



2021 Fall Recruitment Guide

The following 4 pages of this 2021 Fall Recruitment Unit Guide is designed to provide a high-level information and ideas for your use during your Fall Recruitment *Race Into Scouting* 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.

- **Join Scouting Week**
 - NW Indiana: August 23rd – 27th
 - Suburbs: September 13th – 17th
 - Chicago: September 20th – 24th
- **Recruitment event / night needs to be a “Hands-On” event**
 - Recruitment will consist of a “series of many contacts”
 - *These contacts should not be the same contact type each time (Example: Flyers)*
 - *What are your plans to recruit during the Summer and when school resumes?*
 - Identify your New Member Coordinator (NMC)
 - “Think Outside of the Box” for a successful recruitment, develop a solid plan that includes collaboration with your Charter Partner
 - You will need to know if your school will allow a Youth Talk and / or video and Flyers (paper or digital)
 - *BSA Brand Center contains short videos that can be used when you cannot hold a youth talk*
 - *These videos can be used on your Facebook page, especially when combined with Geo-Fencing*
 - *National has a brand new “Landing Page” where you can access additional information on Marketing Materials, Social Media Planning Tool, Membership Kick-off Facebook Seminar, and upcoming & past Membership webinars*
 - *Link: <https://www.scouting.org/recruitment/>*
 - Cannot get into your school, consider holding your recruitment in the parking lot or at another location
 - Include Peer-to-Peer Recruitment that involves both youth and parents who would invite new Scouts and their Families to your unit
- **Unit Incentive: “Drive for 5”: Pack Timeframe April 1st – Dec. 15th**
 - Existing: Recruit 5 new Scouts above your 2019/2020 recruitment average number **+ a Registered NMC**
 - *Your District Membership Chair and/or your DE will have your Drive for 5 number*
 - Incentive – Pinewood Derby Cars for all Scouts in that unit.
- **New Youth Incentive**
 - Packs
 - Balloon Race Car – will be included in the Backpack
 - ***Given to all youth who attend a recruitment event – No completed application required***



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- 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**
- Packs & Troops
 - Peer-to-Peer Recruitment
 - **Pack Time Frame: Oct 1st – Dec 30th**
 - » **NOTE: Units need to actively recruit during August & September, plus all applications have to be turned in by 5pm on September 30th in order to qualify**
 - **Troop Time Frame: Sept 1st – Dec 30th**
 - » **NOTE: Units need to accept all Webelos Transfer Applications in Application Manager, or turn in all paper applications into their Service Center by 5pm on August 31st to qualify**

Additional Contact and Support Tools for your use:

- **Website:** www.pathwaytoadventure.org/recruitment
- **2021 Fall Recruitment Training Video**
 - Please participate at one of the four Council Fall Recruitment Webinars (August Aug. 9th, 16th, 19th, or 30th from 7:30-8:30pm), see the PTAC Calendar for registration and course details
- **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 note: It could take up to 24 hrs. before your changes go live
 - These 3 tools complement each other and helps your unit manage online registration and inquiries from parents who are interested in joining your unit
 - Units need to address their leads within 48 hours as this is your first impression you make with your potential new families
 - Please participate on August 31st Council Webinar (7:30-8:30pm), see PTAC Calendar for registration and course details
- **New Member Coordinator Training**
 - Please participate on August 18th Council Webinar (7:30-8:30pm), see PTAC Calendar for registration and course details
- **Cub Scout Chat Live on Facebook**
 - New Membership tool from National that discusses the different recruiting tips & tricks
 - Link: <https://www.facebook.com/scoutingmagazine/>
 - Then click on videos, followed by Cub Scout Chat Live & select “See All” to choose which video you would want to watch.



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- **Collateral Materials**
 - When using the yard signs, postcards, door hangers & book markers, you should include your unit's QR Code in these handouts so parents can click and go directly to your unit's site to get the specific event information and possibly join right away
 - Flyer backside contains the following email address, which is monitored by the professionals at each of our Service Centers, so we can answer all questions from our prospective new parents
PTAC.helpdesk@scouting.org
- **12-Step Cub Scout Recruitment Plan**
 - New tool rolled out last year, which allows you to create your plan based on any of the 3 different school access scenarios; please work with you District Membership Team, DE and Unit Commissioner if you have any questions
- **Geo-Fencing**
 - PTAC will provide Geo-Fencing Boost support for unit Recruitment Events and Join Nights this Summer and Fall (first come basis)
 - Remember that even virtual events can be Geo-Fenced!
 - To receive this *free* Boost support, either your unit leader, new member coordinator or unit membership chair must fill out the following form: <https://tinyurl.com/k86sum8>
 - Please submit the Smartsheet 3 weeks in advance of your event so you can receive your requested "customized" format request along with the full 2 weeks of Boost time
Less than 3 weeks, your event will be in a "Standardized" format, and you will not get the full 2 weeks of Boost time
- **Customized Recruitment Video**
 - PTAC will provide units the opportunity to customize a selection of National videos where we will add specific unit recruitment information at the end of the video
 - These videos can be used on your unit's Facebook page and/or at your school in place of a youth talk
 - Please submit the Smartsheet, in the following link, 3 weeks in advance of your event so you can receive your requested "customized" format request <https://tinyurl.com/cmpdb4b5>
- **Collateral Materials (includes Site Packet & Backpacks)**
 - Materials will be available upon request from your DE
 - Includes print requests, Backpacks, Site Packets, Geo-Fencing support & Custom Video requests
 - Door Hangers will be available at your Service Center
 - Additional Support materials: Canopies, Feather Banners, Sandwich Boards & Polycore cutouts are available; please schedule use of these support materials with your DE
- **Additional Marketing Options**
 - These options, are considered "low hanging fruit" and this advertisement needs to be handled by the unit – there will be a "template" available on the PTAC Website
 - Patch.com and NextDoor are location specific and can only be set-up by the units in that area
 - Community Marquees
 - Patch.com or NextDoor App



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Join Night Recruiting Top 5

1. Promote – Promote – Promote
 - a) “People Join People”
 - b) Parents want to know about the benefits
2. Time with your child
 - a) Scouting program offers this opportunity for our parents
3. Tone down the Scouting
 - a) Wear your Class B uniform to a recruiting event & let parents know that you are also a volunteer
4. Get the “commitment to join” completed
5. Follow-up

Additional events to consider to assist in your recruitment:

- **Popcorn Site Sales**
- **Cub Scouts: The Experience**
 - Formerly known as Adventure Days
 - **Now available for both new and existing Scouts within your Pack**
 - Dates / Location / All Times are 9am to 4pm
 - **Sept. 25th / Community Park (Muster, IN)**
 - **Oct. 2nd / Location TBD**
 - **Oct 9th / St. Peters Church (Schaumburg, IL)**
 - **Oct. 16th / Location TBD**
 - Additional information is in the PTAC Calendar
- **Community Event Example**
 - **National Night Out (NNO): Community-Police Awareness-Raising Event**
 - *Current 2021 date: August 3rd & 4th in Chicago and actual dates may differ in each Community / Neighborhood*
 - *Please put this event on your radar screen for 2022*
 - *National Night Out Link: <https://natw.org>*



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