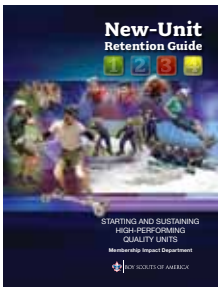
MEMBERSHIP IMPACT | 2011–2012 Resources

Membership Impact Web Resources

Go to www.scouting.org/membership, or scan this QR code with your smartphone, for comprehensive information on new units, charter organizations, commissioners, recruiting, and recognition.

For resources in Spanish, go to www.scouting.org/recursos or scan this QR code with your smartphone.



New-Unit Retention Guide

A guide to creating and sustaining high-performing units, this book provides extensive new-unit resources covering the following topics: Know Your Market, Build Your Team, Make the Call, and High-Performing Units. Available in English, Spanish and English/Spanish editions.

English
No. 522-025

Go to http://bit.ly/qAdMnW or scan this QR code with your smartphone.

Spanish
No. 522-027

NEW! Go to http://bit.ly/otHBLr or scan this QR code with your smartphone.

English/Spanish
No. 522-026

NEW! Go to http://bit.ly/nPmgdr or scan this QR code with your smartphone.

Strengthening Organizations Through Scouting

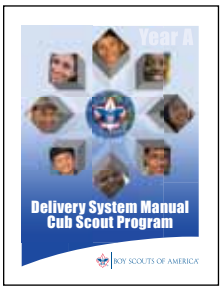
This new-unit sales presentation booklet focuses on BSA information that potential sponsoring organizations need to know. Topics include the building blocks of Scouting, chartered organization relationships, program benefits, and selecting quality volunteers. Now available at the National Distribution Center. Available in English and English/Spanish editions.

English
No. 522-023

Go to http://bit.ly/q7OQTa or scan this QR code with your smartphone.

English/Spanish
No. 522-024

NEW! Go to http://bit.ly/opdX3c or scan this QR code with your smartphone.



Delivery System Manual Cub Scout Program: Year A

Deliver the promise. This manual consists of the traditional Cub Scout program and can be delivered by paraprofessionals or volunteers. This easy-to-use, 36-week guide is suited for mixed-age groups and guarantees rank advancement. Available in English and Spanish editions. You can also call the Membership Impact Department at 972-580-2119.

English
No. 523-006

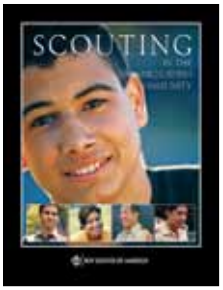
Go to http://bit.ly/ri0cu8 or scan this QR code with your smartphone.

Spanish
No. 521-058

NEW! Go to http://bit.ly/rlVXx2 or scan this QR code with your smartphone.

Download a free QR reader for your smartphone at scan.mobi.

BOY SCOUTS OF AMERICA®



Scouting in the Hispanic/Latino Community

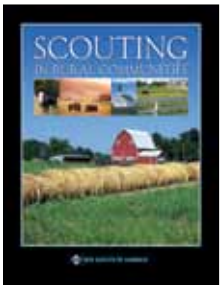
This booklet provides unit-serving executives and Scouters with helpful approaches for successfully marketing Scouting to Hispanic Americans, including successful how-to strategies for recruiting Hispanic American volunteers at both the council and unit levels, and gives readers a good understanding of cultural traits shared by most Hispanic Americans. Go to http://bit.ly/r1dTJ7 or scan this QR code with your smartphone.

Scouting in the Hispanic/ Latino Community
No. 523-012

Best Methods for Multicultural Growth
No. 523-035

Best Methods for Multicultural Growth

This collection of best methods from successful programs across the BSA will help you in your efforts to fulfill your council's mission to serve more youth. This booklet highlights ideas about building and sustaining units as well as recruiting additional youth and adult membership. Go to http://bit.ly/o0DYXH or scan this QR code with your smartphone.



Scouting in Rural Communities

Rural communities are important markets for Scouting. They present different challenges than urban and suburban communities do, and some of them may require extra effort for good results. This booklet shows techniques and best practices for making Scouting come alive for young people, adults, and community organizations in rural districts. Go to http://bit.ly/qy8TLI or scan this QR code with your smartphone.

Scouting in Rural Communities
No. 523-235

Membership Campaign Council Guide
No. 524-001

Membership Campaign Council Guide

This guide was created to help support local councils and volunteers in the planning and recruiting of volunteers in the areas of membership. *The Membership Campaign Council Guide* features strategies for successful fall recruitment campaigns, Webelos-to-Scout transition plans, School Night for Scouting organization, and recommendations for marketing to local communities by engaging district and unit volunteers. Go to http://bit.ly/n3xwi7 or scan this QR code with your smartphone.

BeAScout.org

The BSA is putting Scouting on the map. This is a recruiting website with information on Scouting, plus a Google Maps application that will help potential Scouts and their parents find a unit and program that fits their needs.

For English, go to www.beascout.org or scan this QR code with your smartphone.

For Spanish, go to www.beascout.org/bienvenidos or scan this QR code with your smartphone.

Prepared. For Life.™

Download a free QR reader for your smartphone at scan.mobi.

522-020
2011 Printing