

Recruiting Event Best Practices

Make It Fun!

1. Plan a hands-on, compelling activity for recruits such as Rockets, Pinewood Derby, Field Games, Ax Throwing, Hiking, Fishing, Slip-n-Slide, Bonfire, or a Combination of these
2. Get Scouts BSA Youth to run the activity for the younger recruits
3. A treat is always a good idea

Get the Word Out

1. Ask your scouts to bring a friend and offer them a prize for doing so (they also get the Recruiter patch)
2. Ask parents tell their peers about Scouting and the event
3. Share your recruitment event flier via school email distribution to all youth in your target age range
4. Visit area schools to pass out your recruitment event flier or coordinate to have kids take them home
5. Create a FB event and share it to town/parent/school groups
6. Ask parents and leaders to “Like” FB event and mark themselves as “Going”
7. Contact Council to geofence FB event to boost it
8. Ask local media to include your recruitment event in their Calendar or Community section
9. Put up yard signs at local schools and at unit family homes
10. Hold uniform day at local schools on day of event
*requires coordination with school district and schools
11. Put up fliers on bulletin boards around town

Make the Pitch

1. Greet new families and scouts with a warm welcome
2. Direct new family arrivals to a sign in (a Google form with QR code is preferred to avoid not being able to understand handwriting)
3. Youth talk - take 5 min to tell the youth about fun Scouting Activities
4. Parent talk - take 20-30 min to cover Aims of Scouting (preparing youth for life), program schedule, financial commitment, and safety