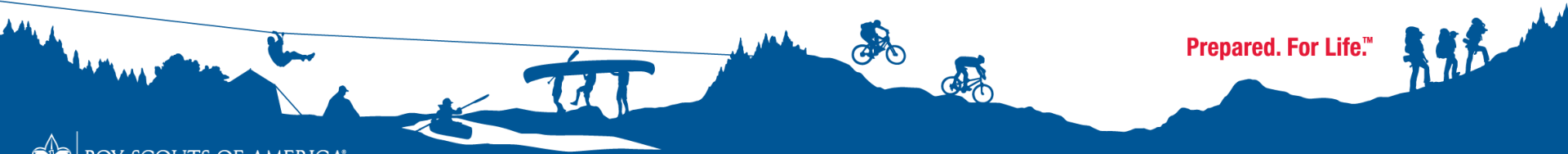




ROCKET INTO SCOUTING

2021 Buckeye Council Join Scout Night Kickoff



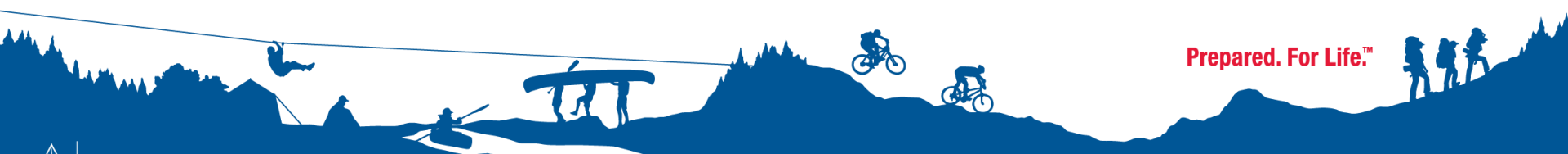
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ROCKET INTO SCOUTING



Welcome
Nathan Hopper,
Buckeye Council Director of Field Service



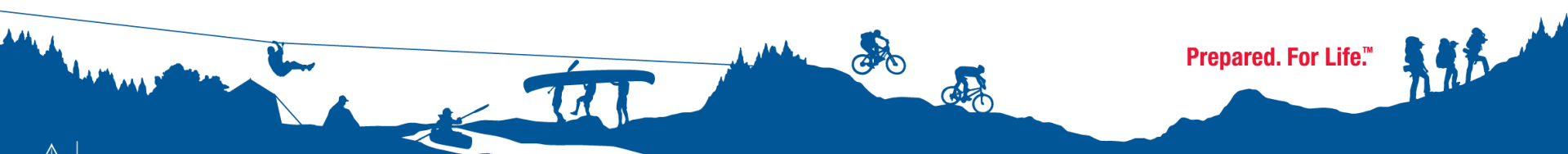
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Rocket Into Scouting

Melissa Biltz,

Buckeye Council Membership Chair



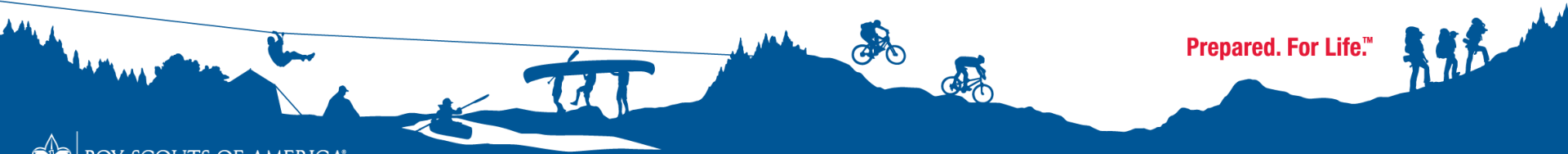
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ROCKET INTO SCOUTING

Give every youth and their family a chance to attend a recruitment meeting and begin their Scouting story.



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ROCKET INTO SCOUTING

Rocket Into Scouting

- **Each new youth will receive:**
 - A free model rocket
 - Virtual Rocket Academy featuring NASA engineers
 - Rocket launch at Family Adventure Camp

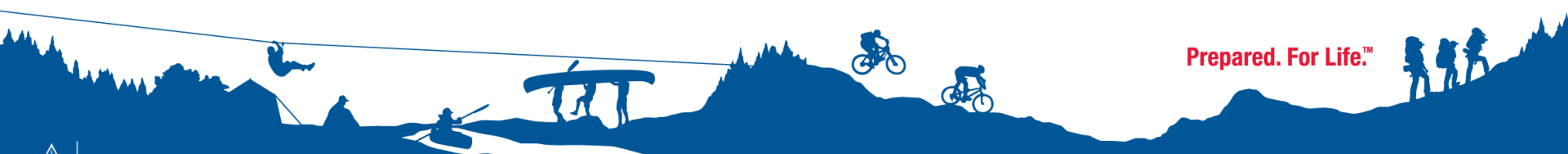


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ROCKET INTO SCOUTING

Resources alone will not help us reach every eligible youth.



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ROCKET INTO SCOUTING

A study conducted in 2019 shows that 59.3% of new Scouts joined because of a personal recommendation from someone they know.





ROCKET INTO SCOUTING

- Engage all parents and Scouts to make **five ScoutSHAREs**
- Work together in your community to have **three Join Scout Night opportunities**



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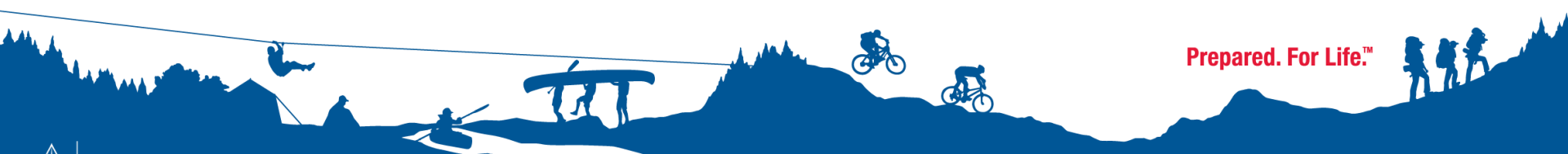


ROCKET INTO SCOUTING



Recruiting in Today's Environment

Nathan Hopper,
Buckeye Council Director of Field Service

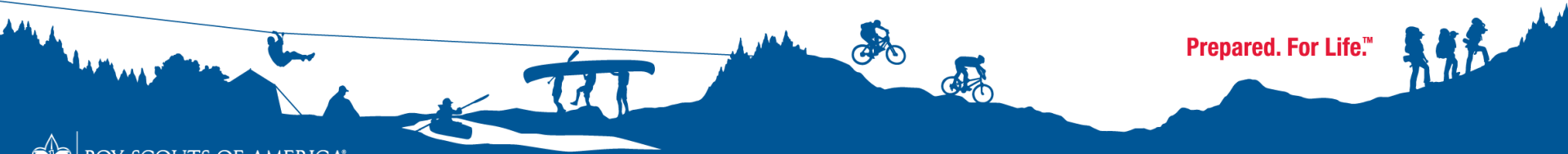


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ROCKET INTO SCOUTING

**In 2020, we recruited
75% fewer youth**



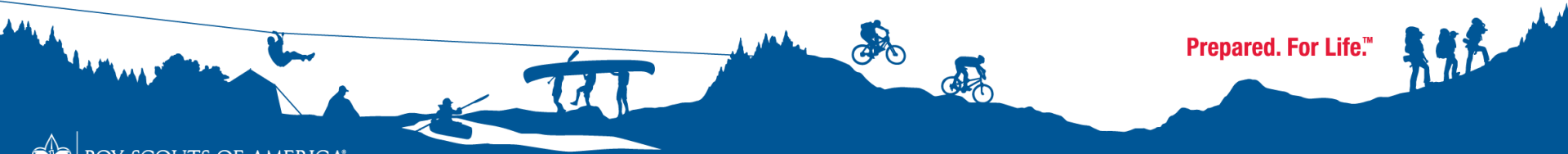
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Keys to Success

- Partner together
- Multiple joining events
- Families sharing their Scouting story



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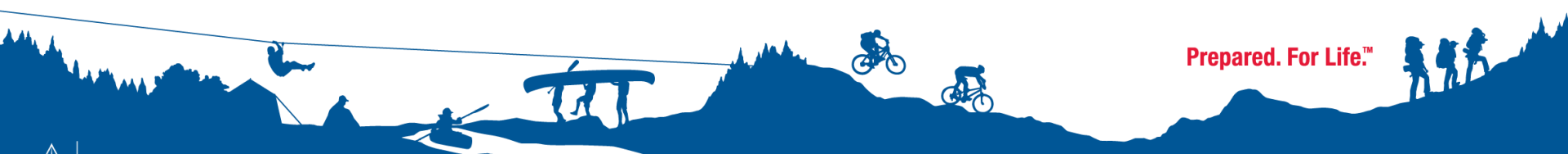
ROCKET INTO SCOUTING



Campaign Overview

Nathan Hopper,

Buckeye Council Director of Field Service



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ROCKET INTO SCOUTING

Timeline

- Join Scout Night Kickoff
- School Open House
- First Day of School
- School Talk
- **Join Scout Night at School**
- Parent Orientation
- Additional Join Scout Night opportunities



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ROCKET INTO SCOUTING

Buddy Cards

Sign Up for Scouting Online Today at homescouting.org/join! or Attend the Join Scout Night below!

Back: _____
 Date: _____
 Name: _____
 Location: _____

Start a free trial at homescouting.org/join!

Flyers & Posters

ROCKET INTO SCOUTING THIS FALL

Make friends.
 Earn badges.
 Visit museums.
 Launch rockets.
 Race cars.
 Laugh loud.
 Gain confidence.
 Create word science.
 Learn games.
 Work together.
 Build character.
 Have fun.
 Grow better.
 Take pictures.

JOIN CUB SCOUTS AND RECEIVE A FREE MODEL ROCKET KIT TO BUILD AND LAUNCH!

Sign up night details on reverse side.

Yard Signs

JOIN CUB SCOUTS BSA

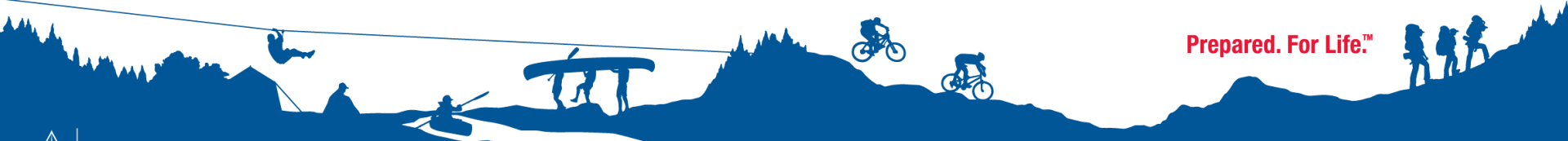
www.BeAScout.org

ADVENTURE is calling!

BeAScout.org

JOIN CUB SCOUTS

Stickers



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ROCKET INTO SCOUTING

Other Resources

- Scouting Ahead Guidebook / JSN Campaign Kit
- Parent Power Packet
- Geofencing
- School Talks
- Invitations to former Scouts



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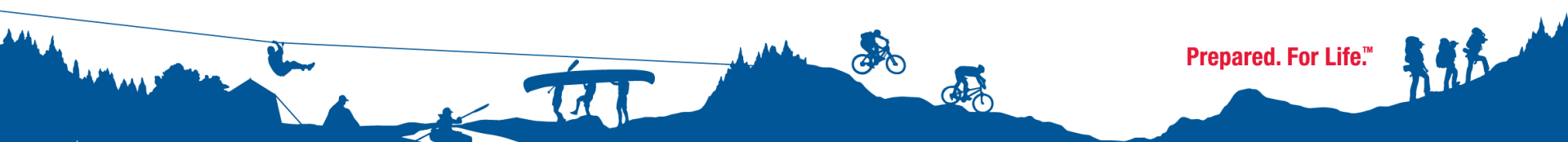


ROCKET INTO SCOUTING

Web-Based Resources

- Join Scout Night Locator
- Free Trial Program
- Online Registration
- Downloadable Resources

[HomeScouting.org/join](https://www.HomeScouting.org/join)



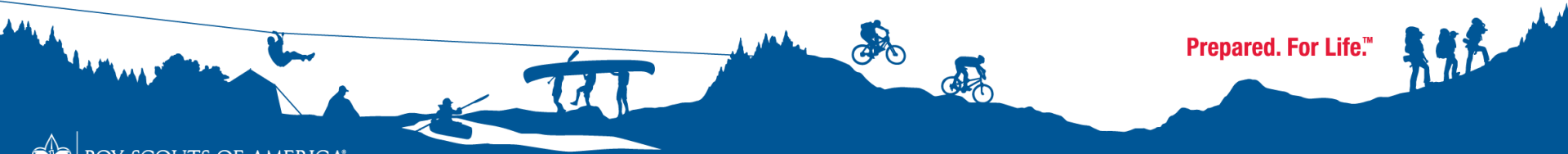
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Retention Resources

- Onboarding Kits
- Rocket Academy
- Family Adventure Camp
- Launch Packs
- Welcome Emails



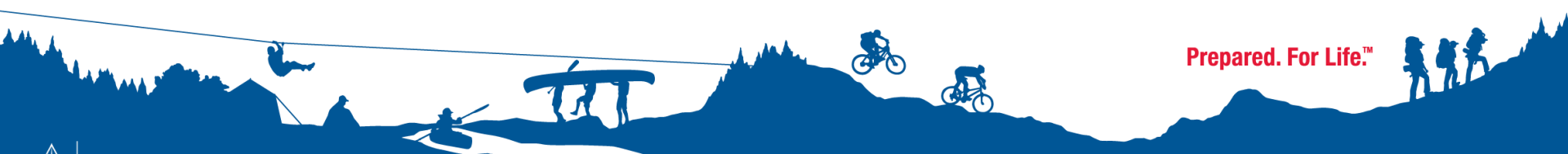
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Resources in Action

- Yard Signs up at least 1 week before Join Scout Night
- Buddy Cards distributed to current Scouts
- Flyers and posters posted around town
- Have an up-to-date Pack Calendar
- School Open House participation
- Uniform Day at School
- School Newsletter



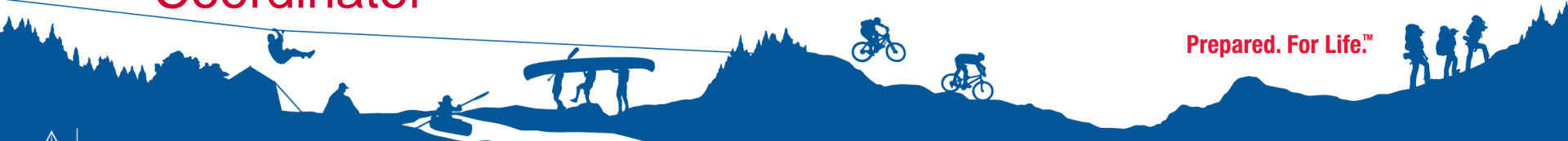
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Resources in Action

- Call Families Who Dropped from Charter
- School Talk at Sunday School
- Community Signup (YMCA, Library, Fire Dept.)
- Announcements in Church Bulletin
- Have a Functional Website with your Pack Calendar
- Post your Packs Join Scout Night on Facebook
- Assign someone in the Pack to be your New Member Coordinator

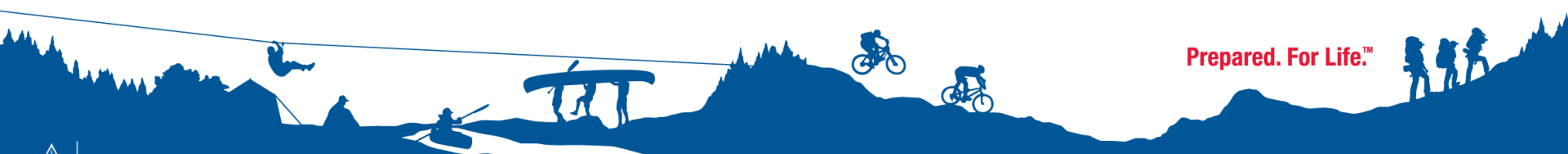


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ROCKET INTO SCOUTING

Questions & Answers



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2021 Popcorn Sale



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The Sale Starts Now!





Scouts Can Begin Selling Now!

- Tonight you are taking home resources to begin the sale
- Parent Power Packet going out next week with Seller IDs for online selling



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What's New & Different



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Product Mix Changes

- **Cleveland Indians Tin = White Chocolate Pretzels**
- **Cleveland Browns Tin = Milk Chocolate Pretzels**
- **Ohio State Tin = Caramel with Sea Salt Popcorn**
- **No Hometown Heroes Donation Option**





All Out Blitz

- Sell \$400 by 10/4 = \$20 Amazon E-Gift Card
- Sell \$700 by 10/4 = \$40 Amazon E-Gift Card

Submit copies of order forms at
leadscouting.org/popcorn





Get In the Game Contest

- Sell the most OSU, Indians, or Browns tin and get 2 tickets to a game of the team featured on that tin



OSU Caramel with Sea Salt



Indians White Chocolatey Pretzels



Browns Milk Chocolatey Pretzels





Secret Shoppers

- Throughout the council, there will be secret shoppers located at various houses and traveling to Show & Sell locations
 - Knock on the door of a Secret Shopper & get a free Nintendo Switch Lite!
 - Shoppers visiting Show & Sells will be equipped with various gift cards!



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BUY YOUR SCOUT POPCORN HERE!

OVER 70% OFF

BUY SCOUT POPCORN

SUPPORT SCOUTING

Yard Signs & Banners

Order Forms

<p>YELLOW POPPING CORN America's healthiest snack food in a convenient Popcorn Scoop & Shovel will help you market for that fresh popcorn from popcorn selling. Net Wt. 2 lbs. • \$10 @</p>	<p>SEA SALT SPLASH Creamy popcorn drizzled with dark fudge and garnished with a splash of sea salt. If you have ever met the kids themselves, you don't know what you're missing. Net Wt. 16 oz. • \$20 @</p>	<p>WHITE CHOCOLATE PRETZELS Creamy and delicious, these pretzels are generally loved by everyone and are a perfect party and snack item. Net Wt. 16 oz. • \$25 @</p>
<p>CLASSIC CARAMEL CORN Our great flavors that taste great together. A combination of rich chocolate & peanut butter. Net Wt. 16 oz. • \$20 @</p>	<p>PEANUT BUTTER CUP Our great flavors that taste great together. A combination of rich chocolate & peanut butter. Net Wt. 16 oz. • \$20 @</p>	<p>DOUBLE BUTTER MICROWAVE (30 PACK) Bring the taste of the butter home with the butter popcorn pack. Each package is bursting with taste the butter flavor! Net Wt. 75 oz. • \$30 @</p>
<p>BUTTER MICROWAVE (16 PACK) Take advantage of this convenient way to enjoy a freshly popped taste with a rich butter flavor. 16 grams of popcorn. Net Wt. 80 oz. • \$20 @</p>	<p>MUD PUDDLES A sweet combination of our butter caramel sauce & marshmallows coated in rich toffee fudge. Net Wt. 15 oz. • \$20 @</p>	<p>HOMETOWN HEROES TRIO Compared to our heroes of past & present, a snack you won't be able to put down. Mix them together for a Chicago style treat or enjoy them individually. Caramel Corn, Cheddar Cheese, Mashed Trail Mix Net Wt. 19 oz. • \$30 @</p>
<p>KETTLE CORN MICROWAVE (16 PACK) Experience the combination of the sweet, salty flavor of Kettle Corn popcorn. 16 grams of popcorn. Net Wt. 80 oz. • \$20 @</p>	<p>TRAIL MIX This beautiful mix has cashews, peanuts, almonds, chocolate candies, raisins, dried cranberries and softener snacks. Net Wt. 15 oz. • \$20 @</p>	<p>CHEESE LOVER'S Cheese, cheese and more cheese! A combination of our salted and smoky cheddar & cream cheese. Mashed Cheddar, Jalapeno Cheese, Mashed Ranch, Mashed Tracker Net Wt. 20 oz. • \$40 @</p>
<p>CHEDDAR CHEESE Made with real cheddar cheese. Each variety popcorn is in a every flavor of cheese that will keep you coming back for more. Net Wt. 7 oz. • \$20 @</p>	<p>CARAMEL WITH SEA SALT Caramel corn made with real butter, a touch of sea salt and the perfect amount of sea salt. The crunchy, sweet and salty combination will have you craving more. Net Wt. 16 oz. • \$25 @</p>	<p>CHOCOLATE LOVER'S Our Chocolate Lover's mix features 3 sweet mix that you can't resist. M&M's Chocolate, Peanut, Milk Chocolate, Peaches, White Chocolate, Peanut Butter, Chocolate Chip, Chocolate Chip Net Wt. 60 oz. • \$50 @</p>
<p>JALAPEÑO CHEESE A combination of our cheese & jalapeno popcorn will be the perfect party and snack item. Net Wt. 16 oz. • \$20 @</p>	<p>MILK CHOCOLATE PRETZELS Send the gift of popcorn to our military heroes. Our popcorn will be shipped in a special box that is designed for military personnel. Net Wt. 16 oz. • \$25 @</p>	

Door Hangers

CUSTOMER INFORMATION

NAME: _____

PHONE: _____

ADDRESS: _____

OVER 70% OFF

BUCKEYE COUNCIL

YOUR FAVORITE POPCORN and MORE!

PICNIC/FESTIVAL POPCORN

A. YELLOW POPPING CORN
Net Wt. 2 lbs. • \$10 @

B. CLASSIC CARAMEL CORN
Net Wt. 8 oz. • \$20 @

C. BUTTER MICROWAVE (16 PACK)
Net Wt. 80 oz. • \$20 @

D. KETTLE CORN MICROWAVE (16 PACK)
Net Wt. 80 oz. • \$20 @

E. CHEDDAR CHEESE
Net Wt. 7 oz. • \$20 @

F. JALAPENO CHEESE
Net Wt. 7 oz. • \$20 @

G. SEA SALT SPLASH
Net Wt. 16 oz. • \$25 @

H. PEANUT BUTTER CUP
Net Wt. 16 oz. • \$20 @

I. MUD PUDDLES
Net Wt. 15 oz. • \$20 @

J. TRAIL MIX
Net Wt. 15 oz. • \$20 @

K. DOUBLE BUTTER MICROWAVE (30 PACK)
Net Wt. 75 oz. • \$30 @

L. HOMETOWN HEROES TRIO
Net Wt. 19 oz. • \$30 @

M. CHEESE LOVER'S
Net Wt. 20 oz. • \$40 @

N. MILK CHOCOLATE PRETZELS
Net Wt. 16 oz. • \$25 @

Q. MILITARY DONATION
Net Wt. 16 oz. • \$25 @

SELLER NAME: _____

PHONE NUMBER: _____

RETURN FOR ORDER: _____

DELIVERY DATE: _____

PER AMOUNT \$ _____

THANK YOU!



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The Popcorn Sale is a way to partner together to allow the community to help us fund the Scouting experience and keep costs low





Keys to Success

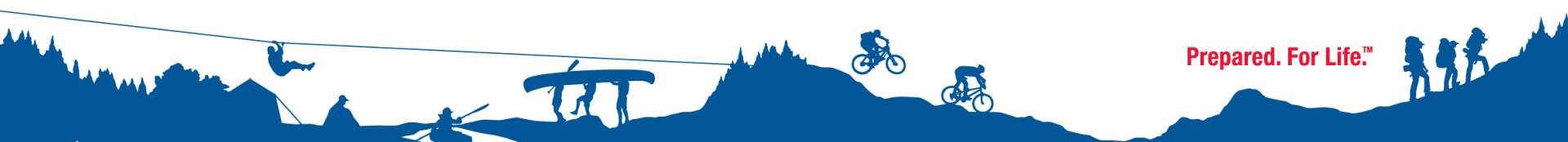
- Kids Knocking on Doors
- Unit Kickoff
- Per Scout Goal



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Questions & Answers



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