DELIVERING THE PROMISE?

Cub Scout Retention
WHY NOW?

WE HAVE TIME TO PLAN

- Choctaw Cub Retention at recharter was 57%
- We recruit nearly 400 new cubs each year but lose that many at recharter
- It’s much easier to keep then recruit
- More Scouts in a Pack/Den means more fun
- More Scouts in a Pack/Den means more help = quality program
WHY DO THEY LEAVE
SURVEY SAYS (TOP 6)

• #6 Focus more on sports 17%
• #5 Not enough challenge 19%
• #4 Not enough outdoor activities 22%
• #3 To busy with other things 35%
• #2 Poor/disorganized leadership 43%
• #1 Scout meetings became boring 44%
WHAT WE CONTROL
HOW DO WE DO IT

• #1 Boring – We promise fun, challenges, and outdoors
• #2 Disorganized leadership – Training 43% of Choctaw Pack contact leaders are NOT trained
• #4 Not enough outdoors – Include MORE in your annual plan
• #5 Challenge – Add to den meeting plan
WHEN DO THEY LEAVE
DEFINING MOMENTS

• First three months of Tiger - 50% leave
• First two months of Wolf - 50% leave (that’s 75% within 15 months)
• Camping
• Move to Webelos - 2/3 of 4th graders will leave before 5th grade
• Webelos troop visitation
• Transition to Troop
HOW WE PREPARE

• Great Committed Leaders - Great Lion Dens make Great Tiger dens which make Great Wolf ...

• Keep program fresh and fun - From the perspective of the young scout

• Always have a plan - especially for the camp out

• Make advancement special

• Communication is key
ARE YOU DELIVERING THE PROMISE?

Scouting is worthwhile
Remember our Mission
The reason we volunteer
Let’s commit to consistently “Deliver the Promise”