



**Our parents expect their kids to learn the same Values that we point to as the benefits of Scouting.**

So, how is our program different from all of these other programs available to kids?



They practice – play games – practice – play games – repetition – develops skills – gain muscle memory and learn Values.

**SCOUTS  
LEARN  
FROM  
UNIQUE  
& VARIED  
ACTIVITIES**

**And we encourage our parents to join the adventure!**



Lets look at what I am going to call a typical Council Recruitment Calendar. The Scouting year starts with Back-to-School Cub Scout Recruiting. Then sometime after Spring Break we try to fit in a small Spring Cub Recruiting Event. Then we go to Summer Camps and start all over again.



I am sure some you are shaking your head and you claim you recruit year round. AND if you do great! But for the rest of us – we need to focus on not just on Back-to-School Cub Recruitment, but also **Second Chance Scouts** - Families we missed the first time around and now have different schedules and needs.



We know our Millennial families know very little about Scouts. And it's because we haven't done a good job of telling them.



**COVID** killed every school activity by 35%. But while some activities have recovered Scouting has not.

- Our Cub numbers are down. Our troops are shrinking because they rely on Cubs to sustain their size.
- We must create additional recruitment opportunities or we are going to go out of business.
- We need to put as much focus on Back-to-School Recruiting of Middle and Elementary School age youth as we do BACK-to-School Cubs.



In 7th grade Sports have gotten tougher and the majority of the kids have stopped playing. Families are looking for other opportunities.

But they don't know that they can still join Scouts.

**Why?** Because we only asked them to join once back in Kindergarten.



**National - Council - District - Units and Scout Families have to focus on Recruitment for it to Succeed.**

**And... we can't wait for the other guy to get the job done.**



## You have to act

The creative I am going to be showing for the most part was created by a large Troop I am in. We focused on recruiting. And it started with the Troops Website Homepage.



Your councils and units website Homepage **must be inviting and offer information about Scouting.**

- On our home page the intro is directed to the non-Scouts looking for information about Scouting and the Unit. It shows friendly, smiling boys and girls, there is a large **Invitation to Join Us.** Under that is a event slider showing what the unit is doing and more photos showing the varied activities. There is a button for them to **Join Us** at any activity. And the entire year is on the calendar. More specific details are found on the **About Us Tab.** And if they want more information there are email links to the leaders.



How do we communicate all the quality unique opportunities we do in Scouting?

- How do we educate the millennial parent with zero knowledge of Scouting?
- **We invite them to everything we do.** And we do it in an inviting, personal way by saying **Join Us.**
- And by offering them the opportunity to *join us* – we will educate them and we help show them what Scouts do.



Today's families are concerned about safety. And we want to be known as a safety leader. To do this we offer a series of age appropriate activities that are related to Safety.

And we have professionals in their field speak on the various topics **inviting everyone to join us.**



For instance... We have a local FBI Agent come to speak about Cyber Bullying and the dangers of the Dark Web, a local Drug Enforcement Agent speaks about drug prevention how much more dangerous drug use has become, an EMT gives lessons on emergency medical treatments, Nutritionist, Hygiene Professional, Vets talking about Pet Care all of the things we teach to our Scouts.

The speakers would be sponsored by Scouts BSA and the Community Partner.



They would be open to the entire community.

These can be done by an individual unit or by the district. And they can be developed by the council and made available to units.

At the very worst the unit has a great speaker and the message that Scouting is concerned about Safety is sent out to the community.

### What else?

We know our youth need community service hours for school and it's hard for them to find opportunities. Scouting does community service and conservation projects all the time. We open these projects up to the entire school. And again we spread the word about the Values we learn Scouting.



We have fun events too. From Bike Rodeos to Evening Campfires. We open these up and invite the entire school.

**Plus we collect a contact list of families that attend. Then we thank them for coming and ask them if they would like our calendar of activities or more information about the Scouting program.**



Since these events are open to everyone- schools are permitted to promote them. They can put them on their calendars, hand out fliers, put up posters, and place the activity on school social media.

Because we have community partners involved they can promote the event as well. And by partnering with us we get the added perceived value of the schools and the community endorsing Scouting.



We know we have customers that know nothing about our Product - Scouting. We also have a tremendous Sales Force. And that is our Parents and Scouts.

**Peer-to-Peer Recruiting** is the best way for customers - new families - to learn about Scouting. And our Sales Force needs focused sales periods - along with incentives to get them excited about selling our product - Scouting. And your Sales Force - the Unit - has to have total buy-in of what you are doing for it to succeed.



**Sales Incentives** don't have to cost a lot. They just need to have a high perceived value. And **the incentives are for your Sales Team not the customer** – the new Recruit. Do not discount the Scouting Program. **Only Reward your Sales Team.**

### Here are some simple incentive ideas



- If a Scout has a **guest attend** an activity the Scoutmaster makes dinner for the Scout at the Next Campout.
- If the **guest joins** the unit the Scoutmaster cooks all of the meals.
- Or – have the leader carry the Scouts stuff to the campout and put up their tent.
- Or – they get to be first in line at the Cracker Barrel.
- Special front row, box seats, with snacks at the Pinewood Derby, Court of Honor, Movie Night.

Again high perceived value – little to no cost. **And the entire unit sees the Scout being rewarded for Recruitment.**



Another idea which is going to sound undo-able at first is to offer a Scout a cash reward if they get a friend to join. Our unit charges \$150 a year in fees. We can give a Scout \$50 in cash in front of the entire troop when they get a non-Scout friend to join.

That still leaves our troop a \$100 to cover the new Scouts expenses. And it's incremental income since our troops set expenses are already covered by our current Scouts.

Councils can do a similar incentive using low cost high perceived items. And use the incremental fees to cover the expense.

**A BSA Recruiter Patch is not enough.**

Keep in mind the new Scout will be paying fees and helping to offset expenses for several years. **You do have a budget to recruit.**



We do recruitment events and create VIP invitations for our families to hand-out. We “encourage” our Moms to include a personal note about how much Scouting means to their family.

- We make it a contest to see who can invite the most friends and we reward who has the most friends attend.
- We put-up handmade yard signs and posters recruiting Boys and Girls of all ages. We let everyone know they can join Scouts.



Remember like with any Sales Force you have to **Energize, Encourage** and **Reward** them.

Make sure they understand why Unit Growth is important to them and how it will benefit their Scout.



Social Media plays an important role in recruitment too. You need to create social media posts and recognize your parents when they **Share the Posts** along with their personal invitation to **join us**.



You can also use posts in a fun way to continue to educate non-Scout families about how much we learn in Scouts. These Posts are great filler when you don't have anything else to post, and helps to keep your page fresh.

### **I want to end with some thoughts about Recruiting Girls.**



We all know that friendships are the key to all families that join Scouts. Parents are not just looking for quality program but, also for quality friends for their kids to do activities with.

**And this is especially true for girls.** Make sure you show the Unique Activities we do with girls and their Scout Friends.



We also know that a lot of the girls in Elementary School are going to start in the Girl Scout program. But like many other programs it becomes stale around the age of 10-11. Girls drop-out and are looking for a more substantial program with greater adventure.

### **They are looking for Scouts.**

It's been five years since we expanded the program to include girls and they still don't know we exist. We have to let them know about the program.

### **We have to do Girl Focused Recruiting.**



#### **- BSA RECRUIT 365**

- it is a year long effort

#### **- RECRUIT SECOND CHANCE SCOUTS**

- We have to let them know the Scouting program exists

#### **- SELL THE VALUE OF UNIQUE AND VARIED OPPORTUNITIES.**

- It is the real Value of Scouting

#### **- USE RECRUITMENT INCENTIVES**

- Give your Sales Force a reason sell Scouting

#### **- SPECIFIC MARKETING FOR GIRLS**

- Make families aware that girls are part of the program

