

Recruiting

***Recruiting goes on every day, not just at a one-night meeting.
Expect half of the families to plan their fall commitments in the spring.
Follow-up again with the rest at your fall roundup.***

Recruiting is also called "Roundup," "New Scout Orientation," "Race to Cub Scouting," or "School Night for Scouting"

Your spring and fall recruiting events are vital for your unit. With a spring roundup, you can recruit before they commit to other fall activities. New Scouts will get to go to [Camp](#) *this* year. Your summertime calendar is packed full with the trips, events, and camping they want. Parents who plan ahead can make great new leaders.

“ A boy on joining wants to begin Scouting right away.” ”

— [Robert Baden-Powell](#)

Your fall recruiting is important too. This is when you get another chance to recruit the ones you missed in the Spring. Don't focus on the activities they just missed but what is still coming up.

Your program and your calendar will sell them on Scouting. Make sure that your calendar is planned months or a year in advance and stocked full of great events. Make sure to include all of the [council](#) and district events you can. Prepare a simplified, one-page calendar for recruiting. The most important sales flier you have is your busy calendar.

Your other tool will be a good recruiting flier. Your district executive can provide the recruitment fliers and posters.

Don't forget how flexible we are. If they miss a sports practice, they may not be able to play the next game. But in Scouts, you can miss a meeting or even a season and still be welcome.

The Six P's of Recruiting

Purpose

Have a clear purpose:

- *Every boy deserves the chance to be a Scout.*
- Sign up Cub Scouts and Webelos into existing packs as well as Boy Scouts and Venturers.
- Recruit parents to be unit leaders and committee members
- Organize new units in areas we are not currently serving.
- You are "*Here for the boys.*" Help every boy succeed, not just your own. Help every unit succeed, not just your own.

Plan

Involve everyone in the plan:

- *Ask* every leader to participate. You need everyone's help that night and as you publicize the event.
- *Ask* your district for help with Informational fliers and posters.
- *Ask* other units to buddy up with you. "*A Scout is Helpful.*" Work with each other.

Promote

A new Scout will rarely find you. You have to be pro-active and invite them, often several times.

- *Ask* each Scout to invite two friends. Referrals are your best prospects. If their buddies join, your Scouts are more likely to stay in too. Show them the [Recruiter Strip](#) they can earn.
- *Ask* your [chartered organization](#) to distribute your fliers. Go to their meeting and show them all you do.
- *Ask* your committee to take recruiting fliers to PTO, Religious Organizations, Sunday Schools, sports teams, clubs, etc.

- Ask local newspapers to run an article about a recent event and include details of your upcoming orientation.
- Ask local radio, TV stations, and cable providers to run Public Service Announcements you can get from your district.
- Ask if you can do fliers, boy talks, and an open house in area schools. Your district executive should have contacts with school administrators.
- Ask your past prospects who have not signed up yet to come this time. You may need to invite them several times.

Use all *seven* ways to promote your unit. Note that the key word is *Ask*. Use your resources. Brainstorm other ideas.

Present

Hold the roundup where the unit meets or at their school. Make it a brief, upbeat, and well-planned rally. Don't talk about the past or use jargon like *DE* or *FOS* as this can scare off new families.

Setup - 30 minutes early and to be ready for early arrivals. Leaders and Scouts only attend if they are in [Uniform](#).

Gathering Activity - Ask everyone who attends to sign in with their Name, Home Phone, Cell Phone, Email, Scout's Name, and grade.

As they come in, pass out applications, fliers, and your calendar. Ask everyone to fill out the forms. Have plenty of pens.

Don't stand in a click with your friends. Have a leader walk each prospect to a table and help them.

Opening - 4 minutes: Opening [Flag Ceremony](#). Pledge of Allegiance. Very BRIEF remarks. Introduce your leaders.

Presentation - *No more than 8 minutes.*

Let the *Scouts* tell about their favorite upcoming activities: trips, camping, [Summer Camp](#), [Pinewood Derby](#), etc.

End the group meeting in a few minutes. **Adults:** *Don't overwhelm them with stories, facts, and figures.*

Register

Leaders continue to meet with families one-on-one to answer questions.

Register new youth members. Explain what they need to know one-on-one. *Don't overwhelm them. Ask, "Do you have any questions?"*

Have unit t-shirts available as a gift or at a small cost. If they leave in your t-shirt, they will come back.

Consider light refreshments such as punch and granola bars.

Closing - Thank them. Announce the unit's next meeting date and a Welcoming Activity (picnic, bowling, etc.). Closing [Flag Ceremony](#).

Parents

Scouts with involved parents are more likely to stay in Scouts. Recruit adults to at least help if not be the leaders. These are great tools to help find out what parents can offer. Involve everyone. Scouts with "drive-by" parents won't last.

- [Pack Family Talent Survey Sheet](#) - Give one to every adult at your Pack Roundup.
- [Troop Resource Survey 34437](#) - Boy Scout Version
- [Become a Scout Volunteer!](#) - is a good resource to show potential leaders

Persistence

- Call everyone who signed up to again welcome them and confirm information. Do not rely just on email.

- Call everyone who *didn't* sign up in a few days and see if they have any questions. Can you call them again in a week?
- Call your prospects again in a week. People often need to be asked several times.
- Call your prospect again just before your next orientation. The ones you missed last time are some of the best prospects next time.

Recruiting Suggestions and Ideas

- Whenever possible, coordinate your large recruiting events with other Units in your area.
- If you are sending home flyers, contact the Superintendent or Principal of the school to ensure that you have permission.
- If you have an extended time where you will talk with parents consider asking a Troop or [Order of the Arrow](#) members to take the Scouts and prospective Scouts outside (or to another room) to play Scouting games.
- Use multiple resources for publicity whenever possible. If your Chartering Organization has a newsletter, or involves families with appropriately aged children, ask if you can publicize your event via them, or make a presentation to them. If any major events are going on within your unit, invite local media outlets to profile your group and report on the events. Submit major events to public calendars.
- Contact any lapsed members personally. If a boy dropped out of the unit halfway through the year, a phone call to him or his family may encourage him to rejoin.
- Have the existing Cubs go to school in uniform on the night their pack/den meets. At this age, many boys really want to get a uniform and will be drawn into the game.

Resources

General

- [Cub Scout Pack - Boy Scout Troop - Varsity Team - Venturing Crew](#)
- New Youth Application: [English](#) and [Spanish](#)
- New Adult Application: [English](#) and [Spanish](#)
- [New Unit Application](#)
- [Transfer Form](#) - to transfer a Youth Member from one unit to another
- [BSA's Local Council Locator](#) — The *Local Council Locator* (search engine by Zip Code) will help you find the Council that serves your area.
- [Troop locator - Pack locator](#)
- [Orientation for New Boy Scout Parents](#)
- [Recruit Youth Members and Orient Parents](#)
- [Mission Family PowerPoint](#) - Explains the program their child has joined.
- [Ways to involve parents in their Pack](#) - Excel spreadsheet of tasks explained in common terms.
- [Ways to involve parents in their Team/Troop](#) - Excel spreadsheet of tasks explained in common terms.
- [Ways to involve parents in their Crew/Ship](#) - Excel spreadsheet of tasks explained in common terms.
- [Let's Go Scouting comic book](#)
- [Cub Scout volunteering indicator form](#)
- [Boy Scout volunteering indicator form](#)
- [Scouting Orientation Guide pamphlet](#) - 28-page pamphlet provides an overview.
- [Scouting Builds more than just campfires brochure](#)
- [Scouting the Chartered Organization brochure](#)
- [Astronauts and the BSA](#)
- [Eagle Scouts - Facts from the BSA](#)
- [The Case for School Access PowerPoint Presentation](#)

- [Schools and Scouting: Working Together for Youth \(PowerPoint Presentation\)](#)
- [Mike Offers a Potential Eagle Scout His Eagle Perspective](#)  Eagle Scout Mike Rowe of Dirty Jobs on what it means to be an Eagle Scout.

Advertising

- [Billboards](#) - an excellent way to increase the awareness of Scouting within your community.
- [Print Ads](#) - provides samples of print ads.
- [Public Service Announcements](#) - PSA's in a variety of formats.
- [News Release Sample](#) - model news releases in the style used by the Associated Press (AP).
- [PowerPoint Presentation Templates](#)
- [Sample Presentations](#) PPT's that you can tailor

Cub Scouting

- [2008 Roundup Guidebook.doc](#) - Northern Star Council's Version of Cub Scout Round Up Campaign Guidebook #13-253.
- [Dozens of other great recruiting resources from Northern Star Council](#)
- [LaSalle Council's Roundup Materials](#)

Organizing a new unit

- [WD Boyce New Unit Organizer Award](#)
- [New Unit Resource Kits](#) - Step-By-Step Instructions and Resource Materials for Organizing a New Unit with a Specific Organization.
- [The New-Unit Organization Process](#) - *A Detailed Outline of the 12-Step Process To Organizing A New Unit.*
- [Hispanic/Latino American Demographics In A Changing America](#)
- [Scouting Supports Home Schooling](#)

Help finding chartering organizations

- [Be Prepared/I Am Prepared](#) - information about each of the BSA's programs and their relationship to chartered organization.
- [Letters of Endorsement](#) - Agreements Between Many National Organizations and The Boy Scouts of America to have local units.
- [Community Organizations and The Boy Scouts of America](#)
- [Rotary International and Scouting](#)
- [40 Developmental Assets](#) [PowerPoint] - how the Cub Scout and Boy Scout programs support the developmental assets.

Venturing

- [Recruiting Venturers](#)
- [Venturing Highlights](#)
- [Venturing Marketing Guide](#)
- [Sea Scouts Brochure](#)
- Have each youth complete the Venturing Activity Interest Survey.