



2022 Peer-to-Peer Recruitment Guide (Spring Edition)

The following 3 pages of this 2022 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 & Tools needed for support**
 - 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
 - Additional Support Tools to use with Peer-to-Peer Recruitment
 - Customized Videos
 - **Use on your Facebook page & a replacement to youth talks at our schools**
 - GeoFencing
 - **Packs should consider placing a “fence” around Daycare Centers within your neighborhood since you want to include new kindergarteners**
 - Invitation Engine (**NEW Tool**)
 - **Allows unit leadership to invite a potential new family, via text or email, to any upcoming unit event throughout the year (will need to use the SmartForm on Membership Website)**
 - 12 Step Membership Plan
 - **Helps to identify your unit’s specific tasks and assign responsibility to an individual for a successful recruitment**
- **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 reminder
 - 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 Incentives will be outlined in the Spring edition of this Recruitment Guide**

Additional Contact and Support Tools for your use (Website Links):

- www.pathwaytoadventure.org/unit-resources/recruitment-materials/
- <https://blog.scoutingmagazine.org/2021/11/15/why-normal-friend-activities-are-such-an-effective-recruiting-tool/>
- Scouts BSA Spring Recruiting Webinar: <https://scoutingwire.org/marketing-and-membership-hub/marketing-webinars/>

Pocketknife Update:

- Engraved pocketknives (one per youth) for those who recruits a new Scout
 - New Scout cannot be a Cub Scout who crosses over
- Youth or Unit Leader can submit the 2022 Spring Recruitment Coupon, to your local Service Center
 - Receive your pocketknife upon confirmation of the approved application for that new Scout
 - Knives are at all the Chicago Service Centers

Drawing update:

- All Coupons submitted for engraved pocketknives are automatically submitted for the drawing
- Existing Scouts, or their unit leader, can submit a coupon for every new Scout they recruit for the drawing, even though they are eligible for only 1 pocketknife

Drawing Breakout:

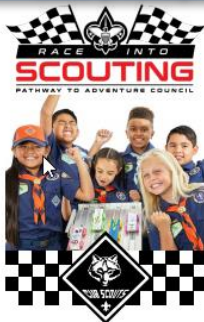
- Cub Scout Family Camp (Camp Betz)
 - 6 Coupons: \$25 value – 2 per each Service Area
- Cub Scout Day Camp
 - 12 Coupons: \$25 value – 4 per each Service Area
- Council Camporee
 - 12 Free Passes – 4 per each Service Area (3 Troop & 1 Pack)
 - Can either be a \$25 Day Visitor or \$30 Camping
 - If a Pack wants to camp, the committee is trying to ensure that all Packs / Individuals camp with a Scouts BSA unit

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

NOTE:

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

Pack Boys & Girls (Front)



JOIN TODAY AT
BEASCOUT.ORG

Scouts BSA Girls (Front)



JOIN TODAY AT SCOUTSBSA.ORG

Scouts BSA Boys (Front)



JOIN TODAY AT SCOUTSBSA.ORG

Back – Same for all cards

YOU ARE INVITED

EVENT

TIME

DATE

PLACE

BY

Insert your unit's QR Code here

