



2022 Scout Recruitment Guide

The spring is the best time to recruit new Scouts to join a Troop! The highlight for many Scouts is their experience at Summer Camp. It is also the small window to recruit 5th graders.

Maybe your troop has not been successful in this effort before? This year is unique in that many youths did not get the opportunity as 5th graders to join pack, or they left Cub Scouts because they were not active in 2020.

Troops Need to “*Be Prepared*” for New Scouts

Troops with an excellent track record of recruiting and retaining members have one thing in common – they are prepared to receive new Scouts into their program. What does this mean? A Troop is prepared to receive new members when the leaders have:

- ✓ Have an activities **calendar** for this summer with input from youth and families. Share this to with your district executive so they can better support you.
- ✓ Created a reasonable **unit budget** and are good at explaining how much Scouting costs and how the parents can help pay for the program. Including large events like summer camp.
- ✓ Spring is a great time to get a new patrol started with a few families and recent youth transferring from a pack. Develop these families into the leaders of the troop in the future.
- ✓ Evaluate your Troop’s leadership succession plan to determine the leadership positions that need to be filled and have a **game plan for recruiting parents** to fill those vacancies.
- ✓ Identify current troop leaders that will serve as immediate **new-member mentor(s)**. Mentoring helps provide support to new families to include, but is not limited to troop organization, traditions, location and time arrangements, training, resources, information regarding district and council events, as well as encouragement and advice.
- ✓ Prepared a **well-planned Sign-Up meeting** that sells the benefits of Scouting
- ✓ Developed a plan to contact each of the families after the Sign-Up meeting to remind them about the **Parent Orientation** meeting and first event for Scout. When the new parents attend the orientation meeting, the troop program can be explained in more detail in terminology that is easily understood by the parents.
- ✓ Invited families to **participate in a fun activity** and make sure they are prepared. Make sure they have everything and know everything about this activity. We want the first event or campout to be a great one.



Sign-up vs. Parent Orientation

A sign-up event is exactly that and no more. Let families begin to engage with your Troop in a simple way of joining and learning about the fun they will have. You should set the expectation at a sign-up that parent help is needed, and everyone is asked to do their part. You reinforce the need of parent help by making sure you get each adult to complete an application or merit badge counselor application along with the youth membership application and asking them to go ahead and complete Youth Protection Training. Since a Sign-up event is simple and maybe only lasts a few minutes for a family, it is important to make sure that new questions and complete information for troop activities such as the first campout and who is in their patrol can be shared; this is where the Parent Orientation steps in.

A Parent Orientation should take place no more than two weeks after your sign-up. You may have new families coming for the first time to Scouting at the Parent Orientation as well as still have information available for those who missed the earlier sign-ups. At the Parent Orientation parents should get a deeper understanding of activities and volunteer opportunities. Use the example PowerPoint from nlcbsa.org/recruit. The point of these are to make sure that families have a clear understanding of what a Troop is and what leadership is needed to ensure a fun time for everyone. You can ask from the front of the room for volunteers; however, it is proven the most effective way to find new leadership is to make a specific ask of a person you think will do the best job.

Sign-up Night

What is a Sign-up for Scouting?

Sign-up for Scouting is a simple welcome and opportunity to help families learn about Scouting, your troop and to join. These can be done as stand-alone events and with packs who are recruiting from the same school. At a Sign-up for Scouting event, you have some basic stations that share and gather information. You also set the expectation that parents need to be involved, however you do not recruit them into leadership roles.

Stations Include:

1. Welcome and sign in: Greet families and make sure they sign-in as attending, give them a Troop packet which includes calendar, parent information sheet, applications (youth & adult), summer camp information.
2. Registration: Collect membership applications and parent surveys. Disseminate additional information. Have pens and people who can answer questions.
3. An area to have fun with the Scouts!

Normal Friend Activities

Here is how it works:

- Scouts and parents are offered opportunities to join, but the NFA is not a high-pressure sign-up events. If youth and scouts are dressed in normal attire (and not uniforms) that can also help the new Scouts not feel out of place.
- Also, invite prospective Scouts and Parents back to future normal friend activities, as it may take several times for them meet and feel comfortable



What are Normal friend activity events?

- Open House
- Bike Rodeo, Fishing Derby, Rocket Day, Rain gutter Regatta, Pinewood Derby, Lego Derby Football/Baseball/Basketball game/Kickball (Leaders vs Youth)
- Hike
- Picnic
- Halloween, Ice Cream Party
- Service Project (i.e., Scouting for Food)
- Family Pool party, unit event, volleyball, or softball game
- Fall Adventure Week/ a Ski trip this winter/tubing
- Roller skating/Roller blading
- Movie Night

Promote, Promote, Promote with email invitations, Facebook announcements and text messages to family friends.

- There will be NFA's you want to promote harder than others, like an Open House, Bike Rodeo and Fishing Derby.
- There are others like a day hike or day bike trip planned that if you add just a few interested Scouts to come is fine also.
- Hold NFA's at least monthly throughout the year – give youth a chance to join (and come back)



Steps to Success at a Sign-up Event...

1. Before You Leave Home:

- Prepare an activity for kids to be active in.
- Wear your Troop or Camp shirt.
- Be sure you have:
 - Copies activities calendar for the next few months
 - Camp promotion fliers or camp info for questions
 - Pens
 - Adult and Youth Applications
 - Displays including pictures and projects from previous years



2. Set Up - Arrive at your location at least 30 minutes before the start time:

- Organize materials and set up the room. Tables should be organized to circulate families from one area to another.
- Assist Scouts with displays
- Set up and organize your activity for new youth
- Station a greeter at the entrance to ensure each parent signs in, receives an information packet and is directed to the appropriate den leader or volunteer for brief orientation and paperwork completion.

Packets for parents should include:

- Youth Application * (District Executive has more copies if needed)
- Copy of calendar and Troop leadership contact information

3. During the Sign-up

Parents and new Scouts will come and go throughout the evening. Be sure parents sign in. A volunteer must take the time to meet with each new parent. Provide them with all the information they need for upcoming troop activities. Get to know new parents. Answer all their questions and let them know how fun Scouting can be for them and their family. Find out if they have been involved before, maybe as a youth. (These new parents will be future leaders and volunteers.) Be sure they complete the Scout youth application and parent information sheet before they leave in addition to registration fees and any dues.

4. After the Sign-up Night

Be sure to turn in all youth applications, monies, attendance rosters to your district staff as soon as possible. **Follow-up with families will be a key to success, keep families informed about what is going on. An Email/Text/Phone Call should be done within 24 hours welcoming the new families.**

5. Parent Orientation Night - no more than 1 week after the Sign-up meeting.

An agenda includes items like calendar review, what is patrol method, ranks, how youth work on merit badges and what is a merit badge, camp signup, adult expectations, troop traditions and lingo!

Recruitment Plan for Troop _____

Coordinator Name _____ Phone _____ Email _____

Choose your recruitment date/time/location:

Date: _____ Time: _____ Location: _____

We would like a District Representative to assist at our recruitment: Yes No

To keep the interest of our new Scouts, we will conduct the following activities over the summer (example: Campout, Bowling, Zoo, Resident Camp, Baseball Game):

- June _____
- July _____
- August _____

Please select your top recruitment/marketing effort(s) for your Troop's recruitment:

- We will conduct a School Rally at _____ School(s)
- We will use the school roster and work with my leaders to call each family in 5th/6th grade at listed schools.
- Other _____

Please provide us the list of our dropped Cub Scouts to personally call and invite back: Yes No

Please select 3-5 additional recruitment/marketing efforts for your Troop's spring recruitment:

<ul style="list-style-type: none"><input type="radio"/> Deliver _____ Flyers to _____<input type="radio"/> We would like _____ Peer to Peer Cards<input type="radio"/> Will provide roster for postcard mailing<input type="radio"/> Youth will wear uniform to school<input type="radio"/> Parent lunch at School, pass out flyers<input type="radio"/> We would like _____ Yard Signs<input type="radio"/> Please provide us posters for our school<input type="radio"/> We will advertise at School Event<input type="radio"/> Parents will post on social media<input type="radio"/> Email Invitation from parents	<ul style="list-style-type: none"><input type="radio"/> Announcement at Church<input type="radio"/> Church Bulletin Inserts<input type="radio"/> Intercom Announcement<input type="radio"/> PTA/PTO Presentation<input type="radio"/> Marquee Display at school<input type="radio"/> Local Newspaper<input type="radio"/> Display Boards at Community Events<input type="radio"/> Volunteer for Community Events<input type="radio"/> Youth Sports Team Recruitment<input type="radio"/> Community Marquees<input type="radio"/> Posters/Booth at Library<input type="radio"/> Community Access Television<input type="radio"/> Church Sunday School Presentations<input type="radio"/> Business Window / Counter Displays
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