



Raise the TIDE Membership Challenge

Growing Scouting Across Tidewater Council

The Membership Committee of Scouting America Tidewater Council proudly challenges every pack, troop, crew, ship, and post to help grow the Scouting movement by Raising the TIDE in 2026.

Scout units that successfully grow membership and retain Scouts through quality program delivery will earn special recognition for their accomplishment and commitment to serving more youth and families across our communities.



Raise the TIDE Unit Award Criteria

To earn the Raise the TIDE recognition, Scout units must achieve BOTH of the following by December 31, 2026:

Growth

Achieve 1.5% or greater net youth membership growth

Retention

Achieve a 68% or greater youth retention rate

Both metrics will be assessed by the My.Scouting Membership Dashboard. All registered Tidewater Council Cub Scout packs, Scouts BSA troops, Venturing crews, Sea Scout ships, and Exploring posts.



Recognition

Units meeting the benchmarks will receive:

Raise the TIDE Guidon Ribbon

A commemorative ribbon to proudly display on the unit flag recognizing excellence in membership growth and retention.

Raise the TIDE Golf Shirts

Special-edition Raise the TIDE golf shirts will be awarded to the unit's primary leader (Cubmaster, Scoutmaster, Advisor, Skipper, or Post Advisor) and the unit's New Member Coordinator.

A maximum of two shirts will be awarded per unit.



Building the Future of Scouting

Every new Scout recruited and every Scout retained strengthens the future of Scouting in Tidewater Council. Together, we can continue to expand opportunities for leadership, adventure, service, and character development for youth across our communities.

Let's Grow Scouting by Raising the TIDE in 2026!