



# Membership: Developing a *Culture of Growth*

A week at Philmont Training Center  
June 16-22, 2024

## WHO SHOULD ATTEND?

- Council Membership VPs
- Scout Executives and Staff Advisors
- Council Membership Committee members
- Commissioners at all levels
- CST Membership Leads
- New Member Coordinators
- Anyone else interested in developing a *Culture of Growth*

Our Membership Growth Team is ready to help you develop a *Culture of Growth* in your Unit, District, Council, or Territory.

## Among the themes we'll explore are:

- Building local membership teams
- National strategic growth initiatives
- Reaching today's youth and their families
- Market analysis and marketing
- Council membership planning
- ...and much more!

**What Scouting needs right now is a Culture of Growth!**

**TOGETHER, WE CAN MAKE THAT HAPPEN!**

## WHY NOW?

The BSA's membership has been in decline since the 1970's, and plunged during COVID.

It's going to take urgent, NEW and intense efforts to establish membership growth. We must get to work immediately!

## OUR VISION FOR THIS CONFERENCE

- Sharing successful strategies from across the country and the world
- Opportunity to collaborate in exploring the "why" and "how" of a wealth of growth ideas

**We believe that councils and units can be ready for action.**

## OUR MISSION

The mission of the Boy Scouts of America is to prepare young people to make ethical and moral choices over their lifetimes by instilling in them the values of the Scout Oath and Scout Law.

We invite all youth and adults to share in the BSA Mission.

# REGISTER NOW!

<https://www.philmontscoutranch.org/ptc/>

17 Deer Run Road, Cimarron, NM 87714

