

 BOY SCOUTS OF AMERICA

2017 Recruiting Workshop

Buttes Area District



Prepared. For Life.®

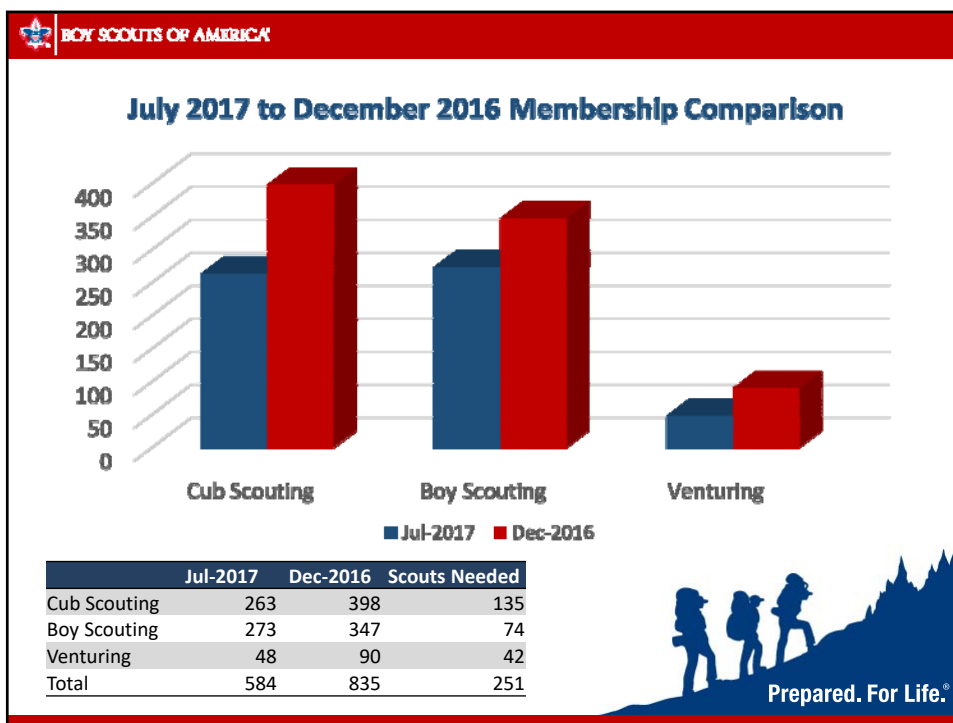
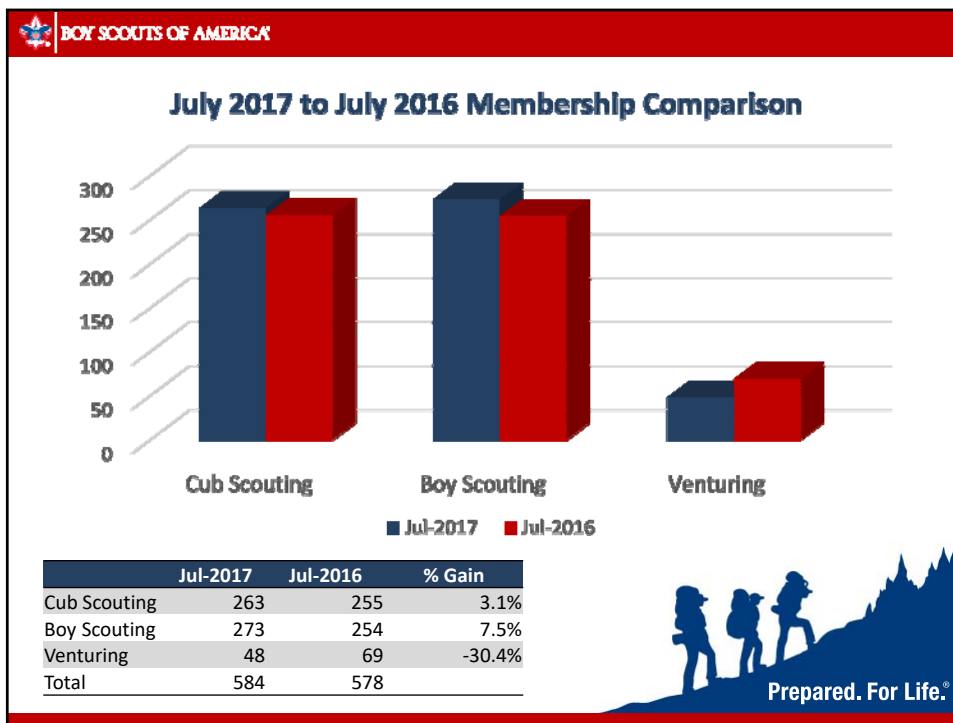
 BOY SCOUTS OF AMERICA

Content

- Membership Report & Goals
- Methodology
- Recruiting Team
- Attracting New Members
- Recruiting Preparation
- Recruiting Resources
- Sign Up Night Demonstration
- Area Breakouts




Prepared. For Life.®



BOY SCOUTS OF AMERICA

“In this world you're either growing or you're dying so get in motion and grow.”

- Lou Holtz



Prepared. For Life.®

BOY SCOUTS OF AMERICA

2017 Membership Goals



	Current	Breakeven	Growth	Goal
Cub Scouting	263	135	40	438
Boy Scouting	273	74	35	382
Venturing	48	42	0	48
Total	584	251	75	868



Prepared. For Life.®

 **BOY SCOUTS OF AMERICA**

Recruiting Methodology

How are we going to introduce scouting to 326 future leaders?



Prepared. For Life.®

 **BOY SCOUTS OF AMERICA**

Recruiting Ideas

- Boy Talks
- **Back To School Booths**
- School Delivered Flyers
- Sidewalk Flyer Handout
- Fall Festival Booths
- School Pin Board Display
- Parent Social Media Blasts
- **Peer to Peer recruiting**
 - Invite A Friend Days
- **Wear your uniform to school days**
- Banners at the School
- **Sign Up/Carnival Invite**
- BeAScout.org



Prepared. For Life.®

 BOY SCOUTS OF AMERICA

Who is responsible for recruiting new scouts?



Prepared. For Life.®

 BOY SCOUTS OF AMERICA

We are all part of the team!

1. District Committee – Provide resources, materials, training and guidance
2. Committee Chair
3. Cubmaster / Senior Patrol Leader
4. Scoutmaster
5. Den/Patrol Leaders
6. **New Member Coordinator**
7. Scouts & parents



Prepared. For Life.®

 BOY SCOUTS OF AMERICA

Introducing the New Member Coordinator Position

Sustaining strong membership in a unit depends not only on having new members join the unit, but also on engaging youth and their families in the unit experiences so that they feel *Welcomed* and want to stay. The role of the *New Member Coordinator* is to ensure that both *keys to success* take place.



Prepared. For Life.®

 BOY SCOUTS OF AMERICA

New Member Coordinator



1. Share the benefits of Scouting
2. Coordinate unit recruitment
3. Guide the joining and welcoming process for youth and their families





Prepared. For Life.®

 BOY SCOUTS OF AMERICA

Attracting New Members

- Program, Program, Program
- Demonstrate how much fun through activities and photos
- Share your story and how Scouting has benefited you and your family
- Get the kids in hands on activities ASAP
- Show pictures and explain how important it is for kids to attend camp


 Prepared. For Life.®

 BOY SCOUTS OF AMERICA






Begin with the End in Mind



Prepared. For Life.®

 BOY SCOUTS OF AMERICA

What is your Draw

or Life.®

 BOY SCOUTS OF AMERICA

Booth Items (See Booth Prep Worksheet)

- **Parent Call Back Sheet**
- Youth Applications
- Adult Applications
- Pens
- Rank Books
- Program Highlights
- **Photo Board**
- Unit Calendar
- Sign Up Night / Carnival Flyers
- Give Aways
- Games
- Crafts



Prepared. For Life.®

 BOY SCOUTS OF AMERICA

Remember – Do Your Best!

Start small and manageable and get better each year. These are only ideas to help you and your Unit to be successful in recruiting new scouts.



Prepared. For Life.®


 BOY SCOUTS OF AMERICA

Recruiting Preparation

- **Hold Committee Meeting**
 - Finalize Program Calendar
 - Assign New Member Coordinator
 - Share Back To School Dates
 - Sign Up Booth Workers
 - Assign Carnival Requirements
 - Schedule Wear Your Uniform to School Days
 - Discuss how much growth your unit can handle
- Schedule your on-site school visits
- **Order Promotional Materials**
 - Banners
 - Peer-to-Peer Cards
 - Flyers for Handing Out
 - Yard Signs
 - Posters




Prepared. For Life.®

 BOY SCOUTS OF AMERICA

Recruiting Preparation

- **Update your BeAScout.org Unit Information**
- **Review new registration process**
- Prepare communications for interested parents
 - Pack Introduction Letter
 - Parent Information Guide Back Page
- Send flyers home through the school
- Prepare your booth materials
 - Review Booth Prep Worksheet
 - Photo Board / Album
 - Collect Display Materials
 - Gather Rank Books
 - Prepare any giveaways/activities



Prepared. For Life.®


 BOY SCOUTS OF AMERICA

Sign Up Night

- Division of Duties
 - New Member Coordinator - Greeting
 - Committee Chair – Paperwork and Payment
 - Cubmaster/Senior Patrol Leader – Program for Scouts
- Get the kids playing
- Give the parents an introduction to scouting
- Provide Youth and Adult Applications for completion
- Have them complete the Parent & Family Skills Survey
- Review Apps & Take Money




Prepared. For Life.®


 **BOY SCOUTS OF AMERICA**

Communication Is Key

- Follow up after the Back To School Night with an email or text
- Send a reminder the day before or morning of the sign up event
- Follow up after they've attended a meeting or signup to see if they still have any questions
- Remind them about meetings for the first few weeks




Prepared. For Life.®

 **BOY SCOUTS OF AMERICA**

Recruiting Resources

<p>Recruiting Booth Resources</p> <ul style="list-style-type: none"> • Booth Prep Worksheet • Craft Program Ideas • Parent Sign Up Sheet • Parent Skills Survey 	<p>Communications</p> <ul style="list-style-type: none"> • BeAScout.org Update Instructions • Pack Introduction Letter • Email Templates • Day Camp Flyers
<p>Promotional Materials</p> <ul style="list-style-type: none"> • Peer-to-Peer Cards • National Flyer Example • Come Join Cub Scouts Flyer 	<p>Sign Up Night Tools</p> <ul style="list-style-type: none"> • Keep Calm and Signup Sign • Parent & Family Talent Survey • Parent Information Guide



Prepared. For Life.®

 **BOY SCOUTS OF AMERICA**

Join Us For August Roundtable

- Cub Breakout
 - Carnival
 - Twilight Camp Discussion
- Boy Scout Breakout
 - Troop Recruiting Event
- Den Chief Discussion
- Popcorn Update (Breakout?)

Thursday, August 3, 2017
7:00 pm
Marysville CalTrans Building
703 B. Street
Marysville, CA 95901



Prepared. For Life.®