INVITE NEW FRIENDS

JOIN SCOUTING'S ADVENTURE

Dear Scout Leader:

The Scouts BSA program has been providing young men and women in our communities the fun and adventure they seek. Millions have entered into every walk of life, bringing the values of the Boy Scouts of America into our country's moral fiber.

As a leader, you are amongst the thousands of adults that make the Scouting program possible for youth. You and your Scouts also represent the program's best sales force. This guidebook has been created to assist leaders and Scouts in offering a variety of quality invitations to each and every young person in our community. Our goal is to leave no stone unturned. Each and every family should receive the message that Scouting is alive and well and available in their neighborhood. The ideas featured in this book can be done quite easily and most can be supported by the council as well as with national resources available to you.

We challenge you to use these ideas in your recruitment efforts, to use your imagination and to help spread the excitement of the Scouts BSA program.

Council President Council Commissioner Scout Executive

INVITATION METHODS

THIS GUIDEBOOK HAS BEEN PUT TOGETHER AS A BASIS FOR ASSISTING SCOUTS BSA TROOPS RECRUIT NEW FRIENDS. THESE ARE A FEW METHODS THAT CAN BE IMPLEMENTED IN YOUR COMMUNITY. SOME OF THE RESOURCES ARE AVAILABLE FROM YOUR LOCAL BOY SCOUTS OF AMERICA COUNCIL. THE MORE IDEAS USED IN YOUR RECRUITMENT, THE MORE SUCCESSFUL RESULTS YOU WILL HAVE!

TOP 10 METHODS

The Top 10 methods are considered to be the most important ideas for recruiting. Troops should consider doing multiple methods as there is not one method that is considered the "silver bullet" way of recruiting. We challenge you to do 7 or more methods.

Troop Information Sheet

- This is your chance to brag about your troop and have a quick handout ready to distribute.
- Details should include meeting times and locations, troop calendar, list of leaders' contact information and other exciting information about your program.
- These information sheets should be shared with your Charter Organization, schools, community organizations, and families in your troop so that they can be distributed to new Scouts and their families.

Organizational Visit/Scheduling

- You should have a face-to-face meeting (virtual) with your chartered organization prior to the new school year. This meeting gives you the chance to thank the organization for their support and outline your ideas and requests for your program year.
- Be sure to bring pertinent information regarding your program, a "yearbook" of activities and be prepared to explain the benefits of the program. Determine how your troop can help support your charter organization.
- Bring popcorn, camp card, or other gift to show that you appreciate your charter organization. Also a good idea to take with you when you visit with the schools that allow your to recruit.

Flyers

- Work with your District Executive to order flyers to be utilized in your recruitment events.
- Your council will let you know what information they can print on the flyer: this is typically the date/time/location of your recruitment event.
- Recruitment events should be planned within the first few weeks of school. However, you will need to find alternative ways to recruit with the current COVID challenges. If schools are still meeting in person you could still distribute flyers if the school will allow you. Be creative!

Wear Your Uniform or Troop t-shirt /Be Visible in the Community

- This is an easy way to get exposure for Scouts, as the uniform serves as a walking billboard and conversation piece.
- Ask all Scouts to wear their uniform/troop t-shirt when out for troop events and community activities. If your Scouts are attending school ask the to wear their uniform/troop t-shirt on the day of the recruitment event.
- Leaders should also wear their uniform/troop t-shirt to school, troop and other community events.
- Your troop might decide to design a troop t-shirt for Scouts, leaders, and parents to wear on a regular basis.

School Visits

- School visits have been a highly effective way to get youth excited about the program in the past. We know this will probably not work this year with COVID. But, what could you do if schools are meeting in person/virtually.
- Can your troop help with a school project, supplemental program, or other service for the school?
- Be sure to send thank you notes to your school administrators, principals, and teachers.

Lawn Signs

- Post these signs at the school and other high traffic areas in your community prior to your recruitment event.
- Use council provided signs or have your Scouts create your own.
- Include the Scouts BSA logo, date, time, and location for your recruitment event.

Back to School Night/Community Event

- Your troop is part of the fiber of the school, community, and its families. Being present at Back to School Nights, other school and community events is an important way to raise exposure of your program.
- Have a table/booth at these events with flyers, interest sign-in sheets, way for families to sign up online and other visuals/activities for families to get involved.

Picture Board/Social Media Presence

- Sometimes pictures speak louder than words, include contact information on boards that can be taken to community events or posted on community social media sites. (Facebook, Nextdoor, etc.)

Geofencing

What is it?

Geofencing is the practice of using global positioning to define a geographic virtual boundary. Once the virtual barrier is established, we can set up triggers that will send them a Facebook app notification/ad when the mobile device enters the specified area.

How to set it up?

Step 1 - Login to your council FB page
Step 2 - Click on Events
Step 3 - Create an Event
Step 4 - Enter Event Information
Step 5 - After your event is posted - BOOST your event
The BOOST cost you as little as $1 per day!

ADDITIONAL TIPS!

- Make sure you are using the BSA Brand guidelines
- Use a high resolution graphic for the event
- Make sure it looks professional
- You can target or geofence any location and target junior high/middle schools and high schools around that location
- Add small details – Example- Room #; specific location
- **DO NOT** change the event after it is posted, it would be like doing fliers for a school and changing the date

JUST ASK ONE

- Just Ask One is designed to give your Scouts and their families a recruitment tool to promote Scouting. What a great opportunity for youth to have their friends join them in this adventure.
- Existing Scout can probably think of at least one other friend that they would like to share their experience with.
- Scouts should invite their friends and families should invite other families to join them at the next meeting. This should be a personal ask from each family.

MORE OPPORTUNITIES

The following ideas are additional methods that the troop should consider doing! Ask every family to join in!

Information Business Cards & Buddy Cards

- These cards can be created by the troop for Scouts to hand out to other youth. Card templates can also be found on the BSA Brand Center by visiting Scoutingwire.org
- Include details like date and location of the troop meetings and troop leadership contact information.
- Cards can be printed from your home computer.
- Have each leader/family carry and hand out cards at all school/community functions.
- Have each Scout share these cards with their friends.

Invitation Letter/Email/Personal Phone Call

- The letter or call should be customized from each family for them to send/call their friends and acquaintances.
- Include thoughts like the benefits of Scouting and why your family is involved.
- Letters should include meeting and joining information as well as who to contact for more information.
- If you are able to meet in person, invite new families to go with you to the next activity.

Promote at Church & Other Personal Affiliations

- Families also have many other affiliations such as church and sports; these activities can be used to spread the word of Scouting.
- Ask other families who are involved with you and your child to join you in Scouting.

Social Media Posts

- Encourage your Scouts and their families to share their experience on their personal social media channels. This is a great way for other friends and families to see the FUN!
- Ask families to share on community pages they are also a part of like Nextdoor

Drive-up Signup Night

Set up in a parking lot (possibly your school) and have families drive up sign-up stations

Station 1 Welcome & QR code to fill out online registration

Station 2 What We Do: Provide Scouts and families with an information packet (troop calendar/leader contact/troop information sheet)

Station 3 Leader & youth leadership Welcome and Q&A

Station 4 Check-out (opportunity for troop to collect dues, sell troop t-shirt, and remind family of 1st upcoming event/activity)

ADDITIONAL METHODS

- Use door hangers with Scouting for Food, Popcorn, other unit fundraisers
- Unit Events
- Park Recruitment Days
- Pack Ice Cream Socials
- Summer/Spring Break Experience: Launch Events
- Fishing Derby, Shooting Derby, Rocket Launching
- Penny Stuffers (local advertisement stuffers)
- National Recruitment Video
- Local Recruitment Video
- Pizza box flyers (other restaurants that are willing to throw in an advertisement)
- Local Flyer distribution (places families go to. Pizza/Ice Cream/Snow Cone Yogurt Shops etc.)
- Join Scout Night events at sporting areas (soccer/baseball/basketball/etc.)
- Unit self-marketing via Facebook, Snapchat, Instagram, Tik Tok, etc.
- YouTube Ads
- Calendar of Community Events: Parades, service events, etc.
- Spirit Day at Chick-fil-A or other businesses
- Utilize NextDoor app
- Partnering with college/civic/business/community organizations
- Partnering with high school groups/organizations- adult education