



Recruiting Event Planning

Welcome!

- Your trainers today:
 - Jack Troester, VP Membership
 - District Executives
 - Carl Monk, District Director
 - The NEIC Membership Team



Safety Minute

- What would your Scout say was their favorite activity they've done in Scouting?
- What was your favorite activity that you did with your Scout?

- Today, we are going to talk about:
 - Holding a recruiting event
 - Planning for a recruiting event
 - Following up after a recruiting event
- How many of you have been to a recruiting event before?
- Our goal is to share best practices and for this to be a discussion.

- The starting point of a successful recruiting event is setting the date, time, and location.
- Usually, the location will help to drive the date and time.
 - This is particularly true if you hold it at a park/forest preserve/other public location that you need to reserve.
 - Make sure the park/forest preserve/other public location is available before you fix the date/time.

- The more successful recruiting events are typically done around, or shortly after, the start of school.
 - We tend to see these cluster during the weekend before, and the weekend after, school starts.
- Be mindful of other activities (such as back-to-school events) that may compete with your event.
 - Checking school district/church/chartering organization calendars is a good idea.
 - Also ask your PTO/PTA to have a table at the back-to-school event!

- Recruiting events have (at least) three goals:
 - Have fun activities for the prospective Scouts.
 - Allow the prospective Scout, and their parent, evaluate whether the Pack is a good fit.
 - Provide the parent with information about Scouting.
- A well-organized plan for the day of (who is doing what, about how long it will take, and activities planned) goes a long way to impressing both prospective scouts and parents.
 - Think about who will run the activities and who will be assisting you with talking about Scouting.
 - Also think about whether the full Unit will be at the event or whether it is focused on prospective Scouts.

- There are many great resources for developing fun activities for prospective Scouts.
 - These are included in the Appendix.
- For the activities:
 - Have activities that appeal to a wide variety of prospective Scouts.
 - Have a couple of activities that the prospective Scouts can do.
- Make sure you have adults helping to run the activities.
 - You can also have Scouts BSA scouts help by inviting a Troop to come help with your event.

- While the kids are doing activities, you (and other unit leaders) are speaking with the parents.
 - Share your story in Scouting – in plain English.
 - Remember that most parents don't have experience with Scouting.
 - Stress that Scouting is fun.
 - Build on parents' efforts to build character, leadership, citizenship, family, and athleticism.
 - Provide and explain the Unit Calendar, especially for Den and Pack meetings.
 - Stress that Scouting is fun.
 - Ask for questions throughout the discussion.
 - Show them how to sign up (even better, get them to sign up!)
 - Have QR codes or instructions available.
 - Stress that Scouting is fun!

- We will flip the slides to the appendix.
- Using the resources, identify a couple of ideas for activities to do during your recruiting event.
- A few things to keep in mind:
 - Look for activities that work with your recruiting location
 - Look for activities that a wide range of Scouts can do
 - Look for activities that are fun!

- For the prospective Scouts:
 - Pair them with an older Scout who can introduce them.
 - Make sure the activity is age appropriate for a wide range of ages.
 - Have them “walk away” with something that is Unit or Scouting related.
 - Ask them if they had fun!
- For the parents:
 - Have them away from their kids
 - This allows them to “focus” on what you are discussing
 - Have QR codes available that allow them to “sign in”
 - Have unit-level materials (calendar, flyer, family guide) printed out and available for them.

- Successful recruiting events don't happen overnight – they require planning and help from the entire unit!
- Planning starts with the date of the event and works backwards.
- We'll walk through a hypothetical recruiting event and talk through how to plan the event.

- Pack 6789 wants to hold a recruiting event:
 - On Sunday, August 17
 - At 5 p.m.
 - At Half Day Forest Preserve, Shelter B.
- How should Pack 6789 plan for this recruiting event?

- In thinking about how to plan the recruiting event, think of it in terms of weeks out from the event:
 - It focuses us on what needs to be done and when.
 - This helps to break up the work involved in planning.
 - It will allow for more effective communication to prospective Scouts and their parents.
 - It also gives prospective Scouts/parents time to respond to your efforts.

M	Tu	W	Th	F	Sa	Su
					June 28 Event set!	29
June 30	July 1	2	3	4	5	6
July 7	8	9	10	11	12	13
July 14	15	16	17	18	19	20
July 21	22	23	24	25	26	27
July 28	29	30	31	Aug 1	2	3
Aug 4	5	6	7	8	9	10
Aug 11	12	13	14	15	16	17 Event!

You are here

Your event is here

- Things that should be done once date/time is set:
 - Confirm location is available and reserve it (if able to be reserved)
 - Confirm unit adult leaders will be available to support the event
 - Let your District Executive know!
 - This will help us to plan so that we can help you.
 - Add event to Unit calendar.

- Things that can be done about a month prior to the recruiting event:
 - Order your materials (post cards, flyers, yard signs, etc.) from Council.
 - Work with District Executive to start online advertising campaign.
 - Finalize local advertising plan.
 - See NEIC Membership Page at www.neic.org/Membership
 - For example: [Hiking Advertising Video](#)

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- Things that can be done about three weeks prior to the recruiting event:
 - Receive ordered materials from Council.
 - Send out post cards to prospective families with “save the date” for your event.
 - Put up yard signs in adult leader yards.
 - Put flyers (digital and hard copy) up in school backpacks and community bulletin boards.

- Things that can be done about two weeks prior to the recruiting event:
 - Advertise event on unit web site/social media.
 - Send email blast to prospective parents inviting them to learn more about Scouting.
 - Communicate event to unit (as a reminder).
 - Yard signs at key intersections/locations advertising Scouting.
- Develop plan for activities and begin acquiring needed materials.
 - If holding recruiting event outside, consider “back up” plan in case of bad weather

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- Things that can be done about a week prior to the recruiting event:
 - Follow up with leads generated through previous events
 - Finalize “day of” activities
 - Keep an eye on the weather forecast
 - Have materials (Pack calendar, parents’ guide, QR codes) finished and ready to go
- Confirm unit adult leader attendance
- Confirm District Executive/Membership Committee attendance
 - In particular, tell the DEs (and me) when you need us to show up

- Things that can be done about as the unit approaches the recruiting event:
 - Communicate event to unit (as a reminder).
 - Review weather forecast and adjust event accordingly.
 - Review set up plans (and examine the site if unfamiliar with it) prior to event.

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- On the day of:
 - Ensure you have enough time to set up prior to the event
 - Set up a table with the QR codes to check in, Pack calendar, parents' guide, and other materials.
 - Make sure you have things (rocks, pavers, etc.) to weigh them down!
 - Set up the activities – within eyesight of where the parents will be but separate from them
 - Ask older Scouts to help introduce the prospective Scouts.
 - Have fun! Smile a lot!
 - Make sure that the Scouts leave with something tangible from the Unit.

You've had a successful recruiting event – congratulations!

What comes next?



- As soon as possible after the recruiting event:
 - Send a thank you email/text to the parents thanking them for coming to the event.
 - Encourage them to ask questions or to register – include a link to sign up in the email.
 - Invite them to the next Unit meeting.
 - If there is a handwritten sign-in sheet, scan/take a picture of it and send it to your District Executive.
 - If a Scout brought a friend, also thank (through their parents) that Scout for bringing their friend.

- In the days after the recruiting event:
 - Work with your Unit leaders to timely accept new applications.
 - Follow up with prospective Scouts who were not able to attend the recruiting event – invite them to the first Unit meeting.
 - Make sure that prospective and new Scouts are included in Unit communications.
 - If your Unit participates in popcorn sales, provide this to the Popcorn Kernel.
 - Work with District Executives to follow up with prospective Scout families and encourage them to sign up.

- At the first Unit meeting:
 - Welcome new and prospective Scouts at the beginning.
 - Talk with new parents and answer any questions.
 - Invite them to help with the Unit meeting.
 - Award this patch:
 - By calling up Scouts who have brought friends into Scouting



- Single recruiting events are only the beginning:
 - Utilize Popcorn Sales (particularly door-to-door and site sales) to identify additional potential Scouts.
 - Make sure that they have your QR code to scan as you do Popcorn
 - Recruit as sports seasons transition (e.g., November for fall sports and February/March for winter sports)
 - Key event recruiting – use significant activities in the Unit calendar as a draw for recruiting (for example, Pinewood Derby, Blue and Gold, service projects, etc.)

Appendix – Great Activities for Recruiting Events

- Websites with lots of activities:
 - NEIC Membership web page: www.neic.org/membership/
 - Scouting America: www.scouting.org/programs/cub-scouts/fun-and-games/
 - Boy Scout Trail: www.boy scout trail.com/games.asp
 - ScouterMom: <https://scoutermom.com/20324/games-for-scouts/>
 - Cub Scout Ideas: <https://cubscoutideas.com/tag/cub-scout-games/>

- Some popular things that I've done in the past:
 - Stomp rockets -- <https://www.jpl.nasa.gov/edu/resources/lesson-plan/stomp-rockets/>
 - Marshmallow blow guns – www.instructables.com/marshmallow-gun/
 - (Best done indoors)
 - Water bottle lanterns – www.goexplore nature.com/2013/05/team-tag-making-recycled-bottle-lanterns-with-kids.html
 - Pool noodle soccer – soccer, but with pool noodles!
 - Pool noodle raingutter regatta – as shown today