



SCOUTS
BSA

2019 FALL SCOUTS BSA RECRUITMENT CAMPAIGN

Keys to Success:

- * Use a Proven Plan
- * Secure Support and Buy-In of Scouts
- * Have a Troop Membership Chair
- * Have Trained and Effective Leadership
- * Have a Fun and Varied Program
- * Create Excellent Publicity
- * Recognize Volunteer and Scout Efforts
- * Tenacity and Follow-Through



WHY RECRUIT?

A steady flow of youth into a Scout troop is essential to maintaining the troop's health. New Scouts bring energy and enthusiasm to the troop program. To avoid the pitfall of shrinking membership, a troop should add at least 10 new Scouts every year. Having a year-round growth plan in place will help attract new Scouts.

The first step for any recruitment effort is to appoint a troop committee member to serve as the **troop membership chair**. This person will develop and implement a year-round growth plan that incorporates all methods of recruitment, working closely with Cub Scout packs in the community, the district membership committee, and the unit commissioner.

There are three methods of recruiting new Scouts into troops:

- [Graduate Webelos Scouts into a Scouts BSA troop.](#)
- [Host a troop open house.](#)
- [Encourage youth recruiting.](#)

The year-round growth plan addresses all three methods and is a highly recommended resource:

<https://www.scouting.org/programs/scouts-bsa/year-round-guide/>

For this fall, we are focusing on bringing new families into Scouting and so this guide has information about our **fall incentives** as well as resources to help you host **open houses** and encourage your Scouts to participate in **peer-to-peer recruiting**.

2019 FALL SCOUTS BSA RECRUITMENT CAMPAIGN OVERVIEW

- Purpose:**
1. Enroll prospective middle schoolers and high schoolers into Scouts BSA Troops.
 2. Strengthen all Troops with less than 20 Scouts.
 3. Engage Scouts to invite their friends to join Scouting.
- Vision:** Schedule, promote, and complete engaging Scouting events with all Scouts inviting prospective Scout friends to attend and join. Scouts inviting their friends to join the program.
- Strategies:**
1. Peer-to-peer recruitment incentives with friends inviting friends to a fun fall recruitment outing or activity.
 2. Develop a comprehensive grassroots marketing campaign the incorporates unit buy-in in promoting their unit locally and on social media.
 3. Each Troop holds recruitment events/outings/open houses.
- Incentives:**
- Exclusive Patch:** Recruiter patch offered to every Scouts BSA Scout that has a friend join Scouting between August 1st and October 31st AND a patch for every new Scouts BSA Scout application turned in between August 1st and December 6th.
- Twenty by 2020:** A delicious Ice Cream Party for every Troop with less than 20 youth on June 1st that get up to 20 Youth by December 6th. (Recharter due date)



PEER-TO-PEER CAMPAIGN OVERVIEW

The most effective recruiter in Scouting is a Scout who is enthusiastic about his or her troop. Having a fall peer-to-peer recruitment campaign within the troop is a best practice. Offer incentives for each Scout who recruits one of his or her friends to join the troop, as well as an overall prize for the top recruiter. For this year the council will provide the incentive for you of a special patch for all Scouts and their friends who join. The campaign needs to end after a few months so there is a definite starting and ending point to emphasize. The council incentive will run August 1st, 2019 to December 6th 2019.

As an added bonus a candidate for First Class Scout must invite a youth to attend a troop meeting or activity.

- August:**
1. Announce a recruitment drive in the troop. Display awards and incentives for the top recruiters if using. Person Responsible – Scoutmaster, Troop Membership Chair (SM, TMC)
 2. Ask Scouts to list non-Scout friends they would like to invite to a fun activity or joining activity as part of their recruitment drive. Person Responsible - SM, TMC
- September:**
1. Monitor the troop's recruitment efforts and present incentive awards to those who have recruited a new Scout. Person Responsible - SM, TMC
- October:**
1. Continue to monitor progress and recognize top recruiters. Person Responsible - SM, TMC
 2. Follow-up with any families or potential Scouts that visited the Troop to collect applications.
- November:**
1. End the recruitment drive and honor the new Scouts and top recruiters. Person Responsible - SM, TMC

Best Practices:

- Ideally they should plan a “fun” meeting in September to invite potential Scouts to. Inviting somebody who is completely unfamiliar to the program to a meeting which is all business might not be the best enticement. The meeting can be focused on organized games, an “open house” type event, or a full program. Keep it simple, keep it fun.
- Let the Scouts help decide on the type of meeting they want to invite their friends to Their buy-in is critical to success of the campaign.
- Provide your current youth with written material that they can give to their friends:
 - Bookmarks
 - Pocket size invitations
 - Business card size information (available at the office)



OPEN HOUSE/ JOINING ACTIVITY OVERVIEW

Prospective Scouts want a taste of what Scouting is all about and parents want to know what their child will get out of the program as well as the important details such as schedule and cost. This information can be communicated either in a traditional open house/join night OR as a joining activity. Either can be an effective tool with enough planning and buy-in from the Scouts. With either model, involving all Troop members from the planning stage and planning at least 6 weeks in advance of the event will help ensure success.

OPEN HOUSE MODEL:

The Scouts BSA troop open house allows a troop to swing open its doors and roll out the red carpet to welcome guests. It provides a forum to show off Scouting activities and the troop's accomplishments. It is an effective tool to reach youth who have never tried Scouting.

Read Troop Open House for details on using this method.

https://filestore.scouting.org/filestore/pdf/03_18-706.pdf

(Note this is a 2003 printing and has not yet been updated for pronouns, program name, or current YPT standards.)

ACTIVITY/EVENT MODEL:

Using an activity is a great way for prospective Scouts to see Scouting in action. National has provided three models using shooting sports, geocaching, or chess as recruitment events for Scouts BSA. Their structure can serve as a starting point for any activity your Troop would like to put together.

Visit <https://scouting.webdamdb.com/bp/#/folder/4731610/>

Best Practices:

- Start planning this event at least 8 weeks out from the event date, so potential families have enough notice to build it into their busy schedule.
- Ideally they should plan a “fun” meeting in September to invite potential Scouts to. Inviting somebody who is completely unfamiliar to the program to a meeting which is all business might not be the best enticement. The meeting can be focused on organized games, an “open house” type event, or a full program. Keep it simple, keep it fun.
- Ideas for social activities that could be used: ice cream social, pizza party, climbing party
- Showcase projects that the Scouts will be doing. Ex: Camping, fire building, Dutch ovens, hiking, etc.
- Be sure to include the parents of the youth. They will need valuable information about the Troop.
- Follow up with any prospective member by phone or e-mail.
- Be sure to have a “I want more information” box available any time you set up a recruiting display. Interested people can fill out a slip that gives their contact information. Be sure to contact everyone who fills out a slip.
- Have a year-round program planned out. This doesn't necessarily mean that you meet every week, but that you provide activities/meetings on a regular basis all 12 months of the year.
- Prepare a display of troop activities, photos, and awards that the troop has earned.
- Assign greeters to be at the door to welcome guests as they arrive
- Have a printed agenda and a copy of the troop's calendar for every attendee.



RESOURCES

Available Resources

These resources are available free of charge. Contact your local District Executive or council office for assistance.

- **Posters** – placed indoors in local cafés, schools, libraries and other community gathering places.
- **Invitation Cards** – cards that can be handed out by parents and Scouts to friends and neighbors encouraging them to join Scouting.
- **Social Media Images and Videos** – shareable videos and editable images with template language for sharing on Facebook, Instagram, and Next Door. Visit the [BSA Brand Center](#) to download.
- **Flyers** – colorful stock flyers that can be printed and distributed at local schools or handed out.

Scouts BSA Join Night Powerpoint Template: <https://scouting.webdamdb.com/bp/#/folder/4731610/85038412>

General Best Practices

When providing written materials (fliers, business cards, web sites, etc.) be sure that you provide a way for people to contact your unit. Don't just provide information about when/where you meet. People may want to contact you prior to attending. A contact name and phone number and/or e-mail address are very important (ex: "For more information about Troop 123, contact John Doe at (815) 555-5555 or via e-mail: johndoe@yahoo.com"). Also add www.beascout.org to your written materials.

- Update your unit information on www.beascout.org. If you have not yet done so, the site shows generic contact information. Be sure to update information whenever there is a change.
- Flyer/information table at school activities such as
 - PTA/PTO meetings
 - Concerts
 - Sports games (basketball, baseball, etc.)
- Word of mouth – tell everyone you know what a great program Scouting is
- **Service Projects:** When your Scouts are working on any community service project, make Scouting "visible"
 - If your unit has a trailer with your unit information on it, park it where people will see it while you work on your project
 - Display your unit and U.S. flags where you are working.
 - When distributing bags for Scouting for Food, include a flyer about joining Scouting
 - Ask the organization that you are doing the project for to promote Scouting by displaying information about your project.
- Have a physical "presence" at community events
 - Community festivals, picnics, and parades
 - Have a booth at the event
 - Pay attention to how both the leaders and the youth present themselves in public. A lot of times, image is everything.
- Troops need to have a good relationship with the Cub Scout packs in their area.
- Have trained Den Chiefs assisting with Cub Scout dens. They can discuss the fun things they have done to give the Cub Scouts an incentive to want to join your troop.



Troop Membership Chair Duties

1. Identify troop membership needs. What patrols have room for new members? Do new patrols need to be formed to provide adequate leadership opportunities?
2. Update unit website and beascout.org with current contact information.
3. Plan and Schedule a Joining Activity.
4. Promote and coordinate peer-to-peer campaign.
3. Attend joining activity to meet with new families. Enroll new members and submit their paperwork.
4. Follow up with all new Scouts and parents to make them feel welcome and part of the troop. Arrange appropriate training for new leaders.



20 WAYS TO PROMOTE YOUR TROOP BEFORE 2020

1. Social media posts: Facebook, Instagram, Nextdoor, Twitter
2. Meeting with the principal
3. Open House and school visits
4. PTA/PTO presentations
5. Table at curriculum day
6. Troop website, school website, and chartering org website
7. Stickers & wristbands
8. Customized invitation letters
9. Flyers
10. Community events
11. Personal phone call
12. School and library display cases
13. Lunch tray liner
14. School intercom announcement
15. Community events and parades
16. Community reader-boards and marques
17. Church Bulletin inserts, articles, and calendars
18. Local newspapers "news stories", radio, TV.
19. Door hangers
20. Troop information sheet