

PACK #: \_\_\_\_\_

REGISTRATION NIGHT (NOT PACK MTG)

DATE: \_\_\_\_\_

LOCATION: \_\_\_\_\_

TIME: \_\_\_\_\_

OTHER NOTES: \_\_\_\_\_

RECRUITING CONTACT FOR FLYER

NAME: \_\_\_\_\_

POSITION: \_\_\_\_\_

PHONE: \_\_\_\_\_

EMAIL: \_\_\_\_\_

SPECIAL NOTES

\_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

**STEP 1: BUILD A TEAM**

- Cubmaster \_\_\_\_\_
- Committee Members \_\_\_\_\_
- Den Leaders \_\_\_\_\_
- Parents \_\_\_\_\_
- Scout Troops \_\_\_\_\_
- Other \_\_\_\_\_

District Membership	_____
Unit CMR	_____
District Executive	_____

**STEP 2: BUILD YOUR RECRUITMENT STRATEGY**

**Design a Plan to “Do Your Best”**

**Active Recruitment Methods**

- Recruitment Flyer 7 days before
- In School Presentations 2-3 days before
- Registration/School Open House Display As scheduled
- Customized Invitations to all homes 2 weeks before
- Personal Phone Calls 1 week before
- Scout Talks at After School Programs 2-3 days before
- Customized Labels/Stickers As desired
- Parent in Uniform at Lunch Week of \_\_\_\_\_
- School Carnival/Parish Picnic As scheduled
- Parent Teacher Conferences As scheduled
- \_\_\_\_\_

**Passive Recruitment Methods**

- Yard Signs 10 days before
- Posters 10 days before
- Bookmarks in Library or Book Fair As desired
- Scout Life* in School Library As desired
- School Calendar 3 weeks before
- Community Calendar Posting 3 weeks before
- Facebook Event 3 weeks before
- School/Chartered Organization Website 3 weeks before
- Church Bulletin Inserts 2 weeks before
- School Newsletter 3 weeks before
- Press Release 10 days before
- Community Notice Boards 2-3 weeks before
- www.BeAScout.org July
- \_\_\_\_\_

**Support from Troop Connections**

Troop # \_\_\_\_\_ SPL: \_\_\_\_\_

Scoutmaster: \_\_\_\_\_

**STEP 3: PUTTING IT ALL TOGETHER**

<u>Recruitment Method</u>	<u>Assigned</u>	<u>Due Date</u>
1) Update BeAScout.org Pin	Unit Leader	By July 31st
2) Full Color Flyer	District Executive	1 wk before Reg Night
3) In School Presentation	District Executive	2-3 days before Reg Night
4) Reminder Flyer	District Executive	At In School Presentation
5)		
6)		
7)		
8)		
9)		
10)		
11)		
12)		
13)		
14)		
15)		
16)		
17)		
18)		
19)		

**STEP 4: DELIVER THE PROMISE**

Here are ways that you can help keep you new recruits in Scouting:

1) *Scout Life* Magazine - A great magazine that shows Scouts all of the exciting adventures that await them. Only \$1.50/Month if you are a registered Scout.

2) Earn Bobcat - Youth who earn Bobcat within the first month of Scouting are more likely to stick it out through the year and return in future years. Please note Lions do not earn Bobcat.

3) Attend a Council Fall Activity - Scouts who attend an outdoor adventure within 45 days are more likely stay in Scouting.

