



2021 Peer-to-Peer Recruitment Guide

The following 3 pages of this 2021 Peer-to-Peer Recruitment Guide is designed to assist your unit, whether Pack or Troop, with a suggested format and ideas for your Peer-to-Peer Recruitment Campaign. Please reach out to your District Membership Team, DE or your Unit Commissioner if you have any questions or need assistance.

- **Plan or Identify a “high-impact” Scouting Experience**
 - This experience should be a meeting or event where that guest (youth & parent) will:
 - Find interesting, exciting and memorable
 - Participate in a hands-on activity where your guest can get to know the Scouts better and learn about your unit
 - Please avoid a Pack Night or a Troop meeting
 - Remember: Parents will want to know about the benefits for their child and see their child have fun at your event

- **Plan & Promote-Promote-Promote**
 - 3 Weeks Prior
 - Ask existing Scouts to make a list of everyone they know who could be in their unit
 - ***Packs need to involve the parents in this process with their child***
 - ***Packs should have parents recruit the parent of the youth on your list***
 - Challenge the Scouts:
 - ***To include youth who may not be in their immediate circle of friends***
 - ***To not decide for anyone else that they “can’t” or “wouldn’t” join***
 - 2 Weeks Prior
 - Add any new names since the list was last made, clean up duplicates
 - Assign every name on the list up to 2 current Scouts who know them
 - Scouts each fill out a Business Card (legibly) for each guest they will invite
 - During the following week, every prospective scout on the list is enthusiastically invited to the upcoming event or activity, and given a business card with event name, time, date, location, and “By” (invitee) filled in on back
 - ***Add your unit’s QR Code, found in Invitation Manager, in the provided space on the back of the Business Cards (See page 3 for the options)***
 - ***Every prospective Scout gets a personal invite from 2 current Scouts***
 - ***Make person-to-person invitations and use Social media (includes your BeAScout Pin) as a supplement, but not as the initial invite***



- 1 Week Prior
 - Scouts personally remind those who have been invited
 - Day of Event
 - Do not forget that one last reminders
 - At the Meeting
 - Make prospective youth & parents feel totally at home as soon as they arrive
 - Get youth & parents directly involved in activities right away
 - Have an adult volunteer (New Member Coordinator) present to meet with the parents
 - **Explain Scouting and answer their questions while youth are participating**
 - » **Use the Why Scouting Tool to explain the benefits of Scouting for their child**
 - **Give them youth applications (and adult applications if interested)**
 - » **Youth can also apply online**
 - **Share promotional brochures**
 - Be sure to announce the upcoming cool activities and outings they can go on to increase their interest in joining your unit
 - Personally invite them back to your next meeting/event
 - Collect registrations that night
 - Follow-up
 - During the next two weeks, Scouts should:
 - **Personally thank their friends & parents for coming**
 - **Ask guests how they liked the event**
 - **Share what they like most about Scouting**
 - **Invite them back**
 - Leaders respond to all questions / requests for information that parents expressed at the meeting
 - **Encourage parents to encourage Scouting to their child**
 - Get the “commitment to join” completed
- **Youth Incentive Note: While Peer-to-Peer Recruitment should be utilized year-round, the youth incentives are only for these time frames**
- 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 in order to qualify**

Additional Contact and Support Tools for your use:

- **Website: www.pathwaytoadventure.org/recruitment**
- **Refer to the 2021 Fall Recruitment Unit Guide for explanation of other tools available to support your Peer-to-Peer Recruitment event**



Back – Same for all cards

Peer-to-Peer Business Cards: Front & Back Options

NOTE:

- *Print at home or work with your DE*
- **Cards located at:**
www.pathwaytoadventure.org/recruitment

YOU ARE INVITED

EVENT

TIME

DATE

PLACE

BY

Insert your
unit's QR
Code here

Pack Boys & Girls (Front)



Scouts BSA Girls (Front)



Scouts BSA Boys (Front)



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