



2024 Membership Kickoff



Prepared. For Life.™



Membership Website

- <https://www.ctyankee.org/membership-basecamp>





Recruiting Essentials

- **The best recruitment events are fun**
- **Without proper marketing you will not get the traction you are looking for**
- **Take advantage of the free council recruiting resources**
- **Don't forget to recruit adults**
- **Plan ahead to make your recruitment most effective**
- **Troops cross overs are a great source of scouts, but it is vital to recruit non-scouts as well**
- **Don't underestimate parent to parent recruiting**





Recruiting Youth

- **The goal of every unit should be to effectively recruit youth**
- **Actively recruiting youth ensure the long-term viability of your unit**
- **Gives the youth of your unit a better experience by being able to share their experiences with more of their friends**





Effective Recruitment Events – Cub Scouts

- Lego Derby
- Bike Day
- Rocket Launch
- Science Experiments
- Animal Interactions
- Ice Cream Social and Catapult Build
- Skills Stations
- Rain gutter Regatta





Effective Recruitment Events – Scouts BSA

- Open House
- Camporee
- Outdoor Event
- Campout





Marketing

- Beascout.org
- Unit Website
- Scout Talks
- Flyers
- Social Media
- Yard Signs
- Peer to Peer
- Adult to Adult

BeAScout.org
JOIN CUB SCOUTS

Join Cub Scouts!
Calling all BOYS and GIRLS!
Kindergarten - 5th Grade
HAVE FUN, MAKE FRIENDS

- ✓ Get Outdoors
- ✓ Fun Camps
- ✓ Confidence
- ✓ Learn Skills
- ✓ Nature Hikes
- ✓ Help Others

registration fees apply

401 E. 37th St
Long Beach 90807 longbeachbsa.org 562-427-0911

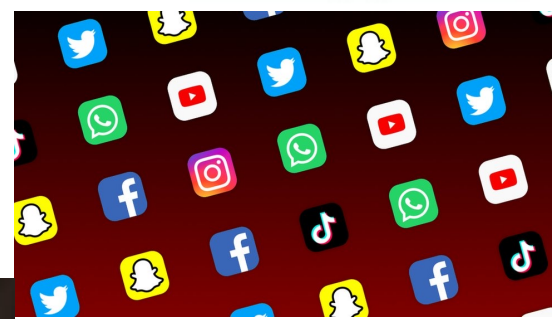
Visit us in person or contact us on social media!
Entire family BOYS and GIRLS are welcome.

IS YOUR PIN CORRECT?
UPDATE YOUR UNIT PIN TO HELP NEW BOYS FIND YOU

BEASCOUT.ORG

CUB SCOUT
PACK 1702 - FULTON, MD
National Pike District (Howard County)
Baltimore Area Council

Welcome to Cub Scout Pack 1702!





Structure of a Recruitment Night

- **Sign in**
- **Gathering Activity**
- **Youth Talk**
- **Main Activity**
- **Parent Talk**
- **Closing**
- **Follow up**





Recruiting Girls

- **Siblings**
- **Friends**
- **Family Oriented Marketing**





Recruiting Adults

- **Family Talent Survey**
- **Timeline Presentation**
 - https://drive.google.com/file/d/0B7WGVl5I_3kfMWl5M2RlTmPsa1U/view?usp=share_link&resourcekey=0-dTxHxuNQq7vo00rCUcPNsg
- **Lasting Impact**
- **Slow Play**
- **Hard Sell**





Council Resources

- **Marketing Materials**
 - Event Flyers
 - Yard Signs
 - Facebook event boosting
 - Parade Cards
- **Program Materials**
 - Basecamps
 - Lego Pinewood Derby Kits
 - Backyard Bass
 - Inflatable Gaga Pit





Recruitment Principles

- **People want to be asked**
- **Ask everyone**
- **Start small**
- **Be clear on mission and expectations**
- **Ask Individually**
- **Be excited**
- **Let them know you are with them for the long haul**





Recruitment Incentives

- **Individual Incentives**
 - Recruiter Award
 - Extreme Scouting Attendance
- **Cub Scout Packs**
 - Grow your unit by 10% compared to 2023 year end membership and receive free pinewood derby cars for your pack
- **Scouts BSA Troops**
 - Grow your unit by 10% compared to 2023 year end membership and receive free weekend tent site at a council camp





Question and Answer Session

