365 Days of Recruiting New Scouts
Learning Outcomes

After today’s session, you will be able to:

• Quickly provide membership and unit information to interested families
• Increase the visibility of your unit in the community
• Develop stronger relationships with schools
• Engage new Scout families throughout the year
• Properly stage a recruiting table for a community event
What Are the Main Recruiting Events for Your Unit?
EVERY EVENT AND ACTIVITY IS A RECRUITING EVENT!
Being Prepared for New Scouts 365 days a Year

At every meeting, community event, and outing you should be prepared to share information about your unit with potential new Scout families.

• Unit Calendar
Unit Calendar

Keep It Simple
- One Sheet
- Printed

Include Events Such As:
- Unit Meetings
- Committee Meetings
- Courts of Honor/ B&G
- Camping
- Service Projects
- Fundraisers
- Community Events
Being Prepared for New Scouts 365 days a Year

At every meeting, community event, and outing you should be prepared to share information about your unit with potential new Scout families.

• Unit Calendar

• Unit Leader Contact Sheet
### Troop Adult Leader Contact Sheet

<table>
<thead>
<tr>
<th>Name</th>
<th>Leadership Position</th>
<th>Phone #</th>
<th>E-mail</th>
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</thead>
<tbody>
<tr>
<td>Scoutmaster</td>
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<td>Assistant Scoutmaster</td>
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<td>Assistant Scoutmaster</td>
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<td>Committee Chairperson</td>
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<td>Committee Member</td>
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<td>Treasurer</td>
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<td>Committee Member</td>
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<td>Fundraising Chair</td>
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<td>Committee Member</td>
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<td>New Member Coordinator</td>
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<td>Committee Member</td>
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<tr>
<td>Camping/Outings Chair</td>
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<td>Committee Member</td>
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<td>Troop Trainer</td>
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<td>Committee Member</td>
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<tr>
<td>Advancement Chair</td>
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<tr>
<td>Chartered Organization Rep.</td>
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Troop Meetings are held [every] [Day] from [time to time] at [location & address]

### Pack Leader Contact Sheet

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<thead>
<tr>
<th>Name</th>
<th>Leadership Position</th>
<th>Phone #</th>
<th>E-mail</th>
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</thead>
<tbody>
<tr>
<td>Cubmaster</td>
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<tr>
<td>Lion Den Leader</td>
<td>(Girls-K)</td>
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<td>Lion Den Leader</td>
<td>(Boys-K)</td>
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<tr>
<td>Tiger Den Leader</td>
<td>(Girls-1)</td>
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<td>Tiger Den Leader</td>
<td>(Boys-1)</td>
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<tr>
<td>Wolf Den Leader</td>
<td>(Girls-2)</td>
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<td>Wolf Den Leader</td>
<td>(Boys-2)</td>
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<td>Bear Den Leader</td>
<td>(Girls-3)</td>
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<tr>
<td>Bear Den Leader</td>
<td>(Boys-3)</td>
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<td>Webelos Den Leader</td>
<td>(Girls-4/5)</td>
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<tr>
<td>Webelos Den Leader</td>
<td>(Boys-4/5)</td>
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Pack Meetings are held [every] [Day] from [time to time] at [location & address]
Being Prepared for New Scouts 365 days a Year

At every meeting, community event, and outing you should be prepared to share information about your unit with potential new Scout families.

• Unit Calendar
• Unit Leader Contact Sheet
• Unit Dues Handout (Breaking Down the Costs)
**SCOUTS BSA TROOP**

**0000**

**CHARTERED ORGANIZATION NAME - CITY, OHIO**

**Annual Membership Dues**

$50

What’s Included:

- $34 - BSA Membership Fee/Insurance
- $17 - Cub Scout Handbook
- $10 - Cub Scout Neckerchief
- $9 - Awards (Beltloops & Patches)
- $5 - Pinewood Derby Car

**One-Time Uniform Costs**

- $25 - Uniform Shirt
- $25 - Uniform Bottoms
- $12 - Uniform Patches
- $10 - Uniform Belt
- $15 - Uniform Hat
- $8 - Uniform Socks
- $18 - Scouts BSA Handbook

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**CUB SCOUT PACK**

**0000**

**CHARTERED ORGANIZATION NAME - CITY, OHIO**

**Annual Membership Dues**

$75

What’s Included:

- $34 - BSA Membership Fee/Insurance
- $16 - Awards (Merit Badges & Ranks)

**One-Time Uniform Costs**

- $25 - Uniform Shirt
- $25 - Uniform Bottoms
- $12 - Uniform Patches
- $10 - Uniform Belt
- $15 - Uniform Hat
Being Prepared for New Scouts 365 days a Year

At every meeting, community event, and outing you should be prepared to share information about your unit with potential new Scout families.

- Unit Calendar
- Unit Leader Contact Sheet
- Unit Dues Handout (Breaking Down the Costs)
- General Promotional Materials
General Promotional Materials

The Lake Erie Council will print recruitment flyers for you.

Please contact your USE at least one week in advance.

Templates are also available at the BSA Brand Center.
Being Prepared for New Scouts 365 days a Year

At every meeting, community event, and outing you should be prepared to share information about your unit with potential new Scout families.

• Unit Calendar
• Unit Leader Contact Sheet
• Unit Dues Handout (Breaking Down the Costs)
• General Promotional Materials
• Youth & Adult Applications
Build a Recruitment Box

• Make sure the box is fully stocked with all the necessary recruitment information for your unit

• Take the box everywhere your unit goes
  • By making this a habit, you will never be caught off guard if someone wants information about your unit
  • Always be prepared to share your unit’s story and to invite families to join
What’s in the Box?
What’s in the Box?

- Unit Calendar
- Dues/Cost Sheet
- Unit Leader Contact List
- Youth & Adult Applications
- Generic Promotional Flyer
- Supply List (if applicable)

- Adult Leader Position Descriptions
- Parent Orientation Guidebook (Packs)
- Sign-In Sheets
- Pens/Pencils
When Do We Need the Box?

Your recruitment box should go everywhere:

- Unit Meetings
- Community Events
- Outings/Go-See-Its
- Fundraising and Show-N-Sell Events
- Parades
- Community Service Projects
- School Functions
Who Takes Ownership of the Box?

• Each unit should determine the adult leader or Scout (Scouts BSA) who will oversee keeping the box updated and mobile

• The holder of the box may change during the year

• Shared responsibility will be necessary

• Multiple boxes may be needed to meet the needs of a unit
Recruitment Box Tips and Tricks

• Make your box unique
  • Decorate it!
  • Give it a name

• Make sure all adults are familiar with the information included in the box

• Choose a container that will be portable and easily organized
Community Visibility

How do you make your unit known to the members of your community?

Parade with a Purpose

• Use parades to share information with the community
• Tell when and where you meet
• Explain the ages/grades you serve
• Invite new members to join
Community Visibility

How do you make your unit known to the members of your community?

Community Service

• Find service projects that will help the community and increase your visibility

• Make sure people know that a project was completed by a Scouting Unit

• Work with local media to publicize your service projects
Digital Visibility

Manage and Maintain a Unit Social Media Account and/or Website

SHARE, SHARE, SHARE

• Your unit’s site is probably visited most frequently by people who are already associated with your troop or pack
• Engage new people by sharing your posts
• Encourage family members to share your posts to their personal sites and to community groups
• Do not share full names of Scouts
• Avoid engaging in the negative comments on a post or turn off comments when necessary
Community Visibility

How do you make your unit known to the members of your community?

Adopt-A-School

• Build relationships with the schools your Scouts attend
• Make sure a leader is on the PTO
• Offer service to the school
• Request to be featured on the school’s social media and/or website
School Relationships
Know your Level of Access in your Schools

• Does your school allow a representative to come in and talk to students?
  • If yes, who will be the face of your unit in the school?
  • Work with your Unit Serving Executive to have a high quality school talk

• Can you send home print flyers? Digital flyers?
  • What is the approval process?
  • The council will provide flyers

• Work Collaboratively with Other Troops and Packs
  • Multiple units may recruit out of a single school
  • Work with those units to provide choices to families
  • This is a good thing, so keep it positive
Host a Join Night

The best location for your Join night is rarely the place where your unit meets

School

• This is a known, neutral location for new families. When possible, hosting a join night at a school will yield the best results

High Visibility Community Site

• Some of Scouting's best activities take place outdoors
• Holding an outdoor recruiting event will not only increase visibility, but it also allows for engaging outdoor activities
Host a Join Night

Keep join nights fluid

• Avoid a “You Sit, We Talk” format
• Allow new families to drop in and visit multiple stations at their own pace
  • General Information & Activities
  • Meet the Leaders
  • Explanation of Dues
  • Complete an Application
  • Make Payment
• Always have an engaging activity for youth attending a join night
A Better Recruitment Table

Throughout the year, there are many community events that your unit can attend. Most events will provide you with a table, so make the most of that space!

- Table Cloth
- Recruitment Materials
  - Unit Calendar
  - Unit Leader Contact Sheet
  - Youth & Adult Applications
  - Unit Dues Handout (Breaking Down the Costs)
- Engaging Activity
- Something to Take Home
- Think Vertically
  - Signs
  - Posters
  - Yard Signs
  - Flags
Who owns Recruitment?

All members of a unit play an important role in the recruitment process

• Registered Leaders
• Scouts
• Families

• A New Member Coordinator is an adult leadership position that can help coordinate recruiting

• A Troop Guide is a youth position in a Troop that could also be utilized to recruit and orient new Scouts
Anna von Fahnestock
anna.vonfahnestock@scouting.org

Kevin Wassie
kevin.wassie@scouting.org
Resources

• School Collaboration Handout
• Building a Recruitment Box
• Sample Unit Dues Handout
• Sample Recruiting Table