



Welcome back, hope you're well fed and enjoying yourselves.

We're now going to move on to recruitment night best practices.

Sometimes we call these school nights, recruitment nights, meet-greet-join nights, etc. But they all mean the same thing, trying to get families to sign on the dotted line to join Scouting.

By the end of this slide deck you will:

- 1) Know the different school functions that are good to have a presence at.
- 2) Have a vision of a recruitment night
- 3) Know the best business practices of a recruitment night
- 4) Know the common pitfalls that Packs face at recruitment nights.



First, let's start with the events leading up to the beginning of the school year.

School Registration - This is the night in July or early August where you go sign up for school and deal with all the paperwork. This is a great night to be at to begin creating awareness. You could have a booth or volunteer to open doors for guests as they come in and out of the building.

School Open House - This is a good time to have a booth and showcase your program! Have displays. Many schools in our council do this over a course of a couple hours so parents have a window for people to wonder around and look at school groups, clubs, teams, and resources. This should NOT replace your own recruitment night, it is just one more way to show you are a part of the school community.

Recruitment Night - Here's the meat and potatoes. Here's the way that we get kids registered. You may have some one or two offs at the two other events, but this is *the* way we get a kids recruited.

Something else you may want to consider that's come across some of the forums lately is having som additional information nights or zoom meetings where parents can learn about Scouting but not feel pressured to join. If you decide to have a couple of these (much like college fraternaties and sororities do, please let us know how it works out and we can add that to our plan if appropriate).

Ask: Where should our recruitment events be held? When is the best time to do so?

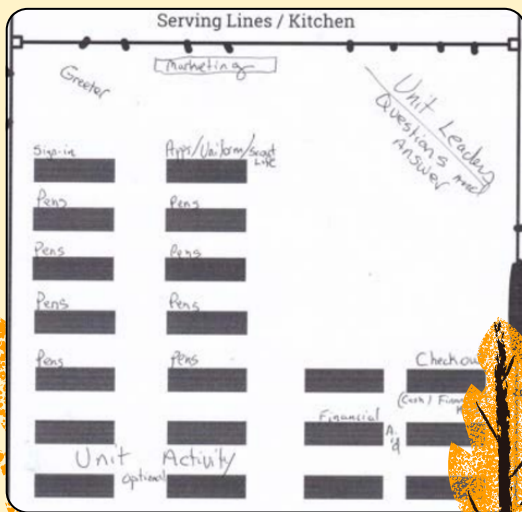
Best Locations

- ✓ School
- ✓ Park
- ✓ Community Building

When to Schedule

- ✓ Your Normal Meeting Night
- ✓ Not Conflicting with School or Community Events
- ✓ Advertise 2 Night & Your Next Meeting

Create the Vision



- ✓ What does the location look like as you drive in?
- ✓ Is there signage or people pointing you in the right direction?
- ✓ When they walk in what do they see, hear, smell?
- ✓ What does a 6 year old see?
What does a parent see?
- ✓ Is there a work/play balance?
- ✓ What is the 'last look'?
- ✓ What is the follow up?

1. The Visual "Beacon"

Is the destination undeniable? From the driver's seat, is it immediately obvious where the entrance is? (Think yard signs, feather flags, or a Cub Scout in uniform with a "Welcome" sign).

Does the environment look active? If the first thing they see is a closed door or an empty field, the energy drops. What visual cues tell them "something fun is happening right now"?

2. The Emotional Transition

How do we lower the "barrier of intimidation"? Walking into a new group can be nerve-racking. Is there a "Welcome Station" within 20 feet of the parking area to catch them before they feel lost?

Is the first sound they hear intentional? Is it the sound of laughter, upbeat music, or a friendly greeting? Silence can feel exclusionary to a newcomer.

Do you invite returning Scouts? Do you invite the Scout Troop?

3. Navigation and Flow

Is there a "Hand-off" Protocol? Once they park, who is the first human they interact with? Is that person trained to walk them to the next station rather than just pointing?

Are the "Boring" things invisible? Are trash cans, storage crates, or stacks of paperwork tucked away so the focus stays on the Scouting experience?

Are you offering food? What's the flow of information, play, and food?

4. The Sibling and Parent Perspective

What does the 6-year-old see at eye level? If the vision is all adult-height tables and paperwork, the child won't be engaged. Are there immediate "hands-on" items (a pinewood derby car, a rope, a magnifying glass) visible from the entrance?

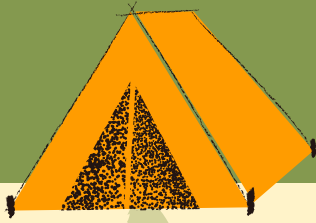
Is the "Work" vs. "Play" balance clear? Does the parent see a clear area for them to get information (The Vision) and a separate, safe area for their child to start an activity (The Fun) immediately?

5. The "Departure" Vision

What is the "Last Look"? When they walk back to their car, what is the final thing they see or hold?

Is the follow-up physical? Do they have something in their hand (a sticker, a flyer, a "Save the Date") that reminds them of the excitement they felt when they first parked?

Best Practices

**Promote Fun
& Adventure**

Council Camping Weekends, Pinewood Derby
Local Unit Activities, Scouting for Food

**Listen and
Accomodate**

What do your prospective families need? Info?
Financial Aid? Food? Activity for their Scout

**Don't
Overshare**

Folks who come to a recruitment night are 90% ready to sign
up! Don't give them the history of Scouting, tell them what they
need to start having fun! Answer other questions one-on-one

Capture Info

Use the sign-in sheets to collect information for those who
leave without returning an application

**Be Prepared
with supplies**

Pens, Clipboards, Businss Cards, Applications, Calendar,
Dues Explanation Sheet, Financial Aid Forms

Read and review from Screen

Why People Walk

- Atmosphere of Meeting Not Inviting
- Meeting was not organized
- New families did not get questions answered
- Too much information shared
- Check out procedures did not meet needs
- Financial aid was not available
- Not following our motto to #BeParepared
- Having to wait, feeling neglected
- Information overload and becoming confusing
- Program Discussion not age appropriate
- More than 80% of applications that walk out the door never come back



Read and review from Screen

10 MINUTE BREAK

We're now going to take a 10 minute break. When we come back, we're going to do a rapid fire of 6-7 topics ranging from relationship building with schools to engaging parents to Program Planning.

During this break, feel free to stretch your legs, get more to eat, use the restroom, talk to your peers to swap ideas, etc.