2024 Spring Recruitment Plan

Unit: _____   New Member Coordinator: _____

Open House Event: Date: _____   Time: _____   Location: _____

> The date must be set 6 weeks in advance to ensure effective use of promotion and recruitment resources.
> The location should be neutral and welcoming to all potential families. Schools are best.

Activity at event: _____

> The activity should not distract from the purpose of signing families up.
> Good examples include rockets, a cooking demonstration, tie dye, or a Council inflatable if available.

Target Schools: _____

Other Schools and Community Organizations to Promote Event with: _____

_____

Remember: Families attending these events are almost always ready to sign up if they:
1. Feel welcome and 2. Someone asks them to sign up.

The Unit Will:	The Council Will:
_____ Set date/time/location of event.	_____ Schedule Scout Talks and flyer distribution. We will request this of every school, but it is dependent on the school's permission
_____ Choose an appropriate activity.	
_____ Promote on local community social media.	_____ Conduct Scout Talks and distribute flyers.
_____ Distribute peer-to-peer cards.	_____ Create event on social media with paid promo
_____ Ensure BeAScout pin is up to date.	_____ Provide template social media posts and email.
_____ Share camp incentive with families	_____ Print peer-to-peer and parent-to-parent cards
_____ Ask every family that attends to join.	_____ Prep other available materials. Giveaway items, lawn signs, EZ ups etc…
_____ Have tech access for online apps.	
_____ Accept applications within 24 hours.	_____ Provide meaningful incentives for families*
_____ Follow up on BeAScout.org leads.	_____ Follow up on BeAScout.org leads .
_____ Encourage new members to attend camp.	_____ Provide camp and program resources.
	_____ Offer training to units on recruitment.

*Spring 2024 incentive is a highly discounted camp rate for new members. $49 for Day Camp and $99 for Yawgoog Resident Camp.

Narragansett Council supports units attending community events/parades with the mascot costumes, inflatables, and other recruitment supplies upon request, however these events are not a substitute for a Join Scouting Event.