of Scouting through social media and personal contacts.
U 5) choose involvement with groups that they see as well <u>organized and technologically aware.</u>	<ul style="list-style-type: none"> Design state-of-the-art apps and electronic joining processes. Create mobile-friendly council website templates that appeal to parents who are not yet members. 	<ul style="list-style-type: none"> Redo websites to appeal to parents who have not yet joined. Coordinate & support effective joining events and processes to welcome millennial parents. 	<ul style="list-style-type: none"> Build a welcoming unit website and extend personal welcomes for young families. Organize effective local joining experiences.
E 6) expect youth groups to have <u>trained leaders in place to ensure children's safety and effective delivery of the promised program experience.</u>	<ul style="list-style-type: none"> Show prospective Scout parents that the BSA values children's safety and program experience by requiring well-designed training before registering anyone in a contact leadership position. 	<ul style="list-style-type: none"> Require training before registering anyone in a leadership position. Help packs establish strong den leadership before recruiting youth. 	<ul style="list-style-type: none"> Require training before registering anyone in a leadership position. Have trained den leadership in place before recruiting youth and their families.
S 7) anticipate <u>training and mentoring to become active volunteers, generous in sharing their time and skills, once they feel prepared.</u>	<ul style="list-style-type: none"> Promote expectation of family engagement via visuals of non-uniformed adults helping. Provide accessible online program information to help parents see what Scouting is all about. 	<ul style="list-style-type: none"> Support pack and den leadership in learning about millennial volunteerism and providing local resources. 	<ul style="list-style-type: none"> As part of the joining process, share the expectation that all families will help but that they will not be asked to take on too much too soon.
E 8) seek <u>options in volunteerism (short-term projects, gradual learning and commitment.</u>	<ul style="list-style-type: none"> Develop den and pack org models with a variety of small, short-term volunteer options. 	<ul style="list-style-type: none"> Help packs fill the big positions (esp. den leaders) before major youth recruitment efforts. 	<ul style="list-style-type: none"> Identify small, short-term tasks and make welcoming personal asks in every family.
N 9) prefer to learn and work as part of a <u>team and want their children to learn teamwork.</u>	<ul style="list-style-type: none"> Revise adult registration to allow co-leaders for dens, i.e., multiple registrants for position. 	<ul style="list-style-type: none"> Focus on team building in training and promotion for youth and adult recruitment. 	<ul style="list-style-type: none"> Use a team approach to planning and implementing den and pack programs.
O 10) view volunteerism as part of their personal <u>professional leadership development.</u>	<ul style="list-style-type: none"> Show parents how they can grow their skills and credentials through Scouting volunteerism. 	<ul style="list-style-type: none"> Spread the word about job-seeking successes through Scouting skills and support. 	<ul style="list-style-type: none"> Focus on supporting and appreciating both new and continuing volunteers.

In general, if we are to save the BSA, we need to PRIORITIZE MEMBERSHIP AT EVERY LEVEL:

- * Focus every BSA department on analyzing its potential role in membership and developing/executing action plans to engage young families.
- ** Analyze local trends, successes, and opportunities; then create and implement strategic planning to meet the needs of today's parents and youth.
- *** Engage millennial parents and others in fun and purposeful unit M&M (Membership and Marketing) teams and action plans.