



Recruiting Ideas for Small Units

September 5, 2024

Susquehanna District Roundtable

Hot Topic





Covered Information

- **Service Projects**
- **Community Events**
- **School**
- **Personal Connections**
- **Visibility**





Service Projects

- Scouting for Food – door tags
- Wear uniform during
 - Flag & Wreath placements
 - Flag Retirements
- Service at large events
 - Trash collection, parking direction, etc.
- Assist ScoutReach units
 - Build relationships for when scouts transition to traditional unit





Community Events

- [National Night Out](#)
- Parades and Fairs
 - [Denver Fair](#) – Sep 10-14
 - [Solanco Fair](#) – Sep 18-20
 - [Millersville Parade](#) – Sep 21 (**register by Sep 6**)
 - [Ephrata Fair](#) – Sep 24-28
 - [West Lampeter Community Fair](#) – Sep 25-27
 - Mountville Borough Memorial Day Parade – late May
- Community Holiday Events
 - Tree Lighting, Trick-or-Treat, Trunk-or-Treat
- Community Yard Sales
- “First Friday” events – setup on the sidewalk
- [LancasterPA.com](#) – for local events





School

- Flyers in Office (or digital flyers)
- Back to School Night
- PTO Fun Fest
- Engage with Principal
 - Service Project Opportunities
 - Flag Ceremony
 - Opening ceremony for a board meeting
- Host a signup night AT the school





Personal Connections

Parents

- Encourage parents to talk to other parents at:
 - Youth Athletics
 - Dance
 - Church
 - Birthday Parties
 - Back-to-School and PTO Meetings
 - Neighbors





Personal Connections

Youth

- Recruiter Strip



#ADVENTUREON!

New Cub Scouts can earn their **first patch**, the **RECRUITER STRIP** patch, in 5 easy steps:

1. Share your excitement about Cub Scouts with a friend.
2. Bring them along to a Den or Pack meeting.
3. Encourage them to join once they see all the fun you're having.
4. After they sign up, you'll qualify for your Recruiter Strip patch.
5. Fill out the form on the back of this page and take it to your Scout Shop to receive your **FREE** patch.

For more details, visit www.scouting.org/welcome or scan QR code.

Offer valid through 12/31/2014.

- “Invite a Friend” Cards
 - Create business cards to hand out



You Are Invited

Event _____

Time _____

Date _____

Place _____

By _____





Visibility

- **BeAScout.org** – [Update your Unit Pin](#)
 - Consider enabling online application.
- **Yard Signs** – Council-provided or unit designed
 - Take yard sign to youth athletic events and lean against your chair
- **Unit Spiritwear** – t-shirts, hats, etc. to spark conversation
- **Back to School night** – flyers, if permitted;
- **QR Code** – linking to your unit site or BeAScout pin
- **Info card** – have contact cards anytime your unit is doing something in public





Visibility

Unit Website – If you have one, keep it updated

Print Media – Submit articles to highlight service activities and promote fundraisers

Advertiser / Merchandiser / Penny Saver

Read at: townlively.com/read/

Submit Info at: townlively.com/submit-news/

** Include recruiting pitch at the end of EVERY article (BeAScout.org)*

Social Media – have an active presence on Facebook and Instagram; encourage parents and scouts to share posts.

** Family Talent Survey (Pack, Troop)– find the parent who works in marketing; has a communications degree; or who wants to help, but not be in front of people.*





Council and National Resources

- **Council** - padutchbsa.org/recruitment/
 - Best Practices, Marketing Materials, Social Media Ideas

- **National** – www.scouting.org/recruitment/
 - BSA Brand Center
 - Sample Social Media Posts
 - Campaign Kits for Marketing
 - Webinar Recordings





Questions? Ideas?

