



2022 Spring Recruitment FAQ (v2)

This FAQ is a high-level fact sheet around our Spring Recruitment Campaign for all our units as we should start our planning over January & February. Inform our Unit Leaders that all updates and communications will be within the PTAC Monthly Newsletter, and in the Membership Folder (under the Resources Dropdown Field) on our PTAC Website along with discussions at our monthly Roundtables.

- **Recruitment Themes**
 - Cub Scouts: Race Into Scouting
 - Scouts BSA: Escape the Indoors
- **Recruitment Materials & Tools**
 - Collateral Materials
 - Race Into Scouting: All materials from the Fall are available for Spring
 - Escape the Indoors: Flyers will be available
 - Pop-ups, Feather Banners, Tables, Polycore Cutouts & Sandwich Boards available for use – coordinate with your DE
 - Recruitment Event Examples
 - Scouting For Food
 - **Use stickers with unit contact information on the Door Hangers**
 - District Pinewood Derbies
 - Crossover of AOL Scouts from Pack to a Troop
 - Blue and Gold Banquet or a Court of Honor or an Eagle Ceremony
 - Kindergarten Round-up or Sign-up
 - **Identify dates at your school / neighborhood and plan to hand out flyers and unit table to recruit and answer questions (if allowed)**
 - 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
 - Peer-to-Peer Recruitment
 - Will include youth incentives & Recruitment Coupons on second page
 - 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 to recruit & train new unit leaders to be ready by Spring
 - Have you included planning your Summertime activities?
 - New Member Coordinator should oversee the use of this tool
- **Planning Timeframe**
 - Planning: January - February
 - Implement / Recruit: March – April
 - New Parent Orientation: May
 - Summertime Activities: June - August



2022 Spring Recruitment: Peer-to-Peer Recruitment Coupon

Existing Scout Name: _____
Unit (Type / Number): _____
District: _____
Coupon Submission Date: _____
New Scout Name: _____
Unit (Type / Number): _____
New Application Submitted (Please designate - Paper vs. Online): _____
Registrar Confirmation Application Approved Date: _____
Unit received youth incentive upon coupon submission Yes / No / N/A (Circle answer)
N/A = Multiple Recruitment Coupon for this existing Scout
Signature of adult receiving youth incentive: _____

NOTE: Place all Peer-to-Peer Recruitment Coupons, including multiples, into the May 31st and August 31st drawings. Please see the 2022 Peer-to-Peer Recruitment Guide (Spring Edition) for additional information. Winner will be contacted by their District Executive.



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