



Boy Scouts of the Philippines

National Office

181 Natividad Almeda-Lopez St., Ermita, 1000 Manila

PO Box 1378, Manila CPO, Philippines

E-mail: bsp@scouts.org.ph

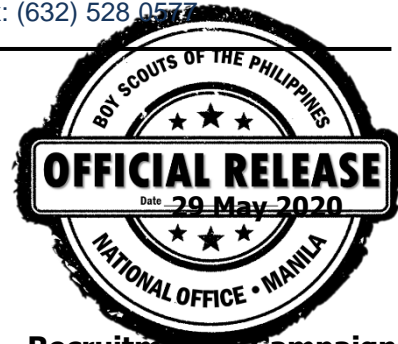
Website : www.scouts.org.ph

Tels. (632) 528 0555 * 527 8317 to 20 * Telefax: (632) 528 0577

29 May 2020

NATIONAL OFFICE MEMORANDUM

No. 38 , s. 2020



SUBJECT : Alternative Scout Membership Recruitment Campaign Strategies

**TO : Regional Scout Directors and Executives
Council Scout Executives and Officers-In-Charge
All Others Concerned**

1. The COVID-19 Global Pandemic has affected the normal course of operations of the Boy Scouts of the Philippines, particularly on the Scout Membership Growth Campaign Program of the Local Councils. From the suspension of the various Scouting activities during summer, to the banning of mass gatherings by the National Government and the announcement by the Chief Scout, President Rodrigo Roa Duterte, that he would not allow students to go back to school until a vaccine for COVID-19 will become available. Amidst this current crisis, the attainment of the Membership Growth as the Major Final Outcome of the BSP is adversely affected.
2. As the situation evolves, Local Councils are faced with challenging and difficult task to perform the usual strategies and plans that have already been put in place and have been practiced as effective tool in Scout membership growth campaign.
3. In this connection, the following steps are hereby recommended to mitigate the possibility of membership drop, as well as to sustain the operations of the Local Councils, as follows:

3.1. Intensify Membership Recruitment in the Community

For many years, Scout units have been school-based. (i.e. ninety-nine percent [99%] of the total Scout membership come from schools while only one percent [1%] is registered from community-based). The onslaught of the COVID-19 Global Pandemic that affected our effective strategies in place, for schools and universities, gives the Local Councils the opportunity to promote and organize through Community-Based or Neighborhood Scouting. Local Councils should reach out to broader segments of the society most especially the out-of-school youth, street children, indigenous groups and minorities, religious and civic groups by way of organizing Community-Based Scouting units.

Please be guided of the following memoranda and circulars for your easy reference in organizing Community-Based Scouting units, as follows:

- a. **Memorandum Circular No. 2018-11 of the Department of the Interior and Local Government (DILG). Re: Support to the Boy Scouts of the Philippines** *(Reference: N.O. Memorandum No. 10, Series 2018, dated 01 February 2018)*

The said memorandum expresses full and strong support of the Department of Interior and Local Government to the Scouting Movement and enjoins all Provincial Governors, City Mayors, Municipal Mayors, Punong Barangays and other concerned officials to support the BSP. This is also in line with the pronouncement and directive of President Rodrigo R. Duterte during the Investiture Ceremony installing him as Chief Scout of the BSP in March 2017 in Malacanang Palace.

- b. **Community-Based Scouting: A Primer and Guide to Program Implementers** *(Reference: N.O. Memorandum No. 44, Series 2019, dated 01 July 2019)*

This Primer and Guide to Program Implementers shall provide technical assistance to the Local Councils in engaging potential Sponsoring Institutions outside of the School-Based Scouting such as the Sangguniang Kabataan, Civil Society Groups, Religious Organizations, Non-Government Organizations, Local Government and the like.

- c. **Community-Based Scouting Model Resolution for Local Government Units (LGUs) in the Campaign of the BSP to organize the Community-Based Scouting Units** *(Reference: N.O. Memorandum No. 44, Series 2018, dated 23 August 2018)*

The said document will help the Local Councils in drafting a resolution for Local Government Units in the campaign of the BSP to organize the Community-Based Scouting Units.

3.2. Promote and Encourage Every Scout and Scout Leaders to adopt the Urban Agriculture Project and Other Home-Based Activities

The Boy Scouts Philippines expresses its full support to the Department of Agriculture – Bureau of Plant Industry's Urban Agriculture Project, under the "Ahon Lahat, Pagkain Sapat Kontra sa Covid-19" or more commonly known as "ALPAS sa Covid-19", which aims to ensure food availability in Metro Manila and other cities and provinces, and be able to provide an alternative source of livelihood contributing to economic gains for our urban dwellers amidst the Enhanced Community Quarantine (ECQ).

Aside from the economic aspect that our Scouts will gain from participating in this project, it will also give them the opportunity to earn additional related Merit Badges while they are staying at home during the lockdown, thus, encouraging the Scouts and Scout Leaders to reregister. *(Reference: N.O. Memorandum No. 32, 34 and 35 dated 08 April, 12 and 21 May 2020 respectively).*

3.3. Provide Incentives to Institutions and/or Institutional Coordinators for Promoting Scout Membership Campaign in their respective Institutions

Local Councils are free to devise schemes that will boost and encourage the Institutions and/or the Institutional Coordinators to promote Scout membership in their respective institutions by way of monetary or materials incentives. This

registration incentive scheme is considered as one of the best strategies in generating more membership.

3.4. Give Coordinators Flexibility in Processing Membership Registration

Where travelling and face-to-face meetings are restricted in the period of COVID-19 Pandemic, it is advised that Local Councils shall extend its full assistance and convenience to institutions in processing their membership registrations. Submission of membership registration online via Email or Facebook Messenger or through other means that are convenient to our Scouting Coordinators shall be allowed provided that the required standard BSP registration forms shall, thereafter, be submitted when the situation allows the same.

3.5. Online Strategies for Activities, Scout Advancement and Adult Training Courses

This crisis is not a good time to put the brakes in promoting and campaigning the Scout Membership in your Local Councils. Use Social Media, Email or Text to let them know your activities while you are in the midst of the lockdown, inform your stakeholders for important updates and advisories, and most importantly, post information that will attract Scouts and Scouts Leaders for membership reregistration.

A separate Memorandum will be issued soon on the guidelines and Implementing Rules and Regulations pertaining to the conduct of activities and advancement through online such as Basic Training Course, Board of Review, etc.

3.6. Promote Do-It-Yourself (DIY) Scouting Activities

While Scouting is considered seventy-five percent (75%) outdoors, under the current situation, we can still do "Scouting at Home" by providing our members some Do-it-yourself (DIY) activities that will develop life skills, livelihood program and among others. Be Creative!

4. For information, guidance and widest dissemination.


ROGELIO S. VILLA JR.
Secretary General