

Notes from National Spring Membership Seminar February 26, 2026

Marketing Update

2025 saw the biggest gain in marketing outreach, posts, stories, in 20 years

New members joined from these top 3 as surveyed by new scouts

- Seeing Scouts in action in the community (events, flags, open house, service)
- Social media (Where the kids are, Tik Tok, Instagram) Actually, set time aside during an event for scouts to take pictures and post what they are doing. This is direct peer to peer recruiting, friend to friend.
- Word of Mouth (See Peer to Peer)

Middle School Recruiting

If you can get in to a school, it can be effective

Have an In School Rally.

Have flyers in school, many kids were missed during COVID and are not in middle school

Peer to Peer

Have Scouts invite their friends

Have parents invite their friends families

Have an event where it is just doing something, no uniforms, just hang out

Have an event (hands on) where Scouts plan it, and do things they want to do

Design plans that entice and are interesting. Again the Scouts know what they like

Attend festivals and fairs

Zoom campfires

Spring Specific or just in general

Get them in and get them to camp, odds go up they stay in Scouting

Scouting America is an America 250 partner. Lots of events coming up to be seen

Did you know: There is an America 250 patch Scouts can earn

Meeting night flyers that state what night/time they meet and summer plans

Troops do it too! Middle school recruit, get them in Scouting

Troops set up can do events. Friends and others try.

- Simple as having a kid cook their own egg and eat it. Cheap and easy. Limit to kids to cook, not parents or adults
- Flint and steel, have them try and set a cotton ball on fire
- Any simple challenge that can be done might get them hooked

Have Scouts use their social media to spread the word. Just a simple comment

New Families at meetings, and during the first month

Must greet them, not just have them show up and stand around

On boarding, short meeting to tell them about scouts and what it is

Follow up on drop outs, why, can we improve something, miscommunication

Both Packs and Troops have a new family coordinator. Only thing they do is meet up with new families and welcome them

Ask them to do one simple thing! That's it. Then see where it goes from there