

ESCAPE THE INDOORS

WELCOME



BOY SCOUTS OF AMERICA®
PENNSYLVANIA DUTCH COUNCIL

2021 Fall Recruitment



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New Tools and Programs for 2021

- Fall Recruitment Guide - Revised
- National Recruiting Resource Page -
<https://www.scouting.org/recruitment/>
- Council Recruiting Tool Box -
<http://padutchbsa.org/recruitment/>
- Council Social Media Campaign
- Financial Assistance Fund
- Cub Unit Incentive Plan





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National Recruiting Resources

<https://www.scouting.org/recruitment/>

- Recruitment Photos, Videos, Flyers, Brochures, etc.
- Social Media Planning Tool
- Upcoming and past recruitment webinars
- Trending topics
 - BeAScout Support
 - Joining Event Planning
 - Geofencing Tips & Tricks





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National Recruiting Resources

<https://www.scouting.org/recruitment/>

Welcome to

RECRUITMENT

After a year of being cooped up inside, it's time to escape the indoors and help families discover Scouting! Together, let's get back outside! Back to fun, family, and friends! Back to helping young people become the best future versions of themselves. We're all ready to put down our screens (even if just for a few moments) to experience "real". Real nature, real friendships, real excitement! It's time to help families discover Scouting! Here are resources to find and engage interested families.

MARKETING MATERIALS 2021

Looking for images, logos, signage and more? Check out the BSA Brand Center for the latest in 2021 customizable recruitment materials. Download, print and go!

UNIFORM PROMO

RECRUITMENT



SOCIAL MEDIA PLANNING TOOL

One of the best ways to reach families today is through social media. For many of us, the hard part is determining what and when to post. Here's a social calendar and assets to help you get started. Feel free to customize them for your needs!

UNIT TOOL

COUNCIL TOOL





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National Recruiting Resources

<https://www.scouting.org/recruitment/>

Program
 Cub Scouts 108

Resource Type
 Photographs 108

Gender / Age Group
 Girls 93
 Boys 82
 Women 55
more

Uniform Type
 Activity Shirt / Cl... 108

of People
 3+ 108

Keywords
 Scout Leaders 67
 Gardening 47
 Planting Flowers 40
more

Folder: Cub Scouts ✕ Cub Scouts ✕ 2021 Fall Rec... ✕ Photographs ✕ 3+ ✕ 108 results

AL6i2927_pho... CSBC.jpg 19
AL6i2937_pho... CSBC.jpg 44
AL6i3143_pho... CSBC.jpg 16

27 60 13

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PA Dutch Recruitment Tool Box

<http://padutchbsa.org/recruitment/>

The screenshot shows the website's navigation and content. At the top left is the Boy Scouts of America logo and the text 'BOY SCOUTS OF AMERICA PENNSYLVANIA DUTCH COUNCIL'. To the right is a search bar and social media icons for Facebook, Twitter, YouTube, and RSS. The main heading is 'Membership Recruitment Resources'. A left sidebar lists various categories: MEMBERSHIP RECRUITMENT RESOURCES, ADVANCEMENT (with links to Eagle Scout Resources, Scoutbook, and Merit Badge Resources), DOCUMENTS, IDEAL YEAR OF SCOUTING, INTERNET CHARTER RENEWAL, JOURNEY TO EXCELLENCE, SCOUTING SAFELY, TENTAROG ONLINE REGISTRATION, and OTHER USEFUL WEBSITES. Below this is a 'Recent Posts' section with a list of links including 'Chainsaw Basic Operator Course', '2021 Cub Scout Recruitment', 'Horse-Shoe Trail Golf Outing', 'Gathering of Eagles', and '2021 Silver Beaver Recipients'. A 'Links' section follows with links to 'Bathone Scout Reservation', 'BeAScout.org', 'Conestoga River District', 'Donate Now!', 'Guide to Safe Scouting', 'Harvest District', 'Horse-Shoe Trail District', 'Internet Rechartering', 'J.E. Mack Scout Reservation', 'MyScoutingTools/MyScouting.Org', and 'National Council, BSA'. The main content area features a large image of scouts with the text 'YOUR UNIT'S GUIDE TO SUCCESSFUL RECRUITING'. Below the image, there is an announcement about welcoming new Cub Scouts and offering a \$100 incentive for fall recruitment. This is followed by an 'Overview of Recruiting Resources' section with links to a membership kickoff video, a 2021 fall recruitment guide, a flyer request form, a national membership webinar, 2021 membership fees, and a 2021 membership financial assistance fund application. The page concludes with 'Recruitment Night Resources' including an event plan, a sign-up night unit playbook, social media recruitment resources (Facebook sheet and social media 101), cub scout recruitment images, and Beascout.org resources (general and information).





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Council Social Media Campaign

- Council 12 Month social media campaign focused on scouting awareness and recruiting.
- Specific Join scouting program from end of August to early October to support Units recruiting drives. Supports Unit membership efforts. Council to Geo-Fence all Unit membership nights for FREE – complete form provided and send to your District Executive.
- Posts to be boosted to reach target demographics
- Need leaders and parents to like and share the posts (especially to their favorite groups if applicable).
- Share Posts to your Unit Public Face Book Page
- Super Supporters! Add personal testimonial in comments





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PA Dutch Council FALL RECRUITING SOCIAL MEDIA CALENDAR

Local Events - boost join scouting
Video Series from National
Scouting Heroes/Character
Scouting is Fun
Parent Testimonial

Sunday Aug 22	Monday Aug 23	Tuesday Aug 24	Wednesday Aug 25	Thursday Aug 26	Friday Aug 27	Saturday Aug 28
Video Series 30 Sec Clip		Parent Testimonial		Scouting Heroes	Elizabethtown Fair Barnstormers - candy drop night	Scouts having fun pics Elizabethtown Fair
Elizabethtown Fair	Scouting Builds Character	Scouts having fun pics	Video Series 15 Sec Clip		Scouting Heroes	Scouts having fun pics MidAtlantic Reptile Show - Lebanon Expo
Video Series 30 Sec Clip		Parent Testimonial		Scouting Heroes		Scouts are patriotic Mountville Fire Comm event
	Scouting Builds Character	Scouts having fun pics	Video Series 15 Sec Clip	Solanco Fair	Scouting Heroes Denver Fair Solanco Fair	Scouts having fun pics Fall Festival - Schaefferstown Denver Fair
Video Series 30 Sec Clip Fall Festival - Schaefferstown		Parent Testimonial		Scouting Heroes Ephrata Fair	Ephrata Fair	Scouts having fun pics MT Library Celebration

DRAFT





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Financial Assistance Fund

- Must be for a first time registrant that has not been in Scouting before.
- Used to assist with Pro-rated National fees plus the \$25.00 on time registration fee. Complete Assistance Fund application and submit with youth application.
- Information on Financial Assistance Application will be kept confidential
- Applications will be approved by Council Executive and VP Membership.
- Deadline for Financial Assistance applications will be November 15, 2021
- Application can be found at <http://padutchbsa.org/recruitment/>





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Cub Unit Incentive Plan

1. Hold a recruitment night by Oct 15, 2021 & Turn in applications within 1 week of event
2. Set up a unit public Facebook page
3. Provide Council with your recruitment night information to promote it on Facebook. Find form at <http://padutchbsa.org/recruitment/>
4. Develop a Unit Annual Program Calendar
5. Update Unit Be A Scout pin

Each unit achieving the five steps will receive a \$100 Scout Store credit to use for products



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Hold an open recruitment night

- Pick a Date and time
- Complete event form and send to District Executive
- Promote, promote, promote
- Check out resources at <https://www.scouting.org/recruitment/>
 - Photos, flyers, brochures
 - Unit social media planning tools
 - Webinars on recruiting
- Check out resources at <http://padutchbsa.org/recruitment/>



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Hold an open recruitment night

- Select a location that parents will feel comfortable going to:
 - Schools are best if available (or School parking lot)
 - No school access try a public park near by
 - Churches, even parking lots will do
- Leave the full uniforms at home. They can intimidate new parents.
- Have applications available for parents to complete right there.
- Set up ability to take payment at the event if possible
- Have a plan for the event. <https://scoutingwire.org/marketing-and-membership-hub/unit-recruiting/sign-up-night-unit-playbook/>
- 2021 Council Fall Recruitment Guide



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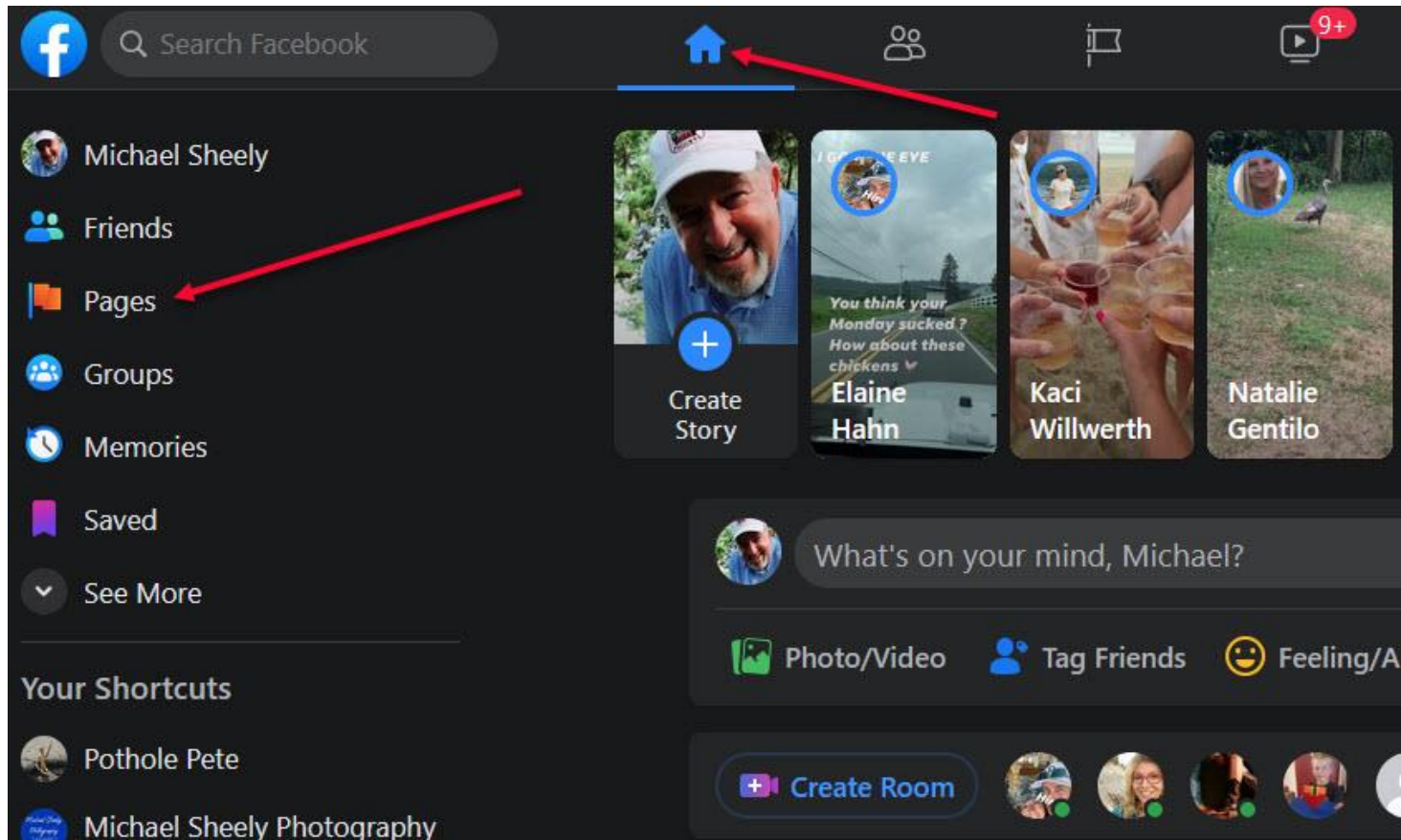
Set up a PUBLIC Facebook PAGE

- Social media is the most effective and efficient method we have to let the local community know scouting is live and well.
- A private page is great for sharing confidential information within your pack.
- A public page will allow you to boost events, promote fundraisers, brag about your pack and spread the word about scouting and increase membership.
- Post pictures and events, not names on your public page.
- Setting up your units Facebook Page
- See <http://padutchbsa.org/recruitment/> for some ready to use Facebook Cover pages. E-mail Mike Sheely at Maxmike911@gmail.com for help in customizing your cover page

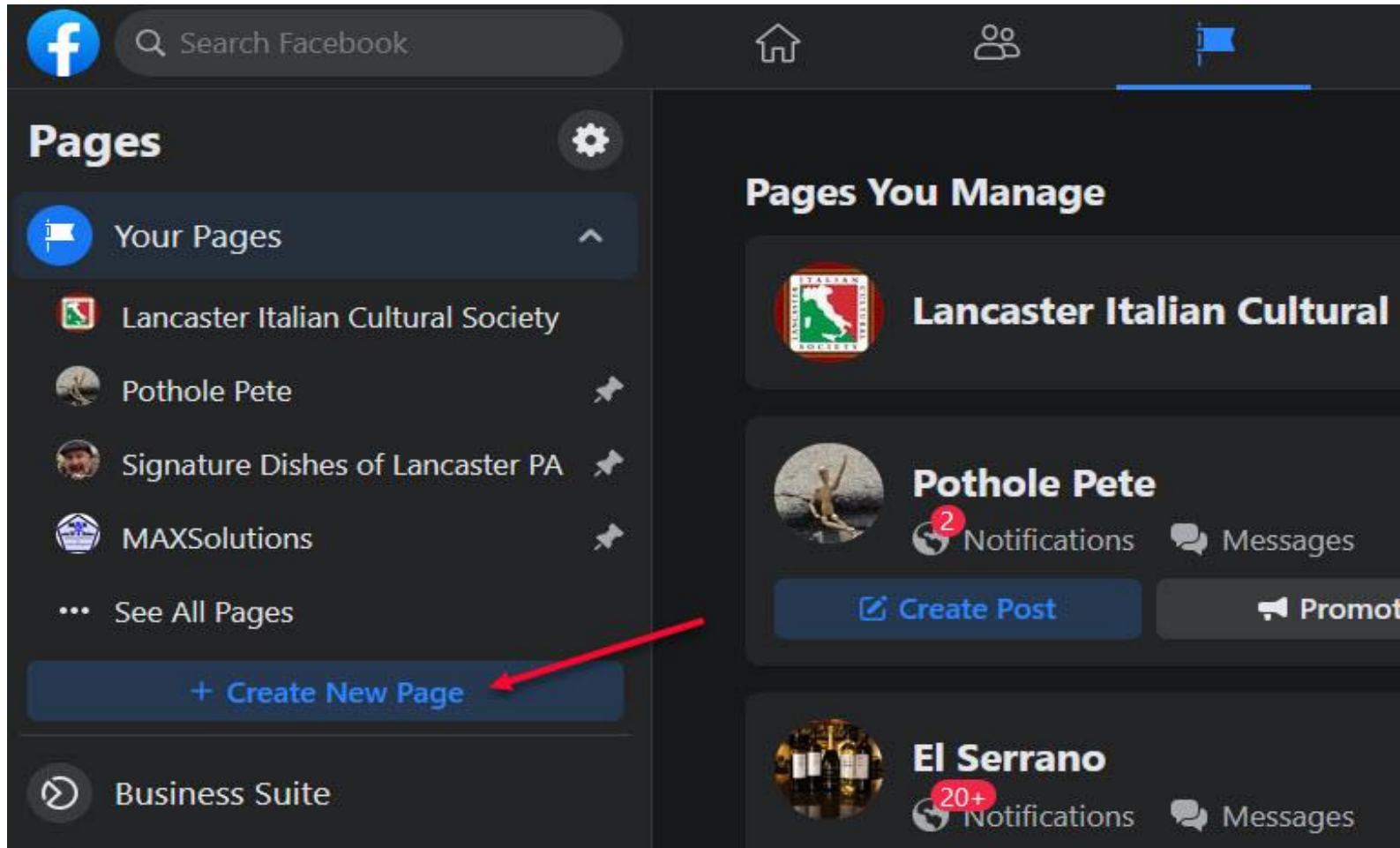


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Setting up a New Public Facebook Page



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The image shows the Facebook 'Create a Page' interface. On the left, there are four input fields: 'Page name (required)', 'Category (required)', 'Description', and a 'Create Page' button. Red arrows point from each of these fields to the 'Desktop Preview' on the right. The preview shows a person drawing a map on a large sheet of paper, with a dashed box indicating the area for the page name and category. Below the preview, the text 'Page Name' and 'Category' is visible.



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Pages > Set Up Your Page

Set Up Your Page

Page name (required)
My new page ✓

Use the name of your business, brand or organization, or a name that explains what the Page is about. [Learn More](#)

Category (required)
Visual Arts × ✓

Choose a category that describes what type of business, organization or topic the Page represents. You can add up to 3.

Description
Helping other to create Facebook pages.

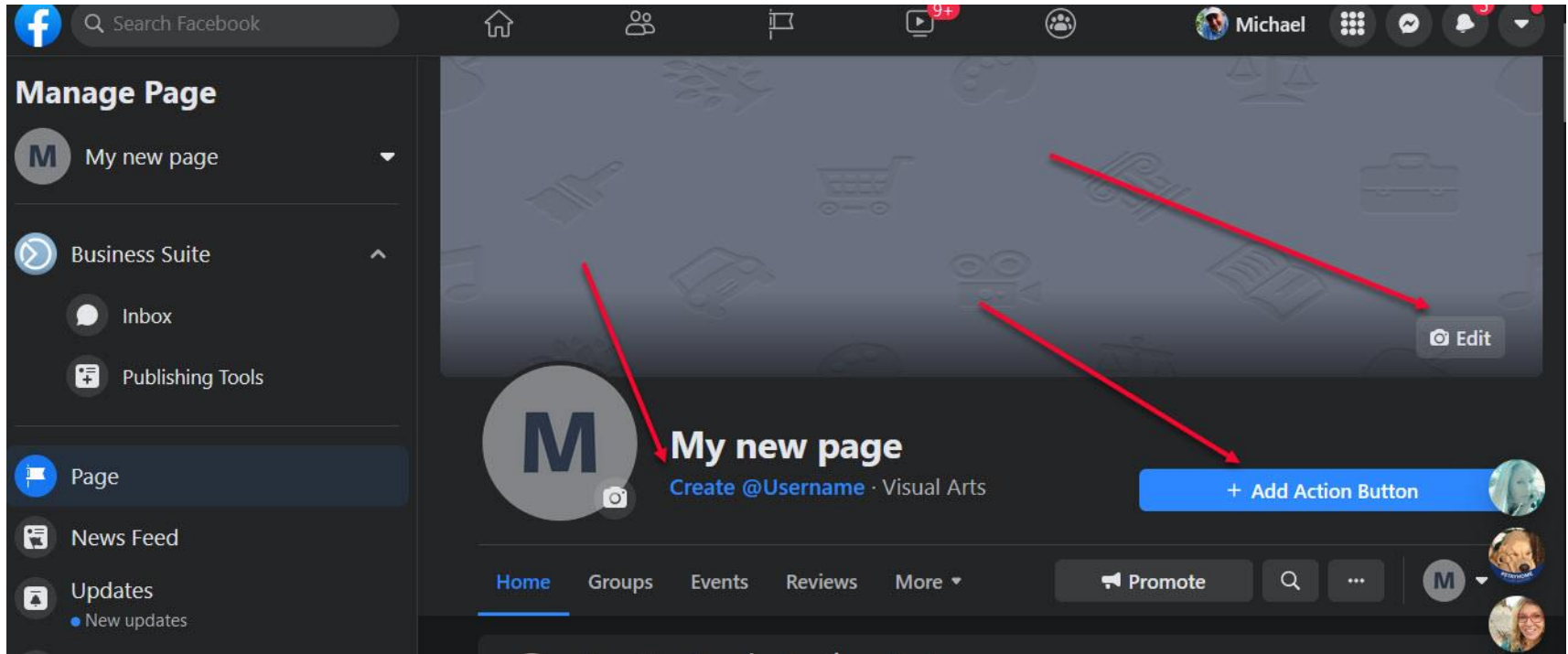
Save

Desktop Preview

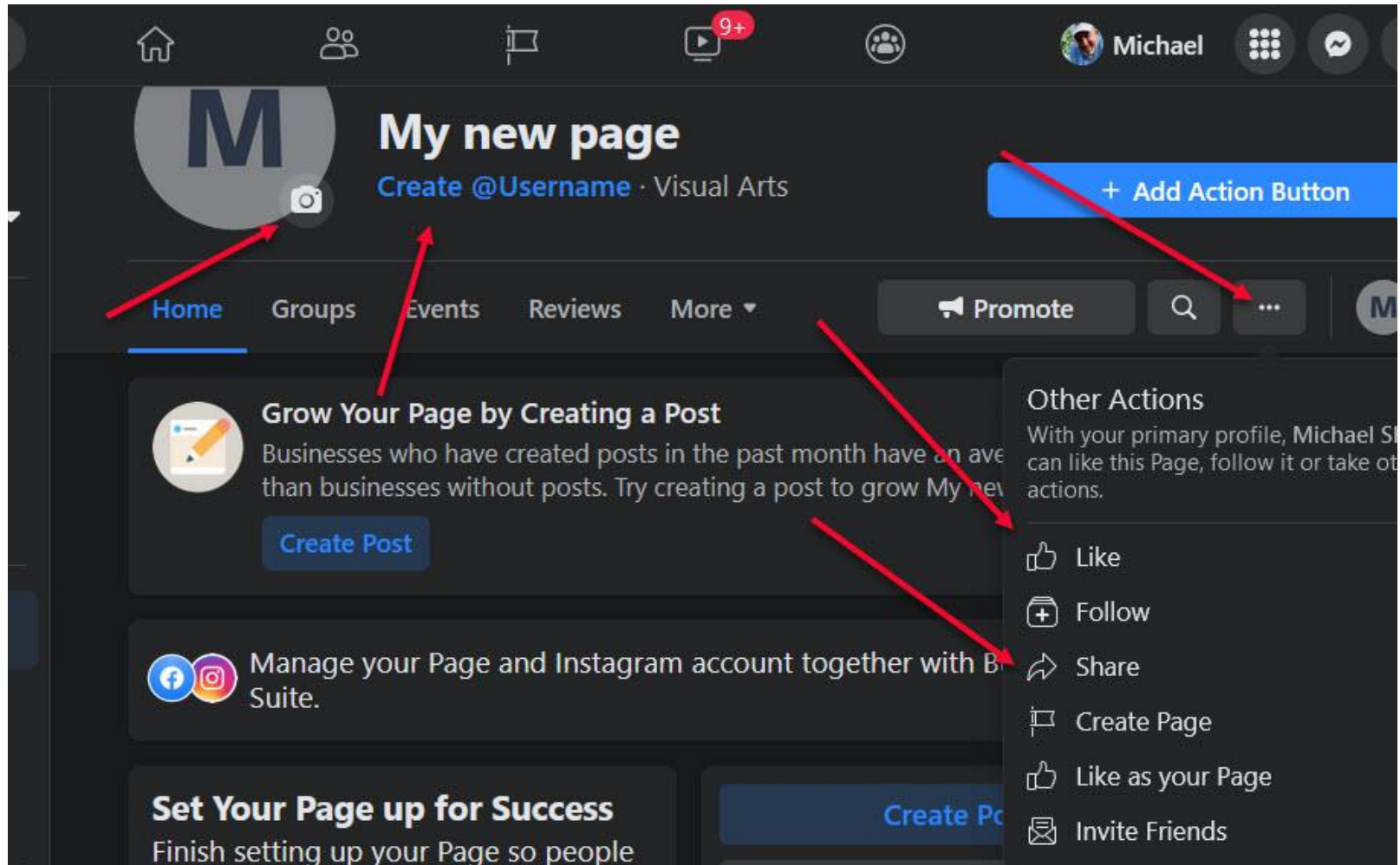
My new page
Visual Arts



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Creating your first Facebook Event

The image shows a screenshot of the Facebook mobile app interface. At the top, there is a search bar with the Facebook logo and the text "Search Facebook". To the right of the search bar are icons for Home, Friends, Marketplace, and a video player with a "9+" notification. The user's name "Michael" is visible in the top right corner. On the left side, there is a navigation menu with the following items: "Events" (with a search bar), "Home", "Your Events", "Birthdays", and "Notifications". Below the menu is a blue button labeled "+ Create New Event". The main content area displays a list of events. The first event is titled "The Lynching of Zachariah Walker: Death in a Pennsylvania Steel Town" and is scheduled for Wednesday, September 15, 2021, at 7:00pm via Zoom. The second event is titled "Kuhn's Brickyard at Gettysburg LUNCHTIME TOUR SERIES" and is scheduled for Tuesday, September 14, 2021, at 12 PM EDT. There are two yellow callout boxes with red arrows pointing to specific elements: one points to the Home icon in the top navigation bar, and the other points to the "+ Create New Event" button. The text in the first callout box reads: "We are on the 'HOME PAGE' of YOUR FB account". The text in the second callout box reads: "Click HERE!!".



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The screenshot shows a dark-themed user interface for creating an event. On the left, a sidebar contains the text 'Event > Create Event' and a large 'Create Event' button with a person icon. Below this, a profile for 'Michael Sheely' is shown as the host. The main content area is titled 'Create Event' and features two large buttons: 'Online' (with a globe icon) and 'In Person' (with a group of people icon). A red arrow points from the top text to the 'In Person' button.

Event > Create Event

Create Event

Michael Sheely
Host - Your Profile

Create Event

This is the next place to click, unless you are going the video route!!

Create Event

Online
Video chat with Messenger Rooms, broadcast with Facebook Live or add an external link.

In Person
Get together with people at a specific location.



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Event > Create Event

Event Details

Michael Sheely
Host - Your Profile

Event Name

Start Date
Aug 17, 2021

Start Time
8:00 AM

+ End Date and Time

Privacy

Desktop Preview

17

TUESDAY, AUGUST 17, 2021 AT 8:00 AM EDT

Event Name

Location

Michael Sheely invited you ✓ Going Ma

Details

1 person going, including Michael Sheely



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The image shows a Facebook event creation interface. On the left, the 'Event Details' section includes a close button, a Facebook logo, and the text 'Event > Create Event'. The host is identified as Michael Sheely. The event name is 'My Event' (8/100 characters). The start date is August 17, 2021, at 8:00 AM, and the end date is August 17, 2021, at 11:00 AM. The privacy is set to 'Public'. A progress bar at the bottom shows the first step is complete. On the right, a 'Desktop Preview' shows the event card with the date '17', the time 'AUGUST 17, 2021 AT 8:00 AM - 11:00 AM EDT', the title 'My Event', and the location. It also shows 'About' and 'Interested' buttons, and a 'Details' section indicating '1 person responded' and 'Public - Anyone on or off Facebook'. Red arrows point from the desktop preview back to the corresponding input fields in the 'Event Details' section.



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The image shows a split-screen view of a Facebook event creation page. On the left, the 'Event > Create Event' interface is visible. It features a close button (X) and a Facebook logo at the top. Below that, the text 'Event > Create Event' is followed by the heading 'Location'. A sub-heading reads 'Add a physical location for people to join your event.' Below this is a text input field with the placeholder 'Location' and a location pin icon to its right. A red arrow points from the top right of the input field towards the top left of the desktop preview. At the bottom left of this section, it says 'Eastern Daylight Time (EDT)'. On the right, a 'Desktop Preview' is shown. It features a red bar at the top, the number '17' in large white font, and the date and time 'AUGUST 17, 2021 AT 8:00 AM - 11:00 AM EDT' in red. Below this, the text 'My Event' is displayed in large white font, followed by 'Location' in a smaller white font.



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The image shows a split-screen view of a Facebook event creation process. On the left, the 'Create Event' interface is visible, featuring a 'Description' section with a text input field. A red arrow points from the top right of the description field down to the 'Next' button in the bottom navigation bar. The 'Next' button is highlighted in blue, indicating it is the active step. On the right, a 'Desktop Preview' of the event page is shown. The preview includes a date '17', the time 'AUGUST 17, 2021 AT 8:00 AM - 11:00 AM EDT', the event title 'My Event', and the address '2751 Marietta Ave, Lancaster, PA 17601-2224'. Below the preview, there is an 'About' section and a 'Details' section showing '1 person responded', the same address, and 'Public · Anyone on or off Facebook'.



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Event > Create Event

Additional Details

Cover Photo

Upload Cover Photo

Event settings

Publish Event

Back Save as Draft

From your computer files or on a memory stick, etc.

17

AUGUST 17, 2021 AT 8:00 AM - 11:00 AM EDT

My Event

2751 Marietta Ave, Lancaster, PA 17601-2224, United States

About

Details

- 1 person responded
- 2751 Marietta Ave, Lancaster, PA 17601-2224, United States
- Public · Anyone on or off Facebook



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Develop an Annual Program Calendar

- Have available to hand out to your prospective parents at your open recruiting event.
- Parents want to be able to plan ahead and need to know when your events are and where they are being held.
- Hold an Annual Pack Program Meeting
 - Cub Master, Committee Chair & Den leaders at a minimum
 - Plan out next 12 months of pack meetings
 - Include things like Summer Camp, Blue and Gold Banquets, Pine Wood Derby Etc.
- <https://leader.scouting.org/login> has resources for planning your units and den's activities as part of scout book. Or just Google search for more ideas.



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Update Unit BE A Scout pin

- Update your Units Pin – my.scouting.org; application manager
- Ensure Unit leadership & Key Delegates are correct
- Verify All Contact information is correct
- Monitor and Reply to ALL inquiries within 1-2 days!!!
- Consider setting up Auto Reply features
 - Fee Email For new applicants
 - Welcome Email for new registrations
 - **NOT** for inquiries



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Signs, Signs, Everywhere Signs!!!

- Yard signs
 - Day Cares, Fall Corn Mazes, County Fairs, Public parks, Soccer fields, school entrances, Heavy traffic intersections with traffic lights, etc.
- Posters
 - Grocery stores, mini markets, public bulletin boards, etc.
- Flyers
 - Schools, Day Care centers, churches, etc
- Peer to Peer cards – have your scouts hand out to friends not in scouting church, school, neighbors, etc.
- Bookmarks – school librarians, public library's, book stores, etc.



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CLOSING Q&A

Matt Adams – Council Executive – Matthew.adams@scouting.org
Daniel Hanson – Council Field Director – daniel.hanson@scouting.org
Nikki Welch – Northern District Exec – Nicole.welch@scouting.org
Sheila Fasig – Southern District Exec – Sheila.fasig@scouting.org
Randy Wirth – Council VP Membership – Woodbadge15@comcast.net
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