

#ADVENTUREON!

2024 Fall Recruitment



BOY SCOUTS OF AMERICA®
PENNSYLVANIA DUTCH COUNCIL

2024 Fall Recruitment

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AGENDA

- Introduction
- Council Social Media Campaign
- Cub Recruiting Incentive Plan
- Resources and where to find them
- Best Practices – What are your success stories



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Council Social Media Campaign



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Social Media Campaign

- Campaign runs from 3rd week in August to 2nd week in October
- The Council has developed social media adds that will be running on Facebook and other platforms
- How units can support and capitalize on campaign
 - Post provided content on unit's **public** Facebook page
 - Share from Council Facebook page
 - Use file found under incentive program
 - Need leaders and parents to like and **share** the posts
 - Super Supporters! Add personal testimonial in comments



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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 Be A Scout pin with online applications enabled.
3. Geofence a sign-up night by Oct 15, 2024 & turn in applications within 1 week of event.
4. Share Council provided content on your **public** Facebook page, at least 2 posts.
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.
- Attending Roundtables is a way to find out what other units are doing, and Google is a great resource for more ideas.



Update Unit BeAScout pin

- Update your Units Pin – my.Scouting.org/Organization Manager
- Ensure Unit leadership & Key Delegates are correct
- Verify All Contact information is correct
- Turn on ‘Allow People to Apply Online’,
<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
 - Welcome email for new registrations
 - NOT for inquiries



Hold a Sign-Up Night

- Select a location that parents will feel comfortable going to:
 - Schools are best if available
 - No school access, try a near by public park
 - 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.
 - Have unit QR code or computers available for on-the-spot online registration.
 - QR code is available in my.Scouting/Invitation Manager.
- 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 a Sign-Up Night

- Reach out to your 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 FB page or other Scouting FB pages.
- Post pictures and event, not names on your public page.
- Ask parents to like and **share** your posts.



RESOURCES

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

Facebook Groups

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/>



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Success Stories & Closing Q&A

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

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



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