



2023 Spring Recruitment FAQ (v1)



This document lists our Collateral Materials and Tools along with the unit and youth incentives in support of our 2023 Spring Recruitment Campaign for all our units. 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 Peer-to-Peer Recruitment Guide (Spring Edition). 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** *(please allow a 3-week lead time for requests to your DE)*
 - **Collateral Materials**
 - Launch Into Scouting: All materials listed below for the Spring 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
 - In Spring, Packs should also consider placing a “fence” around Day Care Centers in your neighborhood and follow-up with either flyers or postcards
 - 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 2023 Peer-to-Peer Recruitment Guide (Spring Edition) provides you a purposed timeline for your recruitment, youth incentive explanation & Recruitment Coupons to redeem this incentive
 - **Invitation Engine** *(NEW Tool: Under Development)*
 - 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
 - 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)
 - **Scouts BSA & Packs (Existing Scouts):**
 - Existing Scouts: Engraved pocketknife to those Scouts who recruits a new Scout (one per youth)
 - Any youth who does not opt for a pocketknife, and for anyone who have recruited multiple youth, all coupons submitted are eligible for the Quarterly Drawing.
 - **Unit Incentive (Packs Only) – Drive For 5:**
 - Recruit +5 new Scouts over their 3-Yr Rolling Average
 - Registered & Trained New Member Coordinator
 - Hold Recruitment Event + Provide your recruitment date to your District Membership Chair & DE
 - All new Scouts earn their Bobcat Badge in 60 days (except Lions)
- **Planning Timeframe**
 - Planning: January - February
 - Implement / Recruit: March – April
 - New Parent Orientation: May
 - Summertime Activities: June - August
- **Recruitment Event Examples**
 - Scouting For Food
 - Use stickers with unit contact information on the Door Hangers (Avery Label #5160)
 - 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)
 - Year-end School Events
 - Upcoming unit event or outing
 - Spring & Early Summer Festivals or other Community Events