



SQUARE KNOT NOTES

Monthly Edition

From your Sam Houston Area Council Commissioner Team

August 2021

BE A SCOUTING INFLUENCER

We want to reach out to each potential Scout and their family with a personal invitation to join Scouting, where they will learn positive values, new skills and have fun with friends. Our goal is to recruit 3,000 new families in 30 days. In order to reach this goal, we need our Scouting families to help us relaunch and rebuild Scouting's membership using a grassroots social media campaign. Post pictures or videos of fun Scouting activities to Facebook, Instagram, YouTube or Snap Chat and share what Scouting means to your family. Use #3K30Days #LaunchtheAdventure #RelaunchScouting #InfluenceTheAdventure.

FRIENDS OF SCOUTING

For generations, Scouting has transformed the lives of thousands of youth right here in Southeast Texas. Scouting is made possible through the generosity of volunteers, families, members of our community and companies who all believe that a strong foundation of character and leadership developed in youth, leads to **stronger, more** productive lives. There are many ways that you can participate in this campaign, as a fundraising volunteer, by making a gift to our Friends of Scouting and by being an ambassador of Scouting using your network, both personal and on your social media accounts. Every dollar raised stays right here in Southeast Texas to support the youth in **our** own communities. We hope that you will find something that not only excites you but also gives you an opportunity to give back to a program that has shaped the lives of great leaders for well over a century. We need your help in **Building Stronger Communities... together!** Friends of Scouting is the Sam Houston Area Council's annual campaign for individuals and companies to make a 100% tax-deductible gift to support Scouting programs. The Sam Houston Area Council will invest over \$250 in each of our over 25,000 youth in 2021 alone. By making an investment in this campaign you are supporting families who are in need of financial assistance to participate, five facilities including four camping properties and the Cockrell Scout Center, and an infrastructure designed to support over 10,000 adult volunteers who bring Scouting to life. Friends of Scouting is the most cost-effective way to support Scouting programs.

CALENDAR

- 8/1 Online Popcorn Sales begin
- 8/14 Venturing Banquet
- 8/19 Council Coordinated
- 11/5 OA Fall Pow Wow
- 11/13 University of Scouting & College of Commissioner Science

BSA BRAND STANDARDS

To ensure that we promote our programs in a clear and Scout-like manner, it is important to remind units to follow [BSA Brand Guidelines](#) and use approved materials from the [BSA Brand Center](#) in developing their recruiting materials. This includes following the requirements included in the [Scouts BSA Branding Dos and Don'ts Guide](#) and the associated [Brand Training Guide](#). The [Scouts BSA Brand Guidance Training](#) is one of the efforts underway to be sure Scouters have a clear understanding of what they can do. This training should be shared with all volunteers to bring this understanding to all parts of our community.

MEMBERSHIP RECRUITMENT

Fall is the time to reach out to all of those potential Scouts and give them the opportunity to join Scouting. Did you know that 46% of families have never been asked to join Scouting? Based on a recent national survey you can see how Scouts and families find out about and join a Scouting. 68% are asked by a Scout, friend, volunteer or the charter organization to join. What can we do during recruiting time to target the 46% who have never been asked to join? The Scouts in troops, crews, ships and posts typically recruit other youth. Recruiting events are put on by packs, troops, crews and ships throughout the local community. Studies have shown that families/youth prefer to attend meetings at their school, and in their neighborhood. This will help ensure that every youth is invited to join Scouting. Our main objective is to give multiple joining opportunities to ensure that every youth is invited to join Scouting, and to fulfill our promise to new Scouts for a great Scouting program. Adventure is Calling - Join Scouting!

[Pack Recruitment Resources](#)

[Troop Recruitment Resources](#)

[Crew and Ship Recruitment Resources](#)

CONNECT, SERVE, INSPIRE!

CONNECT with the youth in your area and invite them to join your unit. . Fall is a great time to SERVE your Charter Organization by offering to assist with their fall plans. INSPIRE each youth to invite their friends to join the adventure of Scouting as the new school year begins!

Have a great idea, pressing concern, success story? Email squareknotnotes@yahoo.com. We serve *you*!
Do you call communication feedback a gift? It truly is!