Guide to Successful Recruitment

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The Steps to Successful Recruitment

1. Confirm Your Calendar
2. Create a Media Plan
   - Traditional
   - Social
3. Create Marketing Materials
4. Execute your Media Plan
5. Execute your Event
6. Measure your Success
Recruitment Media Plan

Consider the Following

• Appeal to Parents with Lion & Tiger age children
• Outdoor Signs
• Flyers for Schools, Churches, Community Centers, Athletics Centers
• Physical presence at Open Houses, Opening Day, etc.
• Social Media
  • Facebook Events
  • Facebook & Google Advertising (Geofencing)
Traditional Tools

Outdoor Signage

Flyers
Digital Tools

Facebook Events
Digital Ads
Geofencing
Web Landing Page
Pack 13 Centreville’s Recruitment Tool Kit

• Parent Photo Presentation
• Things to do!
• Physical & Digital Information Kit
Execute Your Events

Council has tools to help!
Capture Prospects

- Create a Google Form
  - You can also set-up a simple form with any website builder, if you have a web site
  - You can also link from your Facebook Page
- Submit Form to Google Sheets
- Use Google Sheets as a mailing list to follow-up with prospects within 24 hours
Follow-up within 24hrs is Key

• We’ve found that average conversion from Prospect to Scout is around 8-10% for our Pack

• Getting information to parents quickly keeps your pack top of mind and demonstrates reliability & organization

• Be sure to send them
  • Short “Thank for your Interest” Message
  • Digital Version of your Information Kit
Measure Your Success

• How many prospects did you gather?
• How many new Scouts did you sign-up?
• Will you have net-growth when you consider Cubs crossing over and normal attrition?
• What percentage of youth are Lion & Tiger age?
• Have you won back any families to Scouting?
Pack 13 2019 Recruitment Results

Event Numbers:
- Soccer Opening Day
- 3 School Open Houses
- 46 Prospects
- 11 new Scouts (23% conv.)
- 3 of 11 (27%) return to Scouting
- $8 cost per acquisition

Advertising Numbers:
- Total Advertising Spend: $93
- Daily Spend: $6.50
- Duration: 14 Days
- Reach: 3,566
- Cost per Engagement: $1.90
- Cost per Direct Response: $5
Always be Scouting

• Post plenty of content showing your Pack and Dens involved in exciting and fun activities
• Constantly use email, posts and web to make your activities and calendar available to your pack and the community
• Publicize the good turns that your Scouts are performing in the community
• Recruitment is a constant activity not just once a year
Thank You!

www.pack13centreville.org