FALL 2020 MEMBERSHIP RECRUITING

School access has been vital to a successful recruiting season. Each fall, we visit schools and get the youth excited about the Scouting program. While this year may look different from other years, we want you to have the tools to effectively approach school personnel to have some accessibility directly to youth.

Plan A—Full Access

The school will allow us to present to the students during the school day; flyers will be distributed; and we can have a presence at the Open House night.

SCHOOL BASED

- Proceed as normal, schedule the Scout Recruitment Talk, set up volunteers to man the Open House table, request and distribute flyers to the school.

IN THE COMMUNITY

- Booths/displays at community events and parades
- Recruitment at Popcorn Show and Sell sites
- Scout-to-Scout Recruitment/Bring a Friend
- Neighborhood/Community newsletters
- Yard Signs, Posters, Flyers—various locations

Plan B—Partial Access

The school will not allow us to physically present to the students, but will allow some type of virtual Scout Recruitment Talk, and will distribute information.

SCHOOL BASED

- Is there someone from Scouting who works at the school who could do a presentation? Make sure they can present, and be excited about Scouting.
- Can we provide a Scout Recruitment Video (brief commercial to be shown during the morning announcements)?
- Can we distribute hard copy flyers, and how many?
- Would they prefer an electronic flyer?
- What is the deadline to get it to the school for distribution/broadcast?
- Would the school place a Join Scouting link/banner on their website?

IN THE COMMUNITY

- Flyers/Bulletin inserts at local churches
- Bookmarks in community libraries
- Flyers for local restaurants to distribute with to-go orders/pizza boxes
- Door to Door recruiting drives
- Give away promotional items

Quick Tip!

Promote Family Fun Fest Facebook Live

Saturday, August 8 and Saturday, September 12
Nationally supported content, with activities for the whole family!

Upcoming events to share

HIKE, BIKE, FISH Event

Saturday, September 26 at Camp Guyasuta; Cedar Creek Park; Camp Seph Mack; Shawnee State Park; and Rocky Gap State Park. Times are 9:00 A.M. to 12:00 P.M. And participation is FREE!
Plan C—No Access
(or School is being done in a virtual environment)

The school will not allow anyone to present, and will not distribute flyers, or the school will not have in person classes at all. Some families may chose a cyber option from their school also.

SCHOOL BASED
- Can we provide a link to a Scout Recruitment Video, that they would include in their information to send to families? Either use the National video or a locally produced video.
- If they are having school, could school personnel conduct a recruitment presentation?
- Could we offer virtual material to support the school lessons?
- Wear your uniform/camp t-shirt to school days (SPIRIT WEEK-September 21-25)

IN THE COMMUNITY
- Yard signs at bus stops/throughout the community
- Facebook Live Recruitments/Virtual messages families can share
- Ask A Friend/Bring a Buddy/Family to Family recruiting

Regardless of the school access, units should take advantage of and utilize every opportunity to reach youth.

BeAScout.org/Online registration
Online BeAScout.org pins need to be updated. Select someone to monitor the leads and applications to ensure the families who are looking for information receive a response within 24 hours. Utilize the online registration for individuals who are not able to attend a recruiting event or choose to participate in a virtual recruiting event. This ensures that the individual gets connected with your unit quickly, eliminates the need to track down payment, and streamlines the registration process.

Yard Signs
Blanket your area with yard signs (seriously! We have lots!) Place yard signs at strategic locations, meeting places, and high visibility areas. If you write on the signs, ensure that the information is legible from a distance, or can be read as someone drives passed the sign. Group multiple signs for a bigger impact. Be sure to obtain permission from the property owner, so that the signs aren’t removed! Keep in mind, this is a presidential election year, so there will be lots of signs out in popular spots. You may want to move your signs around on occasion to ensure they are being seen.

Geofencing
Try setting up geofences at different locations, a week or two apart. Share the Facebook event link to your sign-up night on your social media (FB/Twitter/Instagram) with a personal story of Scouting, and why your child is involved. Encourage other families within your unit to do the same.

Virtual Sign Up Nights
We are recommending that each district support at least two virtual sign-up nights. These are general Scouting information sessions, where a family can get more information about Scouting, and have their questions answered by a Scouter. When they attend, we can direct them to a unit in their community and help them to get signed up for that unit using the online registration system. Additionally, we are encouraging units to participate in these virtual Sign-up nights, so that they can answer specific questions about their unit, including costs, meeting times, and can virtually meet with the families.

Even if our Scout recruitment looks different this year, we still must maintain the commitment to introduce youth to the Scouting program, and provide them with fun activities that help them to develop into our next generation of leaders.