



# MEMO

September 18, 2017

**To:** Pathway to Adventure Council Staff

**From:** Alex Lohse, Director of Field Service

**Subject:** 1,801 New Scouting Families

You've worked tirelessly to recruit new families into Scouting over the past few months – and today I am thrilled to announce it paid off.

We welcomed 1,801 new families (and counting) into the Pathway to Adventure Council through this year's Blast into Scouting campaign!

Please share the exciting news with everyone who played a role in this success: those who hung a poster in a local store, changed their Facebook cover photo, posted a digital ad, manned a school on Sept. 14, or encouraged a friend to join Scouting. Every action helped us change the life of each new Scout.

Now it's time to deliver on the promise we've made these families. Let's be there to answer their questions and ensure they feel a part of our Scouting community. Keep processing those applications, following up with every lead, connecting families with units if they haven't selected one, promoting Adventure Day to ALL our units, and offering to be a resource in every way possible.

**Please use the attached image as your new email banner and hyperlink it to our [Welcome page](#).**

Blast into Scouting was just the first step in ushering these families into a new chapter of their lives. Let's make sure the rest of their Scouting story is an adventure they'll never forget!

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