Timeline and Tasks for Spring Recruitment

Purpose and Objective: *Recruitment is a year - round effort. While most of our new Scouts join at the start of the school year, the spring months provide additional opportunities to be at the forefront, right before the fun summer activities.*

March Roundtable

Learn about 2021 Spring Recruitment Campaign!

Be sure to save the dates listed below!

March 9th

Attend 2021 Spring Recruitment Campaign Training - Online via ZOOM 5:30-6:30pm (link to register: https://stlbsa.org/membership-recruitment/)

March 31st

Submit your spring recruitment date to your executive and/or membership chair!

April 1st through 30th

Conduct sign-up nights for all schools!

May 14th

Spring Recruitment Campaign ends (contact and close all leads, submit all paperwork and fees to executive, etc.).

June 30th

Save the date for the 2021 Fall Recruitment Campaign Training!

Details will be shared later ...

Spring Recruitment Incentive

When your unit conducts a spring recruitment event and enrolls five new members (not including transfers, crossovers, or multiple registrants) between March 1 and May 15, your entire unit will receive a **25%** increased commission on the Camp Card fundraiser. Instead of 50% commission, **you will receive 75% commission on all cards sold!** AS always, this is a *risk-free* fundraiser. Units do not prepay for the cards, and you can return any unsold at the end of the sale which runs from April 1 to May 31.

For Membership Resources throughout the year, please visit: https://stlbsa.org/membership-recruitment/

PROMOTING THE SIGN-UP EVENT

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Promote at Your School

- Have your Scouts wear their uniforms to school on recruitment day.
- Post a yard sign at school. If school won't permit it, ask the houses across the street.
- Display posters in school hallways.
- Post recruitment event on school marquee.
- Be present at school events in uniform.
- Ask school and PTO to share on social media (Facebook, websites).
- Distribute flyers to all youth in classrooms.
- Utilize email or phone blasts.
- Conduct school presentations. Talk to students!

Promote in Your Community

- Ask your Scout families to share on their social media – Facebook, Nextdoor, etc.
- Post to cities' Facebook pages.
- Get your Charter Organization involved. Post to their social media, website, or in bulletins.
- Deliver extra flyers/posters to libraries.
- Hang a flyer on community event bulletin boards.
- Send a story to your local radio or newspaper.
- Attend community events, parades, fairs, and expos.

Available Resources

- Applications
- Sign-in rosters
- Flyers
- Yard signs
- Posters
- Stickers
- Collection envelopes, etc.

HTTPS://STLBSA.ORG/MEMBERSHIP-RECRUITMENT/

Cub Scout Recruitment Focus Areas

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Target 1: Cub Scout Packs with Missing Den Participation

List Den(s) and Den numbers below to learn where you can optimize recruitment efforts. Can we reach out to families that dropped in recent years (especially 2020) to see if we can re-engage them in the program?

	Lion	Tiger	Wolf	Bear	Webelos Scouts	Arrow of Light Scouts
# Dens						
# Scouts per den						

NOTES:

Target 2: Summertime Activities

Does my unit participate in summertime activities? If not, why?

National Summertime Pack Award Application

Cub Scout Pack No. _____ of Chartered Organization _____
Name

has qualified for this award by conducting a pack activity in the summer months of _____.
Year

	JUNE	JULY	AUGUST
Type of pack activity	_____	_____	_____
Number of dens participating	_____	_____	_____
Number of dens qualifying (50 percent of the den's Cub Scouts participating)	_____	_____	_____
Number of the pack's Tiger Scouts participating	_____	_____	_____
Number of the pack's Wolf Scouts participating	_____	_____	_____
Number of the pack's Bear Scouts participating	_____	_____	_____
Number of the pack's Webelos Scouts participating	_____	_____	_____
Number of parents/family members participating	_____	_____	_____

Please send us the following National Summertime Pack Award items:

One Pack Award Certificate, No. 33731

One Pack Award Streamer, No. 17808

_____ Den participation ribbons, No. 616254

_____ Tiger pins, No. 14332

_____ Wolf pins, No. 14333

_____ Bear pins, No. 14334

_____ Webelos pins, No. 14335

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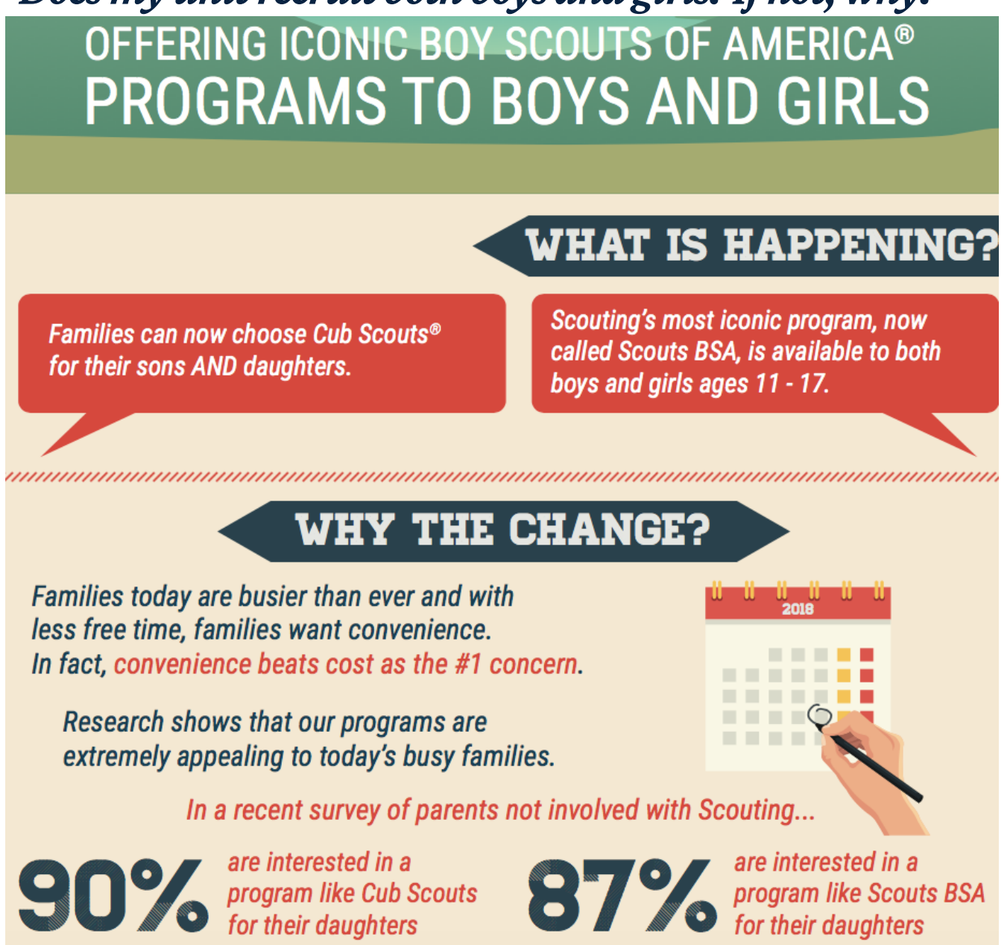
Please note that Council Provides the Certificate and Ribbon. Pins can be purchased in Scout Shop.

Target 3: Full Family Scouting

Does my unit recruit both boys and girls? If not, why?



Target 4: Pack Leadership

Can my unit benefit from having additional adults join?

Leader Position	Currently Filled?	Committed for fall?	Concerns?
Lion			
Tiger			
Wolf			
Bear			
Webelos			
AOL			

NOTES: