



SCOUTS BSA ADULT RECRUITMENT APPROACH





RECRUITING IS ONE OF THE MANY TIMELESS TRADITIONS WE HAVE AT SCOUTS BSA

It allows all members of the Troop to develop their public speaking skills and become more comfortable working in a team atmosphere. To help you get started in the right direction we've put together a list of best practices, recruiting ideas and answers to the most frequently asked questions surrounding the recruitment process. Follow this approach and prepare to be amazed by how easy recruiting can be.

KEYS TO EFFECTIVE RECRUITING

1. Be Prepared

To effectively recruit, Troop leaders must understand that they are the key to success. It's best to be prepared to have a short pitch on what your Troop does and other high-level information. The most important step is to ASK. Be sure to always ask each person you might be discussing Scouting with to come to a meeting as well as offer them an application.



*The best results come when you ask someone directly.
Person-to-person is significantly more beneficial than making a group ask!*



2. Inspire Others

Success stories are one of the best assets you have in your recruiting toolbelt. From epic adventures to life lessons along the way – it's always fun to share your Scouting adventures. If applicable, share a fun story and how it's benefited your own personal life and other positive aspects you've found within the organization.

3. Provide Recruitment Ideas

From local newspaper ads to hosting BBQ events, there's really no shortage of various ways to recruit. The key to a successful recruitment strategy is identifying the most effective event for your targeted audience. Once you understand your audience, you can then match what Scouts provides, and with what your recruits value and need.



Recruiting Potential Female Scouts BSA Leaders

For Scouts BSA to be successful, it's imperative we recruit more female leaders into our program. They serve as excellent role models for our female Troops and will bring Scouting to young women across the country. When developing a strategy, consider a plan that might appeal to the following categories:

- A. Women with Scouting knowledge and/or experience.
- B. Women in outdoor professions or organizations
- C. Professional women generally not in outdoor fields with personal interest in youth programs

Adult Recruitment Event Ideas

Scouting's fun! The recruiting process you host should reflect that. To help you get heading in the right direction. We've compiled some of our favorite recruitment event ideas from over the years. It's now up to you to decipher what works best for your audience and go from there.



RECRUITING IDEAS

- Ice Cream Social at _____? (One example could be the local VFW).
- BBQ dinner at school/church/community center/park.
- Presentation to young couple's faith-based classes.
- Bus parents & students to Scout camp with same day return.
- Make sure locations such as medical offices, laundromats, and cleaners have copies of Scout Life Magazine & if possible Scouting Magazines.
- Ask for a booth at your school's open house/parent night and add a link/flyer on the PTA/PTO website.
- Give Scout mugs to local restaurants complete with Scouting logos and invitations to join.
- Host a cake bake sale. Deliver the Scouting message at these events.
- Host a yard sale. Deliver Scouting messages at these events.
- Advertise at local libraries, bookshops, newspaper and book clubs. Distribute bookmarks with your unit's information on it.
- Promo booth at a local flea market. You could sell some Scout memorabilia.
- For female leaders, ask to put your flyers/information tables in women's yoga/tai chi/exercise classes, spas and salons.
- Contact local hiking clubs, reach out to the local rock gym to ask to speak at their next meeting. Pass out flyers in local businesses or sporting goods stores.



CATEGORIES

Women with Scouting knowledge and or experience

1. Mothers of female WEBELOS
2. Mothers of current Scouts with or without daughters
3. Registered female Scouters with sons in Scouting



Women in outdoor professions or organizations

1. Women working in related outdoor professions
2. Women belonging to outdoor organizations



Professional women general not in outdoor fields with prosomal interest in youth programs

1. Women involved in school organizations (PTA/PTO)
2. Women involved in religious organizations
3. Women executives and professionals involved in nonprofit organizations

FAQs

Question: What do I need to know to be ready to recruit others?

Answer:

- Know your Troop story -the fun, the adventures, and the program.
- Know what opportunities exist in your Troop for adults to help with.
- Know who they can contact for more information.
- Know the date for parent/adult orientation.

Question: Who can I ask to recruit adults to help with the Troop?

Answer:

- Current leaders and parents.
- Graduated eagle Scouts, Venturers, Sea Scouts, and Explorers.
- Troop alumni and former Scouters in your organization.
- Contact grandparents of Scouts – ask if they want to be re-engaged.

Question: What are good candidates to recruit for starting a female Troop?

Answer:

- Male and female Scoutmasters, committee chairs, and committee members.
- Parents of Eagle Scouts, and Scouts who have earned Honorary Awards.
- Moms and dads of girls joining Scouts and those crossing over from WEBELOS.
- Parents of Venturers and Troop parents in Campfire.
- Women involved in outdoor organizations and leadership roles.



FAQs (continued)

Question: How do I recruit a Cub Scout parent to help the Troop?

Answer:

- Share your personal story of how adults make a difference in the Troop.
- Recognize time is valuable.
- Offer several choices they can pick from.
- Ask them to help another adult with a task.
- Provide training in a way they prefer.

Question: How do I recruit a friend or neighbor who knows me but not much about Scouts?

Answer:

- Share what Scouts BSA is and share a Scouting experience with them.
- Find out what interests them.
- Let them know Scouts need their skills to fulfill Scouting requirements.
- Ask them to visit the Troop (have an orientation date planned).

Question: How can having a New Member Coordinator help the Troop development?

Answer

- A Unit New Member Coordinator team can welcome new families.
- They can explain jargon, what is happening in meetings, along with how the Troop communicates.
- They follow up with new families and address any questions.
- They can dispel myths and provide information, training opportunities, and resources



100 Point Scouts BSA Adult Participation Form

SCOUTS BSA is a Scout lead program – it takes guidance from Troop Leaders and parents to help provide the program that has strengthened families, provided adventure and diversity, created fellowship, and instilled ideals in our youth.



The only way for families to fully experience Scouting: the adventure and achievement, the recognition and reward, the ideals and the memories is working together.

By volunteering for 100 points (or more – Scoutmaster and Committee Chair are well over 100), you will help ensure that we – together – will provide the best Scouts BSA program for your child. **Thank you for your support!**

Points	Position or Job Title (and Brief Description)
100	Scoutmaster or Assistant – run weekly Troop meetings, complete on-line training, attend monthly committee meetings, weekly Troop meetings, and most Troop activities.
80	Titled Committee Member – perform titled job, complete on-line training, attend monthly committee meetings, weekly Troop meetings, and most Troop activities.
60	District Committee Representative – serve on at least one District Committee sub-committee. Be the voice for your unit, share information with unit leadership and parents, and attend at least 4 monthly meetings.
60	Coordinator (Major Event) – coordinate a big Troop Event (select one: Weekend Camping, Overnight Trip, Scouting for Food, Coffee & Tea Sale, Popcorn Sale, Court of Honor Banquet, Other: ____). Organize the team of helpers and the plan for the event, attend Troop Leader/Committee meetings about the event, and prepare a “lessons learned” report to help the next leader of the event.
40	Coordinator (Mini Event) – coordinate a smaller Troop Event easier to plan (select one or more: Scout Night at Sporting Event, Day Hike, Day Field Trip, Service Project, Other: ____). Organize the team of helpers and the plan for the event, attend Pack Leader/Committee meetings about the event, and prepare a “lessons learned” report to help the next leader of the event.
30	Event Team Lead – lead a team putting on big part of a major or minor event, as delegated by the Event Coordinator (e.g., making reservations for camp sites, set up for Court of Honor Banquet, sorting popcorn order for distribution). Participate in live/virtual meetings/coordination about the event – be responsive to the Event Coordinator – and attend the event to lead your team in the event. Pick one or more teams/events.
10	Event Team Helper – actively take on a helper role as part of a team putting on a major or minor event. Be responsive to your Team Lead and the Event Coordinator – and attend the event to serve in your role. Pick one or more teams/events.
10	Troop Function Helper – actively take on a helper role as part of a Troop Function – see Committee Member Running a Troop Function, above. For example, maybe collections receipts for the Treasurer, Badge Buys for Advancement, flyer maker for Membership/Recruiting, FB admin or Website admin or Photographer for Communications, etc. Be responsive to your Committee Lead and serve in your role.
10	Driver – provide transportation to selective non-meeting events during the year.

TOTAL POINTS ____ PARENT SIGNATURE _____ YOUTH’S NAME _____

PHONE _____ EMAIL _____ DATE _____