



# 2022 Peer-to-Peer Recruitment Guide (Fall Edition)

The following pages of this 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. Additional recruitment support can be found in the 2022 Fall Recruitment FAQ document. 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 & as a replacement or supplement to youth talks at our schools*
    - GeoFencing
      - *Units should consider placing a “fence” around your school, church, park district, and grocery store within your neighborhood or community*
    - 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*
    - 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 & 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*
      - *Troops should utilize the SPL & PLC Recruitment Letter as an additional recruitment support tool*
    - Challenge the Scouts:
      - *To include youth who may not be in their immediate circle of friends*
      - *Do not decide for anyone else that they “can’t” or “wouldn’t” join*

**LAUNCH**  
INTO  
**SCOUTING**

- **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 this document and the 2022 Fall Recruitment FAQ**

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

- [www.pathwaytoadventure.org/unit-resources/recruitment-materials/](http://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 Recruiting Webinars: <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 Fall 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 Council Service Centers

### **Peer-to-Peer Recruitment Cards: Front & Back Options**

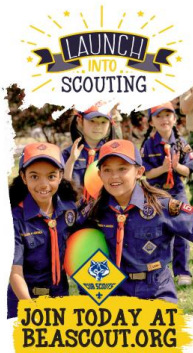
#### **NOTE:**

- *Print at home or work with your DE*
- Cards located at: [www.pathwaytoadventure.org/unit-resources/recruitment-materials/](http://www.pathwaytoadventure.org/unit-resources/recruitment-materials/)

**Pack Boys  
(Front)**



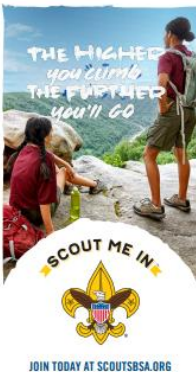
**Pack Girls  
(Front)**



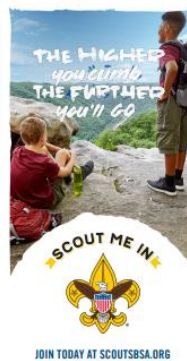
**Pack Boys  
& Girls  
(Front)**



**Scouts BSA  
Girls  
(Front)**



**Scouts  
BSA Boys  
(Front)**

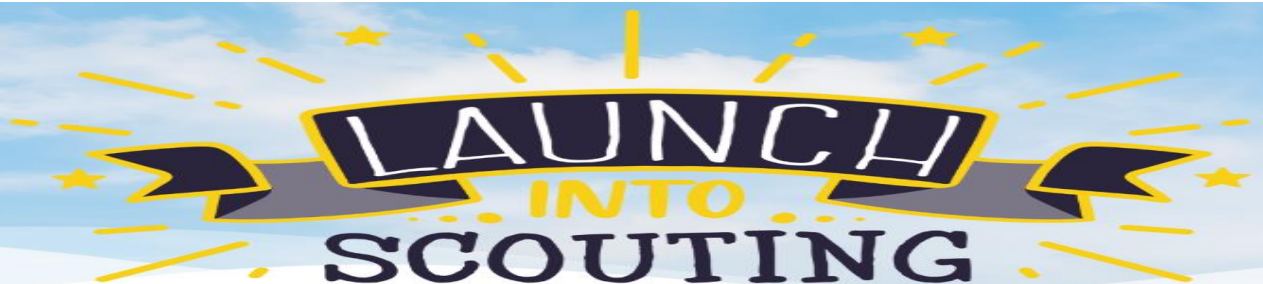


Insert your  
unit's QR  
Code here

**Back – Same  
for all cards**

YOU ARE INVITED

EVENT
TIME
DATE
PLACE
BY





## 2022 Fall 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)  
Signature of adult receiving youth incentive: \_\_\_\_\_

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