

# UNIT RECRUITMENT GUIDE

## 2025



**#ADVENTUREON!**

# INTRODUCTION TO RECRUITING

Our membership objective is more apparent than ever, provide every youth in the Council the opportunity to join the adventure of Scouting. All units should strive to achieve the goal of providing a life-changing program to their communities. In addition, they should have a full den of each grade (6 to 8 youth). While these may be Council wide goals, every unit should develop a vision for recruiting tailored to their specific community, demographic, and needs. The best way to meet these needs is with a strong plan, while utilizing the available resources and help available to each unit. Use this as a guide to help your unit develop a plan for recruitment and find what works best for you. Throughout this guide, you'll find there are several resources available to help your unit be successful. Scan the QR code below to go to Mount Baker Council's recruitment resources page.



## YEAR-ROUND RECRUITING

Recruiting is not a once or twice a year activity, it is year round. Your membership team, consisting of parent volunteers and led by your New Member Coordinator, should be seeking out local activities and developing relationships within the community to give your Pack the best visibility to families. Utilize parent volunteers because they can give first hand experience as to their family's experience in the Pack.

Examples of local activities - Church or community bulletin boards, library displays, parades, festival booths, etc.

### SAMPLE TIMELINE

#### SPRING

- Develop your calendar with the Pack Committee. These should include summer events where you can invite potential Scouts. This is when flyers/advertisements should be made social media, website, in person, etc.

## SUMMER

- Update your beascout.org pin. **Available resource:** for instructions, scan QR code above or visit [www.scouting.org/resources/online-registration/](http://www.scouting.org/resources/online-registration/)
- Advertise Council activities such as Cub Scout Day Camp, this is open to the public, not just Scouts.
- Begin planning your back-to-school Join Events.
- Talk to the schools your Pack represents and find out when their kindergarten night, open houses, and any back-to-school events take place and ask if you can be a part of it.
- Reach out to the PTA Presidents and ask about volunteering at events.
- Plan your Back to the Pack event to welcome your existing families back. This can be a special event or something as simple as your first Pack meeting in September.
- Create table top recruiting materials for fundraiser site sales (QR code, flyers, business cards, etc.). **Available resource:** each unit already has a QR code available for download through [my.scouting.org](http://my.scouting.org).

## AUTUMN

- Advertise Council activities such as Cub Scout Adventure Camp and Haunted Camp at Fire Mountain Scout Camp, these are open to the public, not just Scouts. **Available resource:** flyers from your District Executive
- Execute your Join Event (this should not be held the day/week school starts, let parents get their bearings first). **Available resource:** Council Meet & Greet Boxes (contact your District Executive)
- Parent onboarding/orientations should be held soon after joining your unit. Whether you hold a session for multiple families at once or prefer a more one-on-one approach, this is something that your New Member Coordinator (or person or membership team) should be doing for every family that joins.
- Conduct second chance Join Event for those that could not attend the first. Follow with parent onboarding/orientation.
- Communities often hold winter themed festivities, reach out early to be a part of them.

## WINTER

- Update beascout.org pin again, if needed.
- Attend community festivals.
- Post holidays can bring an influx of new Scouts, update Pack calendar with any changes that may have occurred.



# HOW TOs

## BE A SCOUT PIN



Keeping your pin's info up to date is vital to the health of your Pack. If a family can't find you, how will they join? Council advertising and marketing campaigns all direct families to [beascout.org](https://beascout.org) to find a local unit.

Make sure to include:

- Contact info - phone number and email address for your New Member Coordinator or membership volunteer
- When/where/how often your Pack meets
- Family Pack or single gender
- Online registration
- Info about your upcoming Join Events

For a complete guide to accessing and updating your pin, scan QR code above or visit [www.scouting.org/resources/online-registration](https://www.scouting.org/resources/online-registration)

## DEVELOP RELATIONSHIPS WITH YOUR SCHOOLS

Each Pack has certain schools that they represent, if you are unsure of yours, contact the Council office. Note that Scouting is not territorial and all units should work well together, so please do not overstep bounds and step into a school that already has a pre-existing relationship with another unit. Developing relationships with schools is critical to the health of your unit, this is an abundant resource of potential Scouts. Get to know the PTA president, office administrators, and principal. Introduce yourself at functions or ask for a meet and greet during the school year. Always ask what you can do for them, they appreciate the help and this is the best way to make your presence known at the school (i.e. handing out school maps to parents, providing games at their BBQs, etc.).

**Available resource:** Council Meet & Greet Boxes (contact your District Executive)

- Ask your unit to help at PTA events
- Talk to the head janitor and ask if Scouts can raise the flag on the first day of school (in uniform)
- Offer grounds clean up projects
- Lead out the flag service during Veteran's Day assemblies
- Have Scouts hand out school maps during back to school open houses
- Collect school supplies donations for teachers





## ADVERTISING/PROMOTION METHODS

There are many different methods of advertising available to each and every unit. The more you advertise, the better your visibility and more you increase your ability to grow your Pack.

**Yard Signs** - these are available from your District Executive, Council office, and August Roundtables. Be sure to check any regulations that may prohibit the posting of signs. If allowed, they should be placed in high visibility areas such as recreation centers, churches, schools, your own yard, and/or around the community.



**Social Media** - Facebook, Instagram, etc. If your unit doesn't have a social media presence yet, consider starting one. Many families look to social media before their first contact to see what type of activities your Pack does. Posting regularly will show families that you are an active unit they want to be a part of. You can also "boost" posts to give them a further reach, this does incur a cost your Pack will need to budget for. Make sure you thoroughly read the BSA's Social Media Guidelines before posting.

**Available resource:** BSA Brand Center for digital content (scan QR code above or visit <https://scouting.webdamdb.com>).

**School Communications** - Most schools use PeachJar, a digital flyer/communications platform, to reach parents. The Council has established resources to send your Pack's flyers to your designated schools. Search "PeachJar" on the Council's website for more information.

**Available resource:** BSA Brand Center for fillable pre-made flyers (scan QR code above or visit <https://scouting.webdamdb.com>). You can also submit your PeachJar flyers through the Council using the same QR code!



peachjar

**Flyers** - This is one of the most simple, cost-effective, and effective ways of advertising your Pack. These can be put around your community public bulletin boards, handed out, left on a table at an event, etc.

**Available resource:** BSA Brand Center for fillable pre-made flyers (scan QR code above or visit <https://scouting.webdamdb.com>).

**Show and Tell** - Scouts are the best form of advertising your Pack has! They love to tell their friends about all the fun they have and show all of their patches and awards they've earned. Consider incentives such as "wear your uniform to school on the day of a Den/Pack meeting and earn a raffle ticket."

**Bring a Friend event** - Encourage your Scouts to bring a friend to a meeting or special event like a hike. Talk to them about the Recruiter awards available through BSA National and Council.



**Classroom talks** - Another reason to develop relationships with schools is to come do short talks to classes about the adventure of Scouting!

**Back to School events/open houses** - These are a MUST to attend. What better place to reach children and their families to let them know about the amazing adventure of Scouting?

**Available resource:** Council Meet & Greet Boxes (contact your District Executive), BSA Brand Center for fillable pre-made flyers (scan QR code above or visit <https://scouting.webdamdb.com>).

## RECRUITING EVENTS

Once you have your calendar planned with recruiting events, make sure to have compile a list of helpful items to bring with you. Remember that these are for you to advertise not only your Pack, but also your Join Events. When preparing for an event at a school, confirm if they have a table for you to borrow, if not, consider renting or purchasing one for your Pack (doubles for popcorn fundraising too!).

The volunteers running these tables should have as much information as possible about your Pack, including how many Scouts/leaders are in the Pack, meeting days/times/location, current National/Council/Pack dues, etc.

**Available resource:** Council Meet & Greet boxes (contact your District Executive), uniform display boards (contact the Council office).

The following are items you should have specific to your Pack:

- Photos/video display of activities your Pack has done/participated in
- Pack calendar
- Join Event flyers
- Contact info for your New Member Coordinator (or membership team member)
- QR Code for website or Be a Scout pin



Optional items can include small games (consider how much time they would have to play at an open house vs. a back to school BBQ), Scouting items such as a Scout built birdhouse, Pinewood Derby car etc.

## YOU HAVE NAMES & NUMBERS, WHAT NOW?

Once you have your list of interested families, it's time to contact them! Ask for help and divide your contact lists between several people, if necessary. You should wait no more than 3 days to reach out. You want to be fresh in their mind. When calling/texting/emailing, include the date of your Join Event or next activity they can attend. Tell them what to expect and what their child will be participating in and follow up with a second call/text/email about 2 to 4 days prior as a reminder.

# JOIN EVENTS

## TIPS FOR SUCCESS

People generally come to Join Events to sign up since they most likely have already met you at an open house or community event. Keep these events brief, but be prepared to answer questions as Scouting is often new for a lot of families. Have well versed, seasoned leaders helping with stations and include Scouts and their parents to give first hand tales of their experience.

Each family should sign in as soon as they come in, that way you can follow up with those who needed more time to think about signing up. Children should be directed to the fun activity you have planned, this can be games, rockets, or even a Pinewood Derby race! Guide parents through the stations and introduce them to those helping with the event. Be very transparent with them, this can be helpful with dues, time commitment, and if you need volunteers in the Pack. This is family Scouting, tell them they'll have fun too.

## STATIONS

Join Events consist of 5 stations set up around a room with volunteers and information present at each table. This should not be chaotic, but have a natural progression from one station to another.

### **Station #1 - Welcome**

Greet every family and ask them to sign in, then offer a brief overview of the stations and the process for the event. This is where your Pack's parent guide/informational handbook should be given to every family.

- Materials needed: Station sign, parent's guide, sign-in sheet, pens

### **Station #2 - What We Do**

Share the excitement of the adventure of Scouting! Give a brief overview of program offerings and events, this can be done with each family or several at once. Hand out your Pack's calendar, uniform checklist (this fillable PDF can be found in the BSA Brand Center) and where to purchase, and cost of Scouting information.

- Materials needed: Station sign, Pack info (calendar, costs, uniform)

### **Station #3 - Registration**

Directing parents to your online registration is the easiest way to have them sign up. You should have your unit's specific QR code ready for this purpose. You can also have a tablet/laptop for parents to use, if you choose. Remember that costs can sometimes deter families from joining, the volunteer running this station should be well versed in the Opportunity Fund grant (this can be found on the Council's website) and what it includes, how to apply, requirements, etc. Money should never be an



object in Scouting, there is help for those who need it. This is also where you should have parents fill out the Family Talent Survey, which will help you see how families are able to help in the future.

- Materials needed: Station sign, Family Talent Surveys, paper applications (necessary for Opportunity Fund grants), Opportunity Fund worksheets, pens, QR code. Optional tablet/laptop.

#### **Station #4 - Checkout**

If your unit provides any materials (handbooks, neckerchiefs, etc.), hand them out here. Collect filled out Family Talent Surveys and remind parents of the next meeting dates/times/locations.

- Materials needed: Station sign, any unit provided materials.

#### **Station #5 - Q&A**

Answer any questions parents may have about the program, your Pack, or Scouting in general. You should have a parent orientation/onboarding for new families within 7-10 days of joining to go over information and answer questions in detail. Let parents know your Pack's communication process, including Scoutbook and if you have a parent's group or Pack/Den chat. Den Leaders should be here to meet new families and answer any specific questions about their child's new Den.

- Materials needed: Station sign, parent orientation information (date/time, in person/zoom, etc.).

