



Spring Recruiting Ideas that Work!

Fall isn't the only time to recruit. Especially with many packs doing both Lions and Family Scouting for the first time this fall, now is the time to sign new families up. This will give your pack time to get the new families organized over the summer rather than scrambling to get them going in the fall.

Where and When? Simple, just invite interested families to your last pack meeting/event of this program year. Do you have a June pack picnic? That's a perfect time! Your Scout district can send someone to support you by talking with the parents who are new to Scouting while the new Scouts participate in the fun.

How do you promote your recruitment night or roundup when the school that you recruit from:

1. No longer sends flyers home
2. Only accepts a digital flyer
3. Will not allow you to do in-school Scout talks

The answer: you become super creative! Here are eight proven ideas that work, from leaders like you:

1. **Scouting uniform** – have the boys in your Pack wear their uniform to school a couple of days before your roundup night.
2. **Peer-to-peer invitation** – have your current Cub Scouts write invitations to your roundup and give to their friends at school, etc.
3. **Word of mouth** – ask parents in your Pack to: share your roundup info at the next PTO or PTA meeting, tell other parents about how much fun they're having in Scouting as a family, announce your roundup info at the next Rotary or other civic club meeting, etc.
4. **Display cases, bulletin boards, and newsletters** – at school, your charter organization, church, or your place of employment. Ask if you can post your roundup information on your internal bulletin board at work. Ask your charter org, church, or employer to include your roundup info in their next newsletter, and display some Scouting items in their display case.
5. **Flyers, posters, and yard signs** – printed with your roundup info, give a couple of flyers to the families in your Pack and ask them to post them around town, work, or church. The posters can be posted at the school. Your families can

also take yard signs and post them outside their home or at businesses in the community (be sure to ask for permission first).

6. **Set up displays, tables, or booth** – at work, church, school open houses, back-to-school night, carnivals, ice cream socials, parent teacher conferences, etc. Make sure Cub Scouts and leaders are wearing their Scouting uniform.
7. **Newspaper ads and TV/radio announcements** – contact your local newspaper and TV or radio station to promote your roundup night.
8. **Utilize Google** - Updating your Pack's business profile on Google is an easy add to your recruitment quiver. 93% of purchase decisions start with a Google search (e.g. Googling "Cub Scout Packs near me"). While that search may bring-up BeAScout.org, it could also be bringing up packs that really aren't near to the parent or giving a false impression that local opportunities are more limited than they really are. It's free, only takes a few clicks, and gets your pack on the map: <https://www.google.com/business/>. Don't forget to use a favorable photo for your meeting location as well.

Special events – host a pinewood derby at a shopping mall and invite families from your school and neighborhood. You can also do this, or a raingutter regatta, at your school year-end event where all the boys and girls can participate. Have flyers ready with your Pack info to give to the parents, and "Hooked on Scouting" stickers to give to the kids.

Available Materials

The National Capital Area Council makes a variety of materials available to packs to assist you in your recruiting efforts.

Applications

Youth and adult applications are available from the Unit Commissioner, your District Executive, at the Marriott Scout Service Center, or at the Northern Virginia Scout Shop. Make sure you have enough for each recruitment event or community event you attend. It is good practice for the Unit Leader to have some available at all Scout functions should a new Scout family ask for one.

Flyers and Stickers

Customized flyers are typically sent out to Cub Scout aged students in schools. Please see your district membership committee or district executive order these flyers for the schools in your area. Flyers can also be used as handouts at public events, distributed on pizza boxes or any effective way that is suggested. Stickers are given

to each child during the “Scout Talk” to remind them to show the flyer to their parent.

Scout Talks (in-school recruiting)

While flyers and stickers have their place, they work much better when accompanied by personal communication. One method of achieving this is by arranging Scout Talks in local schools during the school day. Scout Talks are the opportunity for a scouting volunteer or staff to talk to students at their school as part of their daily program. You can contact your local principal directly to setup a Scout Talk. These events have the most impact when a local leader is available to be part of the Scout Talk as he or she can give more detailed information on Scouting in your area.

BeAScout.org

The BeAScout.org site is the official national recruiting website for local units. Cubmasters, Committee Chairmen and Charter Organization Representatives can logon to their units’ BeAScout profiles at www.my.scouting.org. Those leaders can then customize their unit’s profiles so that families interested in Scouting can contact unit leaders directly and even register online. It is very beneficial that every unit make sure their profile is up to date.

General Recruiting Tips & Guidelines

Be Creative. While a table with information and application on it may have a chance of bringing new scouts to your unit, it can be much more successful by adding an activity such as a photo display of your unit in action, Raingutter Regatta or a Pinewood Derby track.

Don’t Recruit Kids...Recruit Families! While at an event or sign up night make sure you pass both a Youth Application and Adult Application to each adult/youth pair that approaches you. Encourage the parent to fill out both and explain to them that Scouting is a volunteer run organization and that the success of your local group depends on the wiliness of parents to help out in some roll. You can finalize how they will help and what role they will fill (Committee, Den Leader, etc.) at a later time.

Respect Parents Time. Parents who are interested in signing their children up for Scouting don’t always have to be sold on scouting. In fact, they are usually used to

the same procedures that sporting programs use – they arrive at the recruitment night ready to fill out the application and pay that night. Make sure they receive an application the first time you engage them and make every effort to collect the application from them at the same event. If the application is completed, signed and paid for as soon as possible, then their child can jump immediately into your program and you won't waste your time or the parents' time tracking down applications and money.

Once the application is complete, turn it into the National Capital Area Council as soon as you can. If one of your unit leaders can't turn them in quickly, a Commissioner or member of the Field Staff will make arrangements to pick it up for you. This will ensure that the Scout is invited to all the summertime activities and covered under BSA's insurance should an incident should occur. It also allows for the council to immediately being assisting the pack with advancement tracking.

Use the Uniform. Scouting has a great tool in the uniform as it is widely recognized among the public. Having leaders and Scouts in their field uniform will make it clear what you are representing at recruiting events. Always consider having your Scouts wear their uniform to school the day of a Scout Talk or recruiting event to raise awareness and attention.

Alternate Communication. Each community has its own unique ways of promoting community events. Make sure that your recruiting and other Scouting events are in your town's community bulletins, church bulletins or websites.

Unit Fact Sheet. Each Pack is highly encouraged to create a one-page Fact Sheet for use at all recruitment events and whenever appropriate. This sheet is intended to be an overview of your unit for all new families and leaders. Key dates and events can be included as well. You should also forward copies to your Unit Commissioner, Membership Chairman and District Executive.

Help spread the word and share the adventures of Scouting!