



# BOY SCOUTS OF AMERICA®

## PATRIOTS' PATH COUNCIL

### FALL RECRUITING PLAYBOOK

#### Why is recruiting necessary?

- To grow/replenish unit membership
- To foster excitement among Scouting-age boys and girls
- To promote Scouting in the community!

#### Why focus on fall recruiting?

- It's the beginning of the school-year and the "Scouting Year"
- It's the best time to catch the attention of kids and parents before other activities begin and monopolize their time and attention
- You can take advantage of Back-To-School Nights and other early Fall opportunities, and can plan outdoor activities before it gets too cold and dark

#### Who to recruit?

- Scouting-Age boys and girls,
  - For Cubs, focus on Kindergarten (Lions) and 1st Grade (Tigers)
  - For Scouts BSA, focus on middle-school aged kids
- But just as importantly: PARENTS of Scouting-age boys and girls

#### What to do?

- 1) Plan something fun (Fishing, Rockets, STEM, Rock Climbing, etc.) that will get boys and girls interested and excited, but will also engage parents and get them thinking about what Scouting has to offer
- 2) Line up the venue and volunteers: Make sure you have enough manpower at the event, with enough people to (a) Coordinate sign-in/registration, (b) Run the activity with the boys/girls, and (c) Meet separately with parents to discuss Scouting and answer questions
- 3) Advertise with Flyers, Lawn Signs, Social Media, Tables at Community Events and encourage current Scouts to invite a friend
- 4) Have everyone sign-in as they arrive (a laptop can save you the headache of having to decipher handwriting!) so that you capture everyone's contact info
- 5) Have the upcoming calendar of events available so prospective Scouts and their parents can see what to look forward to in the coming weeks and months
- 6) Be prepared with application forms to register at the event; a credit card reader can facilitate taking registration payments "on the spot" (you can borrow one from council, or purchase one independently for your unit)
- 7) Provide contact information for den leaders and other adult volunteers
- 8) Emphasize the "why" of Scouting!





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### After the Event

- Don't forget to follow-up with both families who joined and families who didn't!
- Make sure new boys and girls are integrating into dens/patrols
- Engage new boys/girls by planning something a few weeks after the Event
- Engage new parents by inviting them to your next Committee Meeting



**Your unit's new member coordinator should be on hand at the event and follow up after the event to provide information and assist new parents by answering any questions they have.**

### Other great recruiting ideas:

- Community cleanup project (you can get ideas from town councils/committees)
- Town Fair or Carnival
- "Practice"/"Training" for Campouts or Klondike
- Cycling Skills Clinic or "Bike Rodeo"
- Outdoor activities (like fishing day or rocket launch) at central location
- Indoor activities (like STEM experiments or crafts) at central location



### What's available from council for recruiting events?

You can order (for free):

- Flyers
- Lawn Signs
- Posters

You can order (for a small cost):

- Fishing Kits
- Rocket Kits
- Foam Archery Set

You can borrow:

- Rain Gutter Regatta Course
- Pinewood Derby Track
- Cardboard Scout Cut-Outs
- Giant Inflatable Scout
- Membership Pop-Up Canopy
- Popcorn Machine



**Remember: the best recruiting tool is a great program**

If you have any questions, please contact Al Thomas ([al.thomas@scouting.org](mailto:al.thomas@scouting.org)) or Javier Juarez ([javier.juarez@scouting.org](mailto:javier.juarez@scouting.org)). Visit [ppcbasa.org/membership/currentmembers/resources](http://ppcbasa.org/membership/currentmembers/resources) for more information.