



Scouting America
Black Swamp Area Council

INVITE NEW FRIENDS



**SHARE THE
SCOUTING
ADVENTURE**

TROOP RESOURCE GUIDE



Dear Scout Leader:

The Scouts BSA program has been providing young men and women in our communities the fun and adventure they seek. Millions have entered into every walk of life, bringing the values of Scouting America into our country's moral fiber.

As a leader, you are amongst the thousands of adults that make the Scouting program possible for youth. You and your Scouts also represent the program's best sales force. This resource guide has been created to assist leaders and Scouts in offering a variety of quality invitations to each and every young person in our community. Our goal is to leave no stone unturned. Each and every family should receive the message that Scouting is alive and well and available in their neighborhood. The ideas featured in this book can be done quite easily and most can be supported by the council as well as with national resources available to you.

We challenge you to use these ideas in your recruitment efforts, to use your imagination and to help spread the excitement of the Scouts BSA program.

Cheryl Parson
Council Volunteer
Membership, Vice President

INVITATION METHODS

THIS RESOURCE GUIDE HAS BEEN PUT TOGETHER AS A BASIS FOR ASSISTING SCOUTS BSA TROOPS IN RECRUITING NEW SCOUTS. THESE ARE A FEW METHODS THAT CAN BE IMPLEMENTED IN YOUR COMMUNITY. SOME OF THE RESOURCES ARE AVAILABLE FROM YOUR BLACK SWAMP AREA COUNCIL SERVICE CENTERS. THE MORE IDEAS USED IN YOUR RECRUITMENT, THE MORE SUCCESSFUL RESULTS YOU WILL HAVE!



TOP METHODS

The Top methods are considered to be the most important ideas for recruiting. In addition to implementing Dynamic Recruiting strategies, Troops should consider doing multiple methods as there is not one method that is considered the “silver bullet” way of recruiting. We challenge you to do 7 or more methods.

Troop Information Sheet

- This is your chance to brag about your Troop and have a quick handout ready to distribute.
- Details should include meeting times and locations, Troop calendar, list of leaders' contact information and other exciting information about your program.
- These information sheets should be shared with your Charter Organization, schools, community organizations, and families in your Troop so that they can be distributed to new Scouts and their families.



GET THE WORD OUT



Black Swamp Area Council

Flyers

- Work with your District Executive to order flyers to be utilized in your recruitment events.
- Your council will let you know what information they can print on the flyer: this is typically the date/time/location of your recruitment event.
- Recruitment events should be planned within the first few weeks of school. However, you will need to find alternative ways to recruit with the current school access challenges. If schools are still meeting in person you, could still distribute flyers if the school will allow you. Be creative!

Wear Your Uniform/Be Visible in the Community

- This is an easy way to get exposure for Scouts, as the uniform serves as a walking billboard and conversation piece.
- Ask all Scouts to wear their uniform when out for Troop events and community activities. If your Scouts are attending school, ask them to wear their uniform on the day of the recruitment event.
- Leaders should also wear their uniform to school, Troop and other community events.
- Your Troop might decide to design a Troop t-shirt for Scouts, leaders, and parents to wear on a regular basis.

Lawn Signs

- Post these signs at the school and other high traffic areas in your community prior to your recruitment event.
- Use council provided signs or create your own.
- Include the Scout BSA logo, date, time, and location for your recruitment event.

Back to School Night/Community Event

- Have a table/booth at these events with flyers, interest sign-in sheets, ways for families to sign-up online and other visuals/activities for families to get involved.

WAYS TO RECRUIT



School Visits

- School visits have been a highly effective way to get kids excited about the program in the past. We know since the pandemic, school access has been an issue.
- School Talks are presentations during the school day that generates excitement about Scouts. A school talk can be conducted by an enthusiastic Troop leader or current Scout (especially they are known by the youth at school), volunteer or parent that knows specifics about what your Troop does.
 - Consider lunchtime with a display and youth from the Troop to assist in presenting. If school allows, show Troop videos or national promotional videos so the students can see the fun and excitement Scouting offers.
- Can your Troop help with a school project, supplemental program, or other service for the school?
- Have current Scouts give out peer-to-peer cards and personally invite friends to the next meeting. Consider an internal Troop competition to see which Scouts has the most friends attend the next meeting.
- Be sure to send thank you notes to your school administrators, principals, and teachers.

Scout Sign-up Event Continued

- Families should be in and out in less than 10 minutes.
- At the Troop's orientation meeting, parents will learn the Troop's annual activity/funding plan, and what vacancies are in the Troop's leadership.
- First step in planning a Sign-up Event is to organize your team. For this, you will want to find an organized parent or adult volunteer to serve as your Unit New Member Coordinator (page 12 has the description of this position).

Drive-up Join Scouting Event

Set up in a parking lot (possibly your school) and have families drive up sign-up stations

Station 1 Welcome & QR code to fill out online registration

Station 2 What We Do: Provide families with an information packet (Troop calendar/leader contact/Troop information sheet)

Station 3 Scoutmaster Welcome and Q&A

Station 4 Check-out (opportunity for Troop to collect dues, sell Troop t-shirt, and remind family of 1st upcoming event/activity)

Normal Friend Activity

What is a Normal Friend Activity? It's an event that is just for fun. No uniforms, no advancements – just FUN activities.

Did you know that 59.3% of new Scouts are invited by a friend! Who will you invite to Scouting? What if every member of your unit invited just one friend and 50% of those friends joined? Even better, what if everyone invited 2 or 3 friends to each Normal Friend Activity? **At a minimum, each Scout & family should at least just ask one friend.**

Here's what to do. Write down every family/youth you know and their contact info—phone # or email. Put everyone down, now is not the time to de-

cide if someone is interested or qualified. Here are some prompts to help: write down everyone you know who is:

- Loyal, trustworthy, and kind
- Service minded
- Value family and friends
- Live on your street or in your neighborhood
- Any of your kid's sports teams/goes to their school
- The people you work with or in clubs with
- Families who go to your church
- Family members whose kids aren't in Scouting
- Go to your gym, yoga class, running group
- Are your hiking or walking buddies
- Are in the contacts on your cell phone

This exercise can be completed by the adults and Scouts in your Troop. If you do this exercise once a month it only takes about 15 minutes. Once you have your lists, combine everyone's names into a Friends List for your Troop, put it all into an Excel spreadsheet or a google sheet.





SOCIAL MEDIA

Picture Board/Social Media Presence

Sometimes pictures speak louder than words, include contact information on boards that can be taken to community events or posted on community social media sites. (Facebook, Nextdoor, etc.)

What is Geofencing?

Geofencing is the practice of using global positioning to define a geographic virtual boundary. Once the virtual barrier is established, we can set up triggers that will send them a Facebook app notification/ad when the mobile device enters the specified area.

How to Set it up

Step 1 - Login to your Troop Facebook page

Step 2 - Click on Events

Step 3 - Create an Event

Step 4 - Enter Event Information

Step 5 - After your event is posted - BOOST your event

The BOOST cost you as little as \$1 per day!

Social Media Posts

- Encourage your Scout families to share their experience on their personal social media channels. This is a great way for other families to see the FUN!
- Ask families to share on community pages they are also a part of like Nextdoor

Additional Tips:

- Make sure you are using the BSA Brand guidelines
- Use a high resolution graphic for the event
- Make sure it looks professional
- You can target or geofence any location and target elementary schools around that location
- Add small details – Example- Room #; specific location
- **DO NOT** change the event after it is posted, it would be like doing flyers for a school and changing the date

MORE OPPORTUNITIES

The following ideas are additional methods the Troop should consider doing! Ask every family to join in!

Information Business Cards & Buddy/Peer-to-Peer Cards

- These cards can be created by the Troop for Scouts to hand out to other youth. Card templates can also be found on the BSA Brand Center by visiting *Scoutingwire.org*, or from the the council office/DE while supplies last.
- Include details like date and location of the Troop meetings and Troop leadership contact information.
- Cards can be printed from your home computer.
- Have each leader/family carry and hand out cards at all school/community functions.
- Have each Scout share these cards with their friends.

Invitation Letter/Email/Personal Phone Call

- The letter or call should be customized from each family for them to send/call their friends and acquaintances.
- Include thoughts like the benefits of Scouting and why your family is involved.
- Letters should include meeting and joining information as well as who to contact for more information.
- If you are able to meet in person, invite new families to go with you to the next activity.

Promote at Church & Other Personal Affiliations

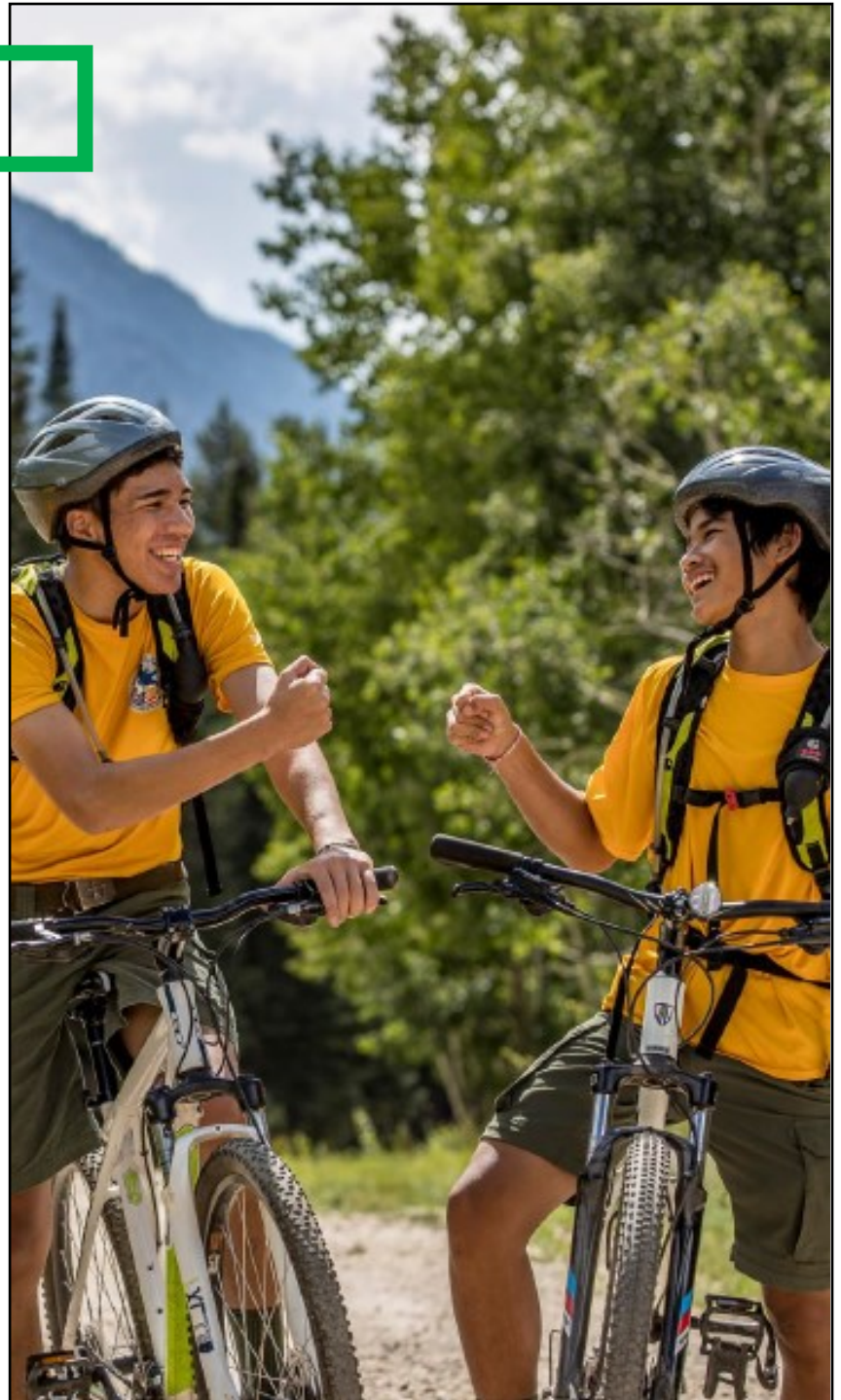
- Families also have many other affiliations such as church and sports; these activities can be used to spread the word of Scouting.
- Ask other families who are involved with you and your child to join you in Scouting.



ADDITIONAL METHODS

- Use door hangers with Scouting for Food, Popcorn, other unit fundraisers
- Troop Events
- Troop Recruitment Days
- Troop Ice Cream Socials
- Summer/Spring Break Experience: Launch Events
- Fishing Derby, Shooting Derby, Rocket Launching
- Penny Stuffers (local advertisement stuffers)
- National Recruitment Video
- Local Recruitment Video
- Pizza box flyers (other restaurants willing to throw in an advertisement)
- Local Flyer distribution (places families go to. Pizza/Ice Cream/Snow Cone Yogurt Shops etc.)
- Sign-up Events at sporting areas (soccer/baseball/basketball)
- Troop self-marketing via Facebook, Snapchat, Instagram, Tik Tok, etc. YouTube Ads
- Calendar of Community Events in newspaper, social media groups: parades, service events, etc.
- Spirit Day at Chick-fil-A/McDonalds or other businesses
- Utilize NextDoor app
- Partnering with college/civic/business/community organizations
- Partnering with high school groups/organizations-adult education

Good luck and know friends-join-friends when asked! Please don't assume you know someone's response before you ask them to join the Scouting Adventure!



Resources: the following information is for your support in recruiting

CONDUCT A SUCCESSFUL SIGN-UP EVENT

Conduct a Sign-up Event at each school

- Welcome each family as they arrive and provide them with:
 - ◇ BSA Youth Application / Scout Life Mini-Mag / New Parent Guidebook / Troop Calendar (with pictures)
 - ◇ Troop Information Flyer (created in advance) which includes:
 - * Date, time, & location of the Parent Orientation Meeting
 - * Troop's basic information: Chartered Org / Troop meeting dates / Key contact information
 - * How the Troop funds itself (popcorn, camp-cards)
- Answer any questions they might have.
- Collect their paperwork and fees for BSA membership and *Scout Life Magazine*.
 - ◇ Check applications for parent signature, youth birth date, grade, and Scout Life box checked
 - ◇ Ensure they are signed by the unit leader.
- Most importantly – HAVE FUN!
 - ◇ Take pictures and share them on social media after the event to attract new families to Scouting.

Turn-in Paperwork:

- For specifics on how to check paper and check to make sure everything is done correctly, see page 11 in the Unit New Member Coordinator description.
- Ensure this is done prior to your Parent Orientation Meeting so that you can hand them out that night (see page 13 for information on the Parent Orientation.)

Key points:

- Put some time and energy into your unit's information flyer. Make it look fun and exciting with lots of good info.
- Bring a few things to showcase unit activities and fun stuff such as Poster-board, photographs, etc.
- Remember that families should be in and out in less than 10 minutes. This meeting is just for them to register.
- You'll only need 1 to 3 volunteers to run each Sign-up Night, which will allow you to hold one at each local School. We know that parents are significantly more likely to show up if the Sign-up Night is at their child's school.
- If for some reason a family doesn't sign up, COLLECT their application or their contact information for follow-up and provide them with the information for the parent orientation.
- Families can register and pay online via beaScout.org. Unit's unique URL found on my.scouting.org. Update unit pin!



Resources: the following information is for your support in recruiting

New Member Coordinator

Congratulations, that means you are an organized leader and outgoing. You smile at everyone and are friendly. Here are your tasks.

By July/August: Have Your Unit Calendar, Fee Schedule, Leaders List, Meeting Times/Dates/Locations Prepared

4 WEEKS PRIOR TO SCOUTING SIGN-UP NIGHT

- Recruit additional help and assign specific tasks – you want adults who are outgoing, knowledgeable, organized, friendly, and responsible. (These can be adults from your partner unit – i.e., Pack or Troop).
- Coordinate with your District Executive to receive flyers and other available recruitment supplies.
- Prepare Materials – have a list of open unit jobs needing filled, unit calendars, additional handouts, unit specific dues breakdown, registration fees, applications, signup sheets, welcome sign, pens, uniform specifics for your unit, 100 Point parent help sheet, additional material applicable
- Make sure unit leadership has their presentations ready. (MAKE IT BRIEF and EXCITING, BUT INFORMATIVE!)

AFTER SCOUT SIGN-UP NIGHT, GATHER ALL PAPERWORK AND TURN IT IN AT SCOUT OFFICE.

- Get unit leader signature on all youth applications.
- Get Charter Organization signature on all adult applications.
 - **DO NOT turn into the council office for registration until you have verified the adult has completed their YPT.**

APPLICATIONS

- All information needs to be completed.
- ALL ADULTS MUST FILL OUT ALL AREAS OF APP AND SIGN THE CBC BACKGROUND CHECK AT THE BACK OF THE APPLICATION
- The unit leader must fill out and sign the bottom left of the application.
- record \$ amount for fees and form of payment on each application (check #, etc.)

CONTACT DISTRICT EXECUTIVE IMMEDIATELY FOLLOWING SCOUTING SIGN-UP NIGHT

- Report your success
- Turn your applications in for registration immediately!**
- DO NOT wait so each individual will receive full benefits of their membership.**

FOLLOWING SCOUTING SIGN-UP NIGHT

- Make Sure EVERY FAMILY receives a welcoming phone call from the Scoutmaster and has a Troop calendar
- Make sure as many new Scouts as possible participate in one of the next Troop activity.

Resources: the following information is for your support in recruiting

PARENT ORIENTATION MEETING

Very Important! Don't skip this. This meeting should happen within a week of your Sign-up Night(s) and will increase family retention and fill vacancies in Troop leadership.

Ensure every new family is re-invited via both e-mail and a phone call the day before. Include families that did not join but needed to be followed up with.

Parent Orientation Program

- Greeters meet families as they arrive
- Opening Ceremony
 - ◇ Start on time – introduce unit leadership
 - ◇ Explain and demonstrate the Scout Salute
 - ◇ Conduct Flag Ceremony
- Begin Parent Presentation
 - ◇ Welcome them to the meeting / What is Scouts BSA / This is what we will do this year
 - ◇ Share info on fun activities your Troop does
 - ◇ Share unit Organization (Scouts BSA: Scout lead, adult guided)
 - ◇ Share other Important Troop Information
 - ◇ Share the Troop's funding plan (popcorn, camp-cards) / FOS
- Discuss Vacancies in Troop leadership.
- Answer questions and close the meeting
 - ◇ Have youth share what they have learned: Show Scout Sign & recite the Scout Oath & Law
 - ◇ Ensure every family receives their Scout Handbook and unit giveaways
 - ◇ Make sure everyone leaves with contact information and the next meeting date



Free Rank Handbook—This year each new Scout receives a FREE handbook as a offering for the Council Service Fee. New families should expect an emailed code from the council office, after the calendar month in which their registration was entered/paid. The code allows for redemption at either the Findlay or Lima Scout shops, and not online. There is a 4 month window to redeem this code. No refunds for a book purchased online. Returning Scouts receive a 10% off code for their next purchase at our local Scout Shops. Codes will be emailed just like discussed here with handbooks.



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