



# Membership Growth Initiative

## New Unit Sales Team

Mount Baker Council





# The Opportunity

- Impact Membership NOW
  - Through New Unit Sales and Lead Management staff emphasis, potential for success:
    - Add 20 - 25 units a year focused on Packs and Troops
    - Average 15-20 Scouts per unit in first year
    - Retention of 70% or greater
    - Additional 300 - 500 Scouts per year
    - Additional 900 - 1500 Scouts within first 3 years
    - Representing 10% or greater growth



## New Units

Outside  
Sales

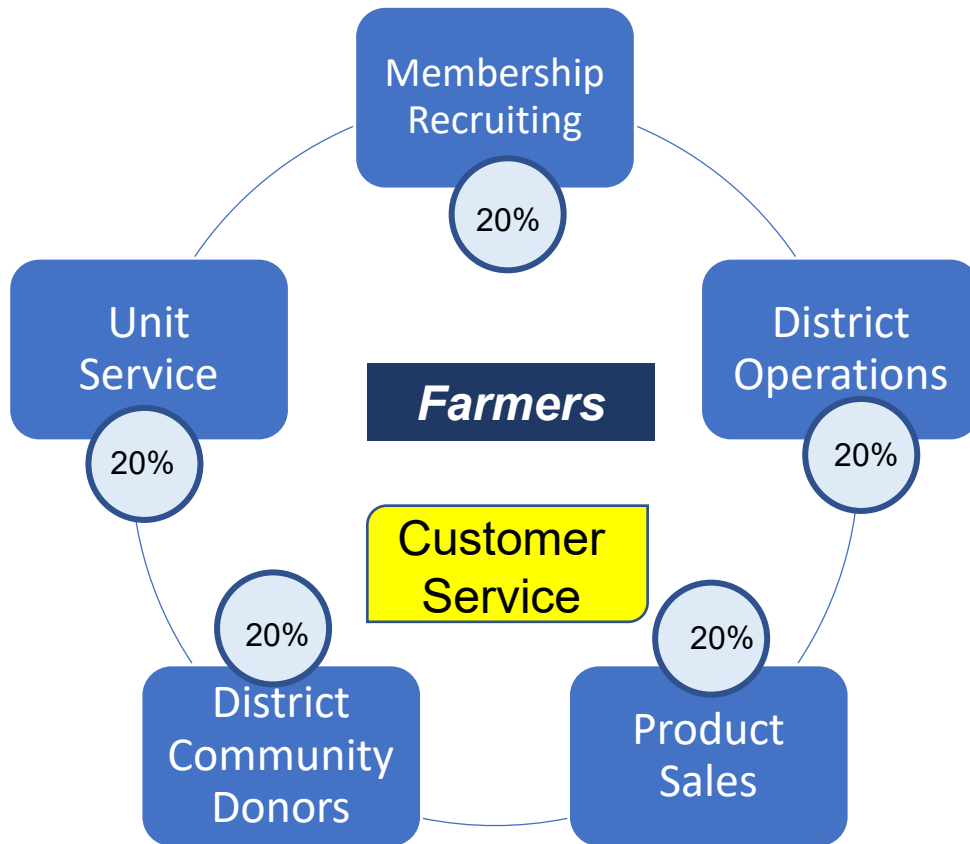
New Unit  
Development

Lead  
Management

*Hunters*

We have customer service staff (Farmers) who provide support and nurture for our existing clients and managing the functions of their assigned territories. The Council needs to provide an outside sales function to grow Scouting through new units and managing online leads. These are our hunters.

## Unit-Serving Executives and the Essential Functions of the District





# The Plan for Growth

- Focus on Two Membership Drivers
  - New Unit Development
  - Online Lead Management
- Focus on Core Programs
  - Traditional Programs
  - Self-Funded
  - Volunteer-Led Units



# 12 Step New Unit Process – 2 Phases

Sales / Commitment

Onboarding



Unit Type	1-Identify Prospect	2-Approach	3-Sales Call	4-Committed/COR	5-Steering Committee	6-Select/Recruit Leaders	7-Train Leaders	8-Plan Program/Budget	9-Recruit Youth	10-Complete Paperwork	11-First Meeting	12-Charter Presentation	Target Charter Date
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# New Key Positions to Fulfill Strategy

## New Unit Sales Director

- Dedicated Sales Executive: non-BSA
- BSA Sales Model & Training
- CRM System for New Unit Development Tracking
- Accountability is the Reality
- Bonus & Commission Structure

## Onboard Specialist

- Paid New Unit Finishers (Part-Time)
- BSA Volunteer Experience
- Focus on Program Quality & Retention

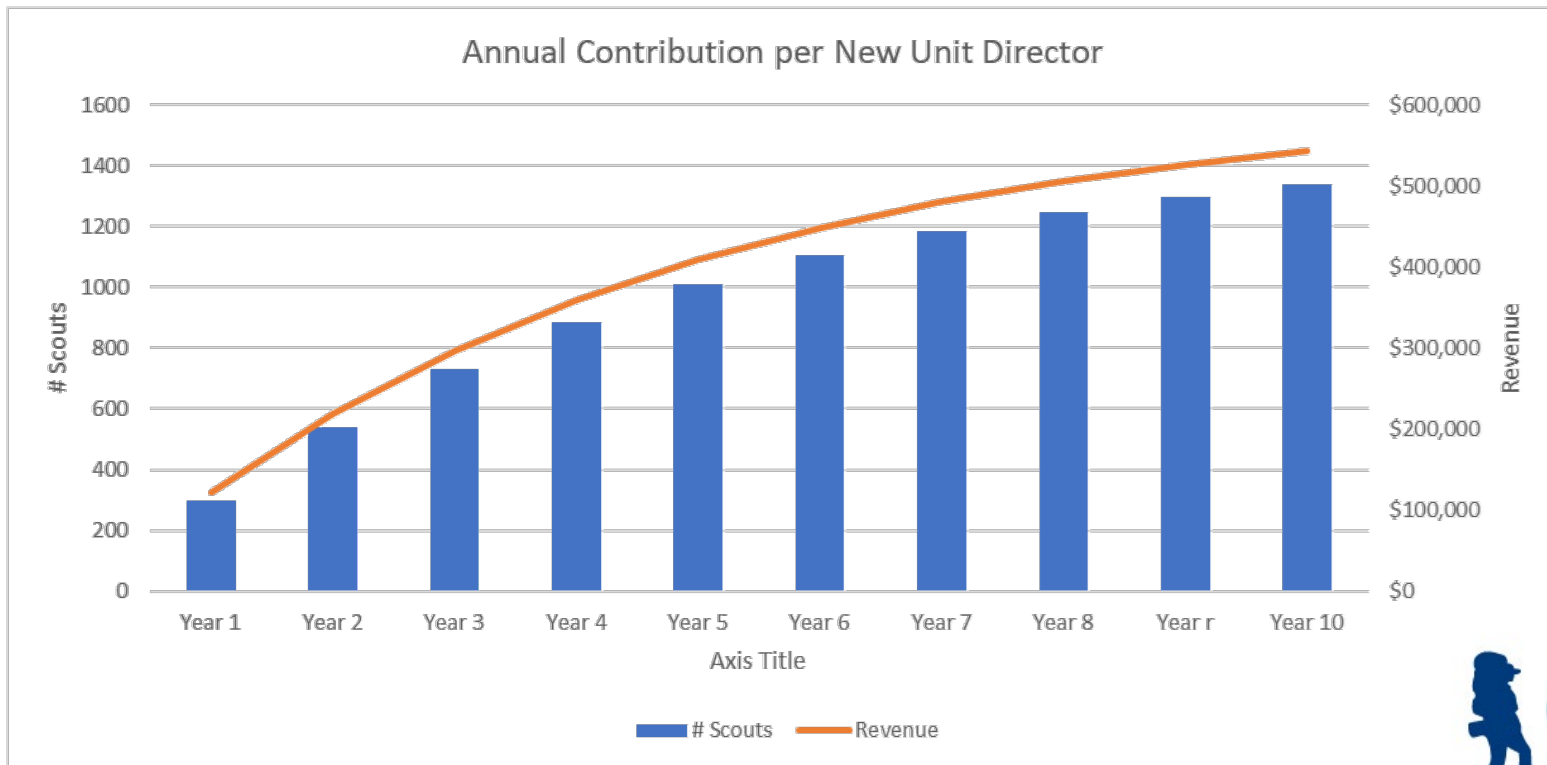
## Online Lead Specialist – Join Scouting Concierge (Part-time)

- Work with online requests from families





# Funding Self Sustaining in 3 Years



## REVENUE

- Activity Fees
- Trading Post Sales
- Camping Fees
- Product Sales
- Donations

Base: 20 units per year, 15 Scouts per unit at 75% retention