



2022 Recruiting Plan

The following are five simple but incredibly important tasks that 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 (a fancy title for “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 in order 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 one**
2. **Lock-up AOL Scouts Now!** – Troops need to secure the incoming AOLs 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**
3. **Continue to Gain Back the “Lost” Scouts** – All units lost Scouts due to the pandemic – some parents decided that they did not want to have their son or daughter participate in Scouts. With vaccinations increasing and parents more comfortable living with the pandemic, we need to reach out to those parents starting on March 1 to get their son and daughter back into our program. Units should reach out to inactive or recent “dropped” youth and families (January-June); conduct unit record checks to determine who to contact; perform peer-to-peer recruiting from Scout to “dropped” Scout; parent-to-parent phone calls, emails and texts to families asking them back; and follow up on AOLs who never crossed over from spring 2020 and 2021. **Time to Implement: April – June**
4. **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 and executed until the unit’s goals are met. **Time to Implement: May/June and August/September**

Cub Scouts: For packs, 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 – consider paying for a presenter to talk about dinosaurs or cool reptiles or animals. 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**

and tactics as well as other insightful suggestions, can be found at <https://ppcbbsa.org/membership/recruitingmembership/>

Scouts BSA: The spring is a great time to recruit new Scouts to join a troop! The highlight for many Scouts is their experience at summer camp. Spring is also the time to recruit fifth graders who were not in Cub Scouts but now may be looking at Scouts BSA as it may seem more age appropriate for them or they have lost interest in sports. A "Recruiting 101 for Scouts BSA" presentation, which includes specific recruiting ideas and tactics as well as other insightful suggestions, can be found at <https://ppcbbsa.org/membership/recruiting-membership/>

All troops are strongly encouraged to make early contact with Cub packs from which they routinely recruit, and plan at least two (2) day activities and one overnight activity with the Arrow of Light den(s) in those packs.

Additionally, troop leadership should work with these packs to ensure den chief coverage of all dens, including female den chiefs from girl troops whenever possible.

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.

5. **Do Your Best to Deliver the Best Possible Program** – Recognizing the unpredictable nature of the COVID-19 pandemic/endemic and its uneven impact on our districts, units, Scouts and Scouters, units are encouraged to do their best in continuing their program in a manner such that all parties are comfortable so that the Scouts 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**

Additional Council & National Recruiting resources including free marketing materials can be found at <https://ppcbbsa.org/membership/recruiting-membership/>

General tips and advice

- Units are expected to appoint one committee member to be responsible for maintenance of the unit's site on www.BeAScout.org, and monitor that site regularly (at least twice weekly) for any leads as well as any applications submitted online. More information and examples of successful campaigns can be found at <https://scoutingwire.org/marketing-andmembership-hub/unit-recruiting/>.
- When using social media to create awareness of recruiting events, Units should 'geofence' their ad so that only parents in the immediate area see the ad
- Youth applications should be secured along with fees payment at the recruitment event, and these will be turned over to the district executive within one week of the event.
- A follow-on Normal Fun Activity (NFA) should be planned for shortly after the recruitment event and should consist of fun family activities in a non-uniform environment.
- District "Recruitment" Events - Each district will encourage units to participate in community recruiting events. These events will give units an opportunity to show the community that Scouting is alive and well. These events will be supported by field staff, district committee leadership, including membership committee members and commissioners.

Questions? Questions or comments should be directed to Dan Stringham, council vice president for membership (danstringham@yahoo.com) or to your unit commissioner, district executive or district membership chair.