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Voyageur Council

Area Support Managers Report

January/February 2014

Half-Year Fee and Bring-a-Friend: A reminder to all Groups that the **half-year Council fee of \$90** kicks in on **February 1st 2014**. Some other key points:

- The **half-year fee only applies to new Memberships** (not returning).
- Participants must join and be **entered into myscouts AFTER February 1st 2014** in order for the half-year rate to apply.
- That said – youth can try out up to **2 free meetings before joining** – so this is a great opportunity to run some **Bring-a-Friend events with your Sections!** Parents are looking for winter activities for their youth and the half-year fee may encourage some to try us out for the remainder of the year, get hooked on Scouting and sign-up again for next year too!
- There are prizes and coupons for youth that bring new friends and sign them up! **See the attached details regarding the Bring-a-Friend Incentive Program in Voyageur Council.**

2013-14 Membership Behind Target: As a Council, Voyageur is currently sitting at 85% of the Participants we had at the end of the 2012-13 Scouting year. This number is about **10% below where we were sitting last year at the same time (mid-January 2013)**. As a Council, we need to put a **push on Recruitment** for the remainder of the year. Some upcoming recruitment events and ideas include:

- **Ottawa Outdoor Adventure Show – March 14-16 2014** – we will have a presence at this event – more information to come!
- **Utilize the Half-year Fee** to encourage new families to join – run a **Bring-a-Friend** event to get new youth to try your program!
- **Scout-Guide Week (Feb 16th-23rd 2014):** Are you doing something to highlight Scouting in your community during Scout-Guide week? Get out in the public eye and celebrate the movement! Hand out **Bring a Friend invitations** and PR Materials about Scouting (your **Group Recruitment Toolkit** has lots of great give-aways and pamphlets). If you need PR materials – **your Area has a PR Kit and the Council has pop-up banners**. Contact your ASM for more information! This goes for other events too – anytime you are out and about in the public – have some PR materials on-hand for interested parents/youth – and why not **invite some local media** to cover the event?
- **School Talks!** Contact your ASM if you would like to arrange for Scouting presentations and to invite the youth at your local schools out to try the program.

Program Standards Quality Awards: It will be Spring before we know it and submissions for the Program Standards Quality Awards will be due! Make sure you are working with your Section Scouters to fulfill the requirements for the Program Quality awards ASAP! For more details about the Awards and the checklists visit this link: <http://voy.scouts.ca/ca/program-standards>

Active-Not-Compliant and Pending Scouters: Currently about 12% (approx. 230 members) of the Scouters in the Council are still Pending in myscouts. As well, there are approximately 47 Scouters that are Active in the system but not Compliant (i.e., someone has Activated them before they have completed and checked off all of their Screening and Training requirements). Your ASM and AC will be sending along the listing for your Group so that we can work on getting these Pending and ANC Scouters cleared up. **Please note that all Scouters that are Active but Not Compliant in the system will be switched back to Pending after January 31st 2014, so please get them cleared up ASAP!**