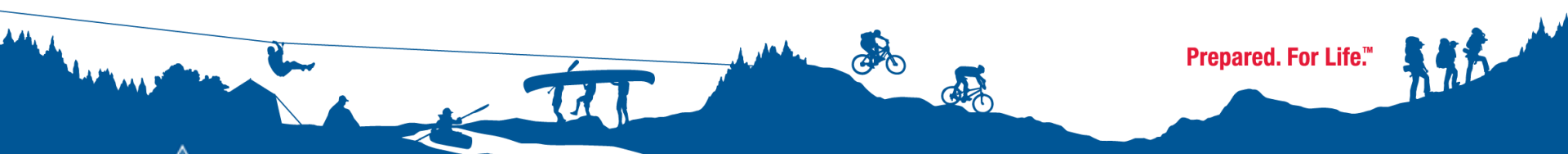




Simon Kenton Council Membership Kickoff and Training



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2024 Fall Recruitment Team

Council VP of Membership

Ken Heintz

District Membership Chairs

Daybreak – Mike Jennings

Frontier – Barb Wasmer

Gateway – Erik Roush

Polaris – Elizabeth Firth

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2024 Fall Recruitment

The goal is to conduct a stand alone recruitment by empowered packs at every elementary school within the boundaries of the Simon Kenton Council.

Give every youth the chance to experience Scouting

Timeline = Now – Year End

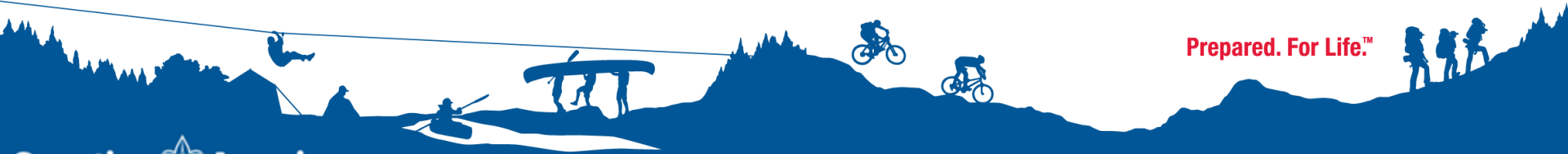
Execute best practices

Learn the plan.

Get the word out.

Grow your unit and have fun!

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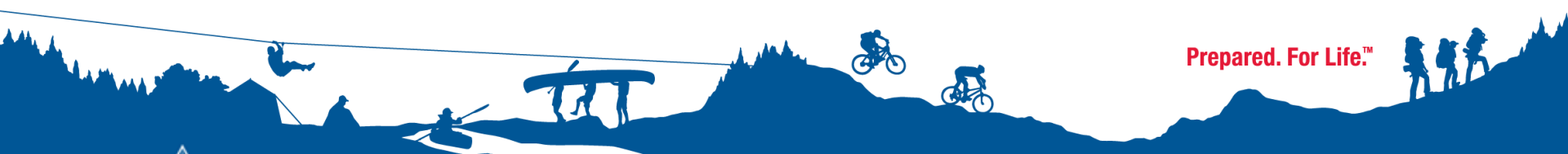




Planning & Preparation

- **Recruit a Membership Coordinator & Committee**
- **Update your Beascout.org pin (<https://vimeo.com/423690368>)**
- **Set a Goal**
- **School Scheduling**
 - Set a date during the 2nd or 3rd week of the school year
- **Back to School Night**
 - Have a table/display at back-to-school nights
- **Flyer Request**
 - <https://tinyurl.com/Flyer-Scout-Talk-Request-Form>
- **School Talk**
 - Set the talk a day or two before the sign up & coordinate with your DE

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Promotion – Best Practices

Units should consider doing multiple methods, there isn't one method that is a "silver bullet" way of recruiting.

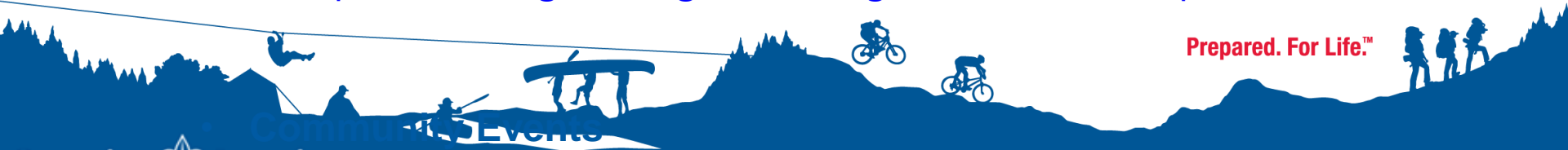
We challenge you to do 7 or more methods of promotion.

- Flyers
- School Talks
- School Announcements
- Posters
- Postcards
- Yard Signs
- Stickers
- Uniform Days (align on A or B)
- Service Projects
- Social Media
- Door Hangers
- Churches/Youth Centers
- Billboards
- Banners
- Bookmarks

Peer to Peer

<https://scoutingwire.org/marketing-and-membership-hub/>

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Incentive Conversation

- **Breakout Discussion**

1. Should incentives be for individual “new youth” or for every youth if the pack reaches its recruitment goal?
2. What type of incentive would motivate Scouts, Parents, and Leaders to join & grow their pack?
 - Prize/Item
 - Experience
 - Discounts
 - Recognition

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BeAScout.org

#ADVENTURE4ALL



#ADVENTUREON!
Join today at beascout.org

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Join today at beascout.org

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Join Cub Scouts today at beascout.org

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#ADVENTUREON!

Join today at beascout.org

#ADVENTURE4ALL
NO ADVENTURE TOO BIG



Social Media

The Power of Personal testimonials & invitations



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Geofencing

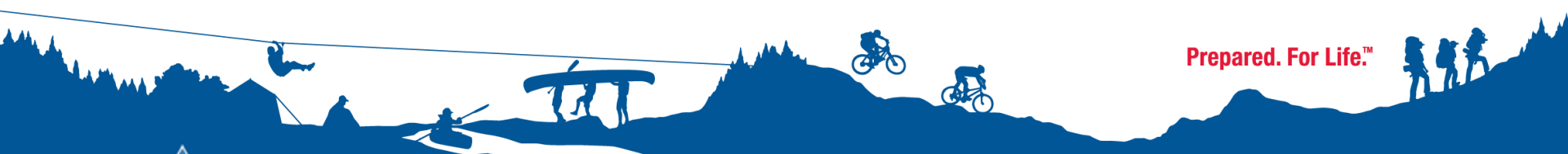
A personal invitation to parents directly through Facebook

WHAT IS GEOFENCING?

- You can work with the SKC to set up a Facebook event & Geofence for your sign-up nights.
- SKC supported Geofencing will be selected based on the recruitment's adherence to the SKC plan and effectiveness.
- Your unit can utilize geofencing for all of your recruitments and events. Visit the [BSA Brand Center](#) for a step by step guide.

DID IT WORK?

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Peer to Peer – Invite a Friend

- **Every Scout and their family is a recruitment tool to promote Scouting.**
- **Challenge every family to think of at least one other family.**
- **Parents should invite their child's friend's parents to the sign-up night or to the next meeting.**

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Peer to Peer – Invite a Friend

- **Invite Cards**

- These cards can be created by the pack for parents to hand out to other families. Card templates can be found on the BSA Brand Center by visiting:

<https://scoutingwire.org/marketing-and-membership-hub/>

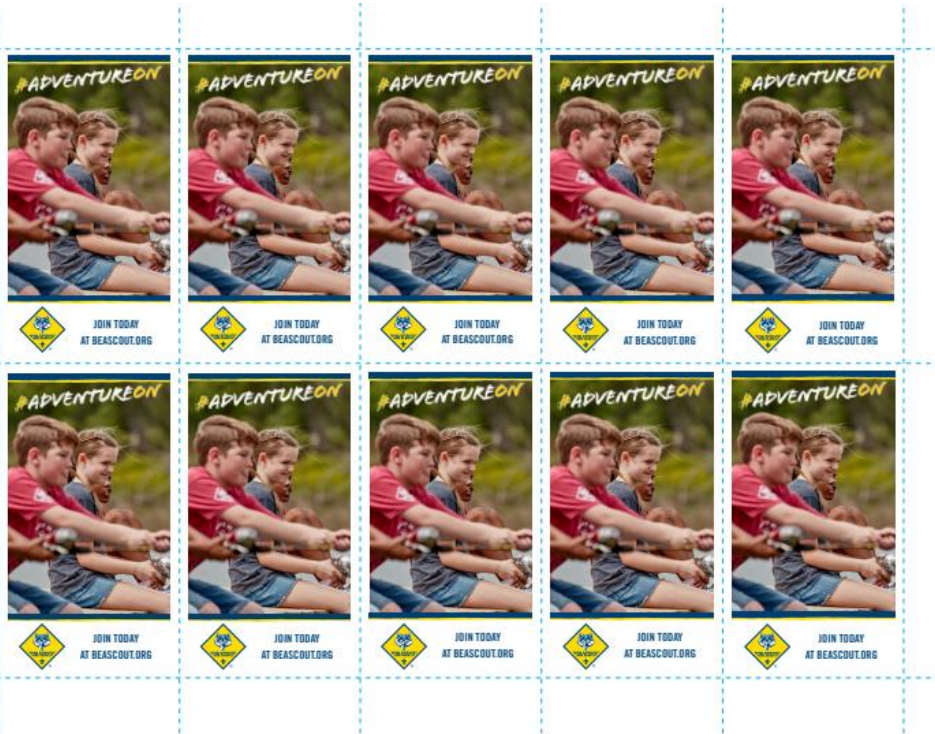
- Include details like date and location of pack/den meetings and pack/den leadership contact information
- Have each leader/family carry and hand out cards at school and community functions
- Have each Scout share these cards with their friends.

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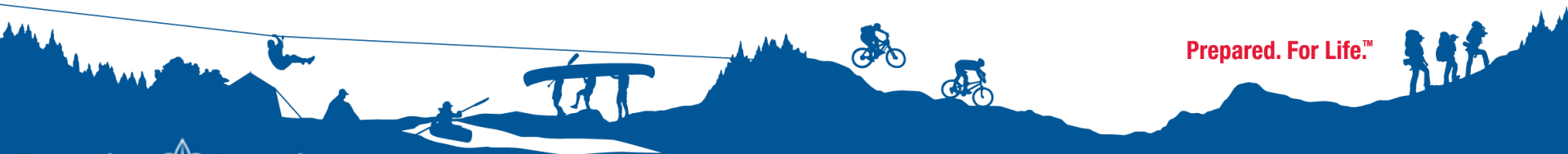




Invite Cards



You Are Invited	You Are Invited	You Are Invited	You Are Invited	You Are Invited
Event	Event	Event	Event	Event
Time	Time	Time	Time	Time
Date	Date	Date	Date	Date
Place	Place	Place	Place	Place
By	By	By	By	By
You Are Invited	You Are Invited	You Are Invited	You Are Invited	You Are Invited
Event	Event	Event	Event	Event
Time	Time	Time	Time	Time
Date	Date	Date	Date	Date
Place	Place	Place	Place	Place
By	By	By	By	By



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School Sign Up Night

They came to join – **SIGN THEM UP!**

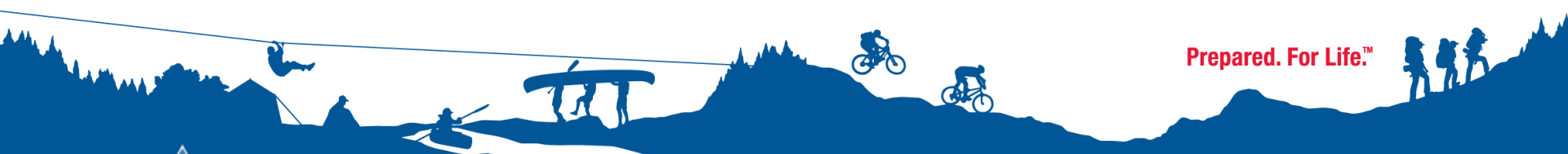
Four Station Sign Up

Station 1 – Welcome/Sign In

Station 2 – What We Do (Calendar/Contacts/Books/Pictures)

Station 3 – SIGN UP utilizing electronic application (paper backup)

Station 4 – Check Out & Q&A with Leadership (sign off on apps)



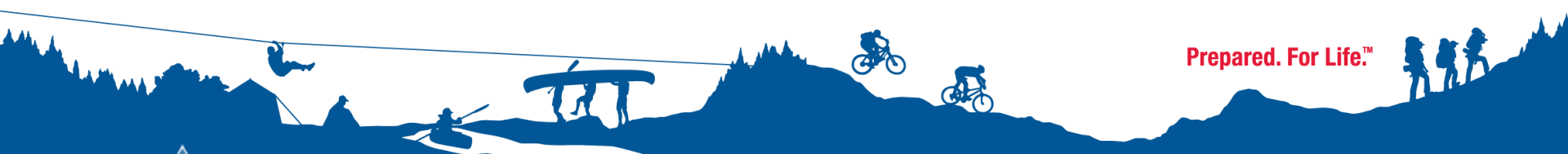
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Following School Sign-Ups

- Approve any online applications submitted (via my.scouting.org)
- Make sure every family receives a welcome phone call
- Review your performance vs. last year (DE will provide this data)
- Identify and conduct additional sign-up opportunities
 - Set up sign up night(s), request flyers, and utilize promotional materials
- Review sign in info and follow up with families that didn't sign up
 - DE will provide excel sign in sheet data)
- Ensure packs onboard families at Unit Orientation
 - Tell your DE the date of your orientation
- Participate in Council Fall Activities
- Conduct a new youth popcorn kick off and new families are participating in the popcorn sale

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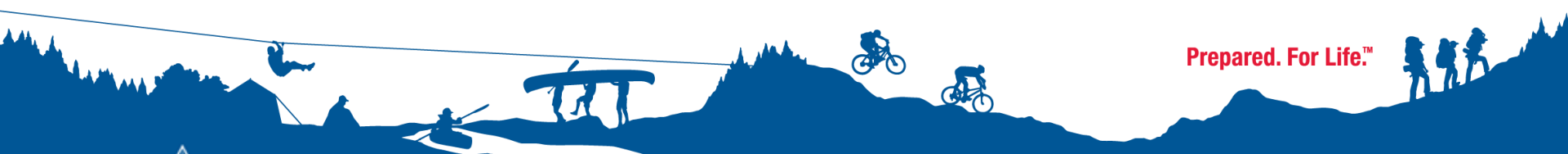




THE MAIN THINGS

- Schedule your sign-up night and request flyers
- Attend back to school night at your school(s)
- **PROMOTE YOUR SIGN-UP NIGHT**
 - 7 different ways (minimum)
- Every family that attends should be signed up (that's why they came)
- Approve all applications the night of the sign up
- Ensure new families know when the next meeting occurs and have their leader's contact info
- Have an Orientation Meeting
- **GROW YOUR UNIT & HAVE FUN!**

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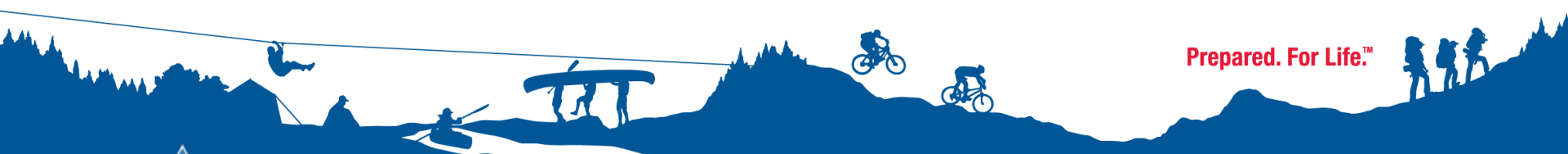
Fall Membership Recruitment

Questions & Answers

Ben Mahlke
630-277-1322

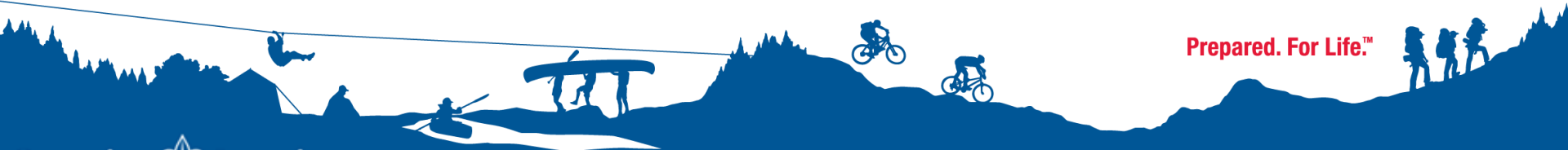
ben.mahlke@scouting.org

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Sign-Up Night – Walkthrough



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