



2021 Super Scouter Recruitment Menu

Starters

Set the table for a great recruitment by making people aware of your unit and how to get in touch with you.

Print Media

Promote your unit in local publications. Try a place of worship, newsletter or bulletin. Local news will often run stories provided by community groups. Be sure to provide a good photo, contact info/website, and promote any upcoming recruitment opportunities. Create a unit business card and hand them out at every opportunity.

Resources

Poster/Yard Sign Campaign *

Coordinate with local businesses to display a poster and/or yard sign promoting your unit. Think about places where parents of Scout-aged children are likely to go.

Town Marquee

Ask a fire department, school, place of worship, or a movie theatre to feature your unit on their signage.

Social Media

In addition to being a great communication tool with parents, having a strong presence on Facebook and other social media can be an incredible tool to promote your unit within your community. Shares and likes boost visibility.

Resources

School Publications

Great for schools that don't allow direct access. Obtain a spot in the school calendar, lunch menu, or school event program.

Uniform Day

Nothing creates more awareness of your unit than coordinating your Scouts to wear their uniform on the same day.

Food Delivery Flyers *

Ask your favorite pizza delivery place if they would be willing to tape a flyer to their pizza boxes. As we all know, busy parents buy pizza.

Entrées

This is the main course. The cornerstone of any recruitment campaign is a great sign-up event. Your entrée is served with your choice of garnishes to make sure you've got a crowd ready to join your unit.

Primary Recruitment Night *

A single event to satisfy even the hungriest unit!

This should be held at a local school. Getting attendance at this sign-up night should be the focus of all of your marketing efforts.

All Primary Recruitment Nights should take place in September.

Pick a night that's best for you but Tuesday, Wednesday, and Thursday nights at a school generally will yield the best turnout. When new parents show up to a recruitment night, **they are there to sign-up, so don't spend time trying to sell them on joining.**

Provide them the information they need and most importantly

COLLECT THE APPLICATION AND REGISTRATION FEES OR BRING A LAPTOP AND SIGN THEM UP ONLINE.

Second Chance Recruitment Night

Sometimes even the best of plans can fall prey to things outside of your control. Follow the Scout Motto and Be Prepared!

Having a second chance sign-up date on the schedule from the get-go will help.

Resources

Garnishes*: Don't forget the garnishes and add some spice to your recruitment night.

Inflatable archery range, inflatable BB gun range, inflatable gaga pit, bookmarks, stickers, pens and community recruitment supplies.

Signature Sides

The most important part of making your meal successful. Sides are the means of personal invitation to your recruitment events.

In School Scout Talks*

Whenever possible, talking directly to a group of students about joining Scouts in conjunction with a great flyer is the best means of inviting new youth to join. There are many ways this can be done, so think outside of the box!

Resources

Non-School Scout Talks

Whether at a place of worship or to a sports team nearing the end of their seasons, there are more places you can find a captive audience of Scout-aged youth. Get creative here.

Peer to Peer Cards*

This allows your Scouts to take an active part of recruitment. These are business style cards with your recruitment night information for your Scouts to pass out.

Troop Resource

Pack Resource

Personal Invitations

Personal invitations to your recruitment night are more likely to result in attendance if sent from a parent of a Scout. Plan in advance to get your list of invitees built in time for this to be most effective. Use your parents for help.

Dessert

Everybody's favorite part of the meal! The best part is that dessert can be enjoyed at any time of the year.

These activities can help your unit focus on year-round recruitment.

Halloween Candy

Make labels with unit information and distribute to your families and ask them to put them on the candy they are going to distribute to neighborhood kids.

Community Events

Having a presence at appropriate community events lets people know Scouting is alive and well and can be a great experience for your Scouts. Make sure everyone is in uniform and remind them that we are representing Scouting when at public events.

Parade Kit*

Having a float in a parade is a great way to boost your visibility in the community you serve. Maybe toss out candy with unit information attached. Council also has a banner, Eagle mascot and giveaways available!

Resources

Library Story Time

Getting your Scouts to read to younger children at the library in uniform sets a great example and will be fun for your Scouts. While there, give out Boy's Life mini-mags with unit information labels.

Visible Community Service

The BSA Adopt-a-School program connects Scout Pack, Troops, and Crews across the country with schools in their communities. Participating Scouts then work, within clearly defined guidelines, to partner with school administrations and offer the volunteer services that most effectively meet their school's needs. For more information visit: <https://adoptaschool.scouting.org>

Most Importantly...

Remember that 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 unit. Taking your time to prepare a great recruitment campaign passes the torch for the next generation and helps keep the light of Scouting burning into our future!