

SCOUTING FORWARD

Youth Recruiting Youth Symposium

Older Youth Recruitment

Opportunities and why your youth
should take them

Is Recruiting a Year-Round Activity??

The answer is yes,
yes, it is! You don't
need to think of
recruiting as a chore.
It can be much
simpler than that

Find A Friend Activity

Activity Debrief

What made it easy to talk to your new friend?

It's much easier to make a friend when **you have something in common**. That's why all of us can be here together today!

What Are Some Ways to Recruit Unit Members??

- **Actively Listen** to peers around you (youth & adult)
- **Invite** friends or even new scout who want to get involved!!
- **Share** your experiences
- **Family Involvement**
 - Includes recruiting families at Cub Scout events
- Be **ENTHUSIASTIC**

Listening to Peers around You

- Listen to leaders or peers who want to tell you about what Scouting has to offer
- Ask around if you're curious about what's out there

Inviting Friends/New Scouts

- Invite your inner circle into the program!!
It's always great to bring in people you know
- Encourage new scouts who are trying to explore more programs in the Scouting organization

SHARE Your Experiences

- Always share what you experience in the program
- The only way people will know is if it is talked about

Family Involvement

- Helps bring in family members who weren't as active before
- Go to events together
- Bring other families into the program

ENTHUSIASM

- We always love E and E!!
- It makes an open and positive environment
- It never fails to liven up the room

What's R.O.P.E??

R - Reach Out

O - Organize

P - Practice

E - Experience

R - Reaching out to new people or even to people you know who aren't as active

O - Organizing recruitment events using available recruitment tools. Doesn't necessarily need to be a scouting event, it could even be a friend event!

P - Practice with your unit on how to recruit new members

E - You gain experience on how to recruit new members for your unit. Use that knowledge!

Some Older Youth Myths

- A youth ages out of Scouting at 18
- The older youth programs are stealing youth from my troop

Backdating Timeline Example for a Large-Scale Recruitment Event

Timeline (Weeks)	Week: -8	Week: -7	Week: -6	Week: -5	Week: -4	Week: -3	Week: -2	Week: -1	Target Date	Week: +1	Week: +2
Recruitment Event	Create Plan		Progress Checkpoint			Progress Checkpoint			Event	Welcome & Follow-up	Follow-up & Assessment
BeAScout Pin Assessment & Facebook page		Is Pin Current?			Add Video						
Youth Talk								Youth Talk			
Customized Video		Submit Smartform					Give to Principal				
Flyers				Submit Request			Handout Flyers				
Yard Signs, Polycore Cutouts & Sandwichboard					Submit Request			Place in targeted locations			
Geo-Fencing		Submit Smartform			Drop your Fence (14-21d)						
Invitation Engine				Submit Smartform		Plan	Send out Ask	Reminder	Final Reminder		
Peer-to-Peer						Plan	Handout Invite	Reminder	Final Reminder		
Door Hangers							Handout Door Hangers				

Peer-to-Peer Checklist Review

1. Meet as a PLC and brainstorm suggest activities your unit can do as a recruitment event.
2. Go back to your patrols and ask your unit members to vote on the top 3 activities.
3. Check your unit calendar, and decide on available dates, times, and locations for these activities.
4. Assemble up to 3 invitation lists (determine what is applicable):
 - Scout-age friends and fellow students
 - Local Webelos & AOLs
 - Families your unit parents want to invite
5. Use the Peer-to-Peer Recruitment Cards for the youth and Invitation Engine for the adults.
6. Send invitations to your invite lists well in advance.
7. Remember, you'll have guests. Ask either your New Member Coordinator or an adult and a Scout to be the welcome team (**The Youth Leader is the Lead!!!**)
8. Hold a unit-wide walkthrough prior to the event to ensure everything is in place.
 - Includes agenda, time/place/location, directions, signage, registration, and any other materials.
9. Hold your event!!! Make all guests, both youth and adults feel **"Welcome"**.
10. Thank families for coming! Hand everyone a Peer-to-Peer Recruitment Card as an invite to the next event and/or to join your unit.
 - Follow up with those participants who did not attend your next event or join your unit to learn the "WHY" behind their decision (within 2-3 weeks)
 - Are they still considering to join your unit? If yes, reach out to them in the next 2-3 weeks.

Recruitment Tools

- **Welcoming / Onboarding Best Practices**

- We need to remember that our Families & Scouts (new & existing) need to be “Seen, Heard, & Validated (Included)”. The following bullet points share some of the Welcoming & Onboarding best practices. A New Member Coordinator plays a key role with your Welcoming and Onboarding process for your unit.
- Be that friendly face & let families know you are there for them and they can count on you.
- You do not know all the answers but promptly follow-up or direct them to those who could answer that question or concern.
- Make a “Top 5” list of things a new youth and their family would need to know **(DO NOT OVERTHINK IT!!!)**
- How’s your unit leadership’s awareness and your meeting location accommodations for those with physical and invisible learning differences?
- Follow-up and monitor new Scouts & their families (Participation & Advancement)

- **Additional Recruitment Support Links**

- Aaron On Scouting Blog: <https://blog.scoutingmagazine.org/2021/11/15/why-normal-friend-activities-are-such-an-effective-recruiting-tool/>
- National’s Unit Playbook: <https://scoutingwire.org/marketing-and-membership-hub/unit-recruiting/sign-up-night-unit-playbook/>
- Scouts BSA Recruiting Webinars: <https://scoutingwire.org/marketing-and-membership-hub/marketing-webinars/>
- National “Landing” page: <https://www.scouting.org/recruitment>

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Thank you for your participation

Q&A