

4 Steps to a Successful Recruitment Event

Step 1: Organize Volunteer Manpower for Recruitment Event

- Recruitment Event Coordinator – Organizes and runs the recruitment event. Works with school, church or community organization to reserve the facility and provide certificate of liability insurance if necessary.
- Boy Talk person – Schedules Boy Talk dates and does Boy Talks
- Den Organizer(s) - Recruits new den leadership and supports them
- Activity Leaders – Take youth to another location, help them earn their Bobcat badge
- Extra Help: greeters, helpers, paperwork coordinators, etc.

Step 2: Promotion and Boy Talks (seven points of contact)

- Promotional items (pick up at district kick-off)
- Posters (two at each school)
- Flyers (two rounds, week before and day of recruitment event)
- Stickers (with Boy Talks)
- Yard Signs (two provided per school)
- Radio (council)
- Direct mail (council)
- Television/theater ads (council)

Other Promotional Opportunities

- Facebook*/Twitter/Instagram/Social Media
- Advertise at Back to School nights
- School marquees, road banners
- Local newspapers
- Morning announcements, cafeteria banners
- Peer to Peer "Buddy Cards"
- PTA meetings, uniform or Scout t-shirt day
- Sidewalk chalk
- Have boys make posters at den meetings
- Church/Synagogue/Temple/Mosque bulletins

*Facebook: Unit can budget funds (\$25-\$75) for the purchase of Facebook advertising during recruitment. Images and videos are available to www.scouting.org/marketing. To learn how to advertise on Facebook, go here: <https://www.facebook.com/business/a/online-sales/ad-targeting-details>

Boy Talks

Boy Talks are the most important part of the recruitment event. They can be done in multiple formats including: room to room, assembly or lunchroom. Consider using 5th Graders to do the Boy Talks with leader supervision.

Example Boy Talk script:

Hey everyone, I'm John Doe with Pack 123 and I'm here to invite all of you to join Cub Scouts! We're going to play a little game to help teach you what activities Cub Scouts do! This game requires no talking. You ready? Ok, raise your hand if you like to _____. (Go swimming, learn about animals, shoot bb-guns, shoot bows and arrows, rock climb etc.)

These are all things that we do in Cub Scouts! And we want each of you to come and join Cub Scouts!

So, tonight at 7:00pm, right here in your school cafeteria you can sign up to join Cub Scouts! I'm going to give each of you a sticker that has all the information on it. Once again it's tonight at 7:00pm, right here in your school cafeteria. So when you get home, show your parents this sticker and say "I want to join Cub Scouts!"

Thanks guys, and see you tonight!

4 Steps to a Successful Recruitment Event (continued)

Beascout.org

- Update www.beascout.org unit pin through www.myscouting.org
- Verify unit pin and contact information is correct

Step 3: Execute Recruitment Event

Recruitment Event Program

1. Gathering and greeting
 - a. Greeters meet boys and adults at the door, hand each family:
 - Attendance card, youth & adult application, parent guidebook, Boy's Life mini-mag
 - b. Parents and youth sit with their prospective den (table-tent) and fill out paperwork
2. Opening ceremony
 - a. Start on time - introduce pack leadership
 - b. Explain and demonstrate the Cub Scout salute
 - c. Conduct flag ceremony
3. Begin Parent Presentation (*see Unit Presentation to Parent PowerPoint / can be read, instead of shown*)
 - a. What is Cub Scouts / Things we do / Boy's Life Magazine
 - b. Cub activity - Bobcat Badge
 - All new and current Cub Scouts are taken to work on Bobcat Badge or fun activity
 - c. Pack organization, dens, parents' involvement and adult training
 - d. Unit Information
 - e. Uniforms, equipment and fundraising
 - f. Registration fees, Friends of Scouting
5. Recruit vacancies in pack leadership using the Magic Circle
6. Answer questions, collect paperwork and close meeting
 - a. Have youth recite Cub Scout Promise and Sign
 - b. Ensure all Cub Scouts (who paid) receive their pinewood derby car
 - c. Make sure everyone leaves with contact information and next meeting date
 - d. Verify parents' contact information
 - e. Collect all applications and money

Step 4: Tally Results and Celebrate

1. Check all applications for parent signature, birth date, grade and Boys' Life box checked
2. Check applications against sign-in sheet to see if any were missed
3. Remove all extra copies and sort boy's applications by grade
4. Arrange payment

Checklist for Success!

- 1. Coordinate recruitment dates and times with principals, pastors, community leaders
- 2. Order flyers and stickers through your district executive
- 3. Attend your district's kick-off and pick-up supplies
- 4. Organize volunteer manpower for recruitment event
- 5. Identify leadership vacancies needed (Den Leaders, Committee Members)
- 6. Execute promotion (seven points of contact, including Boy Talks)
- 7. Hold recruitment event
- 8. Recruit parents
- 9. Follow up with everyone who attends recruitment event
- 10. Turn in applications and money with District Facilitator