



# BACK TO SCOUTING

Alpine District Recruitment 2021

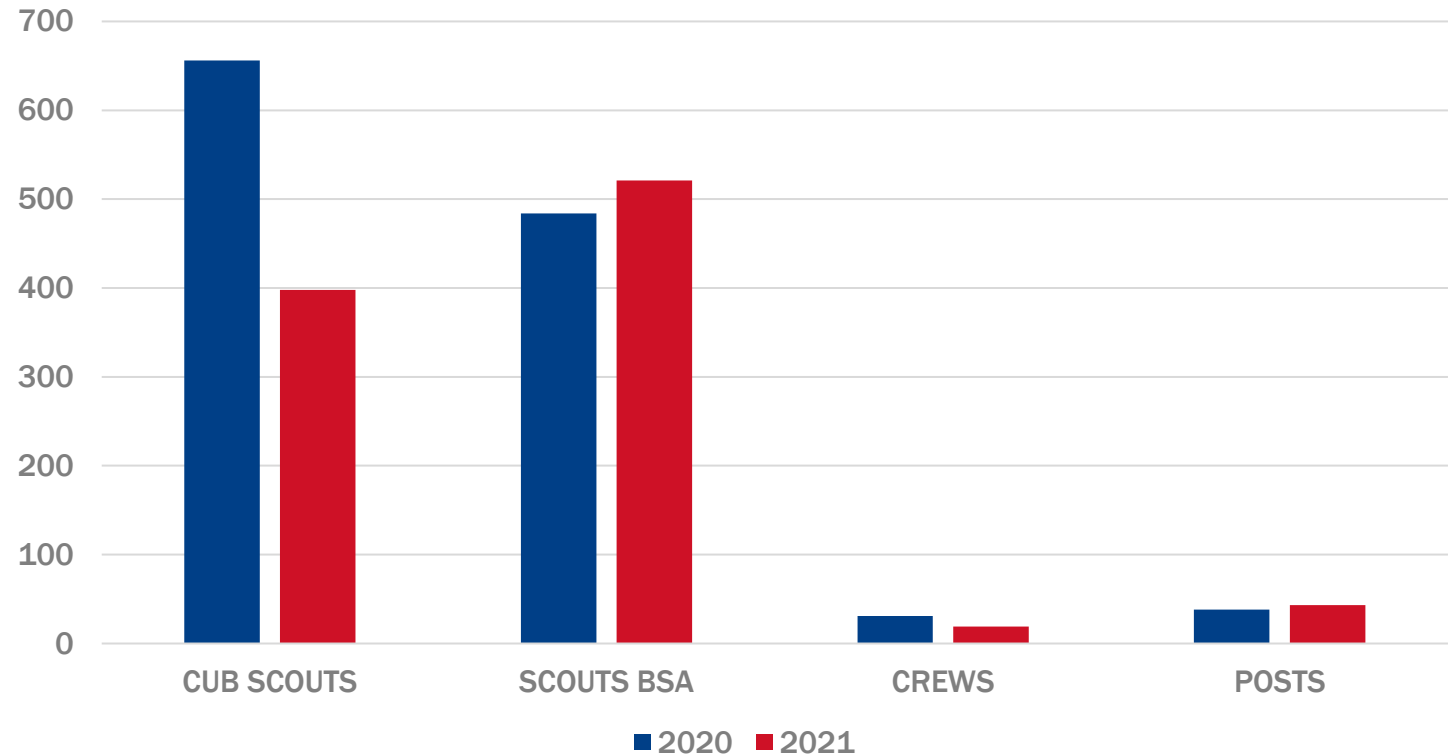
## BACK TO SCOUTING

# WHERE ARE WE AT IN ALPINE?

### 23% DECREASE YEAR OVER YEAR

Membership across the district declined as a result of COVID-19 as well as ongoing unit challenges that pre-dated the pandemic. Cub Scout units have seen the biggest impact with **65%** decrease year-over-year.

### MEMBERSHIP BY UNIT TYPE

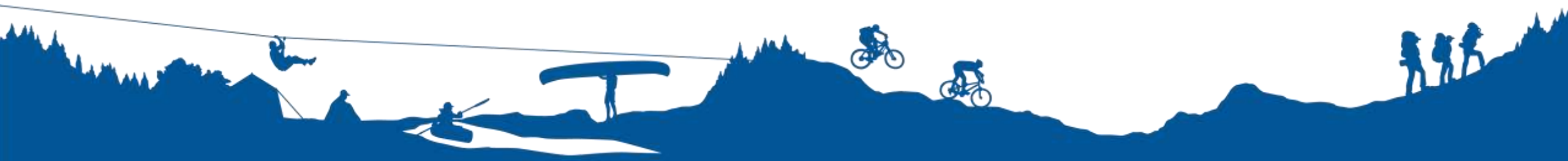


## BACK TO SCOUTING RECRUITMENT GOALS

To see Scouting participation back to pre-COVID levels we will need to reengage with our dormant and lost families. In addition we need to seek out new families looking for youth programming.

**37%**  
return of lost  
members

**2%**  
total member  
grow



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## NAVIGATING OUR WAY BACK

### HOW WILL THE DISTRICT BE SUPPORTING UNIT GROWTH?

- New Member Coordinator training
- Be A Scout – Unit Pin update drive
- Monthly recruitment email and Facebook post
- District wide public event(s)
  - Saturdays in park
  - Regional info event
  - Local festival presence (Salmon Days, Newcastle Days, etc)
- Encourage Troop support for Packs
- Commissioner engagement







**QUESTIONS?**