



2023 Recruiting Plan

The following are five simple but important tasks that the Council strongly encourages units to execute to help increase unit membership:

- 1. Make sure your Unit has a New Member Coordinator.** A New Member Coordinator (aka “recruiter”) serves as the unit’s lead person to help drive unit recruitment. Ideally, this person is personable, a good listener, loves a challenge and has a passion for bringing his or her love for Scouting to others to help increase the unit’s membership. The NMC can partner with the Cubmaster and Scoutmaster in terms of building relationships, but really should take the lead on planning and executing the unit’s recruiting plan. **Time to Implement: NOW if you do not have a New Member Coordinator**
- 2. Recruit new Scouts at all levels in all programs, but Packs need to emphasize the recruitment of Lions and Tigers.**
 - **Cub Scouts:** Lions and Tigers are the “easiest” Scouts to recruit because their parents are in the “let’s try everything” mode. To that end, units should have a laser-like focus on recruiting kindergartners and first graders –Packs have shown the ability to quickly increase the size by focusing on younger youth. Additionally, with a good program, the parents of these younger Scouts will “talk up” the program with their peers, which results in even more Scouts of that age joining the pack. A “Recruiting Cub Scouts 101” presentation, which includes specific recruiting ideas, can be found at <https://ppcbsa.org/membership/recruiting-membership/>
 - **Scouts BSA:** Don’t solely rely on AOLs for your Troop’s membership growth! The Back-to-School time period is a great way to entice youth to try Scouts – new school year, new activities. And the spring is a good time to get youth, who may have been couped up inside all winter, to want to go on some outdoor adventures. A ‘Recruiting Scout BSA 101’ presentation, which includes specific recruiting ideas and tactics, can be found at <https://ppcbsa.org/membership/recruiting-membership/>
 - **Venturing:** The crew leadership of every crew should plan at least one open house annually. These events should be marketed to neighboring troops and high school students and should consist of an activity that will maximize interest and participation, in line with the crew’s special interest.
- 3. Each Unit Should Hold Two Major Recruiting events.** All units should create and execute at least one spring and fall event that has the greatest appeal for their appropriate target audience. Units are encouraged to set their annual recruitment goals with their unit commissioner during their planning meetings, generally held in the summer. If the recruitment goals are not met on the first event, successive events should also be planned. **Time to Implement: May/June and August/September**
- 4. Cross-over every Arrow of Light Scout to a Scouts BSA Troop** Troops need to secure every AOL now and begin the transition process from Cub Scouts to Scouts BSA to retain as many AOLs as possible. For example, Scouts BSA troops’ recruiting coordinators should contact packs now, if they have not done so already, to invite the Arrow of Light Scouts to join their troop; pack Cubmaster and/or Arrow of Light den leader should provide the local troop(s) with the contact info of the AOL Scouts and their parents; Scout BSA troop’s new parent coordinator should begin the transition process to prepare the AOLs and the parents for Scouts BSA so that they will know what to expect concerning troop meetings and activity calendar, required gear, etc.; and the pack and troop should consider setting a crossover date now. **Time to Implement: January – May**
- 5. Retain as many existing Scouts as possible.** Units should focus on delivering the highest quality program by well-trained youth and adult leaders so that the Scouts in the unit stay engaged with the program. By doing so, the Scouts will want to continue, and their parents will continue to see the inherent value of the program as well as prospective Scouts and their parents to see the same. **Time to Implement: Continuous**

General tips and advice

- Visit <https://ppcbsa.org/membership/recruiting-membership/> for more Recruiting and Membership info including best practices on how to use social media, free recruiting materials and info for parents new to Scouting.
- Make sure to keep your ‘Unit Pin’ info on BeAScout.org up to date
- Submit youth applications of new Scouts to the District Executive within one week of the Scout joining your unit. Failure to do so will put you and your unit leaders in peril – BSA insurance coverage WILL NOT cover you if something were to happen to that new Scout

Questions? Questions or comments should be directed to James Agar, Council Vice President for Membership (Jim.Agar.Membership@gmail.com) or to your Unit Commissioner, District Executive, or District Membership Chair.