

2024 RECRUITING PLANNER

PATHFINDER

Unit	Recruiting Goal	By Date
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Recruiting Committee

Target Grades

What we did to recruit Scouts last year

Event	Activity	Leader	# Scouts Joined	Repeat?

Lessons learned from last year (What worked? What didn't? What to do differently?)

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Marketing Ideas

<ul style="list-style-type: none">• Ice Cream Social• Rocket Night• Family Game Night• S'Mores Night • Classroom, lunch or after school presentations• Internet Advertising (School, Community, Chartering Org)• Booths at School and Community Events	<ul style="list-style-type: none">• Participate in Community Events (flag ceremonies, etc.)• Posters/Flyers/Yard Signs at Schools & in Community, Rec Centers, etc.• Book Marks in Libraries• Scout-made Invitations to their friends / Parent calls to families that are a good fit• Invite families to meetings/activities<ul style="list-style-type: none">• Have Scouts bring friends• Use Den Chiefs• Visit Packs/Troops
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OUR 2024 RECRUITING PLAN

School Events (Back to School, Open House, Parent Night, etc.)

Date	Event	Leader	Activity	Materials Needed

Our Own Recruiting Events (School Night to Join Scouting, Picnic, Campfire, etc.)

Date	Event	Leader	Activity	Materials Needed

Ways we'll raise our visibility in the Community & with Packs & Troops all year

Event/Activity	Leader	When / How Often	Activity/ Materials Needed

How we'll recruit parents

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