

**SCOUTS CANADA
GREATER TORONTO COUNCIL**



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Membership Growth & Retention

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PREFACE to the first edition

This document, Membership Growth & Retention, is the result of the work of the Growth Task Group of the Greater Toronto Council, Scouts Canada. The mandate of the Growth Task Group, established in the fall of 1999, was to address the issue of declining youth and adult membership experienced by the Council and recommend solutions.

To this end, the Growth Task Group produced a series of booklets incorporating suggestions and recommendations aimed at reversing the trend of declining membership. These booklets are now consolidated in Membership Growth & Retention [MGR].

First Steps is designed to give basic scouting information to incoming leaders new to Scouting. Guide to Navigating School Talks provides a “map” for recruiting youth from our schools. Best Proven Practices offers practical suggestions and ideas for membership growth and recruitment of both youth and adults within Scouting, in the community at large and at the schools. The Growth Plan Templates supply Area Commissioners and Group Chairs with ready-made tools to plan and monitor their specific growth plans. Retention Strategies is designed to provide strategies for youth and adult retention in Scouting and offers additional recommendations.

Membership Growth & Retention is by no means a comprehensive document. More ideas and innovative initiatives are necessary if the Greater Toronto Region Council is to attain its growth objectives, maintain a viable membership, sustain a sound financial basis and successfully meet the contemporary needs of the scouting youth in its care.

As a beginning, however, it is hoped that the effective, consistent and continuous implementation of the suggestions and recommendations included in MGR will have a substantial impact in reversing the trend of declining enrolment in the region.

Finally, I wish to express my heartfelt thanks and deep appreciation to all the members of the Growth Task Group for their dedication, their hard work, the innumerable hours they have spent to bring forth this document, and for putting up with my, sometimes, idiosyncratic “outbursts”. Many thanks also to all the Area Commissioners and professional staff for their incisive comments, unmitigated support and patience. It is a real privilege to work with all of you.

All in all it has been great FUN !

YIS

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