



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





Support Materials

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

The screenshot shows a web form for Pack 13 Cub Scouts. The header includes a logo, navigation links (HOME, JOIN, EVENTS, RESOURCES, HIKE CLUB, CONTACT, LOGIN), and a 'PACK 13 SHOP' button. The form title is 'Pack 13 Cub Scout Request for Information'. Below the title, it says 'PLEASE COMPLETE THE FORM BELOW.' The form fields are: Parent's Name (First Name and Last Name), Email, Phone (Area, Prefix, and Number), Child's Information (Name, First Name, Last Name, Child's Grade dropdown menu set to 'Kindergarten', and School), and a 'SUBMIT' button. The footer features a logo, the text 'COME AND JOIN OUR PACK TODAY!', a 'REGISTER FOR SCOUTING' button, and social media icons for Facebook, Instagram, and Twitter.



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