



BOY SCOUTS  
OF AMERICA®

MAYFLOWER COUNCIL

# 2024 Recruitment Initiatives



BOY SCOUTS OF AMERICA®

Prepared. For Life.®



# New Opportunities for 2024!

## What's The Same ?

- Spring and Fall Initiatives
- Effort on utilizing re-engagement, peer to peer recruitment and community promotion
- Initiatives to subsidize units for participating in council recruitment events
- Continued Use of NFA's (Natural Friend Activities) for recruitment





# New Opportunities for 2024!

## What's Different ?

- Most concepts will be for all unit types
- Each initiative will have a specific **Leader's Guide and/or Training** to help provide guidance and better chance for success
- LIVE training for units so they can visualize our concepts and understand expectations
- **Fall Recruitment will start earlier**
- “Join Scouting Day” will now be “**Sign Up for Scouting**”





# New Opportunities for 2024!

## What's Different ?

- Enrichment Programs with Day Care Centers using STEM or Cub Scout Adventures
- Development of a program to host daytime meet and greets with the Home School Community
- **Back To The Pack Parties** in August to get a head start on fall recruitment
- Providing insight on Webelos to Scout Transitional events outside of recruitment activities





# New Opportunities for 2024!

## What's Different ?





## Dropped Scout Initiative (Current)

### Getting Back Scouts who did not re-charter

- Report Pulled on March 4th and distributed to team for Scouts who dropped as a result of recharter for 2022 and 2023
- Outreach from Council to families to invite them back
- Follow up from units to allow them to provide unit specific information





# Dropped Scout Initiative (Current)



Hello XXXX,

While we understand that schedules can get hectic, it's important for your child's development for them to continue with Scouts. Scouts is an inclusive activity offering both boys and girls the unique opportunity to strengthen their character and prepare them for a lifetime of leadership. Did you know the Cub Scouts' motto is "do your best"? That's exactly what Scouts is able to do - teach your child how to do his or her best. Now, while your child is being shaped into the person they will become one day, is the most important time for them to be participating in Scouts. **We'd love to welcome them back to the pack!**

So, sign them up today at [mayflowerbsa.org/backtothepack](http://mayflowerbsa.org/backtothepack)

We're ready to welcome your child to the pack that will ALWAYS have their back.

Hope to see them soon!

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#### Mayflower Council, BSA

83 Cedar Street  
Milford, MA 01757  
United States



You are receiving this communication as a registered member, event attendee, or donor of Scouting in Mayflower Council, Boy Scouts of America. Email addresses are added from the membership registration system and event registrations.





# Dropped Scout Initiative (Current)







# Dropped Scout Initiative (Current)

## ADVENTURE IS WAITING. REJOIN SCOUTS TODAY!

Bring campfires, fun trips, volunteering, and more back into your child's life! Scouts offers them a unique chance to develop important skills, friendships and memories. It allows them to build character through exciting challenges. Most importantly, it helps prepare them for life. That's why, while schedules can get hectic, it's critical to make time for Scouting. We'd love to welcome your child back to the pack!

Sign them up for Scouts at [MAYFLOWERBSA.ORG/BACKTOTHEPACK](https://MAYFLOWERBSA.ORG/BACKTOTHEPACK)

### Want to learn more?

We're locals-so we can help find a Cub Scouts pack right in your own backyard. So take advantage of all that your neighborhood Cub Scouts organization has to offer and scan below!

Scan to Learn More!



Phone: 508-217-4623

Email: [scoutmein@mayflowerbsa.org](mailto:scoutmein@mayflowerbsa.org)

Website: [mayflowerbsa.org/backtothepack](https://mayflowerbsa.org/backtothepack)

Facebook.com/MayflowerBSA





# Bring a Buddy Bowling (Spring)





# Bring a Buddy Bowling (Spring)

## Units Host a Bowling Recruitment Event

- Discounts are being provided by **PINZ, Massachusetts Bowling Association and several independent bowling alleys**
- Additionally subsidized by Mayflower Council
- Units will host a bowling night at their nearby bowling alley to recruit for their unit
- Open to **Packs, Troops, Crews, Ships and Posts**
- Promoted through **Peer to Peer Recruitment, Schools, Social Media and Community Engagement** with emphasis on attracting new youth to our programs





# Bring a Buddy Bowling (Spring)

## Units Host a Bowling Recruitment Event

- Units will be rebated up to **\$40** in costs for hosting Bring a Buddy Bowling.
- Top 5 units who successfully recruit through Bring A Buddy Bowling (April-June) will receive an **Ice Cream Social or Pizza Party** hosted by the Membership & Unit Service Team with fun and games!





# TESTING NEW MARKETS

## Day Care Centers

The Membership & Unit Service Team will be developing a FREE Enrichment program to offer Day Care Centers!

- Day Care Centers with a PRE K program will be targeted for a program in late April/Early May
- Program will be primarily educational, but will also be promotional for the Cub Scout Program





# TESTING NEW MARKETS

## Homeschool Market

The Membership & Unit Service Team will be developing a Homeschool program for Homeschool families to learn about Scouting in a “Meet & Greet” style format

- We will start with 2 Meet & Greets in the Spring/Summer. If successful we will plan more for 2024





# Fall Recruitment

August





# Fall Recruitment

## August



- Cub Scout Packs will be encouraged to host a “Back To The Pack” Bash In the month of August
  - *Encourages early sign ups for the fall*
  - *Scouts can Bring a Buddy*
  - *Allows Pack to prepare for “Sign Up For Scouting”*
- Participating units will be subsidized **\$40 for refreshments** (Gift Card)







# Fall Recruitment



## August

- Packs will be responsible for promoting their events in the following ways:
  - **Peer to Peer Recruitment: Current Cub Scouts invite a non-Scout friend to attend**
  - **Community Marketing: In their respective communities, through posters, parent groups and social media**
- Packs will register their date by **June 1st** deadline (also deadline for **Sign Up For Scouting**)





# Fall Recruitment

September is “Sign Up For Scouting Month”





# Fall Recruitment

## September is “Sign Up For Scouting Month”

- September will be **Sign Up For Scouting** Month throughout the Mayflower Council
- All Unit types will use September as an opportunity to recruit new Scouts
- Cub Scout Packs will be encouraged to host 2 recruitment events in their community in the month of September to invite prospective scouts and their families to “Sign Up For Scouting”
  - **FIRST event should be a Community Facing Event where all of the Packs in the Community participate together!**
  - **Each unit will be encouraged to host a second event for their respective unit: Open House, “Back To The Pack”, School Night or other event type**





# Fall Recruitment



## September is “Sign Up For Scouting Month”

- Troops, Ships, Crews and Posts will also be encouraged to host a recruitment event to invite youth in their community to join
  - *Can be done in conjunction with a Pack or Community Event*
- **Mock Joining Events** will be held by the Membership & Unit Service Team in July and August to train units and help visualize what Joining Events should look like
- **New Presentation of Marketing Materials:** Unit’s choice of either a Powerpoint or a sales binder with graphics to help with their presentation to the public





# Fall Recruitment



## September is “Sign Up For Scouting Month”

**GOAL:** Each Unit should attempt to increase their current roster by 25% between August 1st and September 30th.

Units that are successful in achieving 25% new Scout growth between August 1st and September 30th will receive a rebate of \$2 per Scout toward a party with Pizza or Ice Cream.





# Fall Recruitment

## PACK INCENTIVE:

Top 5 Packs receive a FREE Pinewood Car Cutting





# Fall Recruitment

## October: Mayflower “Be A Recruiter”

Scouts will be encouraged to invite a friend to join their Unit during the month of October.



By September 15th, each registered Cub Scout will receive information to earn a “Recruiter” patch and need to complete certain requirements in order to be able to wear the Patch.





## **CONTEST:** Design the Mayflower Council's "Be A Recruiter" Patch

We are hosting a contest to design the 2 patches for our "Be A Recruiter" Initiative. We are looking for a design for Cub Scouts and one for Scouts BSA. Deadline is April 30th, 2024 for submissions

**Cub Scouts:** The winning Cub Scout who designs the Cub Scout Recruiter Patch will receive a **4 pack of tickets to Southwick Zoo and \$100 in Zoo Bucks!**

**Scouts BSA/Venturing:** The winning Scout or Venturer who designs the Scout Recruiter Patch will receive a **new tent, sleeping bag, and \$100 Amazon Gift Card toward new camping supplies!**







# Fall Recruitment

## October: Mayflower “Be A Recruiter”

The requirements - Scouts must do 3 out of the 5 in the month of October:

- 1.) Invite a classmate or a neighborhood friend to an upcoming Pack or Den activity
- 2.) Have a parent or guardian post a photo of you doing something “Scouting” on Social media using the hashtag **#2024Cub Scout**
- 3.) Wear your Cub Scout uniform to school or Church
- 4.) Ask your parent to send an email invitation to your class to attend a Den or Pack activity
- 5.) Share your fun Scout experiences with a friend





# Important Dates/Deadlines

- **March 4th:** Reports printed & reviewed by team
- **March 8th:** Initial Email sent to families (Cub Families from Mittcom - Remaining unit types from team)
- **March 15th:** Postcard for Cub Families drops
- **March 25th:** Units contacted with dropped Scout info and encouraged to follow up
- **April 1st:** Deadline for units to register for “Bring A Buddy Bowling”





# Important Dates/Deadlines

- **April 1st through June 15th:** Window for units to host Bowling Parties
- **April 30th:** Recruiter Patch Contest Entry Deadline
- **June 1st:** Deadline for units to have selected their “Sign Up For Scouting” Events and Dates (including “Back To The Pack” Bash)
- **June 30th:**
  - Deadline for units to submit materials for Bowling reimbursement.
  - Winning units for incentive announced and scheduled





# Important Dates/Deadlines

- **July 1st:**
  - Deadline for units to have confirmed locations for Sign Up For Scouting Events
  - Dates & Locations for Mock Recruitment Events will be announced
- **August 1st:** Distribution of Marketing Binders/Powerpoint Presentations
- **August 1st through 30th:** Back To The Pack Parties held





# Important Dates/Deadlines

- **August 15th:** Sign Up For Scouting Materials Distributed
- **September 1st through 30th:** Sign Up For Scouting Events held
- **September 15th -** Recruiter Mailer OUT
- **October 1st:** Recruiter Badge Recruitment begins
- **October 15th:** Tracking for incentives from Back To The Back and Sign Up For Scouting closed
- **October 31st:** Recruiter Badge Recruitment closed

