

# Best Practices for Cub and Scout Recruitment

## Key Points

**Open House** - a key method for Cub Scouts and Scouts BSA

**Youth Recruiting**

**Graduate Webelos** into Scouts BSA

**Recruit Year-round** - more than one open house or other event

## Develop Your Program

People need to know what they are joining and what they will be doing (events, dates, locations).

## Youth Recruiting

Create buddy cards for Scouts.

This can satisfy Scouts BSA rank requirements.

Give the recruiter patch to Cub Scouts and Scouts who succeed in recruiting someone.

## Joining Night / Open House

1. Select the night
2. Design the flyer
3. Obtain approval from the school(s)/school district for the flyer (get numbers from them)
4. Find other places to distribute the flyer (library, pizza boxes, etc.)
5. Print the flyers
6. Deliver the flyers to the schools (timing is key - you want them delivered a few days (not more) before the event.
7. If lots of attendees are expected, make it an organized event (program, plans for the visiting kids). At a minimum, need signs for use around your meeting place, sign-in sheet.
8. Hold the event - Get contact info from every visitor at the beginning.
9. Follow-up - Periodically contact the visitors with information on upcoming meetings and events.

## Graduate Webelos into Scouts BSA

Follow the Calendar in the Year-Round Recruiting Guide. This doesn't start or end with the cross-over.

## **Create an Event**

Create a fun event to draw people who you can then interest in joining. Examples:

- Fishing derby
- Bicycle rodeo

You'll need sufficient "staff", the right talent and (depending on your town) a permit. Capture parent contact information as they enter.

## **Adopt-a-School**

Build a relationship between your unit and your key feeder school.

## **Recruiting Resources**

Year-Round Guide to Scout Recruiting

<https://www.scouting.org/programs/scouts-bsa/year-round-guide/>

Membership section on the Resources page of the Council website

<http://heartofnewenglandbsa.org/resources/>

Pack and Den Recruiting

<https://scoutingwire.org/marketing-and-membership-hub/unit-recruiting/>

BSA Brand Center

<https://scouting.webdamdb.com/bp/#/assets>

Strengthening Youth Through Scouting

[http://scoutingwire.org/wp-content/uploads/2015/09/522-90215\\_WEB\\_SPREADS.pdf](http://scoutingwire.org/wp-content/uploads/2015/09/522-90215_WEB_SPREADS.pdf)

Family Talent Survey (for Cub Scouts)

<https://filestore.scouting.org/filestore/cubscoutmeetingguide/pdf/appendix/34362.pdf>

Scouts BSA Marketing Tools

<https://www.scouting.org/programs/scouts-bsa/resources/scouts-bsa-marketing-tools/>

BSA Adopt-a-School

<https://www.scouting.org/adopt-a-school/>

This file is available on the page [t54.org/Recruiting.htm](http://t54.org/Recruiting.htm)

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