



2021 Spring Recruitment Campaign

Recruiting new youth is a great way to breathe new life into your unit. The Spring season allows Scouts to get outside and better yet, prepare for Summer Camp! Our 2021 Spring recruiting campaign is designed to give you some hints and tips that really work as witnessed by other units here in the Council.

Incentive Details

Every Scout who recruits a new youth will receive the official recruiter patch that can be worn on their uniform.

For each Scout who recruits 5 new youth they will be entered into a drawing for a free week of Summer camp. (A new youth is one that was not registered in 2020. Arrow of Light crossovers do not count as new youth for Troops)

Please send us the names of your recruiters and the Scouts they recruited. You can also enter the names on the website via the Spring 2021 Recruiting Campaign page found under the volunteers tab.



Timeline

March through April – Start posting on social media sites attributed to your town, local schools, and your own personal page. Share photos of memorable trips, accomplishments, or community involvement from the past year. Encourage all parents and local Scouting alumni to do the same.

Have a quick presentation at your meeting with Scouts and parents. A Scouting professional or a District volunteer will showcase the incentives and walk you through how best to approach a friend or family to join Scouting. This is also a great time to brainstorm an activity that excites your current Scouts and will be of interest to your potential new Scouts.

One week out - Conduct a school presentation (if possible) or at least send out flyers for distribution.

Confirm with your Scouts what friends they have invited to the next meeting. If possible collect contact information to send a reminder to those invited.

Day before - Send a reminder to those invited. If possible, this could be an email or Facebook message.

Rally Night Conduct the Rally. Collect applications and payment that night. Make sure to have dates of upcoming events available for all new families. Recognize the Scouts who invited friends that night.

Day after Rally Follow up with any invited guests that were unable to attend. Get the filled-out applications to your Scouting professional for processing or ensure they are accepted online.

Thank those for attending and remember that Scouting is not for everyone; a no right now does not mean a no forever. So, offer to add them to your newsletter or to follow up after your next event to showcase the fun they are missing out on.

Top 10 ideas that actually work!

You have the date for your rally set, you have a great activity planned, your Scouts are prepared to invite friends...However, we want to get the word out to as many youths in your community as possible. Check out the resources available on [ScoutingWire.org Marketing and Membership Hub](https://www.scoutingwire.org/marketing-and-membership-hub) for additional tips and branded items including videos for sharing on social media.

1. Have each family ask via phone, text, email, or social media 3 to 5 people they know with kids that are not currently in Scouts to come to your event. This peer to peer method has shown to be the most effective recruitment method!
2. Utilize Facebook. Post recent images and ask your current families to like and share.
3. Update your BeAScout.org pin with the correct contact info. National drives marketing efforts to that website.
4. Ask the school to include your flyer in their newsletter. We even have videos.
5. Send your info of your upcoming event or a recent event to the local newspaper.
6. Make sure to participate in your community events. Parades, clean up days, local festivals/farmers markets, touch a truck events, school open houses, etc.
7. Utilize the inflatable archery, BB, or gaga ball pit offered by the Council.
8. Pizza box flyers. Council will print small flyers that your local favorite pizza shop can attach or include with each order on a Friday night.
9. Think outside the box. Will a local business, library, town hall, fire department, etc. display your 'ad' on their marquee or let you hang a poster or lawn sign?
10. Utilize your Chartered Organization. Many of them will allow you to make an announcement, put info into a newsletter/bulletin, or mention you on their website.

Recruiting Checklist

- Pick the Rally Date
- Share Recruiting Plans with District Membership Team/Local Professional
- Have a Scout talk presentation in your unit to inspire your Scouts to invite their friends
- Decide on an activity
- Share on social media
- Get flyers out to local schools, pizza shops, high traffic locations
- Have online apps turned on and your BeAScout.org pin updated
- Collect completed applications and payment
- Submit the completed applications with payment