2020 Fall Membership Training
Recruitment 101
Welcome & Introductions

• Lois Griffin
• Ryan Thompson
• Barrett Mohrmann
• Johanna Johnson
• Kevin Seymour
Agenda

• Why Membership
• Plan(s)
  – School Access or No School Access?
• Preparation
  – BeAScout.org
  – Promotions
• Execution
  – Presentation model
  – Station model
  – Digital model
• Follow Up
• Post Meeting Execution
  – Training, Engaging adults, Retention, Spring recruitment
• Q&A
Why Membership

Welcome!!
Adventuring is Calling!!
Why Membership

- About me
- Our youth
- Being a kid right now
- Semper Gumby
Consider Shifting Your Schedule

Scheduling recruiting nights earlier will help avoid any negative coverage and give you the opportunity to conduct additional rallies later in the season.
Plans

• Do you have / will you have School Access?

Yes 😊

No 😞
CONNECT WITH EDUCATORS
Preparation – BeAScout.Org
THINGS YOU SHOULD CONSIDER NOW!
BE FOUND ON BEASCOUT.ORG

UPDATE THOSE PINS
GREAT NEW TRAINING VIDEOS

https://www.scouting.org/resources/online-registration/
Preparation - Promotion

• School events
  Open House, Meet the Teacher, Back to School, Ice Cream Social, Dine 2 Donate

• Flyers – paper, digital

• Scout Talks

• Stickers

• Yard Signs – school, community

• Bulletin Boards, Newsletters

• Personal invitations

• Uniforms & Scout t-shirts

• Social Media
PROMOTE YOUR EVENT ONLINE

Nextdoor
SEARCH FACEBOOK GEOFENCING
Execution – W.R.I.P Presentation

• **W.** Why Scouting?
  3-5 mins - A quick tale telling all the great reasons for youth to be in Scouts

• **R.** Review Family Packet
  3-5 mins - Unit calendar, contact information, uniforms, Scouting terms & definitions, resources

• **I.** Invite a Friend
  3-5 mins - A fun, follow-up activity that anyone can attend. The more the merrier!

• **P.** Paperwork
  As long as necessary. *give families a single point of contact for questions & paperwork/dues collection*
Execution – 4 Station Model

• **Station 1: Welcome / Sign In**
  Make them feel welcome. Grab their attention from the get-go! May need multiple helpers.

• **Station 2: What We Do**
  *Showcase your unit* (videos, photos, activities), educate about the scouting program

• **Station 3: Registration Forms**
  Accommodations to fill out forms (seating, clipboards, working pens). One or two helpers.

• **Station 4: Check Out**
  Collect forms, fees, unit dues. Unit Treasurer and additional helpers.
Execution – Digital Recruitment
GET CREATIVE:
HOLD “VIRTUAL” RECRUITING EVENTS
QR CODES AND UNIT SPECIFIC URLS

Filter Results by
- Program
  - Cub Scouts (K-5)
    - Every Unit
    - Boy Pack
    - Girl Pack
    - Dens for Boys or Girls
    - Packs coming soon
  - Scouts BSA (11-17 years old)
  - Venturing (18-20 years old)
  - Sea Scouts (14-20 years old)
- Application
  - Apply Online
- Distance
  - 10 miles
  - 20 miles

Show Results

Pack 6374 Hurst Christian Church
745 Brown Trl
Hurst TX 76052
Contact: William Palm
Email: Pack6374hurst@gmail.com
- Boy Pack

We are a Pack that loves camping and the outdoors. We meet on Tuesday evenings from 6:30 to 7:30

Request More Information

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BOY SCOUTS OF AMERICA®

SCOUT ME IN
ENJOY THE ADVENTURE
ENJOY THE FUN

365 / 24 / 7

SCOUTING HAS SOMETHING FOR EVERYONE

CUB SCOUTS — boys and girls in grades K-5. It’s all about having a great time with your friends, going on awesome adventures, and learning new things – oh yes, you can earn COOL PATCHES, and eat some S’MORES.

SCOUTS BSA — boys and girls ages 11-18. You KNOW you have what it takes to be a leader, and we give you the chance to prove it. Earn badges, explore the outdoors, learn some cool (high-tech) skills, and maybe even SOAR as an EAGLE.

VENTURERS & SEA SCOUTS — young men and women ages 14-20.
Take your life to a new level, enjoy some HIGH ADVENTURE, on and off the water with friends. Show everyone (yourself included) that you have what it takes to go from Apprentice beyond Ordinary all the way to Quartermaster.

CAREER EXPLORING — young men and women ages 12-20. Don’t have it all figured out yet about what you want to do? NO WORRIES. We’ll connect you to mentors & resources to help you decide. And you’ll have BIG FUN doing it.

STEM SCOUTS — boys and girls in grades 5-12. We mix it up and even sometimes BLOW IT UP (safety wise). Who ever knew that Science and Technology and Engineering and Math could be so much AWESOME COOL FUN?

FOR BOYS & GIRLS, KINDERGARTEN – FIFTH GRADE

- Pack 4 @ Pond Gap / 37920
- Pack 5 @ Green Magnet Academy / 37916
- Pack 6 @ Maynard / 37924
- Pack 21 @ West View / 37921
- Pack 32 @ South Knox / 37920
- Pack 45 @ Beaman / 37921
- Pack 49 @ Christiana / 37917
- Pack 71 @ IUPUI / 37912
- Pack 92 @ Wesley House / 37921
- Pack 407 @ BGCTNV / TBD
- Pack 1819 @ BGCTNV / TBD
- Pack 4550 @ BGCTNV / TBD
- Pack 522 @ BGCTNV / TBD
- Pack 1222 @ BGCTNV / TBD
- Pack 226 @ Emerald Academy / 37921
- Pack 65 @ Sankhu Studio Greens / 37914
- Pack 2714 @ Mount Zion Baptist Church / 37914
- Pack 1376 @ Lonsdale and Sem E. Hill / 37921
- Pack 8835 @ BGCTNV – West Park Baptist / 37923

FOR YOUNG MEN & WOMEN AGES 11 - 21

- Troop 2 @ Lonsdale United / 37921
- Troop 6 @ Mount Olive Baptist Church / 37915
- Troop 222 @ Emerald Academy / 37921
- Crew 4 @ Oak Hill John’s Church / 37921
- Ship 4 @ Saint John’s Church / 37902
- Crew 701 @ Innsip Baptist Church / 37912
- Post 300 @ Knoxville Police Department / 37915
- Post 696 @ Knoxville Fire Department / 37915
- Post 841 @ Knox County Sheriff’s Office / 37902

Prepared For Life.

Anthony.Ingram@Scouting.org / 865-455-5268

Boy Scouts of America
Follow Up

- Welcome email
- Phone call
- Introductions
- New Family Orientation
- Scout buddy / Parent buddy
CONNECT WITH YOUR SCOUTS AND FAMILIES
Post Meeting Execution

• Training
  my.scouting.org

• Engaging adults
  Make it fun for the whole family! Be observant. Talent survey. ASK!

• Retention
  FUN! FUN! FUN! Keep the families engaged. Check in with those you don't see often.

• Spring Recruitment
  Think ahead! Start planning now for Springtime and all those Summer activities!

  *Any Scout event could be a Recruitment activity. Invite friends & neighbors to those special meetings!
Q&A