

# Recruiting Basics

## for Cub Scout packs

### In-Person Active Recruiting

#### Invitation is #1

- o Peer-to-peer invitation cards
- o Offer an incentive for youth to recruit other youth
- o Two weeks "no obligation"



#### Boy Talks in the Schools

- o Cubmaster & Den Leaders
- o Target the afternoon of an openhouse, if possible
- o Bring Pinewood Derby cars
- o Have a giveaway pencil, sticker or other small item
- o Handout for parents

#### Cards to the School Secretary

- o Make sure the school secretary has your card, or recruiting cards

#### School Open House

- o Get permission for a table; bring flyers and apps.
- o Sell the "after sports" and "two-week no obligation trial"

#### Run an Event

- o Do a public event for kids
- o Campfire, hike, water rockets, bike rodeo, paper airplane competition

#### Uniforms in School

- o On Den meeting day, have Scouts wear their uniforms (if allowed by school dress code).
- o Send them with invitation cards

#### At Sporting Events

- o Toward the end of soccer season in October, go to a game and approach parents with a flyer or invitation card.
- o Do this again after baseball

#### Other school events

- o Festivals, holiday fairs

#### Community fall festivals

- o Have a table at fall festivals
- o Help to run an activity, maybe bring the Pinewood track



## Parades

- o Give out candy in a baggy with an invitation card
  - o Do a float showing some of the fun things we do.
- Passive Recruiting

## Passive Recruiting and Advertising

### Posters/Flyers

What, when, who, how & where!

- o Public bulletin boards
- o Businesses: Banks, hardware stores
- o Post in schools, if allowed. Make sure to get permission from the SAU and/or principal first!

### Signage

- o Wire Join Cub Scout signs
- o Larger intersection signs

### Flyers in Schools

- o DWC will print for you
  - o Get approved at the SAU office
  - o Ideal to be sent home in a "Friday Folder." Get counts from school secretary
  - o Print extras to hand out at boy talks
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### Email Lists

Using a PDF of your flyer, send out to appropriate email lists in your community.

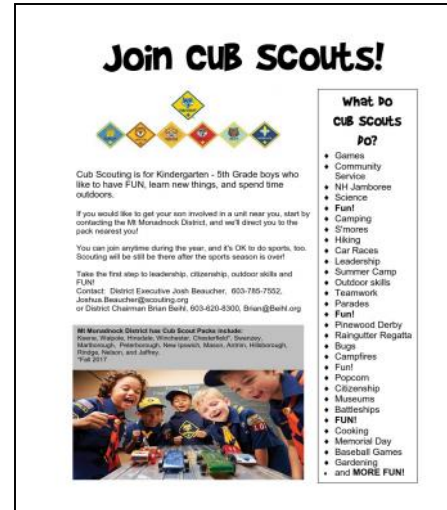
- o Your own list, asking all families to send out your flyer to their family, friends and networks, and to post at work.
- o Town email lists
- o Church lists
- o Chartering org's list

### Facebook

Make a JPG graphic of your poster and post it to Facebook. Make sure you include your contact information in the post.

### Free Social Media

- o Post frequently
- o Ask friends to share with their family & friends -- widening who sees it
- o Post a message on local FB pages: Rec Department, PTO, youth sports, churches, school sites (if they'll let you), on the Troop's site, your chartering organization's page, etc.
- o Pictures found on Google Images, BSA National marketing tools



### ***Paid Social Media***

- o Watch this video on advertising.
- o A note about pictures on Facebook Advertising
- o Create a page for your unit if you haven't already
- o "Boost" your ad
- o Target it by Zip Code
- o Advanced: Target by age (parents 24-40)

### **News Releases**

- o Let the local papers know that your pack is starting up again for the fall, when you'll be doing your first meeting, and who to contact for more information.

## **Other Resources**

### **5 new Cub Scout recruiting tools that will help you grow your pack**

<https://blog.scoutingmagazine.org/2015/06/04/5-new-cub-scout-recruiting-tools-will-help-grow-pack/>

### **7 Cub Scout Recruitment Ideas**

<http://cubscoutideas.com/1547/cub-scout-recruitment-ideas/>

### **Top 10 Proven Ways of Finding New Cub Scouts**

<https://voiceofscouting.org/top-10-proven-ways-find-new-cub-scouts>

### **Planning a Recruitment Night/Open House**

<http://usscouts.org/cubscouts/jsnfal.asp>