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WELCOME



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PENNSYLVANIA DUTCH COUNCIL

2022 Fall Recruitment

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AGENDA

- Introduction
- Cub Scout Recruiting Advertising Campaign
- Cub Recruiting Incentive Plan
- Resources and where to find them
- Best Practices – What are your success stories
- Family Den Pilot



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Cub Scout Recruiting Advertising Campaign

trüsted
SEARCH MARKETING



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Trusted Search Marketing is a Lancaster-based digital marketing agency.

Fall 2022 Cub Scout Recruitment Advertising Campaign

- Campaign will target families through Lancaster and Lebanon counties from August through October
- Campaigns will run on Facebook, Instagram, Google search ads, Google's Display Network, and Youtube pre-roll ads



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Campaign Landing Page



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#ADVENTUREON WITH CUB SCOUTS

Let's find your scouting home! Enter your zip code to
find a Cub Scout pack near you.

 ZIP Code

FIND A PACK



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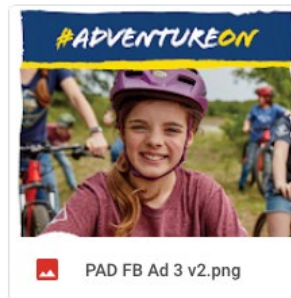
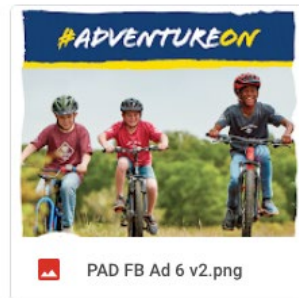
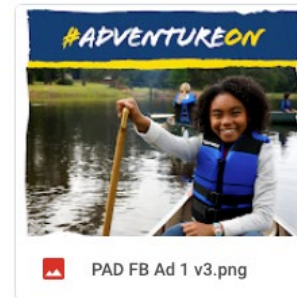
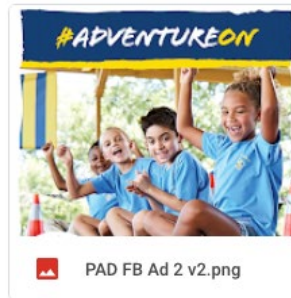
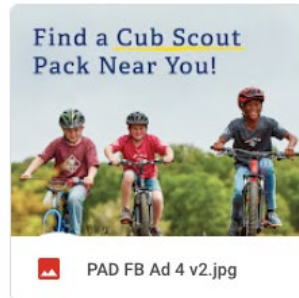
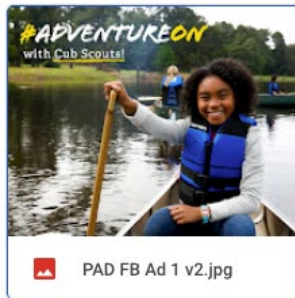
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S E A R C H M A R K E T I N G

How units can support and capitalize on campaign

- Post provided content on unit's public Facebook page
- Need leaders and parents to like and share the posts
- Super Supporters! Add personal testimonial in comments
- Use these images to promote the campaign:



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Cub Unit Incentive Plan



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Unit Incentive Plan

1. Develop a Unit Annual Program Calendar prior to recruitment night.
2. Update Unit BeAScout pin with online applications enabled
3. Geofence an open recruitment night by Oct 15, 2022 & turn in applications within 1 week of event
4. Share Trusted Research Marketing provided content on your public Facebook page.
5. Follow up on all BeAScout leads and applications within 5 days.

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



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
 - Cubmaster, 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 Scoutbook. Or just Google search for more ideas.



Update Unit BeAScout pin

- Update your Units Pin – my.scouting.org; application manager
- Ensure Unit Leadership & Key 3 Delegates are correct
- Verify all Contact information is correct
- Turn on accept applications
<https://www.scouting.org/resources/online-registration/>
- Monitor and Reply to ALL inquiries within 1-2 days!!!
- Consider setting up Auto Reply features
 - Fee Email For new applicants (see www.padutchbsa.org/recruitment for example e-mail)
 - Welcome Email for new registrations
 - NOT for inquiries



Hold an open recruitment night

- Select a location that parents will feel comfortable going to:
 - Schools are best if available
 - 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.
- Encourage Parents to sign up and pay that night.
 - Provide links to apply on line and/or 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/>
 - Potential kids and their parents need to feel welcomed
 - Have activities for kids to enjoy



Hold an open recruitment night

- Complete event form and send to District Executive for Council to Geofence your event on Facebook.
- Promote, promote, promote
- Use Council supplied flyers, posters and yard signs
- Hand out bookmarks to school and local libraries
- Use peer to peer cards for youth to invite friends to event
- 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/>



Get the most out of unit's Facebook page

- Boost events, promote fundraisers, brag about your pack and spread the word about scouting and increase membership.
- Post/Share content provided on Council Website prior to and after your recruiting night.
- Regularly post content on your page. Share posts from Council Facebook page or other Scouting Facebook pages.
- Post pictures and event, not names on your public page.
- Ask parents to like and share your posts.



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Resources



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Council provided Materials

- Yard signs
- Posters
- Flyers
- Peer to Peer cards
- Bookmarks
- Facebook content



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Resources to help your pack grow

PA Dutch Recruitment Tool Box

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

Flyer Request and Event (GeoFence) Form

Campaign kit for units

Joining event plan

Sign Up Night unit playbook

Social media Recruitment Resources

Facebook Ads ready to go – part of unit incentive plan

BeAScout pin information

And more.....



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Resources to help your pack grow

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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Resources to help your pack grow

Cub scout volunteers

<https://www.facebook.com/groups/cubscoutvolunteers>

Cub Scout Leader Chat

<https://www.facebook.com/groups/132006567275709/>

Scoutbook Tips, Tricks and Help

<https://www.facebook.com/groups/468618270476389/>

Cub Chat Live – Scouting magazine (all broadcasts are recorded)

<https://blog.scoutingmagazine.org/cubchatlive/>

Cub Scout Roundtables – www.scouting.org

<https://www.scouting.org/commissioners/roundtable-support/roundtable-planning-resources/#bsaCSBreakout>



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Success Stories & Q&A



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CLOSING Q&A

Matt Adams – Council Executive – Matthew.adams@scouting.org

Daniel Hanson – Council Field Director – daniel.hanson@scouting.org

Nicole Welch – Iron Forge District Exec – Nicole.welch@scouting.org

Sheila Fasig – Susquehanna District Exec – Sheila.fasig@scouting.org

Randy Wirth – Council VP Membership – Woodbadge15@comcast.net



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