



**BOY SCOUTS OF AMERICA
BAY-LAKES COUNCIL**

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2023 Scouts BSA Recruiting Guide

Dear Scouts BSA & Senior Patrol Leaders,

Thank you for volunteering as a Scouts BSA leader and providing activities where Scouts build character, improve physical fitness, learn skills, develop a spirit of community service, and have a ton of FUN!

It is of great importance that Scouts BSA Troops throughout our council build a year round recruitment plan. The Scouts in your Troop with your guidance can create a recruitment plan that will positively impact the size of the Troop and the quality of program.

We need the help of every Scouting Leader this year—our best success will be ensured by working as a team. Together we can grow your unit and recruit new parents who will help fill your Unit’s leadership roles.

To assure an effective **Join Scouting** event, we have compiled the information within this guide to help everyone achieve success. Your District Professionals, Commissioners and volunteers will be with you every step of the way.

Thank you for all you do to support Scouting in our communities!

Brian Robb
Director of Field Service

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#ADVENTUREON!



**SCOUTS
BSA**

SCOUTS BSA RECRUITING 101

Your Troop's recruiting plan should not be limited to recruiting the Webelos from the Pack. It should be Scout Lead, vibrant, and year round. With the help of your District Professional and District Membership Chair, you will build a recruiting campaign for your unit. Some of the components of that campaign are:

JOIN SCOUTING EVENT OPTIONS

Social Media Campaign: SPL's this is your place to shine!

In today's society digital media is one of the best ways to reach out to families to share the exciting world of Scouting. The goal is for every unit to create a dynamic digital presence. Navigating the world of social media can seem overwhelming at first; however, our Council Membership Committee has drafted a [step-by-step guide](#) to help your unit create an amazing Facebook page or begin your unit Twitter and Instagram accounts.

The Community Partner Event

These events can be a great way to reach your local community. It could be hosting simple but fun kick ball game, volunteering to work a community picnic, hosting a simple activity for kids at a school or community carnival or participating in local markets, expos, or festivals. The size of the event is up to your unit. This type of recruiting can be a long game approach; however, it can net amazing results. Always have some kind of take away with you, like Troop contact cards, so prospective families have a way to contact your unit.

Bring a Friend Activity

These events are simple options with inviting friends to Troop activities. See more information on page 7.



Troop Open House

These events are when a Troop plans a drop in style event where the Troop shows off & demonstrates what they do & how they bring the Scouting mission to life.

These events have best results with people familiar with the program: Webelos, former Cub Scouts looking to return to the program, and alumni families.

Webelos to Scout Transition

These events are amongst the most important recruiting method for Troops. The transition from a Webelos Den to a Scouts BSA Troop is an important stage in the Scouting journey. It is crucial that Troops & their leaders do everything they can to make the process as seamless and inviting as possible for Webelos and their parents. Here are some ways to aide in the transition:

Select Scouts to serve as Den Chiefs for each Webelos Scout Den and Cub Scout Den.

- Serve as a resource for overnight activities.
- The Troop can be of service to provide equipment, leadership, and logistics for Webelos campouts.
- Webelos Den/Scout Troop campouts should show Webelos Scouts and their parents what to expect.
- Arrange for Webelos Dens to visit a Troop meeting. This should be planned several weeks in advance.
- Provide each Webelos Scout a copy of the Troop's activities for the upcoming year.
- Work with the Cubmaster in planning a meaningful crossover ceremony.
- Host parent and New Scout Orientation meetings—this is very important in ensuring new Scouts and families feel welcome!

PRELIMINARY PLANNING QUESTIONS:

To begin building your Unit's program year:

Does your Troop have a program and calendar of events planned for the next 6-12 months?

What does your Troop have planned for fun summer activities?

- ⇒ Communicate those plans and schedules with your existing unit members and have copies of your unit calendar of events available at your **Join Scouting** event or Bring a Friend activities.

To begin building your unit membership plan:

What is our recruiting goal? How many new members do we need?

Do you foresee needing to fill a leadership role for someone in the next year or two?

Do we have a Troop Membership Chair or New Member Coordinator?

- ⇒ If you do not have a membership chair or New Member Coordinator, is there someone you could approach about helping with this role? Don't forget to welcome the new families—parents like to know how Scouts BSA is different from Cub Scouts and need to know how to best support their Scouts.

QUESTIONS TO HELP PLAN FOR RECRUITMENT:

Where do our members come from—which schools or organizations can we connect with?

Where will we hold our Join Scouting event(s)?

What information should we have available for attendees at our recruiting event?

- ⇒ Contact your District Professional to order recruiting materials such as flyers, stickers, yard signs, and posters.
- ⇒ Additional marketing tools available at the [BSA Marketing & Membership Hub](#)
- ⇒ Promotion Videos are available here: [Recruiting Resources](#)

Does our pack have an information or fact sheet?

- ⇒ If not, please visit www.baylakesbsa.org—Resources—Fall Recruiting for a fillable template. You can view and edit this document in Microsoft Word on your computer, tablet, or phone.

Is our Unit Pin set up on BeAScout.org?

- ⇒ Instructions to update/set up your Unit Pin are located in the [Recruiting in a Digital World](#).

How will we promote our Troop's Recruitment efforts?

- ⇒ Create a Facebook event on your Troop page to promote your event.
- ⇒ Promote the good work your Troop members do throughout the school year. Creating program recognition will lead to great community support for your Troop's recruitment activities next year.
- ⇒ Text friends & their parents.
- ⇒ Utilize other social media platforms like Snapchat or Instagram.



RECRUITING TIMELINE

MAY/JUNE:

- Troop leaders & SPLs attend District Roundtable to receive information for planning their upcoming program year & recruitment resources.
- Troop sets recruitment goals & builds year-round recruitment plan & calendar.
- Update Troop BeAScout pin.
- Promote Scouting in your local communities: in person, on social media and through traditional media outlets.

JUNE/JULY:

- Start hosting Bring a Friend events.
- Continue to promote Scouting locally (festivals/parades/etc.).
- New Member Coordinator reviews or creates orientation plan for new Scouts & their families.

AUGUST:

- Attend August Roundtable/Fall Recruitment Kick-off.
- Post yard signs in highly visible areas of their community to promote *Join Scouting* events.
- Ask Packs in your area if they need help with their Fall Recruitment.
- Host a Bring a Friend activity.
- Participate in local festivals/parades.
- Help Packs host tables at “back to school” days/nights.

SEPTEMBER:

- Packs throughout the Council will hold their *Join Scouting* events between mid-September—mid-October, **see how you can help.**
- Packs will hold their New Parent Orientation meeting within 2 weeks of their *Join Scouting* event, **see how you can help.**
- Host a Bring a Friend activity.
- Participate in local festivals/parades.
- Most Pack meetings start in September, make sure Den Chief’s know their Den’s meeting schedule.

**SAVE THE
DATE!**

**2023
POPCORN
KICK OFF
TRAINING**

Virtual Training
to be held on:
**Tuesday,
August 15th
at
6:00 PM CST**



CUSTOMIZED PRINT RESOURCES TO ORDER

The Bay-Lakes Council provides all Troops with promotional recruiting materials free-of-charge. **To order your Unit's materials, contact your District Professional.**

What is available?

- Yard Signs with QR Code to BeAScout.org
- Custom Posters & Flyers
- Youth and Adult Applications
- Peer to Peer Cards
- Cub Scout Stickers
- Postcards for hand-written invitations

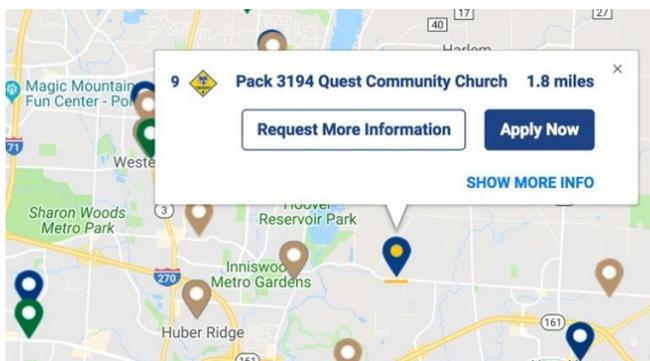


REACH NEW MEMBERS WITH BEASCOUT.ORG

[BeAScout.org](https://www.beascout.org) is the first place many new families visit to look for a Scout group to join and is a family's first introduction to Scouting.

How do families find units? Families search for units by entering their zip code to find all the Scouting units closest to them.

What information do families see? The search results show up as pins on a map. Just click/hover the mouse over a pin on the map to show the unit information. Search results are also available in a list format.



How do families contact a unit? If a family is interested in learning more about a specific unit, they can click the **Request More Information** button. This will generate an email message to the primary contact email listed in the Unit Pin. This will also generate an **Invitation** in [My.Scouting.org](https://www.myscouting.org), which the Unit Key 3 can access and view in the **Invitation Manager** tool. Sending a prompt response to online Invitations is a great way to begin

building a relationship with a new family. [Click here for more instructions about the Invitation Manager.](#)

How do families apply to join a unit? If a family is ready to join a new unit, they can either complete the process online through [BeAScout.org](https://www.beascout.org) or submit a hardcopy paper application to the unit. Unit Key 3 members will receive an automated email alert if any applications are submitted online. [My.Scouting.org](https://www.myscouting.org) will send if a new member applies online. The Unit Key 3 will need to log into [My.Scouting.org](https://www.myscouting.org) to approve any new youth member who applies online. [Click here for more instructions about the Application Manager.](#)

FACEBOOK EVENT ADVERTISEMENT

For the 2023 recruiting season, the [Bay-Lakes Council](https://www.baylakesbsa.org) and the National BSA suggest all units create Facebook Events for their recruitment events. Once the unit has created their event in Facebook, all Scouts & their families are encouraged to share the event and invite friends to attend as well.

WHO IS AVAILABLE TO HELP US RECRUIT?

District Membership Chair:

This volunteer focuses on membership growth and retention for all units within your district.

Unit and District Commissioners:

These volunteer leaders help Scouting units succeed. They coach and maintain the standards of the Boy Scouts of America. Commissioners support the membership process through the Journey to Excellence program and are integral to the annual unit charter renewal process.

Chartered Organization:

Your chartered organization already knows the value of Scouting. They can be a great resource and asset to help you get the word out in the community to recruit new youth and adult members.

Unit Alumni:

What better place to look for support than within your own ranks? Alumni from your unit know the benefits and adventures of Scouting—they can be a great supporter and can help share the story of Scouting!

Hiawathaland:

District Director: [Patrick O'Brien](#)

Northern Lites:

District Executive: [Josh Sampson](#)

Voyageur:

Field Director: [Bobbi Gordon](#)

District Executive: [Dan Connolly](#)

Gathering Waters:

Sr. District Executive: [Jason Splinter](#)

Twin Lakes:

Sr. District Executive: [Amy Wiernik](#)

Ledge-to-Lakes:

District Executive: [Tammi Thurow](#)

Lakeshore:

Sr. District Executive: [Sally Bork](#)

Kettle Country:

District Executive: [Jeff Eagen](#)

Bay-Lakes Council Center for Scouting:

Telephone: 920-734-5705

Email Secure PDF Applications to

application@baylakesbsa.org

POST EVENT TO DO LIST

At the end of your **Join Scouting** event, collect the following information to be sent to the your district professional within 48 hours following your Troop's Join Scouting event:

- All Youth Applications
 - Be sure all applications are fully filled out including unit leader signature and unit number.
- Event Attendance Sheet
- Send a Welcome email to all of the new families (*See Page 10 for sample text*)
- Send a Welcome Back email to your returning families. Maintaining strong communication with all of your Troop's families is key to building a great relationship with those who support your activities. (*See below for sample text*)



The Bring a Friend activity is designed as a way for units to reach a targeted audience within their local network of friends and can offer an alternative method of recruiting when school access is not available. These activities can also be a supplemental recruiting effort.

What is a Bring a Friend activity?

An easy to execute, fun event designed for both your Troop and prospective Scouts & their families.

When?

Whenever works best for the most members of your unit and their non-Scouting friends.

What and Where?

Wherever and whatever works best. Think of fun local community-centric events. A BBQ, fishing derby, bowling, home made drive in movie night, baseball game, ultimate frisbee, or a sledding party! Ask your Scouts what they like to do with their friends and go from there.

Not your traditional recruitment event.

Your Bring a Friend activity is not designed to sell new families on Scouting...it's designed to sell new prospective families on your Troop members as a fun new group of friends. With this in mind:

- Don't wear uniforms, it's intimidating to new members and parents.
- Keep things fun, relaxed, and enjoyable.
- Be welcoming to new faces.
- Hold a series of Invite A Friend Events, and keep inviting folks back.

How?

- As a Troop, brainstorm some great event ideas and locations.
- As a Troop have each Scout commit to invite 3-5 friends & their parents to the event.
- Order Invite A Friend Post Cards from your District Executive, and have each Troop family, hand write invitations for their prospects. Manage and follow through the delivery/invitation process. Post Cards are best hand delivered with a warm, invitation to attend.
- Collect new family information and invite them to future Invite a Friend events, and when the time feels right, or if they show interest, invite them to join the Troop.

Questions? Reach out to your District Professional, they are happy to help!

