

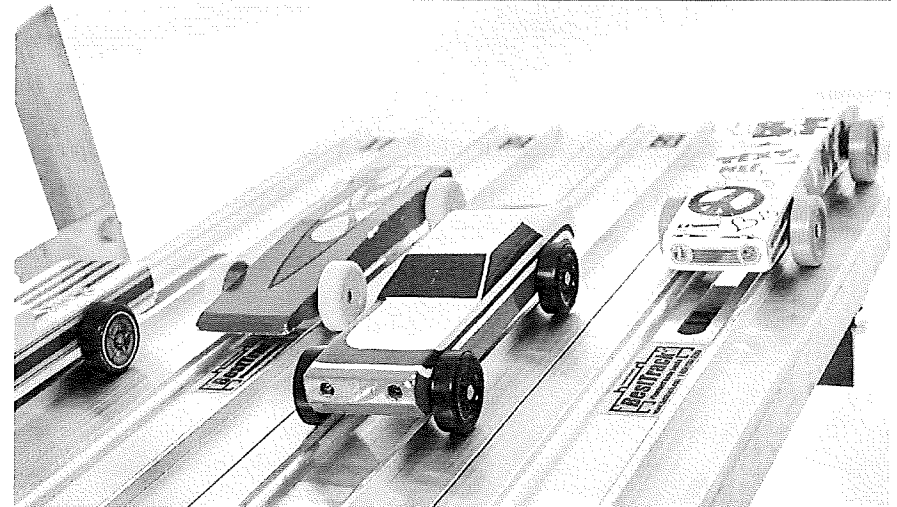
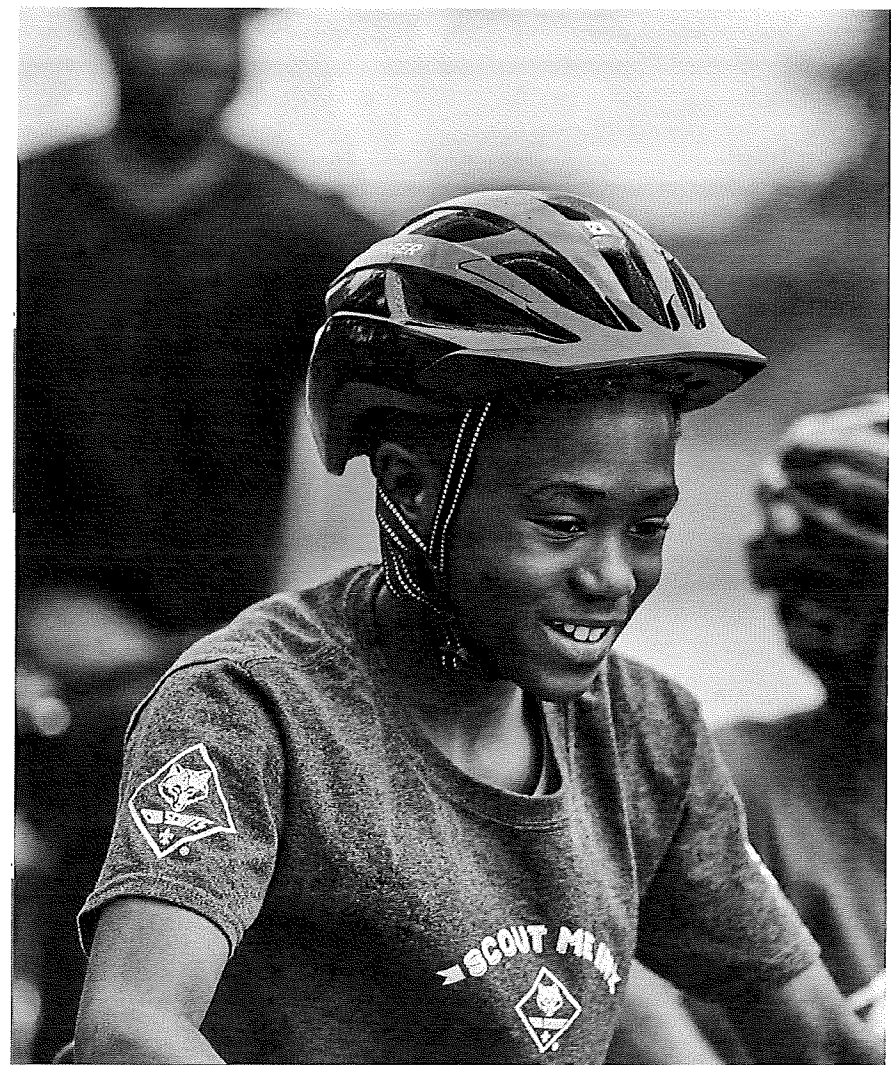


IN VITE NEW FAM ILIES

JOIN SCOUTING'S
ADVENTURE

INVITATION METHODS

THIS GUIDEBOOK HAS BEEN PUT TOGETHER AS A BASIS FOR ASSISTING CUB SCOUT PACKS RECRUIT NEW FAMILIES. THESE ARE A FEW METHODS THAT CAN BE IMPLEMENTED IN YOUR COMMUNITY. SOME OF THE RESOURCES ARE AVAILABLE FROM YOUR LOCAL BOY SCOUTS OF AMERICA COUNCIL. THE MORE IDEAS USED IN YOUR RECRUITMENT, THE MORE SUCCESSFUL RESULTS YOU WILL HAVE!



Organizational Visit/Scheduling

- You should have a face-to-face meeting (virtual) with your chartered organization prior to the new school year. This meeting gives you the chance to thank the organization for their support and outline your ideas and requests for your program year.
- Be sure to bring pertinent information regarding your program, a "yearbook" of activities and be prepared to explain the benefits of the program. Determine how your pack can help support your charter organization.
- Bring popcorn, camp card, or other gift to show that you appreciate your charter organization. Also a good idea to take with you when you visit with the schools that allow your to recruit.

Flyers

- Work with your District Executive to order flyers to be utilized in your recruitment events.
- Your council will let you know what information they can print on the flyer: this is typically the date/time/location of your recruitment event.
- Recruitment events should be planned within the first few weeks of school. However, you will need to find alternative ways to recruit with the current COVID challenges. If schools are still meeting in person you, could still distribute flyers if the school will allow you. Be creative!

Wear Your Uniform/Be Visible in the Community

- This is an easy way to get exposure for Cub Scouts, as the uniform serves as a walking billboard and conversation piece.
- Ask all Scouts to wear their uniform when out for pack events and community activities. If your Scouts are attending school, ask them to wear their uniform on the day of the recruitment event.
- Leaders should also wear their uniform to school, pack and other community events.
- Your pack might decide to design a pack t-shirt for Scouts, leaders, and parents to wear on a regular basis.





Geofencing

What is it?

Geofencing is the practice of using global positioning to define a geographic virtual boundary. Once the virtual barrier is established, we can set up triggers that will send them a Facebook app notification/ad when the mobile device enters the specified area.

How to set it up?

Step 1 - Login to your council FB page

Step 2 - Click on Events

Step 3 - Create an Event

Step 4 - Enter Event Information

Step 5 - After your event is posted - BOOST your event
The BOOST cost you as little as \$1 per day!

ADDITIONAL TIPS!

- Make sure you are using the BSA Brand guidelines
- Use a high resolution graphic for the event
- Make sure it looks professional
- You can target or geofence any location and target elementary schools around that location
- Add small details – Example- Room #; specific location
- **DO NOT** change the event after it is posted, it would be like doing flyers for a school and changing the date



MORE OPPORTUNITIES

The following ideas are additional methods that the pack should consider doing! Ask every family to join in!

Information Business Cards & Buddy Cards

- These cards can be created by the pack for parents to hand out to other families. Card templates can also be found on the BSA Brand Center by visiting Scoutingwire.org
- Include details like date and location of pack/den meetings and pack/den leadership contact information.
- Cards can be printed from your home computer.
- Have each leader/family carry and hand out cards at all school/community functions.
- Have each Scout share these cards with their friends.

Invitation Letter/Email/Personal Phone Call

- The letter or call should be customized from each family for them to send/call their friends and acquaintances.
- Include thoughts like the benefits of Scouting and why your family is involved.
- Letters should include meeting and joining information as well as who to contact for more information.
- If you are able to meet in person, invite new families to go with you to the next activity.

Promote at Church & Other Personal Affiliations

- Families also have many other affiliations such as church and sports; these activities can be used to spread the word of Scouting.
- Ask other families who are involved with you and your child to join you in Scouting.

ADDITIONAL METHODS

- Use door hangers with Scouting for Food, Popcorn, other unit fundraisers
- Unit Events
- Park Recruitment Days
- Pack Ice Cream Socials
- Cub Summer Experience: Launch Events
- Fishing Derby, Shooting Derby, Rocket Launching
- Penny Stuffers (local advertisement stuffers)
- National Recruitment Video
- Local Recruitment Video
- Pizza box flyers (other restaurants that are willing to throw in an advertisement)
- Local Flyer distribution (places families go to. Pizza/Ice Cream/Snow Cone Yogurt Shops etc.)
- Join Scout Night events at sporting areas (soccer/baseball/basketball/etc.)
- Unit self-marketing via Facebook, Snapchat, Instagram, Tik Tok, etc.
- YouTube Ads
- Calendar of Community Events: parades, service events, etc.
- Spirit Day at Chick-fil-A or other businesses
- Utilize NextDoor app
- Partnering with college/civic/business/community organizations
- Partnering with high school groups/organizations-adult education

