

August 1, 2022

To: All Pathway to Adventure Council, Boy Scouts of America
Senior Patrol Leaders and Patrol Leader Councils

Cc: Scouts BSA Unit Key 3

Subject: Grow your Troop and have Fun!

Dear SPLs/ASPLs and PLCs,

Congratulations on your term as the leaders of your Troop as I enjoyed those days in Scouting the most. When you grow your Troop's membership, you create more leadership opportunities, and together, "We Grow Leaders". Even though Troops will recruit many of their new members in Spring, recruitment should be year-round so now is the time to start planning for the Fall, with guidance from your adult leadership. Recruiting in Fall allows you to show your friends and their family how fun Scouting is throughout the entire year! Please reach out to your District Membership Team, DE, or your Unit Commissioner if you have any questions or need assistance.

I would like to suggest the following checklist to assist with your recruitment planning:

1. ____ Meet as a PLC and brainstorm suggested activities that your Troop can do as a recruitment event. Consider both Scouting and Normal Friends Activities when creating your list of recruitment ideas. For additional "Normal Friend Activities" or "NFAs" and Scouts BSA Spring Recruitment ideas, please see the following links:
<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/>
2. ____ Go back to your patrols and ask the Troop members to vote on the top 3 activities. While the activities could be part of your Troop meeting, you should truly consider having a special location and time outside of our normal meeting. When your top 3 activities have been selected, you need to get many people, both youth and adults, to lend assistance.
3. ____ Check your Troop calendar, and decide on available dates, times, locations for your 3 activities that you'll want to invite your friends and their parents to attend. Determine if any reservations or permits might be required. There is a Plan & Promote section within the 2022 Peer-to-Peer Recruitment Guide (Fall Edition) that can assist with your preparation timeline located on the PTAC Membership Website link: www.pathwaytoadventure.org/unit-resources/recruitment-materials/
4. ____ Assemble 3 invitation lists; 1.) Scout-age friends and fellow students 2.) Local Webelos & AOLs. 3.) Families your Troop parents want to invite.
5. ____ Use the Peer-to-Peer Recruitment Cards for the youth and the Invitation Engine for the adults, located on the PTAC Membership Website, to invite the guests in your invitation list. The Scouts should use the Peer-to-Peer Cards and the adults use the Invitation Engine recruitment tools.
6. ____ Send invitations to your invite lists well in advance. Personally, remind your invitees 48 hours before your event.
7. ____ Remember, you'll have guests. Ask either your New Member Coordinator or an adult and Scout to be the welcome team, ready with a smile, name tag, sign-in sheets, and introduction to their Patrol Leader for the event.
The Youth Leader is the Lead!!!
8. ____ Hold a Troop-wide 'walkthrough' prior to your events to ensure the agenda, time/place/location, directions, signage, registration, and all materials. Make sure the Troop Scribe takes good notes.
9. ____ Hold your events! Make all guests, both youth and adults, feel "**Welcome**" so they will like hanging out as a group while doing Fun things with your Troop.
10. ____ Thank families for coming! Hand everyone a Peer-to-Peer Recruitment Card as an invite to the next event and/or to join your Troop.

Sincerely,

Rick Romani, PTAC Vice President of Membership