



TROOP 448

Marketing & Recruiting Plan

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Goals & Objectives

- **Webelos Woods Activity & Marketing Brochure**
- **Attend area Webelos meetings**
- **Webelos Activity Day**
- **Den Chiefs**
- **Troop Guides**

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Webelos Woods

- **Activity**

To be determined each August at the discretion of PLC, Scoutmaster and Asst. Scoutmasters

- **Marketing Brochure**

Informative and visual aid to help Webelos parents make an informed decision regarding the best placement for their boy.



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Webelos Meetings

- **Scoutmaster & SPL Visits**

Meet and greet, explain how Boy Scouting works

Scoutmaster meets with parents, and addresses scouts as part of Webelos requirement

SPL meets with Webelos

- **Formal Troop 448 Invitation**

Provide meeting schedule for Troop Meeting Visits

Invitation to Camp with Troop 448 at Webelos Woods

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Webelos Activity Day

- **Webelos Activity Pin(s)**

Chosen by PLC, Scoutmaster & Asst. Scoutmasters
Games

STEM Activities

Introduction to Boy Scouting

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Den Chiefs

- **Networking & Connection with Webelos Patrol**
 - Webelos Scouts pay more attention to Boy Scouts
 - Den Chief helps Webelos Patrol Adult Leaders
 - Den Chief motivates Webelos to later become Boy Scouts
 - Perfect opportunity to foster relationship with future Troop members
- **Den Chief Benefits**
 - Hands-on Leadership & Communication Skills
 - Solidifies skills by teaching younger scouts

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Troop Guides

- **Mentors within the Troop after Crossover**

Ask questions of new scouts

Show interest in what each scout is hoping to gain

Be approachable, offer assistance

Regular attendance required

- **Calendar**

March: Introductions & establish mentor / mentee

April: Invitation to Summer Camp, share past experiences

May: Confirm Summer Camp attendance

June/July: Summer Camp

August: Rank requirements and assistance, follow-up on Summer Camp

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Calendar

SEPTEMBER

- Scoutmaster & SPL extend formal Webelos Woods invitations to Webelos Patrols
- Troop Guides confirm rank advancement for each scout

OCTOBER

- Webelos Woods

NOVEMBER, DECEMBER & JANUARY

- Scoutmaster & SPL visit Webelos Patrols

FEBRUARY

- Crossover Ceremonies

MARCH & APRIL

- Camping 101
- Troop Guides establish themselves as go-to leaders, invite to Summer Camp

MAY

- Scoutmaster & SPL visit first-year Webelos Patrols

JUNE & JULY

- Summer Camp

AUGUST

- PLC & Scoutmasters begin planning Webelos Woods

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Thank You

- **Carrie Fortner**

*Troop 448 Fundraising Chair , Committee Member
BSA Wood Badge Course S3-564-13-1*

Steve Dillon

*Committee Chair,
Chartered Organization Representative*

Charlie Thompson

Vice Committee Chair

David Pesek

Scoutmaster

Kathleen Kreth

Advancement Chair

Frank & Ruth Veliz

Treasurers

Pam White

Outdoor Chair

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