2020 Fall Recruitment Unit Guide

Scope: The purpose of this 2020 Fall Recruitment Unit Guide is to provide a high level details regarding the tools available for your use during your Fall Recruitment Campaign. Please reach out to your District Membership Team, DE or your Unit Commissioner if you have any questions or need assistance during your recruitment.

• Theme: Race Into Scouting, which ties into Popcorn theme: Fuel your Adventure
• Join Scouting Week (no longer a single day)
  – NW Indiana: August 17th – 21st
  – Suburbs: September 14th – 18th
  – Chicago: September 21st – 25th
• Recruitment event / night will be a “Hands-On” event
  – Recruitment will consist of a “series of many contacts”
  – Identify your New Member Coordinator (NMC)
  – You will need to know if they will start with eLearning or the date when your school is scheduled to re-open for the Fall
  – “Think Outside of the Box” for a successful recruitment, develop a solid plan that includes collaboration with your Charter Partner
  – Cannot get into your school, consider holding your recruitment in the parking lot
  – Include Peer-to-Peer Recruitment that involves youth and parents
• Unit Incentive: “Drive for 5”: Aug. 1st – Dec. 31st Timeframe
  – Existing: Recruit 5 new Scouts above last year’s number + a Registered NMC
  – Incentive – Pinewood Derby Cars for all Scouts in that unit
• Youth Incentive
  – Balloon Race Car – will be included in the Backpack
    • *Given to all youth who attend a recruitment event – No completed application required*
  – Rubber Band Race Car
    • Unit leader will be given the Rubber Band Race Car for their new youth when they turn in the completed applications to their Service Center
    • *Rubber Band Car will be needed for one of the Adventure Day activities*
Tools to consider:

- **Website:** [www.pathwaytoadventure.org/recruitment](http://www.pathwaytoadventure.org/recruitment)
- **2020 Fall Recruitment Training Video**
  - Please participate either at your District’s August Roundtable Kick-off or on upcoming Council Training Zoom sessions
- **12-Step Cub Scout Recruitment Plan**
  - New tool with 3 different school access levels, please work with you District Membership Team, DE and Unit Commissioner
- **BeAScout Pin / Online Application / Invitation Manager**
  - Critical tool, information needs to be current / allow Online Application / utilize Invitation Manager (unit specific QR & URL Codes)
  - Please participate on upcoming Council Zoom Training for this tool
- **Geo-Fencing**
  - National & PTAC will provide Geo-Fencing/advertising support for unit join nights this fall. Remember that even virtual events can be Geo-Fenced! To receive this *free* advertising support, either your DE, unit leader, or unit membership chair must fill out this form:
    - [https://app.smartsheet.com/b/form/88a0d85f92e44f4ca308e34da4f39079](https://app.smartsheet.com/b/form/88a0d85f92e44f4ca308e34da4f39079)
- **Collateral Materials (includes Site Packet & Backpacks)**
  - If Live, Materials will be available at your August Roundtable
  - If Virtual, then materials can be picked up at your Service Center
  - New materials: Race Car Piggy Bank, Lanyards, Business cards, Wristbands
- **Additional Marketing Materials**
  - Community Marquees
  - Patch.com
  - NextDoor

Additional events to consider for recruitment:

- **Popcorn Site Sales**
- **Family Fun Fest**
  - August 8th or September 12th
  - For both Scouting & non-Scouting Families
  - Learn more & register at scouting.org/familyfunfest
- **Adventure Day**
  - Community Park (Muster, IN): September 26th
  - Busse Woods (Elk Grove): Oct (actual date TBD)
  - Country Lane Woods (Willow Springs): Oct (actual date TBD)
- **National Night Out (NNO)**
  - Current date: August 4th but the NNO Organization is strongly recommending that all NNO areas celebrate on Oct. 6th (first Tuesday in October) due to health concerns