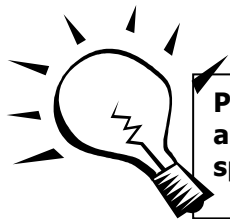


**GAP 100**  
**Activity Support**

GAP 100 Reference # 104

<b>What</b>	<b>Call Back "Blitz" – Retention Opportunity</b>
<b>Why:</b>	<p>To ensure all youth &amp; adults of Scouting are personally invited back to their Scouting group for another year....thereby increasing retention rate.</p> <p>Everyone likes to receive a personal invitation....especially kids! Receiving a phone call inviting them to registration night should make each individual feel important. They should also feel that the group/section would not be the same without them.</p>
<b>What do I Need</b>	<ul style="list-style-type: none"><li>• Up-to-date calling list of all group/section membership</li></ul>
<b>Who Do I Need</b>	<ul style="list-style-type: none"><li>• Volunteer to make the calls.</li><li>• Possible assistance from Council Field Executive or Community Development Worker with generating calling list from MMS (Scouts Canada Membership Management System).</li></ul>
<b>Preparation</b>	<ul style="list-style-type: none"><li>• In early August, volunteer from group (either section leaders or group registrar), obtains current calling list for all leaders &amp; youth in group. Call CFE or CDW if assistance is required with obtaining list</li></ul>
<b>How do I do it</b>	<ul style="list-style-type: none"><li>• Mid August call each youth in your group/section to invite them to registration night.</li></ul>
<b>Follow-up:</b>	<ul style="list-style-type: none"><li>• After group registration night (usually Early September) if some of these youth or adults have not come back, follow up with another phone call.</li></ul>

**If people are not coming**



**Prepare in advance a "script" or key speaking points.**