



DISCOVER YOUR FUTURE

INVITE NEW FRIENDS

Scouting America
Silicon Valley Monterey Bay Council



Dear Advisor:

The Exploring program has been providing young men and women in our communities with exciting activities and mentorship opportunities to discover their future. Exploring is a mutually beneficial program to both its own branch offices and to the youth who are the future workforce of America.

As an adult leader, you are among the thousands of adults who make the program possible for youth. You also represent the program's best sales force. This guidebook has been created to assist leaders and Explorers in offering a variety of quality invitations to each and every young person in our community. Our goal is to leave no stone unturned. Every youth should receive the message that Exploring is available in their community. The ideas featured in this book can be done quite easily and are supported by the Silicon Valley Monterey Bay Council – Scouting America.

We challenge you to incorporate these ideas into your recruitment efforts, use your imagination, and help spread the excitement of the Exploring program.

Stephen Henkenmeier
Council President

Jeff Thompson
Council Commissioner

Eric Tarbox
Scout Executive



INVITATION METHODS

THIS GUIDEBOOK HAS BEEN PUT TOGETHER AS A BASIS FOR ASSISTING EXPLORERS' RECRUITMENT. THESE ARE A FEW METHODS THAT CAN BE IMPLEMENTED IN YOUR COMMUNITY. THE MORE IDEAS USED IN YOUR RECRUITMENT, THE MORE SUCCESSFUL RESULTS YOU WILL HAVE!

TOP 10 METHODS

The Top 10 methods are considered to be the most important ideas for recruiting. Posts should consider doing multiple methods as there is not one method that is considered the "silver bullet" way of recruiting. We challenge you to do 7 or more methods.

Post Information Sheet

- ◆ This is your chance to brag about your post and have a quick handout ready to distribute.
- ◆ Details should include meeting times and locations, post calendar, list of adult and youth leaders' contact information and other exciting information about your program.
- ◆ These information sheets should be shared with your organization, schools, community organizations, and families in your post so that they can be distributed to new members.



Organizational Scheduling/Planning Meeting

- ◆ You should schedule a face-to-face (or virtual) meeting with your organization before the start of the new school year. This meeting provides an opportunity for you to thank the organization for its support and outline your ideas and requests for the upcoming program year.
- ◆ Be sure to bring pertinent information regarding your program, a "yearbook" of activities, and be prepared to explain the benefits of the program. Determine how your post can help support your organization.
- ◆ Bring popcorn or another gift to show your appreciation for your charter organization. Also, a good idea to take with you when you visit the schools that allow you to recruit.

Flyers

- ◆ Work with our District Executives to order flyers for use in your recruitment events.
- ◆ Silicon Valley Monterey Bay Council will let you know what information they can print on the flyer:
- ◆ This is typically the date/time/location of your recruitment event. Recruitment events should be planned within the first few weeks of the school year. Be creative!

Wear Your Post t-shirt/Be Visible in the Community

- ◆ Your post might decide to design a t-shirt for Explorers, leaders, and parents to wear on a regular basis. This is an easy way to get exposure for your Exploring Post, as the t-shirt/uniform/etc. serves as a walking billboard and conversation piece. Ask all youth to wear their t-shirt when out for events and community activities. If your Explorers are attending school, ask them to wear their t-shirts/uniform/, etc. on the day of the recruitment event. Adult leaders should also wear their t-shirts, uniforms, etc. to school, post events, and attend other community events.





School Visits

- ◆ School visits have been a highly effective way to get youth excited about the program in the past. Can your post help with a school project, supplemental program, or other service for the school? Be sure to send thank-you notes to your school administrators, principals, and teachers.

Lawn Signs

Post these signs at the school and other high-traffic areas in your community before your recruitment event.

Use council-provided signs or create your own.

- ◆ Include the Exploring logo, date, time, and location for your recruitment event.
- ◆
- ◆

Back to School Night/Community Event

- ◆ Your post is part of the fiber of the school, community, and its families. Being present at Back to School Nights, other school and community events is an important way to raise exposure of your program.
- ◆ Have a table/booth at these events with flyers, interest sign-in sheets, way for youth/families to sign up online and other visuals/activities for youth/families to get involved.

Picture Board/Social Media Presence

- ◆ Sometimes pictures speak louder than words, include contact information on boards that can be taken to community events or posted on community social media sites. (Facebook, Nextdoor, etc.)



Geofencing

What is it?

Geofencing is the practice of using global positioning to define a geographic virtual boundary. Once the virtual barrier is established, we can set up triggers that will send them a Facebook app notification/ad when the mobile device enters the specified area.

How to set it up?

Step 1 - Login to your council FB page

Step 2 - Click on Events

Step 3 - Create an Event

Step 4 - Enter Event Information

Step 5 - After your event is posted - BOOST your event
The BOOST cost you as little as \$1 per day!

ADDITIONAL TIPS!

- Ensure you are using the Scouting America Brand
- guidelines. Use a high-resolution graphic for the
- event
- Make sure it looks professional.
- You can target or geofence any location and target junior high/middle schools and high schools around
- that location.
- Add small details – Example- Room #; specific
- location

Please DO NOT change the event after it is posted, it would be like doing flyers for a school and changing the date

JUST ASK ONE

- Just Ask One is designed to give your Explorers and their families a recruitment tool to promote Exploring. What a great opportunity for youth to have their friends join them in this adventure.
- Existing youth/families can probably think of at least one other youth/family that might have an interest in a particular career field.
- Explorers should invite their friends/other youth to join them at the next meeting. This should be a personal ask!





MORE OPPORTUNITIES

The following ideas are additional methods that the post should consider!
Ask every family to join in!

Information Business Cards & Buddy Cards

- ◆ These cards can be created by the post for Explorers to hand out to other youth. Card templates can also be found on the Scouting America Brand Center by visiting Scoutingwire.org
- ◆ Include details like date and location of meetings and leadership contact information.
- ◆ Cards can be printed from your home computer.
- ◆ Have each leader/family carry and hand out cards at all school/community functions.
- ◆ Have each Explorer share these cards with their friends and other youth.

Invitation Letter/Email/Personal Phone Call

- ◆ The letter or call should be customized for each Explorer/family, for them to send/call their friends and acquaintances.
- ◆ Include thoughts like the benefits of Exploring and why you/your family is involved.
- ◆ Letters should include meeting and joining information, as well as who to contact for more information.
- ◆ If you are able to meet in person, invite new youth/families to go with you to the next activity.

Promote at Church & Other Personal Affiliations

- ◆ Families also have many other affiliations, such as church and sports; these activities can be used to spread the word of Exploring.
- ◆ Ask other youth/families who are involved with you and your family to join you in Exploring.



Social Media Posts

- ◆ Encourage your families to share their experience on their personal social media channels. This is a great way for other youth/families to discover their career potential!
- ◆ Ask youth/families to share on community pages they are also a part of like Nextdoor

Drive-up Signup Night

Set up in a parking lot (possibly your school) and have youth/families drive up sign-up stations

- Station 1** Welcome & QR code to fill out online registration
- Station 2** What We Do: Provide families with an information packet (calendar/leader contact/post information sheet)
- Station 3** Youth Officer/adult leader Welcome and Q&A
- Station 4** Check-out (opportunity for post to collect any dues, sell t-shirt, and remind youth/ family of 1st upcoming event/activity)

ADDITIONAL METHODS

- Use door hangers with Scouting for Food, Popcorn, other unit fundraisers, or community service activities
- Unit Events
- Career Recruitment Days
- Ice Cream Socials
- Summer Experience: Launch Events
- FUN outdoor activity (Fishing Derby, STEM Derby, Rocket Launching) Penny Stuffers (local advertisement stuffers)
- National Recruitment Video
- Local Recruitment Video
- Pizza box flyers (other restaurants that are willing to throw in an advertisement)
Local Flyer distribution (places families go to: Pizza/Ice Cream/Snow Cone Yogurt Shops, etc.)
- Joining Night events at sporting areas (soccer/baseball/basketball/etc.)
- Post self-marketing via Facebook, Snapchat, Instagram, TikTok, etc.
- YouTube Ads
- Calendar of Community Events: parades, service events, etc.
- Spirit Day at Chick-fil-A or other businesses
- Utilize the NextDoor app
- Partnering with college/civic/business/community organizations,
- Partnering with high school groups/organizations- adult education

