

Troop Membership & Recruiting



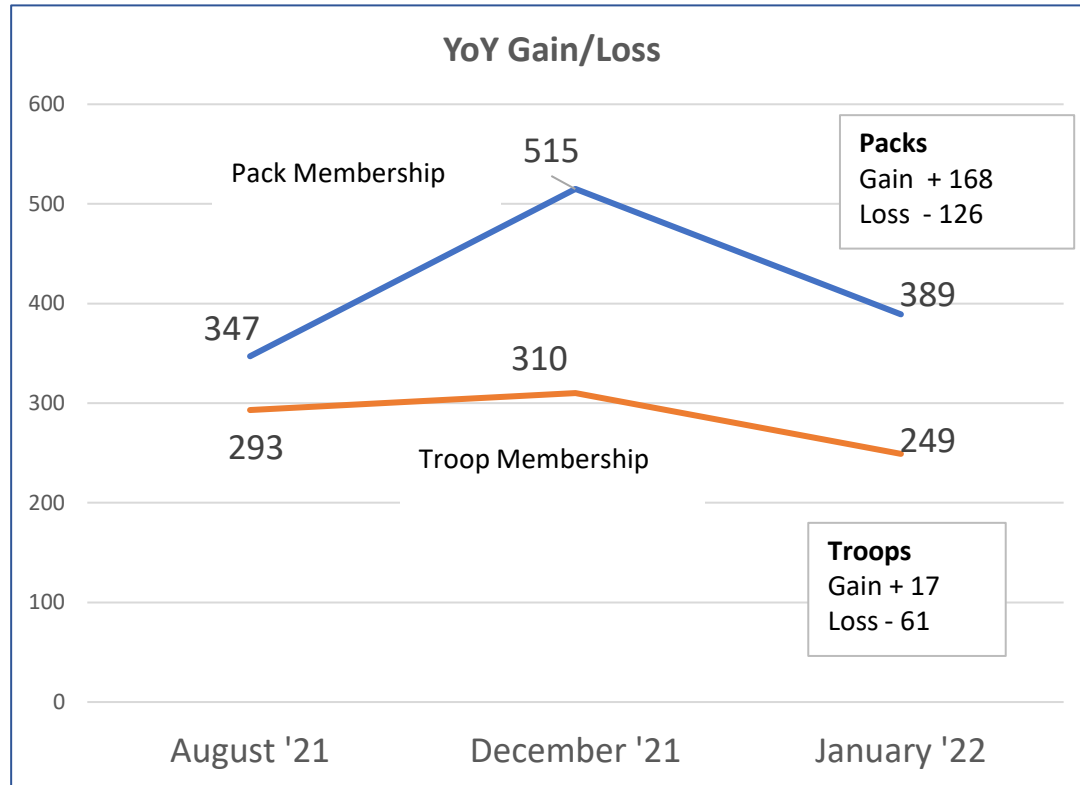
ESCAPE THE GREAT INDOORS.

Scouting promotes activities that lead to personal responsibility and high self esteem. As a result, when hard decisions have to be made, peer pressure can be resisted, and the right choices can be made!



C - CREATING CHANGE MAKERS.
U - UPLIFTING OUR COMMUNITIES.
B - BUILDING LIFELONG CONNECTIONS.

Membership & Recruiting 2022/23



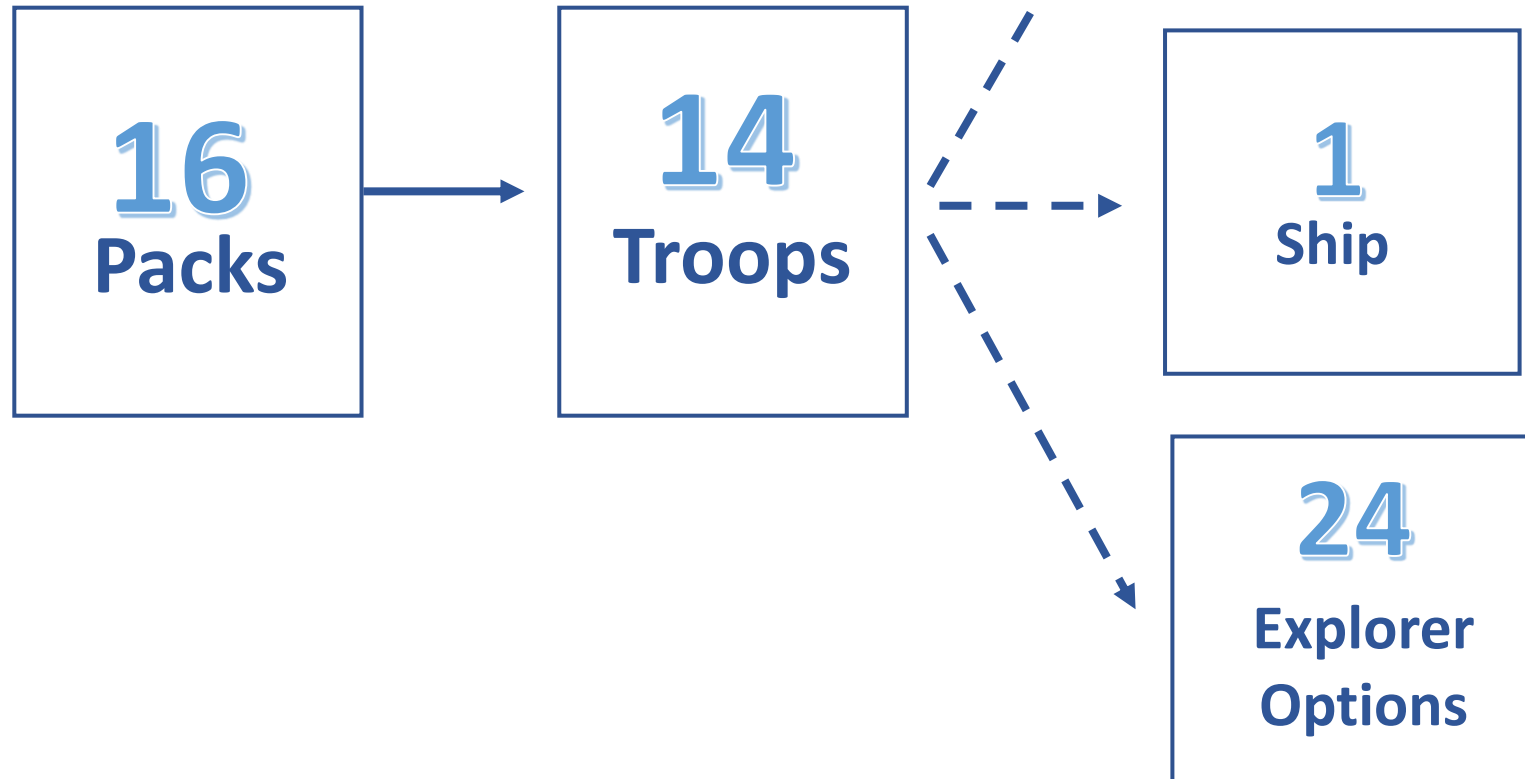
Registered Adults

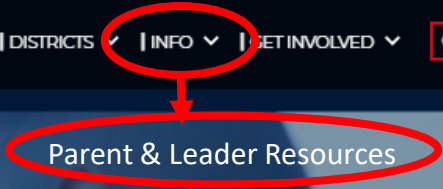
*111 with Packs

*186 with Troops

Membership & Recruiting 2022/23

Additional Programming Options





JOIN NOW
HELP NOW

Home > Parent & Leader Resources

MEMBERSHIP AND RECRUITMENT
[LEARN MORE](#)

PARENT & LEADER RESOURCES TOOLBOX
[LEARN MORE](#)

MEMBERSHIP FEES FAQ
[LEARN MORE](#)

HELPFUL FORMS AND LINKS
[LEARN MORE](#)

POPCORN FUNDRAISER

COFFEE FUNDRAISER

CAMP CARDS FUNDRAISER

SPECIAL NEEDS COMMITTEE



<https://stlbsa.org/membership-recruitment/>

WELCOME TO RECRUITMENT

After a year of being cooped up inside, it's time to escape the indoors and help families discover Scouting! Together, let's get back outside! Back to fun, family, and friends! Back to helping young people become the best future versions of themselves. We're all ready to put down our screens (even if just for a few moments) to experience "real". Real nature, real friendships, real excitement! It's time to help families discover Scouting! Here are resources to find and engage interested families.



CUB SCOUT PACK RECRUITMENT RESOURCES



SCOUTS BSA TROOP RECRUITMENT RESOURCES



- 2021 Fall Recruitment Campaign Guide
- Editable Flyers
 - Girls' Troops Full Page Flyer
 - Boys' Troop Full Page Flyer
- Peer-to-Peer Recruitment Cards
 - Girls' Troops
 - Boys' Troops
- Postcards
 - Girls' Troops
 - Boys' Troops
- Posters
 - Girls' Troops
 - Boys' Troops
- Social Media Images
- New Scouts BSA Parent Orientation Booklet
- Recruitment Event Visitor Sign-in Sheet



Scouts BSA Resources

Boy Troop – Full page flyer



Enter your info here!

Available for Girl Troops too!

SCOUTING IS A PATH TO SUCCESS



Scouts are **TWICE** more likely to get a bachelor's degree. (75.6% of Scouts alumni compared with 46.0% national average)



Scouts are more likely to make almost **DOUBLE** the personal income as an adult. (\$42.3k individual median income compared with 22.2% national median)



Scouts are more likely to have very good or exceptional (75th) credit scores. (55.7% of Scouts alumni compared with 39.7% national average)

TO JOIN
Attend the joining event on this flyer to learn more and to sign up.

WHY

- New and challenging adventures
- Leadership opportunities
- Camping
- Hiking
- Boating
- Mentorship
- Robots

COST

There is one-time join fee of \$25*, plus a \$12 annual registration fee. Tuition, personal expenses, and payment options can be discussed at the joining event on this flyer.

WHO

Any boy ages 11-17 can join Scouts BSA!

*No joining fee for adult volunteers, participants previously registered in any BSA program, or those transferring from one program to another.

SCOUTS STAND OUT.
Member of Scouts USA (Scouting For Boys) of America

STLSBA.ORG/JOIN
314-256-1000

Checklists

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 |
|---|------------------------------|----------------|
| Watch the Fall Recruitment Training video at stlbsa.org/membership-recruitment/ | | |
| Secure fall recruitment date for your school district or community from District Executive. Your unit should go on the assigned date. If your district does not assign dates, make sure to pick & submit one that does not conflict with major school or community events. | | |
| Reserve location for your Sign-up Night—typically school gym. | | |
| Secure date of your school's Open House. Contact school to request a table. This is to promote your 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 |
| Read about FREE Facebook Geofencing in this guide. Submit your Sign-up Night Info Card to participate. | | by August 15 |
| Families will want to apply online, and your unit is already set up for it through BeAScout.org. All promotional materials will include this link. Accuracy of your units' information is critical. Top unit leaders can update this through their My.Scouting.org account. | | by July 31 |
| Finalize your unit's 2021-2022 Program Calendar. Families expect to know when meetings and activities will be held. | | by July 31 |
| Assign leaders and parents to run stations/activities at the Sign-up Night. | | |
| Attend your district Roundtable in August to pick up the unit "Recruitment Kit" supplies, including posters, parent guides, Cub Launch coupons & more. | | |
| Promote, promote, promote! Help us grow your unit by sharing recruitment details through social media, school PTO's, community groups, etc. | | |

Ideas to Grow Your Unit

Word of Mouth Marketing

- **Scouts and their Families are your best resources**
- Apparel – Scout T-shirts
- **BARF Cards**
 - Small incentive if a Scout brings a friend
 - Recruiter Strip if that friend joins

Back to School / Open House

- **Be there!!!**
- **Advertise**
 - Flyers/Peach Jar about School Night
 - Social Media Post
 - BARF Cards
 - Small incentive
 - Recruiter Strip
- **Have a table**
 - Bring a Fun Activity/Demo
 - Have apps, info packets
 - **Share your Calendar**
- **Follow Up with interested families**

School Night to Join Scouting (or your designated Troop Meeting)

- **Before:**
 - **Advertise:** Flyers & Signage
 - **BARF Cards**
 - Small incentive
 - Recruiter Strip
- **During: Make the Meeting Exceptionally Fun**
 - Staff up the Meeting with Adult Volunteers
 - Activities / camp set up
 - Slide Show
 - **Parent Talk**
 - **Share your Unit Calendar**

| School District | Membership Contact | Commissioner |
|---|---|--------------------|
| Clayton - Pack 280 - Everyone Else | Michael Ruzicka Jason Lee | Mark Langston |
| Ladue - Pack/ Troop 344 - Everyone Else | Jason Lee Michael Ruzicka | Steve Heyman |
| MRH | Susan RP | Eric Page |
| Pattonville - Packs 55, 375 - Packs 283, 769, 954 - Everyone Else | Mary Kay Bovier Amy Oliver Todd Van Buren | Amy/Tom Oliver |
| Ritenour - Packs 369, 765 - Troops 284, 516 - Crew 2284 | Khary Todd Van Buren Susan RP | Sara/Jacob Wireman |
| University City - Packs 102, 113, 591 - Troop 49 - Troop 493 | Khary Jennifer O’Leary Khary | Liz/Greg Webb |

- AWARDS**
- [Awards Central](#)
- [Journey To Excellence](#)
- [Religious Emblems Programs](#)
- [Scholarships](#)

[Home](#) > [Awards](#) > [Awards Central](#) > Recruiter Strip

Recruiter Strip

Overview

To recognize youth members who recruit a friend into Scouting.

Who Can Earn This Award?

Any youth member.

How To Get the Award

Purchase from Scout shop.

Supply Item Description & Uniform Placement

Embroidered cloth strip worn on uniform below right pocket.

Supply/BIN Item Number

Recruiter strip, No. 219