



## 2022 Fall Recruitment FAQ (v2)

This document lists our Collateral Materials and Tools along with the unit and youth incentives in support of our 2022 Fall Recruitment Campaign for all our units. All updates and additional communications will be in 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. Please reach out to your District Membership Team, DE or your Unit Commissioner if you have any questions or need assistance.

- **Recruitment Themes**
  - Cub Scouts: Launch Into Scouting
  - Scouts BSA: Adventure On
- **Recruitment Materials & Tools**
  - **Collateral Materials**
    - Launch Into Scouting: All materials listed below for the Fall are available on the PTAC Membership Website or through your DE
      - Doorhangers, Postcards, Bookmarkers, Gliders, Yard Signs & Boys Only, Girls Only, Boys & Girls, Boys STEM, Girls Stem, Boys & Girls STEM and Bilingual Flyers
      - **Link: <https://pathwaytoadventure.org/unit-resources/recruitment-materials/>**
    - Adventure On: Full set of materials are available at the BSA Brand Center Link: <https://scouting.webdamdb.com/bp/#/>
      - **Peer-to-Peer Cards are available at Link: <https://pathwaytoadventure.org/unit-resources/recruitment-materials/>**
  - **Additional Materials**
    - Pop-ups, Feather Banners, Tables, Tablecloths, Polycore Cutouts & Sandwich Boards available for use – please coordinate with your DE
  - **Customized Videos**
    - Use on your Facebook page & as a replacement or supplement to youth talks at our schools
    - Please submit the SmartForm request and allow 3-weeks prior to event date for customized video, if submit less than 3 weeks, will get a standardized video
  - **GeoFencing**
    - Units should consider placing a “fence” around your school, church, park district, and grocery store within your neighborhood or community
    - Please submit the SmartForm request 3-weeks prior to event date to allow for turnaround of your request so you can capture the full 14-day boost
  - **Peer-to-Peer Recruitment Cards**
    - Use of the 2022 Peer-to-Peer Recruitment Guide (Fall Edition) provides you a purposed timeline for your recruitment, youth incentive explanation & Recruitment Coupons to redeem this incentive
  - **Invitation Engine *(NEW Tool)***
    - Allows unit leadership and current families to invite a potential new family, via text or email, to any upcoming unit event throughout the year
    - Please submit the SmartForm request 3-weeks prior to event date to allow for turnaround
    - Should use this tool along with your Peer-to-Peer Recruitment (Youth & Adult Recruitment)



- **Recruitment Materials & Tools (con't)**
  - **12 Step Membership Plan**
    - Helps to plan and 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 for Fall
    - New Member Coordinator should oversee the use of this tool
    - The 12-Step Cub Scout Membership Plan Worksheet Guide will help you fully utilize this tool
  - **BeAScout Pin & Invitation / Application Manager**
    - BeAScout Pin
      - Allows families to locate units within their neighborhood or community
      - Family can either reach out for additional information (Lead) or they can join by filling out an Online Application
      - Please be sure all your information is current and accurate
    - Invitation Manager
      - These "Leads" are from parents requesting additional information about your unit, please respond to these families within 72 hours
      - Leads with 60 days of inactivity are automatically closed out by the system, which means we have lost that opportunity to have that child to join Scouting
    - Application Manager
      - Online application submitted by the parents to have their child join your unit
      - Please turn around these applications within 72 hours
- **Recruitment Incentives**
  - **Cub Scouts:**
    - New Scouts: Backpack: To all youth who attend the recruitment event get a backpack that has a POG and Adventure Day Ticket
      - *Units should add their Pack Calendar and an invite to your next event*
      - *New Scouts will receive a catapult upon completion of an application (Paper or Online)*
    - Unit: "Drive for 5"
      - Recruit 5 new Scouts above your 3-year recruitment rolling average and have a registered New Member Coordinator
      - New Pack: Start with at least 10 new Scouts + register a New Member Coordinator
      - **To qualify (new & existing units): All applications need to be submitted & NMC registered by 12/1**
      - Meet or beat your goal and your Pack will receive Pinewood Derby Cars for all your Scouts
  - **Scouts BSA & Packs:**
    - Existing Scouts: Engraved pocketknife to those Scouts who recruits a new Scout (one per youth)
- **Planning Timeframe**
  - Planning: August - September
  - Implement / Recruit: August - October
  - New Parent Orientation: 1-2 weeks after your recruitment event
  - Follow-up for families who did not initially join: 1-3 weeks after your recruitment event
- **Recruitment Event Examples**
  - Back to School Open House Events
  - Upcoming unit event (not a Pack Night)
  - Fall Festivals or other Community Events
  - Trunk or Treat
- **Upcoming Training Webinars to Support Your Recruitment**
  - See 2022 Fall Recruitment Training Webinars FAQ document for the objective for each of the following courses
    - New Member Coordinator
    - Recruitment
    - Acclimating the New Scout and their Family to your unit
    - Using Technology to help your unit grow
    - BeAScout Pin + Invitation / Application Manager