

## Welcoming Millennial Families: 'QUICK ACTION' Ideas



Prepared. For Life.®

**We must seek to understand millennial parents so that we can position Scouting to welcome them.**

There is no need to change our core values or mission, but we will not be successful unless we make some changes to our approaches and processes.

### WHAT WE KNOW

### WHAT WE CAN DO

Millennial Moms:	BSA	Council/District	Unit
<b>V</b> <b>A</b> <b>L</b> <b>U</b> <b>E</b> <b>S</b> <b>-</b> <b>N</b>	1) have deep-rooted <u>values and support causes or groups that inspire them and their children.</u>	<ul style="list-style-type: none"> <li>Keep the values of the Scout Oath &amp; Law.</li> <li>Market the inspiration via social media.</li> <li>Develop and share inspirational resources - PSAs, web templates, training modules, etc.</li> </ul>	<ul style="list-style-type: none"> <li>Build awareness of the inspirational aspects of Scouting, using social media, websites, and community service events.</li> <li>Inspire interest by showcasing the benefits of Scouting to local youth and to the community.</li> <li>Establish an inspirational presence in local electronic media and in local neighborhoods.</li> </ul>
	2) are multi-culturally <u>diverse and expect awareness of differences among cultural groups as well as focus on acceptance of all.</u>	<ul style="list-style-type: none"> <li>Establish training and marketing focus on understanding and embracing diversity.</li> <li>Revise program material details to reflect multi-cultural awareness, especially in faith.</li> </ul>	<ul style="list-style-type: none"> <li>Reach out to local cultural groups to learn more about them and establish respectful relationships, showing that Scouting is for families like theirs.</li> <li>Show sensitivity to families' varying cultural and socio-economic situations in choosing youth activities for dens and units.</li> </ul>
	3) seek <u>trust-worthiness, kindness, open-mindedness, and fair treatment of all, particularly in youth programs.</u>	<ul style="list-style-type: none"> <li>Review membership standards and policies for adult membership.</li> <li>Build leader and youth training fostering a group dynamic of kindness and acceptance.</li> </ul>	<ul style="list-style-type: none"> <li>Foster appreciation of 'Golden Rule' qualities in unit service contacts and leadership mentoring.</li> <li>Embrace the diversity among families, communicating with all, showing kindness to all, and valuing all.</li> </ul>
<b>O</b> <b>R</b> <b>G</b> <b>A</b> <b>N</b> <b>I</b> <b>Z</b> <b>E</b> <b>D</b> <b>-</b> <b>S</b> <b>A</b> <b>V</b> <b>E</b> <b>R</b> <b>E</b> <b>D</b>	4) use <u>social media to provide constant connection with people and causes they value.</u>	<ul style="list-style-type: none"> <li>Develop a positive presence on mom-oriented social media sites and blogs.</li> <li>Build connections with millennial parents.</li> </ul>	<ul style="list-style-type: none"> <li>Establish a positive Scouting presence in local social media, including community 'mommy' blogs.</li> <li>Enlist parents to share the inspiration of Scouting through social media and personal contacts, supported by a unit *M&amp;M chair.</li> </ul>
	5) choose involvement with groups that they see as well <u>organized and technologically aware, i.e., prepared to welcome them.</u>	<ul style="list-style-type: none"> <li>Design state-of-the-art apps and electronic joining processes.</li> <li>Create council website templates that appeal to parents accessing via smartphone.</li> </ul>	<ul style="list-style-type: none"> <li>Redo websites to appeal to families.</li> <li>Coordinate &amp; support recruitment efforts and joining events/processes.</li> <li>Help packs establish strong den leadership before recruiting youth.</li> <li>Build a welcoming unit website and organize personal welcomes for young families.</li> <li>Have trained den leadership in place before recruiting youth and their families.</li> </ul>
	6) place <u>great importance on learning and training, and do not want their children led/taught/supervised by anyone untrained.</u>	<ul style="list-style-type: none"> <li>Require training before registering anyone in a contact leadership position.</li> <li>Develop blended learning programs, pairing online courses with local mentors/resources.</li> </ul>	<ul style="list-style-type: none"> <li>Require training before registering anyone in a leadership position.</li> <li>Teach council/district volunteers to welcome millennial parents.</li> <li>Require training before registering anyone in a leadership position.</li> <li>Use experienced local Scouters to mentor new volunteers.</li> </ul>
	7) seek youth programs combining <u>safety and trained supervision with active fun and learning.</u>	<ul style="list-style-type: none"> <li>Focus leader training on age-appropriate safety concerns and development of skill in engaging youth in interactive program.</li> </ul>	<ul style="list-style-type: none"> <li>Develop organized mentoring programs to support training for den leaders and unit leaders.</li> <li>Emphasize safety and supervision as well as active fun in mentoring den leaders to help them strengthen den programming.</li> </ul>
<b>P</b> <b>R</b> <b>E</b> <b>P</b> <b>A</b> <b>R</b> <b>E</b> <b>D</b> <b>-</b> <b>V</b> <b>O</b> <b>L</b> <b>U</b> <b>N</b> <b>T</b> <b>E</b> <b>E</b> <b>R</b> <b>T</b> <b>O</b>	8) <u>expect to be active volunteers (as they have been since childhood) and generous in sharing their time and skills once they feel prepared.</u>	<ul style="list-style-type: none"> <li>Promote expectation of family engagement via visuals of non-uniformed adults helping.</li> <li>Provide accessible online information to help parents learn more about the program.</li> </ul>	<ul style="list-style-type: none"> <li>Support pack and den leadership in learning about millennial volunteerism and providing local resources.</li> <li>Develop an expectation that all families will help but that they will not be expected to take on too much too soon.</li> </ul>
	9) seek <u>options in volunteerism – short-term chances for gradual learning and commitment.</u>	<ul style="list-style-type: none"> <li>Develop den and pack org models with a variety of small, short-term volunteer options.</li> </ul>	<ul style="list-style-type: none"> <li>Help packs fill the big positions (esp. den leaders) in the spring.</li> <li>Identify a variety of small, short-term tasks and match people carefully to opportunities.</li> </ul>
	10) <u>expect to learn and work as part of a team and want their children to learn teamwork.</u>	<ul style="list-style-type: none"> <li>Revise adult registration to allow co-leaders for dens, i.e., multiple registrants for position.</li> </ul>	<ul style="list-style-type: none"> <li>Focus on team building in training and shared programming.</li> <li>Use a team approach to planning and implementing den and pack programs.</li> </ul>
	11) view volunteerism as part of their personal <u>professional leadership development.</u>	<ul style="list-style-type: none"> <li>Provide resume-building credentials.</li> <li>Build task-oriented online elective courses.</li> </ul>	<ul style="list-style-type: none"> <li>Develop processes for letters of reference and other job seeking helps.</li> <li>Focus on supporting and appreciating both new and continuing volunteers.</li> </ul>

\*M&M = Membership and Marketing