

Scouting America
Pathway to Adventure Council



SCOUTS
BSA



**ADVENTURE
IS CALLING**

We're Ready, Are You?

2026 LEADER GUIDE

LEADER GUIDE OBJECTIVE

This Membership Recruitment Leader Guide is designed to help your Pack or Troop plan and carry out a successful Membership Recruitment Campaign. Inside, you'll find materials, tools, training, and ideas from Pathway to Adventure Council (PTAC) to help you recruit new youth and adults into your unit.

Use these resources on their own or alongside materials from National or strategies that have worked well for your unit in the past. Every resource supports PTAC's mission of providing youth with opportunities to build character, develop leadership skills, and live Scouting values. It all starts with Cub Scouts, continues through Scouts BSA, and extends into Crews, Ships, Posts, and Clubs.

If you have questions or need assistance, contact your District Member Growth and Retention Team, District Executive (DE), or Unit Commissioner.

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RECRUITMENT READINESS – ONLINE + UNIT

Social media is where today's families are, and many make decisions based on what they find online, including Scouting. Before launching your recruitment campaign, make sure your unit is ready! **So, what is the first step to ensure my unit's Recruitment Readiness?**

Start by verifying that your unit's BeAScout pin is active, accurate, and includes current contact information. Your BeAScout pin helps families find units in their neighborhood, so confirm that any updates made during unit renewal are reflected online. As a best practice, review your pin and application settings every three months, especially if you haven't received any online leads or applications during that time. **Instructions are available in the BeAScout Pin – Invitation/ Application Manager training deck through the QR code below!**

Next, decide which recruitment tools and materials you'll use, then build a timeline for your campaign. The easiest approach is to "backdate" your plan by starting with your recruitment event and working backward to determine when each activity should begin. Keep in mind that flyers, geofencing, and customized video requests require a three-week turnaround to allow time for production and support.

An example backdating timeline can be found on page 13 and in the Membership Recruitment Training slide deck. Additional examples are included in the Peer-to-Peer Recruitment and SPL/PLC Recruitment Letter sections of this guide. Your District Membership Chair and DE are always available if you have any questions or issues at any time during your recruitment campaign.

APPLICATION + INVITATION MANAGER

Scouting America offers an online application process for youth and adults that allows prospective members and leaders to request additional information, register, and pay online without paperwork. Accessed through your unit's BeAScout pin, the Invitation Manager and Application Manager provide a convenient, user-friendly registration experience for families and a more efficient process for units, districts, and councils.

Below is a brief overview of each tool. **Additional information is available in the BeAScout Pin – Invitation/ Application Manager training deck through the QR code below!**

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, potentially resulting in a lost opportunity for a youth to join Scouting.
- Please be timely with your responses to our families as **you cannot make a second first impression!**

Application Manager

- Parents use this tool to submit online youth applications.
- Adults can also submit applications to join your unit online.
- **Review and process all applications within 72 hours.**



BEAScout PIN (*Stay Tuned for Upcoming Changes*) -
INVITATION / APPLICATION MANAGER TRAINING DECK
tinyurl.com/BeAScoutTraining

SPECIAL NEEDS SCOUTING / SNS

Are you an “Accepting Unit”? Choosing the right Scout unit is an important decision for every family. By the time some families visit your unit, they may have experienced rejection or felt their child was not accepted in other activities. As leaders, we want every family to know that **Scouting is for everyone**.

Every unit has a different culture because leadership is different in each unit. While the goals of Scouting are the same, each unit achieves them differently. Setting clear expectations between the family and the unit is an important part of finding the right fit for every Scout, including those with physical or invisible learning differences.

Experience has shown that supporting youth with disabilities and learning differences benefits both the Scout and the entire unit. An inclusive unit environment helps every Scout grow while recognizing that each youth has unique strengths and may need different types of support. Be willing to think “out of the box”, build on each Scout’s abilities, and provide opportunities for them to contribute in meaningful ways.

When a Scout with a disability or learning difference joins your unit, gather the information needed to provide appropriate support. A Joining Conference with every new Scout is an excellent opportunity to learn about individual needs and expectations. Parents or guardians are often the best resource for understanding their child’s needs and should be included in these conversations whenever possible. Only share information that the family has authorized, and **always respect their privacy**.

As you prepare your unit, visit the Special Needs in Scouting webpage through the QR code below. Also review your BeAScout pin to ensure it accurately reflects your unit’s accessibility, accommodations, and leadership’s awareness of supporting Scouts with physical and invisible learning differences. If you have any questions, you can contact either your District SNS Committee Chair or your DE.



SPECIAL NEEDS IN SCOUTING WEBPAGE

www.pathwaytoadventure.org/special-needs-in-scouting/

NEW MEMBER COORDINATOR POSITION

Growing and retaining a strong unit starts with welcoming new families and helping them feel like they belong. The New Member Coordinator (NMC) plays a key role in creating a positive experience for both new and existing Scouts and their families.

The Unit NMC is responsible for:

1. Building awareness and interest in Scouting by sharing its benefits.
2. Coordinating effective recruitment and helping new Scouts and families feel welcome.
3. Guiding the onboarding process and encouraging ongoing engagement to create a lasting sense of belonging and improve retention.

The NMC position is designed to be a fun, engaging, and meaningful role. It can be filled by one adult or shared among a team, with each person focusing on one of the three responsibilities.

The Unit NMC works with the Council NMC Chair, District Membership Chair, District Executive (DE), and Unit Commissioner to support recruitment and strengthen membership throughout the year.

To learn more about the New Member Coordinator position, including access to the two National training modules, **scan the New Member Coordinator QR code**. Additional resources, including the New Member Coordinator slide deck and NMC Booklet, are available on the **PTAC Membership Resources page under the Unit Membership Tools section**.



NEW MEMBER COORDINATOR

www.tinyurl.com/NewMemberPTAC



PTAC MEMBERSHIP RESOURCES PAGE

pathwaytoadventure.org/membership-resources/#training

12-STEP CUB SCOUT MEMBERSHIP PLAN

The purpose of the following bullet points is a guide to assist you, along with the support of your DE, District Membership Team, and Unit Commissioner, so you can develop your Cub Scout Recruitment Plan. **You can view the 12-Step Cub Scout Membership Plan through the QR Code below.**

Complete your Dates & Location Information.

- **Identify the level of Access at your school**
 - Use the information listed in the Access Levels Defined.
- **Identify your New Member Coordinator (NMC).**
 - If you do not have an NMC, then identify a parent(s) to help.
 - Are they willing to be your unit's NMC?
 - If yes, get that new NMC registered and trained.



12-STEP CUB SCOUT MEMBERSHIP PLAN

www.tinyurl.com/CubScout12Step

Set your Unit Goals.

- **Select the Plan Option based on the access level (Plan A, Plan B, Plan C).**
 - Decide on recruitment efforts from either those provided in the 12-step document or from past successful unit-specific events (WHAT column).
 - Complete the information in the WHO & WHEN columns to properly execute your plan.

Review the plan for robustness.

- Has your unit utilized Geo-Fencing & Customized Recruitment Videos for your event?
- Identify what support is needed from our District / Council Membership Teams & Commissioner Corps.
 - **Membership Team & Commissioner Corps:** Please report this support to your District Membership Chair & DE so we can record and provide the materials prior to their target date.
- Recruitment is a series of many contacts to schools, parents & youth.
 - Promote – Promote – Promote since “People Join People”.
 - Remember to share the benefits of Scouting with the parents & **Follow-up!!!**

“Think Outside of the Box” for successful recruitment.

- **Be creative and develop a solid plan that includes collaboration with your Charter Partner.**
- **Identify the materials you will need to support your Recruitment efforts.**
 - Examples: stickers, yard signs, flyers, postcards, and bookmarks.
 - If you are going to have a booth, then work through your DE to see if a pop-up, table assets, and feather banners are available.

Best Practices

- Is your unit's information current within your BeAScout Pin & is your unit set up to accept Online Applications?
- Units will need to know when your schools are open during the Fall and the School's Access Requirements. (If unsure, please contact the principal during your recruitment planning to verify these requirements.)
 - Examples: mask, capacity, & what cleaning will be required after your recruitment event.
 - Use this info to help backdate your recruitment plan!
- Starting with Plan B - Limited Access, provides the best flexibility for our units so they can adapt their plans if there are changes to our School's Access Requirements (moving to Plan A: Full Access or Plan C: No Access).

ACCESS LEVELS DEFINED:

- **Plan A: Full Access:** Ability to distribute flyers, post yard signs **AND** conduct a Youth Talk at school (live or video).
- **Plan B: Limited Access:** Ability to distribute flyers, post yard signs **OR** conduct a Youth Talk at school (live or video).
- **Plan C: No Access:** **CANNOT** distribute flyers, post yard signs **NOR** conduct a Youth Talk at school (live or video).



PTAC MEMBERSHIP RESOURCES WEBPAGE

www.pathwaytoadventure.org/unit-resources/recruitment-materials/

RECRUITMENT MATERIALS + TOOLS

(Please allow a 3-week lead time for requests to your DE)

YARD SIGNS

- Use the Split Yard Sign when school access is limited. One side promotes joining Scouting, while the blank side allows your unit to display a flyer with unit-specific information in a page protector.
- Be sure to include your unit-specific QR code so families can easily access BeAScout.org and complete an online application. Consider also adding your unit website to provide additional information about upcoming recruitment events.

ADVENTURE IS CALLING MATERIALS:

- All materials listed below are available on the **PTAC Recruitment Materials Webpage**, or through your DE.
 - Stickers
 - Postcards
 - Peer-to-Peer Cards
 - Bookmarks
 - Plane Gliders
 - Flyers: Boys Only, Girls Only, Boys & Girls, and Bilingual.
 - Wristbands



**PTAC MEMBERSHIP
RESOURCES WEBPAGE**
[www.pathwaytoadventure.org/
unit-resources/recruitment-materials/](http://www.pathwaytoadventure.org/unit-resources/recruitment-materials/)

ADVENTURE IS CALLING MATERIALS:

- #Adventure On! – 2026 Membership Resources from National are available at the **BSA Brand Center** then click on the **BSA Brand Center button**



BSA BRAND CENTER
www.scouting.org/recruitment/

ADDITIONAL MATERIALS

- Units may request the following items through their DE:
 - Feather Banners
 - Tables & Tablecloths,
 - Scout Cutouts & Sandwich Boards

CUSTOMIZED VIDEOS

- Customized recruitment videos can be used on your unit's Facebook page as a replacement or supplement to school youth talks.
- Submit the SmartForm request at least 3 weeks before your event date to allow time for production. Requests submitted with less notice will receive a standardized video.
- Consider setting your Facebook page to Institutional (Private) to help control visibility of group members.

CUSTOM VIDEO REQUESTS
www.tinyurl.com/CustomVideoPTAC



GEOFENCING

- Units should consider placing a digital "fence" around locations where families gather, such as schools, churches, park districts, and grocery stores within your community.
- In the spring, Packs should also consider geofencing nearby daycare centers and following up with flyers or postcards to build awareness for fall recruitment.
- Submit your request 3 weeks before your event date to allow enough time to maximize the full 14-day boost.

GEOFENCING REQUESTS
<https://tinyurl.com/GeofencePTAC>



PEER-TO-PEER RECRUITMENT

Peer-to-Peer Recruitment is a Dynamic Recruitment approach that includes both youth inviting youth and parents inviting parents. The goal is to create a memorable Scouting experience where guests can participate, meet Scouts, learn about your unit, and see the benefits of Scouting firsthand.

CHOOSE YOUR RECRUITMENT EVENT

Select a high-impact Scouting experience that:

- Is exciting, hands-on, and memorable.
- Allows guests to participate in an activity where they can get to know Scouting better and learn about your unit.
- Helps parents understand the benefits of Scouting while seeing their child have fun.

Whenever possible, avoid using a standard Pack or Troop meeting as your recruitment event.

ADDITIONAL RECRUITMENT SUPPORT TOOLS

- **Customized Videos:** Use on your unit's Facebook page as a supplement or replacement for school youth talks. Consider setting your Facebook page to Institutional (Private) to control visibility.
- **Geofencing:** Use as a supplement to increase awareness of your recruitment event.
- **12-Step Membership Plan:** Helps identify recruitment tasks and assign responsibilities for a successful campaign.

RECRUITMENT TIMELINE

3 Weeks Prior

Build your invitation list

- Ask Scouts to identify friends, classmates, neighbors, and others who may be interested in joining.
- Packs should involve parents in this process and encourage parents to connect with other families.
- Troops should use the SPL/PLC Recruitment Letter checklist to support planning.
 - **This letter is located in the "Scouts BSA Important Documents" Section through the QR Code below**

Challenge the Scouts:

- Think beyond their immediate circle of friends.
- Avoid deciding for someone else that they would not be interested in Scouting.

Request Recruitment Support

- Submit requests for flyers, customized videos, and geofencing at least 3 weeks before your event.
- Contact your DE for assistance with recruitment materials and support.

2 Weeks Before the Event

Prepare invitations

- Update your invitation list and remove duplicates.
- Assign up to two current Scouts to personally invite each prospective Scout.
- Have Scouts complete a Peer-to-Peer Card for each guest.

Peer-to-Peer Cards should include:

- Event name, date, time, and location.
- Inviting Scout's name.
- Unit QR code from Invitation Manager.
 - Cards can be printed at home or requested through your DE. They are available on the Recruitment Materials Page under the Peer-to-Peer Cards section.

Make personal invitations

- Every prospective Scout should receive an invitation from two current Scouts.
- Use social media and your BeAScout pin as a supplement, not as the initial invitation.



PTAC RECRUITMENT MATERIALS WEBPAGE

www.pathwaytoadventure.org/unit-resources/recruitment-materials/

1 Week Prior

- Scouts personally remind those who have been invited.

Day of Event

- Send one final reminder to invited guests.

During the Event

Create a welcoming experience from the moment families arrive.

- Engage youth and parents in activities right away.
- Have a New Member Coordinator available to welcome families and answer parent questions.
- Use the **Why Scouting Tool** to explain the benefits of Scouting.
- Provide youth and adult applications or encourage online registration.
- Share promotional materials.
- Highlight upcoming activities and adventures.
- Personally invite families to return for the next meeting or event.
- Collect registrations whenever possible.

Follow-up

Within two weeks after the event:

- Scouts personally thank guests for attending.
- Ask guests about their experience.
- Share what they enjoy most about Scouting.
- Invite them back.
- Leaders follow up with parent questions and requests for information.
- Encourage parents to support their child's interest in Scouting.
- Complete the Commitment to Join process.
- Ensure your New Member Coordinator or Committee Chair completes the Onboarding of your new Scouts and families, so they feel truly belong.



PEER-TO-PEER BUSINESS CARDS: RECRUITMENT OPTIONS

Print at home or work with your DE

Pack Boys
(Front)



Pack Girls
(Front)



Pack
Boys & Girls
(Front)



Pack Generic
(Front)



Pack Back
of Card
(All Versions)

YOU ARE INVITED

Event _____

Time _____

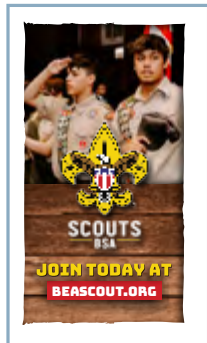
Date _____

Place _____

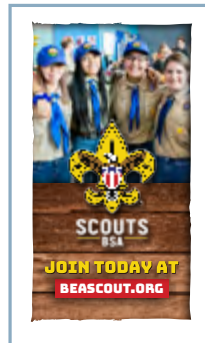
By _____

Add Your
Unit's QR
Code Here

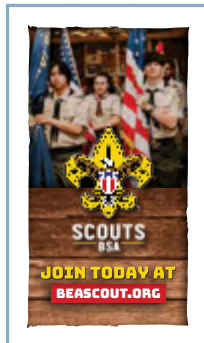
Troop Boys
(Front)



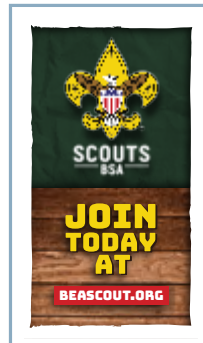
Troop Girls
(Front)



Troop
Boys & Girls
(Front)



Troop Generic
(Front)



Troop Back
of Card
(All Versions)

YOU ARE INVITED

EVENT _____

TIME _____

DATE _____

PLACE _____

BY _____

PEER-TO-PEER RECRUITMENT INCENTIVES

These Peer-to-Peer incentives (one per youth) are for those existing Scouts who recruit a new Scout

- A new Scout cannot be a Cub Scout who crosses over to a Troop

Cub Scouts

- Kindergarten – 2nd Grade: Sunglasses
- 3rd – 5th Grade: Engraved Pocket Knife

Scouts BSA

- Engraved Pocket Knife <or>
- Gift Certificate to the Scout Shop

Youth or Unit Leader can submit the Peer-to-Peer Recruitment Coupon to your local Service Center or submit the Smart Form Online using the QR code or visit

<https://tinyurl.com/PeerRecruitmentPTAC>

- You will receive your incentive upon confirmation of the approved application for that new Scout
- All Peer-to-Peer incentives are at the Council Service Centers



RECRUITMENT INCENTIVES FOR NEW + EXISTING YOUTH

CUB SCOUTS (NEW SCOUTS):

- Packs should consider giving all families who attend your recruitment event, whether they do or do not complete an application, a copy of their Pack Calendar and an invite to your next event
- Packs should let their new families know that they will be receiving a Welcome Kit from PTAC & National once their child's application is live in the system.
- New Scout coupons for the Chicago Wolves, About the Council card, Special Needs in Scouting Brochure, Scout Shop Discount, Cub Scout Sticker Sheet, Scout Family Bumper Sticker, invitation to the Council Camporee (based on registration date), and more!

SCOUTS BSA & PACKS (EXISTING SCOUTS):

- Please see the Peer-to-Peer Recruitment section for those incentives for those Scouts who recruit a new Scout (one per youth)

UNIT INCENTIVE (PACKS ONLY) – DRIVE FOR 5:

- Recruit +5 new Scouts over their 3-Yr Rolling Average
 - District Membership Chair and DE will have this information
- Have a Registered & Trained New Member Coordinator
- Hold a Recruitment Event + provide your recruitment date to your District Membership Chair & DE
- All new Scouts complete their Bobcat requirements within 60 days
- All new Scouts recruited through out the year will be included in your Pack's 2026 Drive For 5 Incentive, which runs through December 15th
- Meet these incentives and our Pack receives Pinewood Derby Cars for all Scouts in the Pack!



AVAILABLE MEMBERSHIP TRAINING

The following Membership Training PowerPoint slide decks are available on our Membership Website, for your reference, in the **QR Code below under the "Membership Training" Section**. Additional information will be available at your August, September and October Roundtables, along with our monthly PTAC Newsletter.

BEASCOUT PIN + INVITATION / APPLICATION MANAGER

Learn how the BeAScout Pin, Invitation Manager, and Application Manager work together to help families find your unit, request information, and complete online applications.



BEASCOUT, INVITATION, APPLICATION MANAGER

www.tinyurl.com/BeAScoutTraining

NEW MEMBER COORDINATOR

Learn about the New Member Coordinator role for Packs, Troops, Ships, and Crews. This training covers how NMCs help welcome, onboard, and engage new and existing Scouts and their families to strengthen belonging and retention within the unit.



NEW MEMBER COORDINATOR

www.tinyurl.com/TrainingNMC

USING TECHNOLOGY TO HELP YOUR UNIT GROW

Learn how membership tools can support your unit's recruitment efforts, including: Peer-to-Peer Recruitment, Customized Videos, Invitation & Application Manager, BeAScout Pin, Geo-Fencing / Facebook along with Slack, Next Door & Patch.com.



USING TECHNOLOGY

www.tinyurl.com/GrowUsingTech

RECRUITMENT TOOLS

Recruitment goes beyond a single Fall or Spring recruitment event. This training covers tools and strategies to support year-round recruitment, including the role of the New Member Coordinator.



RECRUITMENT TOOLS

www.tinyurl.com/RecruitMembership

ACCLIMATING NEW SCOUTS & THEIR FAMILY TO YOUR UNIT

Learn how to create a welcoming experience that helps new Scouts and families feel connected to your unit. This training focuses on the "why," "how," and "what" behind improving engagement, retention, and a sense of belonging.



ACCLIMATING NEW SCOUTS

www.tinyurl.com/AcclimatingNewScouts

YOUTH RECRUITING YOUTH

Designed for youth in Troops, Crews, and Ships, this training explains the importance of Scouts inviting their friends to join and highlights Council and National tools available to support youth-led recruitment.



YOUTH RECRUITING

www.tinyurl.com/YouthRecruiting



PTAC MEMBERSHIP RESOURCES WEBPAGE

www.pathwaytoadventure.org/membership-resources/

JOIN NIGHT RECRUITING "TOP 5" RULE OF THUMB

1. Promote-Promote-Promote

- "People Join People".
- Parents want to know about the benefits for their child and their family.

2. Time with your child

- The Scouting program offers this opportunity for our parents.
- Engage youth & parents while talking about upcoming activities.

3. Tone down the Scouting

- Wear your Class B uniform to a recruiting event & let parents know that you are also a volunteer.

4. Get the "Commitment to Join" completed.

5. Follow-up

- Within 2 weeks of your event, please ensure your New Member Coordinator or your Committee Chair has Onboarded your new Scouts and their parents to in your unit. The goal is to Build a place Scouts & Parents they love and do not want to leave.

WELCOME / ONBOARDING BEST PRACTICES

We need to remember that our Families & Scouts (new & existing) need to be "Seen, Heard, & Validated (Included)". The following bullet points share some of the Welcoming & Onboarding best practices. A New Member Coordinator plays a key role in your Welcoming and Onboarding process for your unit. Additional information about this position is contained in the **Acclimating New Cub Scouts & Parents to your Pack slide deck located in the QR code under the "Membership Training" Section.**

- While the WELCOME is important, Retention begins in the Parking Lot before a parent / family walks through the door. Is your entrance clearly marked and make sure your event is properly set-up before your designated start time.
- Be that friendly face & let families know you are there for them and they can count on you.
- You do not know all the answers but promptly follow-up or direct them to those who could answer that question or concern.
- Make a "Top 5" list of things a new youth and their family would need to know (**DO NOT OVERTHINK IT!!!**)
- How are your unit leadership's awareness and your meeting location accommodations for those with physical and invisible learning differences?
- Follow-up and monitor new & existing Scouts & their families (Participation & Advancement)
 - Have your New Member Coordinator or your Committee Chair reach out to those Scouts and parents that miss two consecutive meetings or events to let them know they have been missed and "re-invite" them to your next meeting or event.



PTAC MEMBERSHIP RESOURCES WEBPAGE

www.pathwaytoadventure.org/membership-resources/

ADDITIONAL RECRUITMENT SUPPORT LINKS

- On Scouting Blog:**
<https://blog.scoutingmagazine.org/2021/11/15/why-normal-friend-activities-are-such-an-effective-recruiting-tool/>
- National's Unit Playbook:**
<https://scoutingwire.org/marketing-and-membership-hub/unit-recruiting/sign-up-night-unit-playbook/>
- National "Landing" page**
(includes Recruitment Resources plus Current and Past Webinars):
<https://www.scouting.org/recruitment>
- Cub Scout Chat Live on Facebook:**
<https://www.facebook.com/scoutingmagazine/>



**ON SCOUTING
BLOG**



**NATIONAL'S
UNIT PLAYBOOK**



**NATIONAL'S
LANDING PAGE**



**CUB SCOUT
CHAT LIVE**

BACKDATING TIMELINE EXAMPLE

Timeline (Weeks)	Week -8	Week -7	Week -6	Week -5	Week -4	Week -3	Week -2	Week -1	Target Date	Week +1	Week +2
Recruitment Event	Create Plan		Progress Checkpoint			Progress Checkpoint			Event	Welcome & Follow-up	Follow-up & Assessment
BeAScout Pin Assessment & Facebook page		Is Pin Current?			Add Video						
Youth Talk								Youth Talk			
Customized Video		Submit Smartform						Give to Principal			
Flyers				Submit Request				Handout Flyers			
Yard Signs, Polycore Cutouts & Sandwichboard					Submit Request			Place in targeted locations			
Geo-Fencing		Submit Smartform						Drop your Fence (14-21d)			
Invitation Engine				Submit Smartform		Plan	Send out Ask	Reminder	Final Reminder		
Peer-to-Peer						Plan	Handout Invite	Reminder	Final Reminder		

PEER-TO-PEER RECRUITMENT COUPON



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 incentive upon coupon submission Yes / No / N/A (Circle answer)

Select the specific incentive: Sunglasses / Knife / Scout Shop Certificate (Circle Answer)

Signature of adult receiving youth incentive: _____