

GAP 100
Activity Support

GAP 100 Reference #

105

What

Welcome Back Postcards – Retention Opportunity

Why:

To ensure all youth & adults of Scouting are personally invited back to their Scouting group for another year....thereby increasing retention rate.

Everyone likes to receive mail! Especially kids....they love receiving invitations. Sending postcards to each individual should make them feel important. Upon receiving the postcard, they should feel that they'd be missing out on something if they didn't rejoin. They should also feel that the group/section would not be the same without them.

What do I Need

- Up-to-date mailing list of all group/section membership
 - "Welcome Back" postcards. Purchase them at your local Scout Shop or design your own.
- Need some cool ideas? Check out www.scouts.ca (under media section) or call your local CFE or CDW for assistance.

Who Do I Need

- Volunteer to prepare postcards & mail them out
- Possible assistance from CFE or CDW with mailing list or postcard ideas

Preparation

- In early August, volunteer from group (either section leaders or group registrar), obtains mailing current mailing list for all leaders & youth in group. Call CFE or CDW if assistance is required with obtaining list

How do I do it

- Mid August send "Welcome Back" postcards to each youth in your group/section.

Follow-up:

After group registration night (usually Early September) if some of these youth have not come back, follow up with a phone call.