Recruitment Seminar
CRADLE OF LIBERTY COUNCIL
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
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.
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.
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)
Plan

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

• In-school
• School talks
• Out-of-school
• Digital
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
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.
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
THANK YOU!

colbsa.org/recruit
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