RECRUITING KICKOFF WEBINAR

July 28, 2020
WELCOME!

Ed Grivner
Council Membership Chair
AGENDA

- Introductions
- Challenges & Scenarios
- Let’s Be Prepared
- Recruitment Strategies
- Resources
- Next Steps
- Questions
- Adjourn
THE PANEL

- Ed Grivner, Council Membership Chair
- Lonce Scott, Field Director – Philadelphia & Delaware Counties
- David Bryan, Field Director – Montgomery County & The Main Line
- Ben Hood, District Executive – Washington District
- Greg Osborn, Chief Operating Officer
LET’S BE PREPARED

- **What will we do if we cannot meet in schools?** What other facilities are available? Organizations like volunteer fire companies, the VFW and American Legion come to mind.

- **How will we recruit?** Please try to make every Scouting activity, online or in-person, into a recruiting opportunity!

- **How will we handle the crossovers that all should have happened by now?** We cannot afford to lose all of those Scouts!

- **What if our unit is digitally challenged?** A Scout is resourceful. Check with other units, friends and family to see if they can assist your unit with instruction, internet or hardware.
IMPORTANT QUESTIONS TO ASK

• What does our unit have planned for recruiting?
• Where do our members come from?
• Where do we plan to recruit?
• How do we plan to recruit?
• Who is helping our unit recruit?
• Where can our unit look for help?
• How many new members do we need?
• Who has contacted our dropped Scouts?
• What is our unit membership plan?
• Who is our unit membership chair?
UNIT “BE PREPARED” WORKSHOPS

DATES:

- **General:** Tuesday, August 18, 7 PM
- **Pack Specific:** Saturday, August 22, 10 AM
- **Troop/Crew/Ship Specific:** Saturday, August 29, 10 AM

TOPICS:

- Virtual/Hybrid Programming
- Unit Meeting Locations
- Unit Program Plans and Budgets
- Tools & Resources
RECRUITING STRATEGIES

colbsa.org/recruit
BEASCOUT PIN/MY.SCOUTING

- Update Unit Pins
- Enable Online Applications
- Use My.Scouting Tools
  - Organization Manager
  - Invitation Manager
  - Application Manager

RESOURCES:

- scouting.org/onlineregistration
- my.scouting.org
COUNCIL-WIDE VIRTUAL OPEN HOUSES

- Facebook Live
- Targeted at non-Scouting families in our service area
- Held throughout August
UNIT RECRUITING EVENTS

• Plan your recruitment event – virtual, hybrid, in-person
• Organize your volunteers
• Advertise your recruitment event(s) on online communities, yard signs and fliers
• Promote bringing a friend
• Update BeAScout pin and make sure your unit is accepting online applications
• Practice!!!
• Conduct recruitment event
• Follow-up with everyone who attended your online recruitment night and make sure they filled out an online application and it has been accepted
CONDUCTING A RECRUITMENT EVENT

CHECKLIST:

- Internet, web conferencing, computer, camera, microphone
- Script
- Volunteers to run sessions
- Track attendance
- Online links
- Youth applications, unit website, videos, slideshow
- New family orientation guides
- Unit calendar & contact information
- Parent Talent Survey
CONDUCTING A RECRUITMENT EVENT

SAMPLE MEETING AGENDA:

• Welcome and opening
• Present a slideshow showing all the fun things Scouts do
• Explain how the program works and is organized
• Discuss virtual options
• Review the unit website, calendar and orientation guide
• Discuss the cost of Scouting including what’s included
• Explain the importance of adult leaders and volunteering
• Share link to the online youth application
• Questions
• Adjourn
DIGITAL ADVERTISING/GEOFENCING

• Free for first 200 COLBSA units that submit recruitment event details: colbsa.org/recruit
• Ads run for up to 14 days @ $2/day

RESOURCES:

• Watch Video, “Geofencing, Search, Social Media, Peer-to-Peer Recruiting” scoutingwire.org/marketing-and-membership-hub/
• colbsa.org/recruit
PEER-TO-PEER INITIATIVE

- Encourage every current youth and adult member to invite at least one person to join Scouting!
- “Why I’m a Scout” video contest
  - Create a video (15-30 seconds) and share on Facebook, Instagram, and/or Twitter
  - Scouts with the most likes on a single post win a prize!
  - Entries must include approved hashtags and submission must be made through colbsa.org/recruit
- Runs the month of August
SCHOOL RELATIONSHIPS

• Virtual school talks
• Back-to-school events

MORE TIPS

• Start recruiting now
• Cub Scouting and Scouts BSA is for boys & girls!
• Utilize online communities (Next Door, Facebook, etc.)
• Blurbs in local newsletters
• Use yard signs with a phone number, website, email, and QR code to promote your unit
• Always recruit – popcorn sales, service projects, neighborhood events
RESOURCES

- Digital and printed fliers & posters
- Yard signs
- Give-away items
- Loaned materials
  - 10x10’ pop-up tents
  - Banners
  - Table covers
- colbsa.org/recruit
- scoutingwire.org
  - BSA Membership & Marketing Hub
  - BSA Brand Center
NEXT STEPS FOR YOUR UNIT

1. Ask the important questions
2. Update BeAScout pin
3. Enable online applications
4. Ensure there’s a program, meeting and budget plan in place
5. Set date for recruitment event and submit details at colbsa.org/recruit
QUESTIONS & ANSWERS