

STEPS TO A SUCCESSFUL RECRUITMENT

- STEP 1: Complete your Unit Program Calendar & Budget
- STEP 2: Build your Recruitment Strategy
- STEP 3: Build a winning team
- STEP 4: Putting it all together
- STEP 5: Order materials
- STEP 6: Follow the plan for your sign-up night
- STEP 7: Submit fees and applications
- STEP 8: Deliver the promise



UNIT #: _____

SIGN UP NIGHT PLAN:

DATE: _____

LOCATION: _____

TIME: _____

SUBMIT YOUR SIGN-UP NIGHT INFORMATION:



STEP 2: BUILD YOUR RECRUITMENT STRATEGY

Design a Plan to Do Your Best to Reach Every Youth

There are a variety of tools and methods you can implement to help you recruit the most Scouts. The more active recruitment methods we use, the more successful your Unit will be.

Active Recruitment Methods

- ☒ Full Color Recruitment Flyer 1 week before
- ☒ In School Presentations 1-2 days before
- ☐ Registration/School Open House Display As scheduled
- ☐ Customized Invitations to all homes 2 weeks before
- ☐ Personal Phone Calls 1 week before
- ☐ Presentations at After School Programs 2-3 days before
- ☐ Customized Labels/Stickers As desired
- ☐ Parent in Uniform at Lunch Week of
- ☐ School Carnival/Parish Picnic As scheduled
- ☐ Parent Teacher Conferences As scheduled
- ☐ _____

Passive Recruitment Methods

- ☐ Yard Signs 10 days before
- ☐ Posters 10 days before
- ☐ Bookmarks in Library or Book Fair As desired
- ☐ Scout's Life in School Library As desired
- ☐ School Calendar 3 weeks before
- ☐ Community Calendar Posting 3 weeks before
- ☐ Facebook Event 3 weeks before
- ☐ School/Chartered Organization Website 3 weeks before
- ☐ Church Bulletin Inserts 2 weeks before
- ☐ School Newsletter 3 weeks before
- ☐ Press Release 10 days before
- ☐ Community Notice Boards 2-3 weeks before
- ☐ _____
- ☐ _____

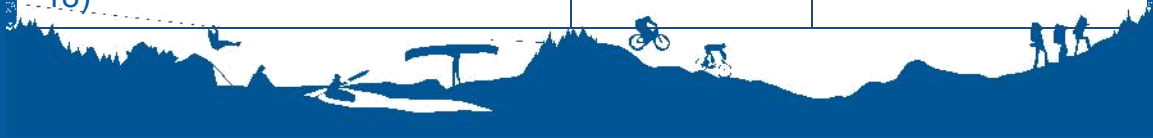
STEP 3: BUILD A WINNING TEAM

Don't Leave Players on the Bench! Who is involved in implementing your Recruiting Plan?

- ☐ Unit Leader _____
- ☐ Committee Chair _____
- ☐ Committee Members _____
- ☐ Den Leaders _____
- ☐ Den Chiefs _____
- ☐ District Membership _____
- ☐ Scouts BSA Troops _____
- ☐ Other _____

STEP 4: PUTTING IT ALL TOGETHER

Recruitment Method	Assigned	Due Date
1) Submit Sign-Up Night Information	Unit Leader	By July 31st
2) Full Color Flyer	District Executive	1 wk before Reg Night
3) In School Presentation	District Executive	1-2 days before Reg Night
4) Reminder Flyer	District Executive	At In School Presentation
5)		
6)		
7)		
8)		
9)		
10)		
11)		
12)		
13)		
14)		
15)		
16)		
17)		
18)		



2023 Recruitment Guide

I CAN DO THAT!

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BOY SCOUTS OF AMERICA



STEP 6: FOLLOW THE PLAN

Follow the plan you developed in Step 4 and you will be well on your way to creating a plan to serve more youth in Scouting! If you need help along the way, don't hesitate to contact your Unit Commissioner, District Membership Chair, or District Executive. They are here to help you be successful!

Things To Avoid at your Sign-Up Night:

- Arriving or starting late
- Poorly lit parking lot
- Poor signage at doors
- Locked doors
- Uninviting room
- PowerPoint slideshows
- Overwhelming new families with info
- Kicking off Popcorn Fundraiser that night
- Recruiting new leaders that night
- Sending families home to apply later

STEP 7: SUBMIT FEES & APPLICATIONS

Don't forget to submit your National Fees and Applications to the Scout Service Center immediately after your Registration Night. BSA's National Registration Fees include accident insurance which provides a safety net for all of our youth. Registration allows youth to be eligible to earn BSA Advancement and attend Scouting activities such as Cub Launch.

For a full list of fees, visit our membership page at stlbsa.org/membership

STEP 8: DELIVER THE PROMISE

Here are ways that you can help keep you new recruits in Scouting:

- 1) Parent Orientation - Plan a parent orientation for one week following the sign-up night. Here you can discuss leadership needs, recruit new leaders, and onboard families to the Unit.
- 2) Earn the first rank ASAP - Scouts who earn Bobcat/Scout Rank within the first month of Scouting are more likely to stick it out through the year and return in future years.
- 3) Attend an Outdoor Adventure - Did you know that all new Scouts get to attend Cub Launch at a discounted rate? Visit www.stbsa.org for more info.

STEP 5: SIGN-UP SETUP

The Sign-up Night should be arranged so families proceed in assembly-line fashion through five stations. Please avoid a presentation style event so parents may come and go as needed.

Arrival & Setup

Who will arrive 30 minutes early to make sure all supplies are laid out

Assigned to: _____

Station 1: Sign-in

Make sure all guests are greeted with a smile and sign-in.

Assigned to: _____

Station 2: Provide Unit Information

Provide basic info about your unit, the next meeting details, and a copy of your 2023-2024 program calendar.

Assigned to: _____

Station 3: Fill Out Application

Parents should fill out the youth application here. QR Codes with your Unit's online application link should be available for those with mobile devices.

Assigned to: _____

Station 4: Registration Fees

Collect the registration fee tonight. Any additional unit dues should be collected later, once Scouts have an opportunity to participate in fundraisers and/or raise their own funds.

Assigned to: _____

Station 5: Fun Activity

Have a craft, game, Pinewood Derby track, or photo booth at the very end. This ensures families visit all stations and do so quickly.

Assigned to: _____