



BOY SCOUTS OF AMERICA®  
GREEN MOUNTAIN COUNCIL

# RECRUITING MENU

WITH LOCALLY SOURCED INGREDIENTS

## RECRUITMENT MADE SIMPLE!

This menu has all the tools you need for a successful recruiting year.



To begin, sit down with the adults in your unit, review this menu, and decide what your recruitment strategy will be. The most important items are the Entrées. Then choose a person to manage your recruitment (it doesn't have to be a leader).

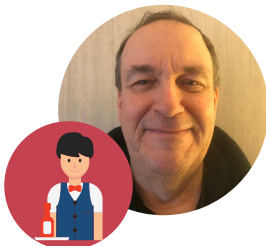


Get everyone on board, including the parents in your unit. Parents will be crucial, for example, to the Bring-a-Friend Entrée as they are the ones who will contact their friends, neighbors, and other potential new families. It is very important for parents to understand that if their unit has more Scouts, their children will have more fun! You have to get their BUY-IN and involve them in the excitement. They are your recruiters.



Now you are ready to follow the steps at [scoutingvermont.org/grow](https://scoutingvermont.org/grow) to place your order. There you'll also find additional tools to use and share with the parents in your unit!

Reach out to your waiters with any questions and for assistance



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Contact  
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# RECRUITING MENU

WITH LOCALLY SOURCED INGREDIENTS

## Legend

Click on **P** for Pack tools

Click on **T** for Troop tools

Click on **B** for tools for Both



## Setting the Table

Set the table for a great recruitment by letting people know how to get in touch with your unit. Make sure to have a list of upcoming activities for new parents and prospects.

### Annual Planning Conference

**P T** Plan all the unit meetings and activities for the coming program year. This will let new parents know what their kids will do as soon as they join your unit.

### Set Up Your Unit Pin

**B** The BeAScout unit pin allows prospective members to find you online and apply to join your unit.

### Set Up Online Registration

**B** Today's parents expect to register their kids online. Make sure to set this option for your unit.



## Starters

Make people aware of your unit, but don't get so full of Starters that you cannot focus on the main course!

### Press Release

**B** Promote your unit in local publications. Local news will often run stories provided by community groups. Be sure to provide a good photo, contact info/website, and promote upcoming joining opportunities.

### School Publications

**P T** If your school doesn't allow direct access, obtain a spot in the school calendar, website, lunch menu, or school event program.

### Posters and Flyers Campaign

**P T** Coordinate with local businesses to display a poster promoting your Pack. Think about places where parents of Scout-aged youth are likely to go, both online and physical places.

### Post on Front Porch Forum

**B** FPF is a free service used by many. Help your neighbors connect with your unit!

### Submit to KidsVT.com

**B** This is a free parent resource. Get on their event calendar!

### Social Media

**B** In addition to being a great communication tool within your unit, having a strong presence on Facebook and other social media can be an incredible tool to promote your unit within your community. Shares, Likes, Comments, and Clicks boost visibility.



## Entrées

**This is the main course. The cornerstone of a recruitment campaign is to have the buy-in from the parents in your unit and the community. The more people sitting around the table, the more fun and successful your recruitment will be.**

*Your Entrée is served with your choice of at least 3 sides to make sure you've got a crowd ready to join your Unit.*

### Joining Party

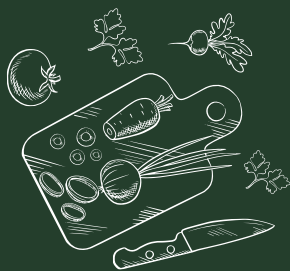
A single event to satisfy even the hungriest unit! This should be held at a popular spot in your community. Getting attendance at this sign-up night or event will be the focus of all of your communication efforts. Parents that attend a joining night are there to sign up. Provide them with all the information they need and most importantly **COLLECT THE APPLICATION AND REGISTRATION FEES OR BRING A LAPTOP AND SIGN THEM UP ONLINE.**

### Bring a Friend

Have you ever bought a tool that you loved and recommended it to all your friends? Customers are the best sellers; they know how good it is because they have tried it and they know it works. This strategy will help you recruit new Scouts with the help of the parents in your unit and will bring you to double or more the size of your unit if it's done by following the right steps. Step #1 is to actively involve all the parents in your unit and give them the tools to take action.

### Lion and Tiger Hunt (for Packs)

Now more than ever, parents are looking for something fun to do with their kids outside of school so that they can feel part of a group. Reach out to the day care centers in your area to show parents what Cub Scouts is and invite them to join your Pack! This group of Cubs will grow into your Pack and make it stronger!



## Sides

These are the tools to get potential new youth excited for Scouting, as well as to give their family some information on what we are all about! These tools will also help you engage the current families in your Pack to join your recruitment efforts.

### Bring-a-Friend Cards

**P T** This strategy allows your Scouts to take an active part in recruitment. Get some cards with information about your unit for your Cubs to pass out to all of their friends.

### Scout and Parent Orientation Videos

**B** In these videos Scouts and Scout leaders explain to new kids and parents what Scouting really is and how it works. They are available for you to send to the current parents in your unit to share with their friends/new potential scout family!

### Take-Out Flyers

**P T** Ask your favorite pizza, CSA farm, or any food delivery business if they would be willing to tape a flyer to their delivery boxes. This will be a great way to reach people in their homes!

### Plan Your Joining Party

**B** When planning your joining party and/or Lion and Tiger Hunt, make sure to be prepared with your event agenda, documents to print, a presentation, sign-up sheet, etc.

### Parent Orientation Packet

**P T** Customize this booklet to share with new parents what Scouting is all about. Make sure to include your unit calendar for the following months so parents will know what to expect.

### Activities by Den (for Packs)

**P** This is a list of activities for each den that describes to new parents the fun and learning activities that their children will do in Cub Scouting.

### Parades and Community Service

**B** Make sure to actively participate in your community, the best way to show your presence.

### Email/Message Templates

**P T** Help parents recruit by providing them with templates that they can easily forward to their friends.

### Recruit Adult Volunteers

**P T** This form will help you evaluate adults who can help deliver a successful program. If the adult doesn't want a unit leader position, sign them up to help with one or more activities.

### Journey to Excellence

**P T** This self-evaluation tool helps you see how well the unit is meeting the goals of Scouting. Use it to make sure you're delivering the best possible program

### Membership Applications

We encourage you to use the [online registration portal](#), but in case of necessity find here the [Youth](#) and [Adult](#) Applications.



## Desserts

Everybody's favorite part of the meal! These tools will make sure that you won't miss any opportunity to get a new Scout in the program.

### New Member Coordinator

**B** This position ensures that new members and their families feel engaged and welcomed into the unit experience. It is fundamental for retention.

### Invitation Manager

**B** This is your leads resource tool. It is where any inquiries from BeAScout will come in and await your response. Be sure someone is looking for and responding to these in a timely way.

### Follow Up

Follow up with all the parents that showed interest but didn't sign up. Send them the link to register and invite them to your next event.

### Unit Events Calendar

Once new Scouts have joined your unit, be sure to have a series of events planned where the family can be engaged and get excited about Scouting.

# UNIT GROWTH PLAN

## NOTES:

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## SETTING THE TABLE:

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## ENTRÉES:

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## SIDES:

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## DESSERTS:

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