



Recruitment Seminar

CRADLE OF LIBERTY COUNCIL



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Recruitment Seminar Objectives

Quick review of best practices for conducting a “sports-style” youth recruitment event and methods for recruiting volunteers.

- Planning and promotion
- Room layout and volunteer needs
- Hands-on activities for youth
- Setting expectations with parents
- Utilizing technology and online registration
- Next steps and follow-up



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Ground Rules

- We won't go longer than 45 minutes.
- If you think of a question during the presentation, please write it down on a sticky note.
- We'll answer questions at the end and/or follow-up with you.
- The information provided is intended as a resource, not a mandate.



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Unit Recruiting— Guiding Principles

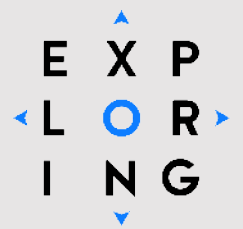
- Most Scouting happens at the unit level – recruitment needs to, too!
- Quality program and recruitment are interdependent.
- District/council role in recruiting is to empower, guide and support depending on the needs of the unit.
- Sign-up process needs to be as simple and efficient as possible for parents.
- Sign-up events are an important part of a successful recruiting strategy, but should be part of a diversified approach.
- Sign-up events need hands-on activities for youth.



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What's the End Game?

- Communicate a consistent, enduring message to families.
- Maximize opportunities for families to join.
- Provide a smooth joining process without information overload.
- Impart parental and volunteer responsibilities.
- Complete the registration process.





Unit Recruitment Events: Steps to Success

The Five Ps:

1. Plan
2. Promote
3. Present
4. Pursue (or Phollow-Up 😊)
5. Parent Orientation (after sign-up)



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Plan

- **Get help and get trained**
- **Set goals**
- **Reserve your spot**
- **Organize volunteers**
- **Make it fun!**

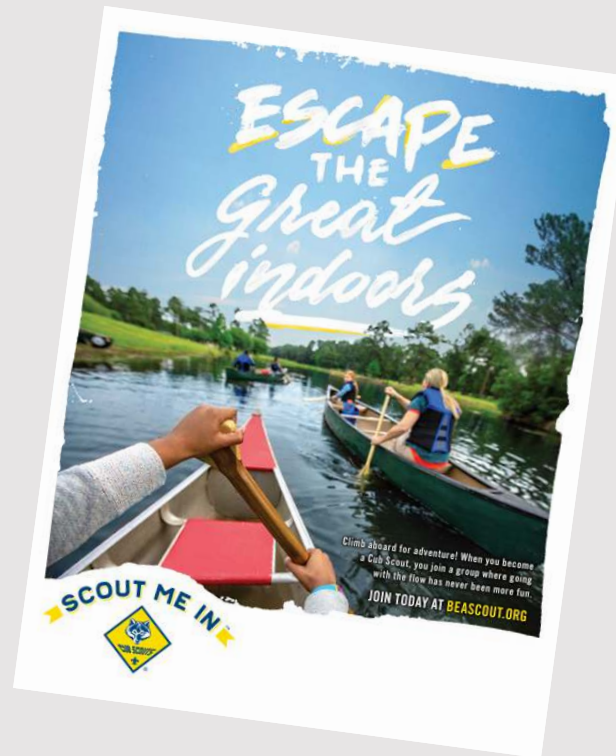


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Promote

- In-school
- School talks
- Out-of-school
- Digital

BUILD AN ADVENTURE



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Present (Hold the Sign-Up)

- **Station 1:** Welcome/Sign-In
- **Station 2:** What We Do

While parents proceed to the next station, continue with hands-on activities for youth.

- **Station 3:** Registration & Talent Survey
- **Station 4:** Check-Out: Distribute calendar & information sheet/contacts and discuss next steps
- **Station 5:** Q&A



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Pursue (Follow-Up)

- Match sign-in sheet with registrations. Follow-up with families who didn't register.
- Submit any hardcopy registrations and national fees.
- Send welcome email; reiterate next steps.
- Follow-up with families who couldn't attend.
- Review talent surveys and match parents to volunteer roles.
- Hold parent orientation.
- Start Scouting!



Parent Orientation

- Set expectations.
- Identify volunteer needs.
- Review volunteer responsibilities and requirements.
- Identify potential volunteers using the talent survey.
- Do the ask in the most personal, relaxed forum you can.



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To Do List

- **Confirm recruitment event and volunteers**
- **Give permission for digital advertising (if applicable)**
- **Update BeAScout pin**
- **Enable online registration**
- **Promote sign-up**
- **Identify volunteer needs**
- **Schedule parent orientation**



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Questions & Answers



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THANK YOU!



colbsa.org/recruit
membership@colbsa.org



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