

Top Ways to Recruit When You Can't Get into the Classrooms!

Scoutingwire.org/marketing-membership

Social Media

- Post about your activities
- Post about your Join Scouting Night
- Paid advertising on Facebook
- Make sure everyone (and their friends) are encouraged to “share” the posts
- Template posts are available at the council or on the Scouting.org website
- Email Lists – send direct email invitations to other families with scout age children. Can you get a copy of the email list from the “class parent”?

Pack Information Sheet/Calendar

- Meeting times/Dates/Places
- Contact Information (including Website)
- Basic information on Cub Scouting – be careful using BSA terms and phrases
- Calendar of key (**and fun**) events
- Make sure all parents and leaders have copies
- Make sure your charter partner and principal have copies. They probably know families with kids that should be in Scouting
- Keep it to 1 page (front and back)

Lego Pinewood Derby

- The council can provide the base frames and the wheels – pack provides the track and Legos
- Set up a pinewood derby track at a community festival
- While the kids build cars/boats/ships to race, leaders can talk with parents about Cub Scouting.
- Make sure you have copies of your Pack Information Sheet and Calendar to hand out

Back to School Nights/School Carnival

- Often a school will not let your pack in for flyers or “school talks”, but they may let you in to set up a table at the “Back to School” night
- Have your Pack Information Sheet, Calendar, Photo display of great activities, Pinewood Derby cars, etc.
- Gather names and contact information of those that stop by so that you can call and email them later to remind them of the Join Scouting Night
- Set up a game or activity (Lego Derby) at the school carnival. Will the school let you set up a above ground campfire outside? – kids love s'mores!

Buddy Cards

- The council can print for your invitation business cards with your pack number, join scouting night date, time and location as well as leader contact information
- Have each Scout in the pack hand out 5-10 cards to their friends

Popcorn Cards

- Print out “Thank You” business cards for everyone (door to door and storefront sales) that purchase popcorn
- 1 side with “thank you” and “If you need more popcorn, please contact _____.”
- 1 side with your pack meeting time, place and dates as well as a leader contact information
- Make sure you have copies of your Pack Information Sheet and Calendar at your store front popcorn sales!

PTA/PTO

- Some PTA/PTO organizations are directly tied to the school and others are not. Check to see if your schools are or are not
- Can you get a copy of their mailing or email list?
- Can you post a notice of your Join Scouting night in their newsletter?
- Can you set up a display (with your Pack Information Sheet and Calendar) at one of their meetings?

Pack Website

- Parents today find key information and learn about activities online. If you don't yet have one, create a pack website
- The site should be designed with both your current members and prospective new members in mind
- Be sure to include the details from your Pack Information Sheet and Calendar, easy to find contact information, and lots of fun photos.
- Think about paying for Google to have your site at the top of the search engine list, at least for August through October.

Support School Activities

- Have your pack offer to help at school activities, clean up after events, service project around the school, host a morning flag raising ceremony
- Do all of the activities in uniform and have the Scouts play a key role
- Other parents will see you (and so will the principal)

BeaScout.org

- All National BSA resources are pushing people through online searches to the BeaScout.org website to help them find a local Scouting program.
- Be sure that your pin is updated with meeting locations, dates and times as well as accurate contact information
- You can also set up for online registration and payment if you wish
- You also need to designate on your pin if your pack is “Boys Only”, “Girls Only”, or “Family Scouting”