

SCOUT ME IN™

Scouting Recruitment Menu

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Welcome to Scout Recruitment time! Please partake in any of these menu items served up by Catalina Council. These ideas can help jump-start your recruitment campaign in a big way and as always, check in with Council if you need materials!

Appetizers = Awareness

- Print Media-** Promote your pack in local news outlets. They are always willing to publish stories from local organizations such as Cub Scouts. Promote awards, larger activities and recruitment nights.
- Poster Campaign-** Create a poster and ask local businesses to display on any community boards. Think of businesses that are frequented by parents and scout-aged children.
- Take-out Food Flyers-** Ask your favorite pizza restaurant if they are willing to allow you to tape your recruitment flyer to pizza boxes. Kids love pizza and parents buy it!
- School Publications-** Obtain a spot in the school calendar, lunch menu or event program.
- School Marquees-** Ask your local school(s) or businesses to feature your pack on their signage.
- Uniform Day-** One of the most successful ways to recruit new scouts! Coordinate with your pack to have all Scouts wear their uniform to school on the same day.

Main Course (Primary Joining Night)

This is the single most important event of the year which should be held between Mid-August through Mid-October.

If possible it should be held at the local elementary school on a Tuesday, Wednesday or Thursday night. Getting attendance at this sign-up night will be the focus of all your marketing efforts.

When parents show up to a sign-up night, they are there to register, so you do not have to spend time on trying to sell them on joining. Provide them the information they need and...

Collect the application and registration fees!

Second chance joining night:

Sometimes plans can fall prey to things outside of your control. "Be prepared" and have a follow-up sign-up date on the schedule ahead of time.

Add-ons help the hype for joining night.

- In School Talks-** Talking directly to a group of students about joining Cub Scouts in conjunction with a great flyer is the best means of inviting new youth to join.
- Non School Talks-** In addition to school talks, try talking to a youth group affiliated with a place of worship or a sports team who is finishing up their season. There are so many options!
- Personal Invites-** Create and send personalized and formal invitations to your pack's Joining Night. The invitation is more likely to result in attendance. Have a parent invite their co-workers with Scout aged youth or have your Scout invite their friends in the same grade. Plan in advance and work with the current scouts/ parents to create an invitee list.
- Geo-Fencing Digital Recruitment-** Create some buzz for your join night. Families have a higher interest in joining Scouting when they see information that is current, relevant, and easy to understand. Geofencing allows you to set a geographic virtual boundary around a specific location or locations. Once the virtual barrier is established through a platform like Facebook, for instance, we can set up triggers that will send our chosen audience an ad when their mobile device enters the specified area.

Social Media Special!

Social Media is your strongest recruitment tool when used to its full ability...and its free! (Minus our hard work of course.)

Use Social Media to promote your Pack within your community:

-Share photos of Scouts in action.

-Create joining events on FB that current Scout families can share online with other families.

As always remember, that just as when we are in public, our social-media presence should be appropriate and highlight who we are. Check www.Scouting.org for Social-Media Guidelines and policies.

Your server reminds you...

Every Eagle Scout started their path somewhere. For most of them it was when someone took the time to share with them or a family member what a great experience they would have as a member of their Cub Scout Pack. Taking our time to prepare a great recruitment campaign passes the torch for the next generation and helps keep the light of Scouting burning bright into our future!



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Desserts, just like recruitment, are good year round!

- Halloween Candy-** Create labels and ask families to attach them to the candy they hand out the neighborhood. (Of course, make sure you make enough labels!)
- Parades-** Having a float in a parade is a huge opportunity for visibility. If you can't make a float, even just marching with a Pack banner is just as effective. If allowed, hand out candy with pack information in them.
- Library Story Time-** Ask Scouts to read to younger children at the library in uniform. This sets a great example and will be fun! While there, hand out Boy's Life mini-mags with Pack information labels affixed.
- Public Markets/Carnivals-** Have a presence at these events in town. Whether you have a booth or are there as a group. Make sure to wear uniforms and remind the scouts that they are representing the Pack whether good or bad.
- Visible Community Service-** This is a huge part of who we are and what we teach in Scouting. While the service itself is its own reward, let's not hide the good work we do in the community. Have Scouts wear uniforms when possible and make sure to take pictures and send out to local papers who gladly publish these kinds of stories.

Select the menu items you would like to use