

# FALL RECRUITMENT PLAN

2022 Unit Guide



## SCOUTS STAND OUT.

Greater St. Louis Area Council, Boy Scouts of America

Every child needs Scouting's values: life-changing and life-directing character traits, decision-making abilities, and teamwork and leadership skills. Children need mentors and positive adult role models in their lives. Scouting provides those in a structured, fun environment.

Compared to their non-Scout peers, Scouts grow up to do better in school, graduate from high school and college at a higher rate, value and practice their faith more consistently, are more financially responsible, attain higher incomes and home ownership, report higher confidence in their abilities and satisfaction with their lives, and give back to their communities.

Because you give time and effort to Scouting, kids will have the advantages in life they may not otherwise have. However, kids will not get all that you and Scouting have to offer if they don't join. It all starts with giving every eligible child the opportunity to join. It starts with you!

### Your Task

- Get other parents and volunteers to help grow Scouting this fall.
- Follow the plan in the packet.
- Have fun... You're changing the lives of kids!

### August Roundtable

Attend your District's August Roundtable to receive your recruitment materials and training on this fall's campaign.



### In This Guide

- Preparing for the Sign-up Night
- Promoting the Sign-up Night
- Conducting the Sign-up Night
- Following-up After the Sign-up Night

## First Things First

Don't overthink this! Families are coming to your Sign-up Night to join Scouting. It is important to have a quick, "in-and-out" registration event.

1. Make every family feel welcome.
2. Make joining easy.
3. Make joining accessible to all eligible kids.
4. Make joining that night the priority.

Follow the best practices in this plan to have a successful fall recruitment!



## Preparing for the Sign-up Night

Identify the leader/parent responsible for each task. Remember, many hands make light work!

✓	Tasks	Who will complete this task?	Date Completed
	Attend Fall Recruitment Training at your District's August Roundtable		
	Secure fall recruitment date for your school district or community from District Executive. Your unit should go on the assigned date.		
	Reserve location for your Sign-up Night, preferable at your school		
	Secure date of your school's Open House. Contact school to request a table. This is to promote the sign-up night, not replace it.		
	Submit the Sign-up Night Info Card on the back page to your District Executive to request FREE professionally produced flyers.		by August 15
	Cub Scout Packs: Read about the FREE Facebook Geofencing Pilot Program in this guide. Submit your Sign-up Night Info Card to participate.		by August 15
	Families can apply online this fall. Make sure your unit's contact info and details are correct through your <a href="https://my.scouting.org">My.Scouting.org</a> account.		
	Finalize your unit's 2022—2023 Program Calendar.		
	Assign leaders and parents to run stations at the Sign-up Night.		
	Select additional marketing tactics to promote your Sign-up Night.		



## Promoting the Sign-up Night

Promotion is much more than flyers and school presentations. It requires many points of contact.

✓	Tasks	Who will complete this task?	Date Completed
	Post yard sign at school or across street		
	Display poster in school hallway		
	Post recruitment date on school marquee		
	Have a table at school Open House		
	Ask school to post flyer to social media and website		
	Deliver approved full-sheet flyers to school		1 week prior
	Deliver approved half-sheet flyer to school		24-48 hours prior
	Request to utilize school phone and email blasts		
	Visit schools and give student presentation		24-48 hours prior
	All current leaders and parents share recruitment invitation on their social media		
	Post to community online groups, Facebook pages		
	Announce on city or bank marquees		
	Deliver extra flyers/posters to places kids and families frequent (e.g. libraries, trampoline parks)		
	Get your Charter Organization involved and post to their social media, website, newsletter, or bulletin		
	Hang flyers on community announcement boards		
	Attend community parades, expos, and festivals		
	Contact local media with a Scouting story		

## Conducting the Sign-up Night

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 and the room is arranged?

Assigned to: \_\_\_\_\_

- **Station 1: Welcome & 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 (e.g. den or patrol structure), the next meeting details, and a copy of your 2022-2023 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: Collect Registration Fee**

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. Paying your own way is an important part of Scouting. Don't avoid this for the sake of convenience.

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: \_\_\_\_\_



### In Your Recruitment Kit

Each pack and troop will receive a Fall Recruitment Kit at August Roundtable that contains:

- ⇒ Yard sign (1 per school)
- ⇒ Sign-in rosters
- ⇒ Flyers (if request received in time)
- ⇒ Adult and youth applications
- ⇒ Posters
- ⇒ Collection envelope
- ⇒ New Parent Orientation Guides
- ⇒ New Cub Scout Leader Guides (Cub Scouts only)



# Geofencing

**WHAT IS GEOFENCING:** Geofencing allows you to promote an event through Facebook by creating a geographic virtual boundary around a specific location that triggers various actions, like newsfeed ads or notifications, when someone enters that area.

**REQUIREMENTS TO PARTICIPATE:** ALL BSA units will receive 1 free Geofenced event! The cost is fully paid by the Greater St. Louis Area Council. This promotion is limited to one event per unit and details must be received by August 15.

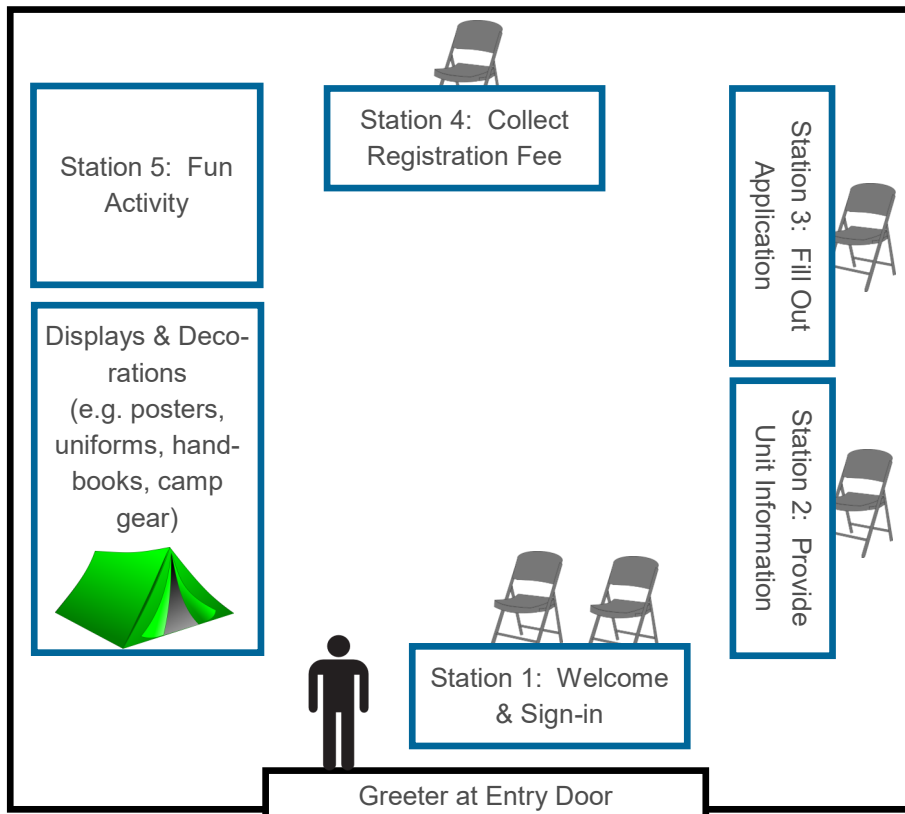
For best results, conduct your Sign-up Night at your local school. Events held at churches can potentially turn away parents who do not associate with a particular church, and outdoor events require a backup plan in case of inclement weather.

## How It Will Work

1. Submit your Sign-up Night Info Card by August 15.
2. A Facebook Event is created for you on the [Official Cub Scouts Facebook Page](#). It will have a unique URL so your families can also share it with their friends.
3. A geofence of two-mile radius is set up around the school where your Sign-up Night will be held.
4. Beginning 14 days before your Sign-up Night, adults aged 30-49 entering that area are triggered to receive additional Facebook promotion of your event.

## Conducting the Sign-up Night

Arrange the room in stations similar to the example below. Post clear signage at the facility, entrance, and room. Make families feel welcome. Make joining that night—application and payment—the priority. Have fun!



## Things To Avoid

- 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

# Conducting the Sign-up Night

(continued)

The registration event is over, but the night is not. It's time to visit your assigned headquarters.

✓	Collect These Items to Take to District Headquarters	Who will complete this task?
	Collect sign-in rosters.	
	Collect all applications (even unpaid or incomplete). Check for missing info and signatures before everyone leaves.	
	Collect the registration fees. It is preferred the unit write one check for the full amount to Greater St. Louis Area Council Boy Scouts of America.	
	Confirm the date, time, location of your next pack or troop meeting. Write on your collection envelope.	
	Take these materials to your assigned headquarters. Volunteers there will double check everything before they let you leave. This may take 10-15 minutes.	
	Pick up incentives for your new Scouts. These are available at the headquarters that night or from your District Executive	



The first 5,000 new Scouts that join in August and September will receive a Free Fidget Popper Ball. You will receive these at your district headquarters following your Sign-up Night. Distribute them to new Scouts at your next meeting.

## Following-up After the Sign-up Night

- Contact families that signed-in, but did not register that night. Invite them to your next meeting.
- Conduct a parent orientation within the next two weeks. This is your opportunity to talk about volunteer needs, training opportunities, fundraisers to offset costs, purchasing uniforms and handbooks, etc.
- Follow-up with any new Scout that did not come to that meeting. Make sure they know how much you want them to be a part of your unit.
- New Cub Scouts should attend Cub Launch (multiple locations). Don't wait until summer for fun, outdoor activities. The council hosts several events for them to experience activities like shooting bb-guns, campfire cooking, archery, and making cool Scoutcrafts soon after they join. New Cub Scouts will receive a voucher for \$5 off coupon code.
- Girls and boys joining Scouts BSA should attend the District Fall Camporee with their new troop.





**Contact Us**

**Phone:** 314-361-0600  
**Email:** help@stlbsa.org  
**Website:** www.stlbsa.org



## Sign-up Night Information Card

Submit this form to receive FREE, professional produced, color flyers for distribution at schools. You can also submit this online at [stlbsa.org/membership-recruitment](http://stlbsa.org/membership-recruitment). Due to trademark restrictions, units are not permitted to produce their own flyers. Information below will also be used to create Facebook promotion in your local community at NO COST to your unit (a \$42 value). For assistance, contact your district executive or our service center at 314-361-0600.

Events are promoted in your local communities and it is important that those interested families can reach a local unit leader for assistance. For this reason, you must consent to have your contact information shared in the FREE Facebook promotion program. If you do not consent, the local council service center contact information will be used.

- District: \_\_\_\_\_
- Unit Type (e.g. pack, troop, crew): \_\_\_\_\_
- Unit Number: \_\_\_\_\_
- Contact Person: \_\_\_\_\_
- Contact's Phone: \_\_\_\_\_
- Contact's Email: \_\_\_\_\_
- Sign-up Night Date: \_\_\_\_\_
- Sign-up Night Time: \_\_\_\_\_
- Sign-up Night Location/Address: \_\_\_\_\_

**Distributing Flyers to Schools**

- I will pick up flyers at the August Roundtable.
- Please contact me when flyers are ready.
- Please deliver flyers to schools on my behalf.

**Please submit this information to your District Executive at Roundtable or by email.**