Scouting America

Nevada Area Council

NEVADA AREA COUNCIL
MEMBERSHIP PLAN
2026

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SUMMARY:

In 2026, the Nevada area Council will focus on:

- Build on school relationships which have driven Fall Recruitment success in 2023 and 2024, deploying a dedicated Membership Growth Executive to reach out to the many schools that we have not yet developed relationships with.
- Execute a Dynamic Recruiting Campaign empowering our units and families to recruit throughout the year.
- Offer a "Gold Card" of $50 retail value this Spring as an incentive for existing Cubs and Scouts to recruit a buddy.
- Continue to build new units, emphasizing new Cub Scout Packs to provide a base for continued membership growth and to serve more local schools.
- Improve retention by developing a cadence of calling new Scouting families to find out if they are getting the program that they deserve.

NAC MEMBERSHIP BACKGROUND

The last eight years of membership effort in the Nevada Area Council has been dominated by the need to combat the triple impact of the loss of the LDS Church, the impact of Covid 19 on Cub Scout membership and the dramatic rise in price of National Registration Fees coupled with ending the ability to prorate those fees.

A focus since 2023 on establishing relationships with and recruiting from Elementary Schools has achieved just one year of very modest growth in Traditional Membership. The National Council policy of no longer allowing the proration of membership fees effectively priced many families out of giving Scouting a try. This fact was confirmed locally in late October of 2023 when the successful closure rate of recruitment events jumped from 25% to 65% as soon as Council V.P. of Membership Laif Meidell began covering a significant portion of the National Registration Fees for new Cub Scout families. The change to individual registration renewals and extending registration drops into 2025 have added to retention challenges by effectively pushing two years of drops into one calendar year. National's attempt to make up for this by retroactively adjusting the 2024 membership numbers erased that year's Membership Growth as well.

NAC MEMBERSHIP HISTORY

	SCOUTREACH	% change	TRADITIONAL	% change	OVERALL	% change
2018			**645**			
					4,847	
					5,492	
2019			**722**			**+11.9%**
					4,780	
	-1.4%				**5,502**	
	+.02%					
2020			**432**			**-40.2%**
					2,028	
	-57.6%				**2,460**	
	-55.3%					
2021			**91**			**-78.9%**
					1,552	

	-23.5%		1,643
	-33.2%		
2022		582	+81.5%
			1,424
	-8.3%		2,006
	+22.1%		
2023		583	+.002%
			1,436
	+.01%		2,019
	+.01%		
2024		569	-2.4%
			1,391
	-3.1%		1,960
	-2.9%		
2025		572	+.5%
			1,292
	-7.1%		1,864
	-4.9%		
2026 (Goals)	573	+.2%	
		1,427	+10.4%
		2,000	+7.3%

Council Membership Analysis

1. Short Term Objectives:
   - Achieve 2,000 registered youth members by the end of 2026 to comply with the National Council's stated 3,2,1 minimum policy for Council Charters.
   - This is an aggressive 7.8% Membership increase.
   - Establish at least one new Pack in Carson City.
   - Continue to increase the number of school relationships.

2. Mid Term Objectives:
   - Establish an annual Membership increase of 3 to 5% in order to rebuild a solid Scouting base.
   - Increase the number of units each year, focusing on new Cub Scout Packs
   - Increase the number of school relationships each year.
   - Increase the number of Schools served by local units each year.
   - Establish 2 more Packs in Carson City

- Establish an Educator Impact event in the Washoe County School District to strengthen the relationship at both the School District Administration and local Elementary school levels.

3. Long Term Objectives
   - Achieve a consistent 3% growth rate annually.
   - Achieve net unit growth per District of 1 new Pack, 1 new Troop, 1 new Crew, 1 and 1 New Post.
   - Become local schools' "go to" organization for community partnership.
   - Add one new Venturing Crew in each district annually.
   - Add six new Exploring Posts across the Council annually.
   - Recruit and train a Council Membership Chair (2025).
   - Organize and run a council-wide recruitment workshop (2025).
   - Organize and run a council-wide retention workshop (2026).

Membership Analysis:

Available Youth and Opportunities to Grow Scouting

The Total Available Youth to join Cub Scouting (our entry level program for new members) in the Nevada Area Council is just over 61,400 young people and growing. There is room to add units, and new members everywhere in the Council in all programs. Particularly underserved areas for Zephyr District include Zip Codes 89506 in Reno, and 89436 in Sparks. For Sierra Nevada/Great Basin, Zip Codes 89521 in Reno, plus Elko, Fallon and particularly 89706 (Carson City) have the most room for growth.

Demographics and Experion Mosaic

The greater Reno area has a currently expanding population with an increasing Total Available Youth population. The top Mosaic designations and how well our Scouting membership matches the population are shown below.

Council Mosaic Profile

C329 - Nevada Area

	Mosaic Description	Cub Scout Members	% of Cub Scout Members	Households in Council Area	% of Households in Council Area	Index
C13	Philanthropic Sophisticates	52	7.7%	19,688	5.2%	1.5
F22	Fast Track Couples	42	6.2%	13,072	3.5%	1.8
D15	Sports Utility Families	41	6.0%	6,963	1.8%	3.3
D17	Cul de Sac Diversity	39	5.7%	4,942	1.3%	4.4
A05	Couples with Clout	38	5.6%	6,424	1.7%	3.3
H27	Life of Leisure	30	4.4%	9,976	2.6%	1.7
B08	Babies and Bliss	24	3.5%	3,612	1.0%	3.7
B09	Family Fun-tastic	20	2.9%	4,768	1.3%	2.3
A01	American Royalty	18	2.7%	6,422	1.7%	1.6
A04	Picture Perfect Families	18	2.7%	3,953	1.0%	2.5

The index shows how well the Scouting membership in your council matches the population. An index of 1.0 indicates it matches the population perfectly. An index above 1.0 indicates you are serving a greater percentage than the population. An index below 1.0 indicates you are serving a lower percentage than the population.

Underserved Youth Populations

The Zip Codes with the most Cub Scout age youth who do not currently participate in Scouting are:

89436 Sparks, (Spanish Springs)
8,000 unserved youth

89506 Lemmon & Golden Valleys
7,800 unserved youth

89521 South Reno by the Council Office
6,500 unserved youth

The Zip Codes with the largest number of unserved youth from ethnicities that Scouting has traditionally struggled serving are:

89502 South Reno around the Airport and Midtown to Hidden Valley
3,000 Hispanic Youth and 240 African American youth

89431 Sparks, Around the marina and central part of the city
2,800 Hispanic Youth, and 220 African American youth

89506 Lemmon/Gold Valleys
2,700 Hispanic Youth and 190 African American youth

Assumptions

- Total Available Youth will continue to increase, especially in the greater Reno area.
- The price point of registration is still important. We can project a recruitment event closure rate of 20% to 25% at $145, or 65% to 75% at $85.
- A dedicated Membership Executive can help us increase membership by improving school access through individual visits.
- We must recruit more District level volunteers to lead and support our Membership Efforts.
- We must improve our retention efforts.
- We must continue to increase our public visibility by increased marketing, and the continued growth of the Reno Adventure Hike, and our public facing BB Gun Ranges, and Pinewood Derby events.

Plan for Membership Growth

A. Increased School Access
- A dedicated Membership Executive, Matthew Ball starts on March 16 and will be tasked with starting relationships with previously unserved schools.
- Scout Executive visits with Superintendents and a possible teacher impact event may produce increased school access and cooperation.

B. Emphasis on both Spring Recruiting and Year-Round Dynamic Recruiting
- Laif Meidell is introducing a $50 value Council Gold card as an incentive for Scout families to recruit a new Scout.
- With the help of our Membership Executive, we plan to execute a Spring Recruitment similar to what we do in the Fall, using Day Camp as part of the invitation to experience Scouting.

C. Tactical Improvements to our Fall Recruitment Campaign

- Additional manpower available from our new Membership Executive will help.
- We will add wristbands to our tool kit and use them along with flyers where applicable.
- We will tie the early part of the campaign even more strongly to the Reno Adventure Hike and attempt to use it not only as a Deliver the Promise event, but also as its own Recruitment Event, with youth registered on sight.

D. Retention

- Execute a more disciplined plan with AOLs tracked by name what Troop they plan on joining.
- Develop a cadence of calling new families within 30 days of joining to check on their first unit experiences in the program.

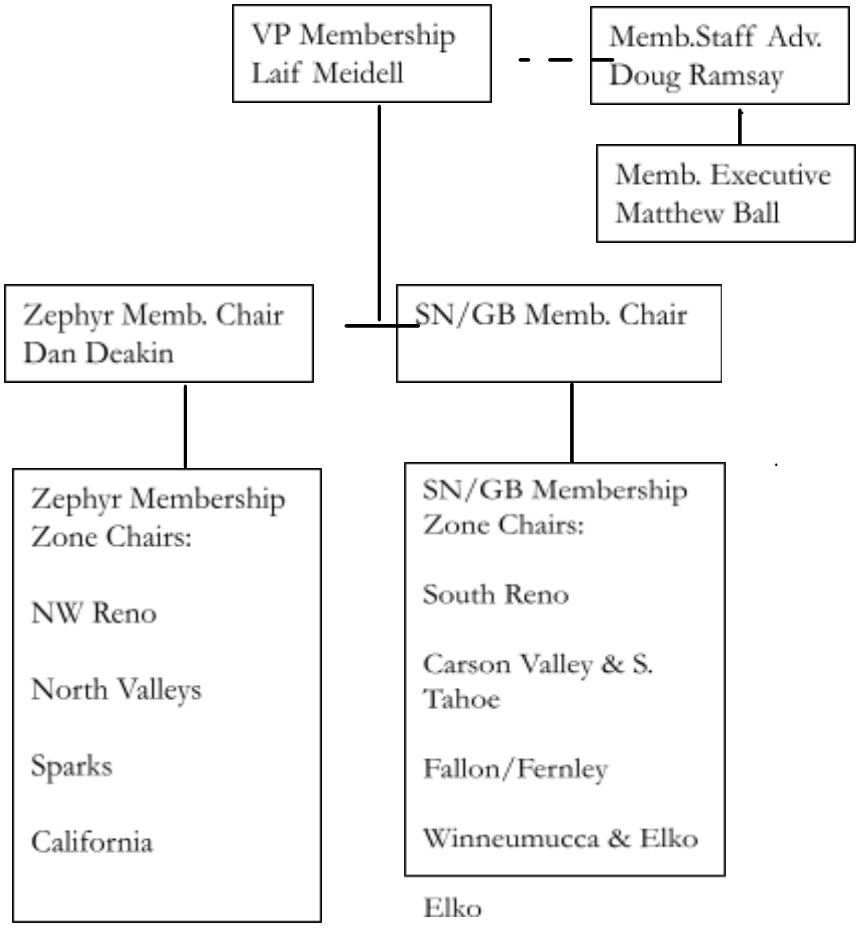
E. New Unit Production

- Focus on new Cub Scout Packs in the areas that need them most.
- Take advantage of the National Exploring Explosion 3.0 and the current interest in Fire Departments chartering Fire Posts.

NEVADA AREA COUNCIL
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Volunteer Infrastructure

Membership Team Structure



The NAC MEMBERSHIP TEAM

In 2026, rather than going with the traditional model of recruiting Council and District Chairs for each Membership project such as Fall Recruitment Chair, Spring Recruitment Chair, AOL Transition Chair, etc. then expecting our units to do the same, we are going to try a regional zone model. Competent Membership Volunteers are to be recruited in geographically sensical regions or zones to support and inspire smaller groups of units in all 2026 Membership initiatives.

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Membership Timeline:
January

Date	Item	Responsibility
Rolling	Membership Renewal	Commissioner Staff, Field Staff
By Jan 31	Unit Renewal (unit recharter)	Commissioner Staff, Field Staff
Early and Often	Communicate with new unit prospects.	District Membership Committee, Field Staff
Complete by March 31	Work with units to develop recruitment plans, including commitments for spring recruiting (by March 31)	District Membership Committee, Field staff
Ongoing	Continue to work BeAScout leads and Online Pending Applications	District Membership Committee, Field Staff
Ongoing	Track AOL transition plans by name	District Membership Committee
By Jan 31	Lock in date for Program Kickoff	District Key 3
By Jan 31	Begin prospecting membership committee members	District Membership Chairs, Field Staff

February

Date	Item	Responsibility
Rolling	Membership Renewal	Commissioner Staff, Field Staff
By Feb 31	Unit Renewal (unit recharter)	Commissioner Staff, Field Staff
As Needed	Continue to communicate with new unit prospects; work with those interested in forming a unit	District Membership Committee, Field Staff
By Feb 28	Start making New Unit sales calls	Volunteers and Professionals
By Feb 28	Continue to work with units to develop recruitment plans	District Membership Committee, Field Staff
By Feb 28	Research community events and unit Dynamic recruiting event ideas to execute at the unit level	District Membership Committee, Field Staff, Unit Leadership
By Feb 28	Start talking to all units about Spring Recruitment/Year-round Recruitment	Field Staff, District Membership Chairs

By Feb 28	Recruit Key Presenters for Program Kickoff	District membership and program committees, Field Staff
Rolling	Continue to work BeAScout leads and Online Pending Applications	District Membership Committee
By Feb 28	Begin meeting with Packs with no growth and <30 youth	Field Staff, Membership committee and Commissioner staff
By Feb 28	Create New unit prospect list	Field Staff, District Membership Chairs
By Feb 28	Refine committee prospect lists	District Membership Chairs, Field Staff

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March

Date	Event	Responsibility
Rolling	Membership Renewal	Commissioner Staff, Field Staff
Complete by end of month	Unit Renewal (unit recharter)	Commissioner Staff, Field Staff
By March 31	Set up Spring Recruitment Tracking Sheet	Professional Staff
By March 31	Touch base with packs and troops who have not been in contact (March 31) for Spring Recruitment	District Membership Chairs, Field Staff
Rolling	Continue to work BeAScout leads and Online Pending Applications	District Membership committee
By March 31	Finish meeting with Packs with no growth and <30 youth	District Membership Chairs
Rolling	Continue to make New Unit sales calls	Field Staff and Membership Committee
By March 31	Identify Membership Committee prospects	District Membership Chairs with District Chair
By March 31	Continue talking to units about Spring Recruitment/Year-round Recruitment	Field Staff, District membership committee
By March 31	Complete Recruitment District Membership Team	Field Staff & District Leadership
By March 31	Start contacting schools regarding Spring Recruitment efforts	Field Staff
By March 31	Contact dropped scouts for possible return	District Commissioner Staff

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April

Date	Event	Responsibility
Rolling	Membership Renewal	Commissioner Staff, Field Staff
Rolling	New Unit Organizational Work	Membership Team, Field Staff
Rolling	Continue New Unit sales calls	Field Staff, District Commissioner staff, District Membership committee
All Month	Get Spring flyers into schools	Field Staff and District Membership Committee
All Month	Hold spring Recruitment events	Volunteers and Professionals
Rolling	Continue to work BeAScout leads and Online Pending Applications.	District Membership Chairs
By Apr 30	Finalize committee prospect meetings	District Chair, District Membership Chairs, Field Staff
All Month	Continue working with units to establish spring Recruitment/year-round recruitment plans	Field Staff, District Membership Committee
All Month	Recruit more District Membership Team Members	Field Staff
By Apr 30	Promote Council Gold Card to all Members	In each district, District Committee, Membership Committee
By Apr 30	Complete AOL Tracking	District Membership Committee
By Apr 30	Final Planning for Program Kickoff	Commissioner Staff, Field Staff

May

Date	Event	Responsibility
By May 31	Continue to distribute Spring recruitment flyers into schools	District Membership Committee and Professionals
By May 31	Call AOL families that have not joined Troops	Professional for report, Outreach with District Commissioner Staff District Membership Committee
Rolling	Continue New Unit work	Professional, Membership and Commissioners
Rolling	Continue to work BeAScout leads and Online Pending Applications	District Membership Committee
By May 31	Hold spring Recruitment Events	All
5/5/26	Execute Zephyr Program Kickoffs	Commissioners, District Membership Committee
5/27/26	Execute Sierra Nevada/Great Basin Program Kickoff	Commissioner, District Membership Committee
Rolling	Membership Renewal	Commissioner Staff, Field Staff
By May 31	Begin Recruiting Fall Recruitment Team	District Recruitment Team, Field Staff

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June

Date	Event	Responsibility
By June 30	Offer Zoom Program Kickoff to those that Couldn't attend.	Commissioner, District Membership Committee
Rolling	Ensure coverage at community events	District Membership Committee, Field Staff
By June 30	Contact Explorer posts to discuss their recruitment plans/open houses	District Membership Committee, Field Staff
By June 30	Begin to contact Packs for Fall Recruitment Dates	Field Staff, District Membership Committee, District Commissioner Staff
1st week of June	Invite newly recruited youth to Day Camp	Email an invitation to attend Day Camp
By June 30	Continue to work BeAScout leads and Online Pending Applications	District Membership Chairs
By June 30	Spring Recruiting clean up	All
By June 30	Begin to contact Schools for Fall Recruitment Dates	District Membership Committees, Field Staff
By June 30	Continue to gather Fall Recruitment Dates from Packs	District Membership Committee, Field Staff
	Recruit more Fall Recruitment Volunteers	Field Staff, District Membership Committee
Rolling	Membership Renewal	Commissioner Staff, Field Staff
	Unit Renewal (unit recharter)	Commissioner Staff, Field Staff

July

Date	Event	Responsibility
By July 31	Check on new units during their fall preparation	District Membership Committee, Field Staff
By July 31	Continue to secure Fall Recruitment dates with Schools	District Membership Chairs, Field Staff
By July 31	Make new Explorer Post Sales Calls	District Membership Committee, Field Staff
By Jul 31	Begin Planning Fall Recruitment Kickoffs	District Commissioners Staff District Membership Committee, District Committee, Field Staff
By July 31	Begin to compile and publish marketing for fall recruitment Rolling	Council Membership Chair with DFS/ASE
Rolling	Continue to work BeAScout leads and Online Pending Applications	District Membership Committee
Rolling	Review unregistered reports weekly	Field Staff, Work with District Membership and Commissioners
By July 31	Contacting units that have un-registered Scouts that are attending camp and have them registered	Field Staff
By July 31	Develop plans to start exploring posts in the fall	District Membership Team
By July 31	Prepare for fall membership recruitment campaign	All
By July 31	Start Printing Flyers and Wristbands	Field Staff
By July 31	Solicit more Fall Recruitment dates from Units	Field Staff
Rolling	Membership Renewal	Commissioner Staff, Field Staff
By July 31	Recruit More Fall Recruitment Team Members	Commissioner Staff, Field Staff

August

Date	Event	Responsibility
By Aug 31	Check on new units during their fall preparation	District Membership Committee, Field Staff
8/4/26	Zephyr District Fall Recruitment Kickoff	All
8/24/26	Sierra Nevada District Fall Recruitment Kickoff	All
By Aug 31	Schedule Final Fall Recruitment Dates with Units	Field Staff, District Membership Chairs
By Aug 31	Continue to publish marketing materials for unit fall recruitment	Council Membership Chair with Membership Staff Advisor
All Month	Ensure coverage at community events	District Membership Committee, Field Staff
Rolling	Continue to work BeAScout leads and Online Pending Applications	District Membership Committee, Field Staff
Rolling	Review unregistered reports weekly	Field Staff, Work with District Membership Committee and Commissioner Staff
By Aug 31	District recruitment kick-off follow up for units that could not attend	All
By Aug 31	Finalize new unit plans for fall	Field Staff, District Memberships
By Aug 31	Recruit more Fall Recruitment Team Members	Field Staff
Rolling	Membership Renewal	Commissioner Staff, Field Staff
By Aug 31	Begin executing Fall Recruitment Campaign	District Membership Team , Field Staff

September

Date	Event	Responsibility
All Month	Conduct Recruitment events and open house for scouting units; attend recruitment events for new units	District Membership Committee, District Commissioner Staff, Field Staff
All Month	Distribute any school flyers that are requested	Field Staff, District Membership Committee
All Month	Contact Packs to check on their recruitment status	District Membership Committee, District Commissioners Staff
All Month	Ensure coverage at School Talks	Field Staff, District Membership Chairs
Rolling	Continue to work BeAScout leads and Online Pending Applications	District Membership Chairs
Rolling	Review unregistered reports weekly	Field Staff
All Month	Paint the district with Cub Scout flyers yard signs posters!	District Membership Committee, District Commissioner Staff, Field Staff
All Month	Keep Recruitment Events to one Pack, One School	District Membership Committee, District Commissioner Staff, Field Staff
All Month	Follow up with Units Meetings after Recruitments	Commissioners
Rolling	Membership Renewal	Commissioner Staff, Field Staff
All Month	Keep recruiting more District Membership help.	Commissioner Staff, Field Staff

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October

Date	Event	Responsibility
All Month	Contact Packs to check on their recruitment status	District membership Committee, Field Staff
Oct 3	Reno Adventure Hike: Deliver the Promise and Recruit more Cub Scouts	All
All Month	Check on new units for recruitment and program progress	District Membership Chairs, Field Staff
Oct 6, Oct 26	Conduct charter training at Roundtable	District Commissioners Staff
All Month	Assist packs that need an extra push	District Membership Chairs, Field Staff
By Oct 31	Ensure all new scout leaders are trained	Training Committee
All Month	Ensure coverage at all Recruitment Events	District Membership Committee, District Commissioner Staff, Field Staff
Rolling	Continue to work BeAScout leads and online Pending Applications	District Membership Committee
By Oct 31	Start Membership Inventories	District Commissioner Staff
By Oct 31	Schedule second recruitment events for units that need additional support	District Membership Committee, District Commissioner Staff, Field Staff
By Oct 31	Check on units after	District Commissioner Staff
By Oct 31	Hand out charters to leaders. Conduct charter orientation at Roundtable	District Commissioner Staff
By Oct 31	Recruit more Membership Committee Help	Field Staff, District Membership Committee
By Oct 31	Cover all School Talks	Field Team, District Membership Committee
Rolling	Membership Renewal	Commissioner Staff, Field Staff
By Oct 31	Target remaining unserved Schools	Field Staff, District Membership Committee

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November

Date	Event	Responsibility
Before Thanksgiving	Collect any remaining applications	Field Staff
Before Thanksgiving	Assist packs that need an extra push	District Commissioner Staff
By Nov 31	Begin preparations for 2027 membership campaign	VP Membership, Membership Staff Advisor, Membership Exec
By Nov 31	Continue Membership Inventories	Field Staff
By Nov 31	Commissioners would work with Scout units to get charters started	District Commissioner Staff
Rolling	Continue to work BeAScout leads and Online Pending Applications	District Membership Chairs
By Nov 31	Promote starting to work on Recharters	District Commissioner Staff, Council Webmasters, Council Blast Email
By Nov 31	Complete last Fall Recruitment Events	All
Before Thanksgiving	Bring in last new units	District Membership Teams
Rolling	Membership Renewal	Commissioner Staff, Field Staff
Before Thanksgiving	Thank Membership Teams	Field Staff

December

Date	Event	Responsibility
By Dec 31	Visit units to help with Recharters	District Commissioner Staff
By Dec 31	Continue preparations for 2027 membership campaign	Council Membership Chair, Membership Staff Adv, Membership Exec
Rolling	Continue to work BeAScout leads and Online Pending Applications	District Membership Committee
Before Christmas	Complete Membership Inventories	Field Staff
Before Christmas	Check on Unit Health following Recruitments	Commissioners

Rolling	Membership Renewal	Commissioner Staff, Field Staff
Before Christmas	Thank Units for the Recruitment Efforts	Council Leadership, Field Staff

2026 Council Membership Forecast

Council Name	**Nevada Area Council**
Council #	**329**
CST #	**3**
Scout Executive Name	**Shannon Roberts**
Membership	**Doug Ramsay**
Lead Staff Membership Position	**Assistant Scout Executive**
Lead Staff Membership Email	Doug.ramsay@scouting.org

Membership Actual - December 2025 (Year-End)	
Cub Scouts - Traditional	699
Cub Scouts - Scoutreach	572
Scouts BSA - Traditional	557
Scouts BSA - Scoutreach	0
Venturing/Sea Scouts - Traditional	7
Venturing/Sea Scouts - Scoutreach	0
Exploring	29
Total	**1,864**

New Youth Actual (January - December 2	
Cub Scouts - Traditional	156
Cub Scouts - Scoutreach	364
Scouts BSA - Traditional	75
Scouts BSA - Scoutreach	0
Venturing/Sea Scouts - Traditional	3
Venturing/Sea Scouts - Scoutreach	0
Exploring	24
Total	**622**

New Units Actual (January - December	
Cub Scouts - Traditional	0
Cub Scouts - Scoutreach	0
Scouts BSA - Traditional	3
Scouts BSA - Scoutreach	0
Venturing/Sea Scouts - Traditional	0
Venturing/Sea Scouts - Scoutreach	0
Exploring	3
Total	**6**

"Membership Forecast - July 31, 2026	
Cub Scouts - Traditional	585
Cub Scouts - Scoutreach	523
Scouts BSA - Traditional	564
Scouts BSA - Scoutreach	0
Venturing/Sea Scouts - Traditional	12
Venturing/Sea Scouts - Scoutreach	0
Exploring	35
Total	**1,719**

""New Youth Forecast (January - July, 20	
Cub Scouts - Traditional	25
Cub Scouts - Scoutreach	50
Scouts BSA - Traditional	45
Scouts BSA - Scoutreach	0
Venturing/Sea Scouts - Traditional	5
Venturing/Sea Scouts - Scoutreach	0
Exploring	5
Total	**130**

"""New Units Forecast (January - July,	
Cub Scouts - Traditional	2
Cub Scouts - Scoutreach	0
Scouts BSA - Traditional	1
Scouts BSA - Scoutreach	0
Venturing/Sea Scouts - Traditional	0
Venturing/Sea Scouts - Scoutreach	0
Exploring	0
Total	**3**

"Membership Forecast - December 31, 2	
Cub Scouts - Traditional	770
Cub Scouts - Scoutreach	573
Scouts BSA - Traditional	600
Scouts BSA - Scoutreach	0
Venturing/Sea Scouts - Traditional	7
Venturing/Sea Scouts - Scoutreach	0
Exploring	50
Total	**2,000**

""New Youth Forecast (August - Decembe	
Cub Scouts - Traditional	165
Cub Scouts - Scoutreach	50
Scouts BSA - Traditional	35
Scouts BSA - Scoutreach	0
Venturing/Sea Scouts - Traditional	0
Venturing/Sea Scouts - Scoutreach	0
Exploring	5
Total	**255**

"""New Units Forecast (August - Decem	
Cub Scouts - Traditional	1
Cub Scouts - Scoutreach	0
Scouts BSA - Traditional	1
Scouts BSA - Scoutreach	0
Venturing/Sea Scouts - Traditional	0
Venturing/Sea Scouts - Scoutreach	0
Exploring	1
Total	**3**

Total New Youth Forecast Jan.	**385**
Compared to 2025	**-38.10%**

Total New Units Forecast Jan. -	**6**
2026 Growth % Forecast	**0.00%**

Approval by the Executive Board

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At the meeting of the Nevada Area Council Executive Board on March 17, 2026, this Council Membership Plan was approved for execution.

Signed:

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Scout Executive Council President