

Brainstormed Recruitment Ideas from Headwaters District April Roundtable

Ideas for Cub Scout recruitment

- Attend local town events in Uniform
- Invite Troops to be active with your Pack
 - Have Den Chiefs from local Troops
 - Invite Troops to present at a Pack meeting or run an activity at a Den meeting – Cub Scouts look up to older Scouts
- Bring-a-friend events
 - Use buddy cards and invitations
 - Plan fun events to get new youth hooked on Scouting
- School flyers – hard copies or electronic copies
- Advertising
 - Town signs, billboards, marquis
 - Facebook - targeted ad campaigns to specific demographics
 - Bookmarks to local libraries
- RECRUITING EVENTS
 - Rocket launch
 - Family Picnic
 - Fishing Derby
 - Mock Campout (Troop based)
 - Rain gutter Regatta

Scouts BSA Recruitment

- Open House nights
 - Events for Scouts to get a taste of the Troop
 - Seminar for Parents to talk to Troop leaders
- Swim nights
- Flyers in Middle Schools and High Schools
 - Backpacks flyers or electronic flyers
 - For upcoming Troop events and meetings
- Social media!
 - Facebook Mom's groups, School classes groups, town groups

- Rec. Department brochures
- Purchase Facebook Ads
 - Targeted ad campaigns to specific demographics
 - Units that have done this during their Fall or Spring recruitment campaigns have said it is worth the investment
- Go to Town events
 - Attend in UNIFORM
 - Town meeting or sport event flag ceremonies
- Public TV or Radio spots
- Local newspapers
- Game Nights/Bring-a-Friend events

Places for your Unit to attend or groups to partner with for recruitment

- Stations at Open Houses
- Holiday meetings (Halloween, Christmas, Spring kickoff)
- Activities fairs
- Book clubs
- Youth Groups
- Youth activities
- YMCA
- Town Parades
- Schools
 - Guidance counselors
 - PTO/PTA
 - Sporting events
 - After school clubs
- Charter Partners
 - Churches, schools, rotary clubs, rod and gun clubs, orders, etc.

ALWAYS PLAN A SECOND WAVE/FOLLOW UP FOR RECRUITMENT