



BOY SCOUTS OF AMERICA®
Capitol Area Council

Fall Recruitment Plan



The 4 phases of a successful Fall recruitment season

1. Preparing for a Sign-up Night
2. Promoting a Sign-up Night
3. Conducting the Sign-up Night
4. Follow-up after the Sign-up Night



Pro-tip: Create a team. Many hands make light work!

Preparing for the Sign-up Night

- **Get a date for the Sign-up night.** Either someone in the unit or the district professional can talk to the local school to set up the Sign-up night.
- **Order the FREE promotional material.** Make sure the district professional has the finalized date, time, and location of the Sign-up night and they will make sure you have promotional material.
- **Recruit volunteers to run the Sign-up night.** A successful night will have 5+ volunteer team to quickly and smoothly take the families through the Sign-up process.
- **Update the unit pin on my.scouting.org.** Ensure the pin can be seen on beascout.org, all the information is up to date, and accepting applications.
- **Finalize the unit program calendar.** This should be a one-page sheet ready to give to new families. Templates are available.
- **Create or update a Welcome to the Unit sheet.** This one-sheet should go with the calendar, and it should include meeting info, unit leader contact, unit social media info, and where and what to get for gear/uniforms. Templates are available.

Promoting the Sign-up night


A sign-up night is only effective if people show up. The only way to get people to show up is to promote, promote, promote and promote some more!

Everyone (adults and youth) in the unit should get involved in promoting the sign-up events.

The council provides FREE material to assist in promotion. Take full advantage of these resources!



Virtual Promotion

-  **Geofencing** Geofencing allows you to promote an event through Facebook by creating a geographic virtual boundary around a specific location that triggers various actions, like newsfeed ads or notifications, when someone enters that area. To learn more use this QR code.
- **Social Media Blasts** – The council has a 6 week social media campaign template for Facebook, Instagram, Next-door, and Twitter. It includes topics, post language, headings, and suggested images. This is designed for all adult members to promote scouting in general and the sign-up nights.
- **Community on-line groups** – Unit adult members have diverse interests and are connected to several virtual communities. Ask all members to post in those forums.
- **School based phone calls, e-mail, and social media pages** – Make sure the schools associated with the unit has material to promote the Sign-up night. Provide everything to them and request it to be promoted through the school's channels.
- **Charter Organization** - Get your Charter Organization involved and post to their social media, website, newsletter, or bulletin.



Community Promotion

- **Yard Signs** - Post yard signs (provided by the council) in strategically placed, high traffic areas near and around unit community.
- **Business Marquees** – Ask local business to announce sign-up nights on their marquees.
- **Local Festivals/events** – Set up an info booth at community parades, expos, festivals, neighborhood picnics, etc. *Note – this should be an info booth, not a sales event...You want to talk to people about Scouting, not spend all your time selling a hot dog.
- **Poster the neighborhood** – Take posters (provided by the council) to local coffee shops, libraries, laundromats, diners, gas stations, any place the unit sells popcorn, etc.
- **Bookmarks** – Take bookmarks (provided by the council) to local libraries, coffee shops, bookstores, schools, etc.



School Based Promotion

The majority of parents learn about, and trust youth organizations connected to and/or partnered with their child's school. The relationship with the local schools are key to recruiting families!

- **School based events** - Have a table at school Open House, 6th grade promo, family night, career night, Kindergarten round up, etc. *Note, this does not replace a Sign-up night!
- **Sporting Events** - Ask school to announce Sign-up night at sports events and offer to do flag ceremony at the sporting event.
- **Scout Talks** - Visit schools the day before the Sign-up night and give student presentation including fliers and stickers provided by the council.
- **Flier the School** – Deliver pre-approved fliers provided by the council to school to be distributed to the students.



Conducting the Sign-up Night

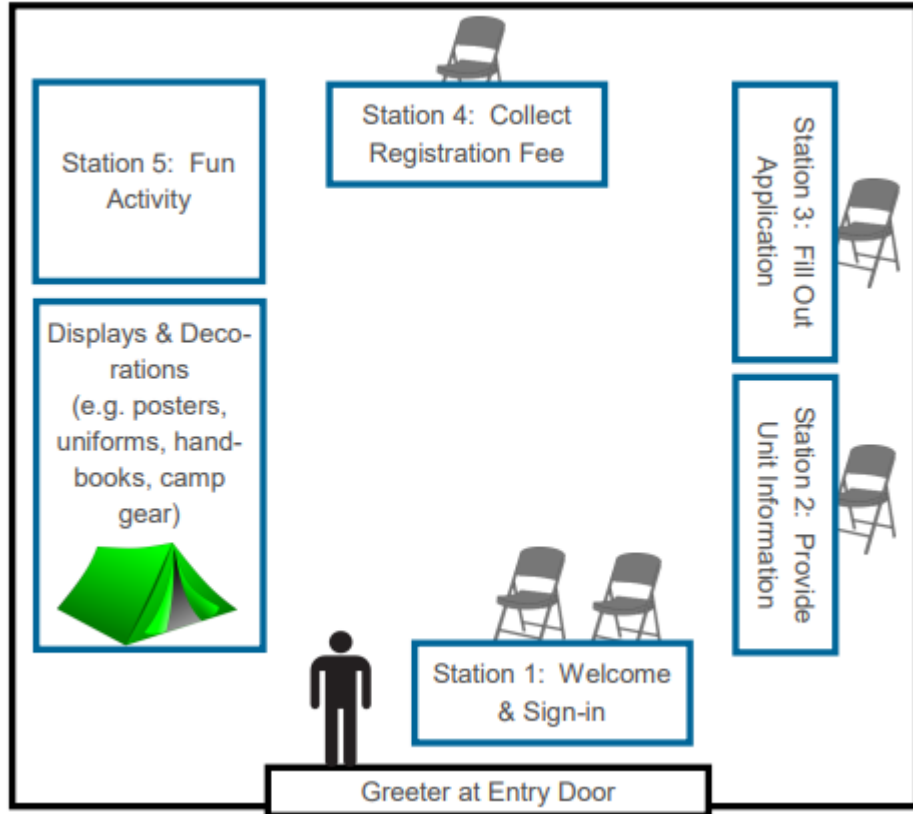
The Sign-up Night should be arranged so families proceed in assembly-line fashion through five stations. *Please avoid a presentation style event so parents may come and go as needed.*

- **Arrival & Setup** - Arrive 30 minutes early to make sure all supplies are laid out and the room is arranged.
- **Station 1: Welcome & Sign-in** Make sure all guests are greeted with a smile and sign-in.
- **Station 2: Provide Unit Information** Provide basic info about your unit, the next meeting details, and a copy of your 2023-2024 program calendar.
- **Station 3: Fill Out Application** Parents should fill out the youth application on site. QR Codes with your unit's online application link should be available for those with mobile devices.
- **Station 4: Collect Registration Fee** Collect the registration fee tonight. Any additional unit dues should be collected later, once Scouts have an opportunity to participate in fundraisers and/or raise their own funds. Paying your own way is an important part of Scouting. Don't avoid this for the sake of convenience.
- **Station 5: Fun Activity** Have a craft, game, Pinewood Derby track, or photo booth at the very end. This ensures families visit all stations and do so quickly.

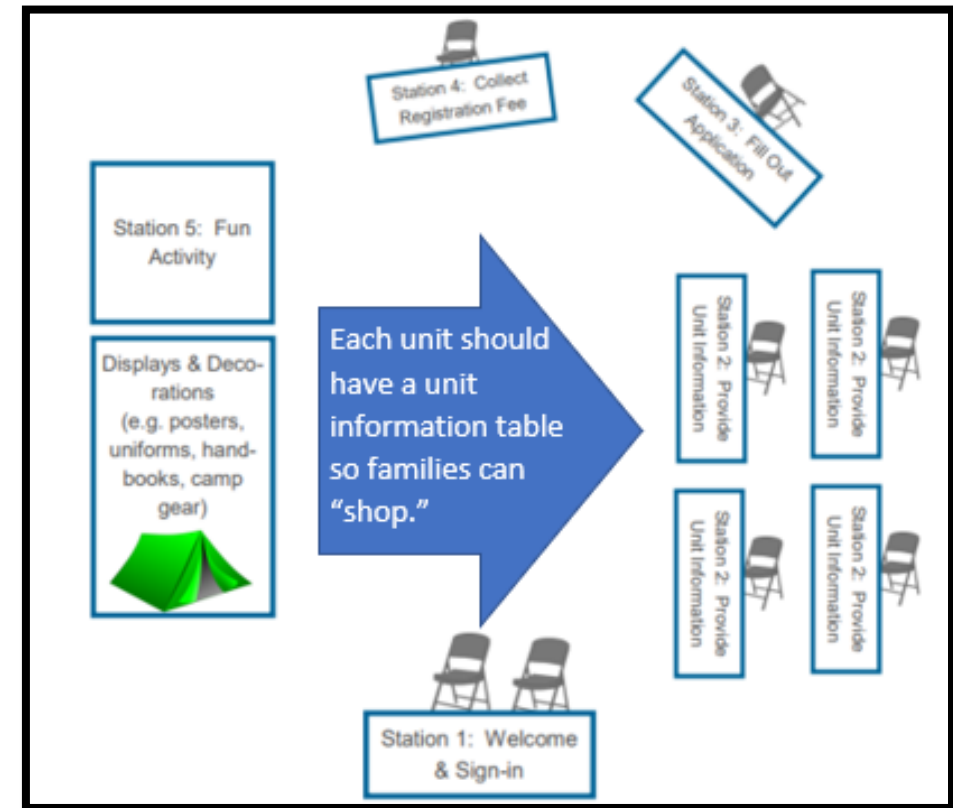


Families should be in
and out in less than 5
minutes!

One school - one unit VS One school - multiple units



One school – One unit



One school – Multiple units

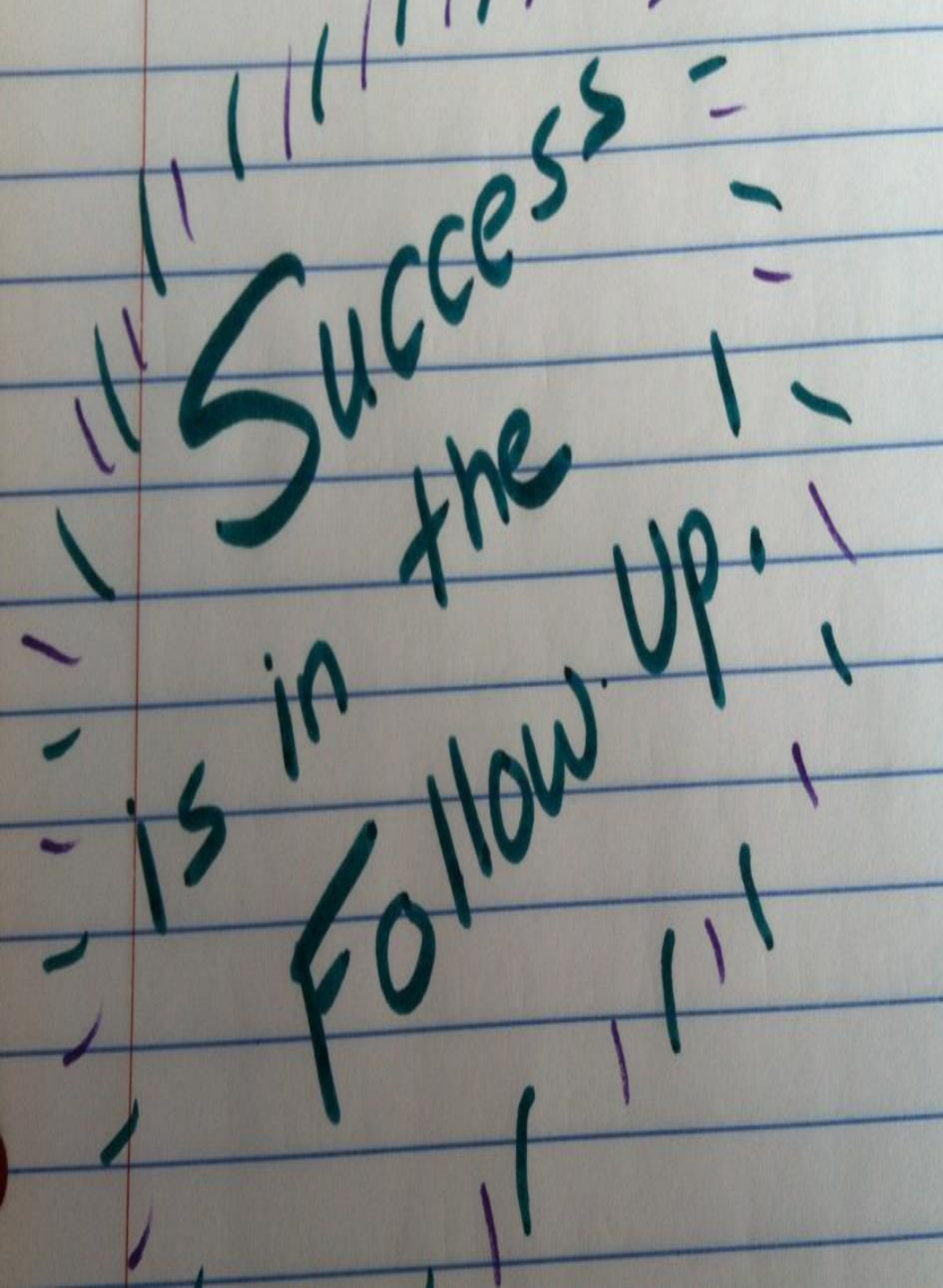
Things to avoid at the Sign-up Night

- Wearing Class A uniform – Class B is perfect!
- Arriving or starting late
- Poorly lit parking lot
- Poor signage at doors
- Locked doors
- Uninviting rooms
- PowerPoint slideshows
- Overwhelming new families with information
- Kicking off Popcorn Fundraiser that night
- Recruiting new leaders that night
- Sending families home to apply later



Follow-up after the Sign-up Night

- Collect sign in sheet and all applications (even unpaid or incomplete). Check for missing info and signatures before everyone leaves.
- Take all of the sign-up event material, applications, and registration check to the Scout office within 2 business days.
- Approve new applications on my.scouting.org
- Contact families that signed-in, but did not register that night. Invite them to your next meeting or unit event.
- Invite all new families to follow the unit on social media.
- Conduct a parent orientation at a unit meeting. This is your opportunity to talk about volunteer needs, training opportunities, fundraisers to offset cost, purchase uniforms and handbooks, etc.
- Match new Scout parents with existing unit parents to help guide, mentor, and befriend the new families.
- Extend a personal invitation to all new families to the next unit event, camp out, social outing.
- Follow-up with any new Scouts that did not come to that meeting. Make sure they know how much you want them to be a part of your unit.



Have a great Fall Recruitment Season!

