



2023 Peer-to-Peer Recruitment Guide (Spring Edition)



This 2023 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. All updates and additional communications will be shared with your District Membership Chair and will be contained within the Membership Folder (under the Resources Dropdown Field) on our PTAC Website along with discussions at our monthly Roundtables. This document should be used in conjunction with the 2023 Spring Recruitment FAQ. 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, if possible, 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 your school***
 - GeoFencing
 - ***Use this tool as a supplement that can support your recruitment event***
 - Invitation Engine (***NEW Tool – Under Development***)
 - ***Allows unit leadership to invite a potential new family, via text or email, to any upcoming unit event throughout the year***
 - 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***
 - ***Troops should utilize the SPL & PLC Recruitment Letter document***
 - 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***
 - ***This 3-weeks prior also applies to requests to your DE, which allows for proper lead time for Flyers and other Recruitment materials, including requests for Customized Videos and Geo-Fencing Support***

- 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 Peer-to-Peer 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 Peer-to-Peer Cards (See following page for card 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 both in this document and the 2023 Spring Recruitment FAQ**

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 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
 - If opt out of a knife, then you would be eligible to participate in the Quarterly Scout Shop Drawing
- Youth or Unit Leader can submit the 2023 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 Council Service Centers

Quarterly Drawing (Scout Shop Gift Certificate):

- Peer-to-Peer Recruitment Coupons, where pocketknife was "Opt. Out" and all multiples from the same Recruiter, are automatically eligible for the May 31st and August 31st drawings. Winner will be contacted by their District Executive.

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

NOTE:

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

**Pack Boys
(Front)**



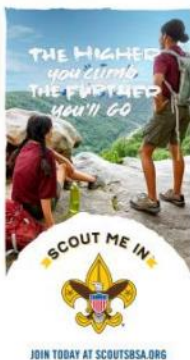
**Pack Girls
(Front)**



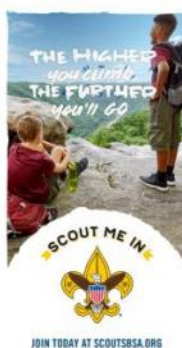
**Pack Boys
& Girls
(Front)**



**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

Prepared. For Life.®



2023 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 pocketknife incentive upon coupon submission Yes / No / N/A (Circle answer)
 Did youth Opt. Out for the pocketknife Yes / No (Circle Answer)
 Signature of adult receiving youth incentive: _____

NOTE: Peer-to-Peer Recruitment Coupons, where the pocketknife was "Opt. Out" and all multiples from the same Recruiter, are automatically eligible for the May 31st and August 31st drawings. Winner will be contacted by their District Executive.



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