

FALL RECRUITMENT PLAN

2019 Unit Guide



SCOUTS STAND OUT.

Greater St. Louis Area Council, Boy Scouts of America

Every child needs Scouting's values: life-changing and life-directing character traits, decision-making abilities, and teamwork and leadership skills. Children need mentors and positive adult role models in their lives. Scouting provides those in a structured, fun environment.

Compared to their non-Scout peers, Scouts grow up to do better in school, graduate from high school and college at a higher rate, value and practice their faith more consistently, are more financially responsible, attain higher incomes and home ownership, report higher confidence in their abilities and satisfaction with their lives, and give back to their communities.

Because you give time and effort to Scouting, kids will have the advantages in life they may not otherwise have. However, kids will not get all that you and Scouting have to offer if they don't join. It all starts with giving every eligible child the opportunity to join. It starts with you!

Your Task

- Get other parents and volunteers to help grow Scouting this fall.
- Follow the plan in the packet.
- Have fun... You're changing the lives of kids!



Join the Livestream

Plan to watch the Fall Recruitment training streamed live at www.facebook.com/stlbsa on June 4 at 6 pm.

Available after that date at:

- www.facebook.com/stlbsa
- www.stlbsa.org
- www.youtube.com/stlbsavideos



In This Guide

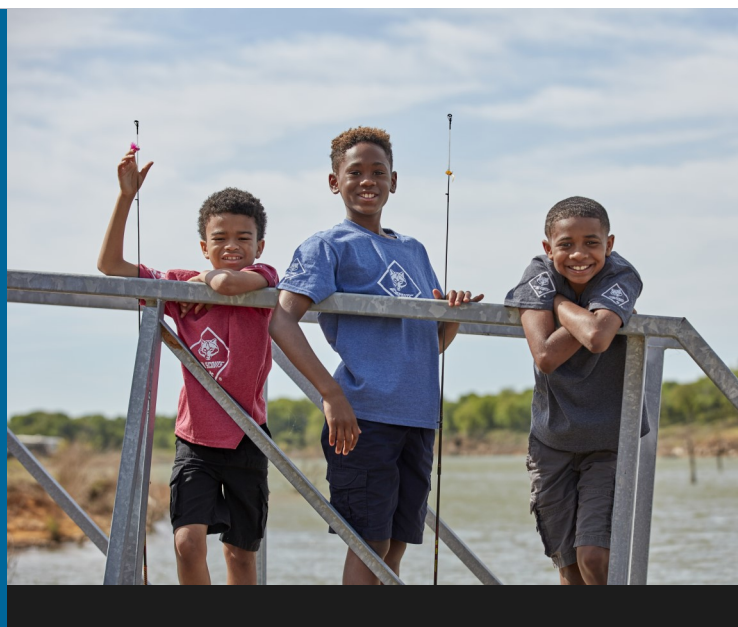
- Preparing for the Sign-up Night
- Promoting the Sign-up Night
- Conducting the Sign-up Night
- Following-up After the Sign-up Night

First Things First

Don't overthink this! Families are coming to your Sign-up Night to join Scouting. It is important to have a quick, "in-and-out" registration event.

1. Make every family feel welcome.
2. Make joining easy.
3. Make joining accessible to all eligible kids.
4. Make joining that night the priority.

Follow the best practices in this plan to have a successful fall recruitment!



Preparing for the Sign-up Night

Identify the leader/parent responsible for each task. Remember, many hands make light work!

✓	Tasks	Who will complete this task?	Date Completed
	Watch the Fall Recruitment Training Livestream at www.facebook.com/stlbsa . Video will also be posted to www.stlbsa.org and www.youtube.com/stlbsavideos after this date.		June 4 6:00 p.m.
	Secure fall recruitment date for your school district or community from District Executive. Your unit should go on the assigned date.		
	Reserve location for your Sign-up Night—typically school gym.		
	Secure date of your school's Open House. Contact school to request a table. This is to promote your sign-up night, not replace it.		
	Submit the Sign-up Night Info Card on the back page to your District Executive to request FREE professionally produced flyers.		by July 31
	Cub Scout Packs: Read about the FREE Facebook Geofencing Pilot Program in this guide. Submit your Sign-up Night Info Card to participate.		by July 31
	Families can apply online this fall. Make sure your unit's contact info and details are correct through your My.Scouting.org account.		
	Finalize your unit's 2019-2020 Program Calendar.		
	Assign leaders and parents to run stations at the Sign-up Night.		
	Familiarize yourself with the Family Scouting updates (next page).		
	Attend your district Roundtable in August to pick up the unit "Recruitment Kit" supplies.		

Preparing for the Sign-up Night

(continued)

FAMILY SCOUTING: The Boy Scouts of America (BSA) believes we owe it to families to structure our program offerings in a way that fits into their busy lives to deliver character development and values-based leadership training that Scouting promises.

CUB SCOUTS: Last year, the BSA opened the Cub Scouts program to the entire family—allowing parents to choose it for their sons and daughters.

It is important to note that this is a local choice, decided by a pack's chartering organization. With their approval, packs can now welcome even more youth to the character development and values-based leadership that Scouting promises.

WHY THE CHANGE?

*Families today are busier than ever and with less free time, families want convenience. In fact, **convenience beats cost as the #1 concern.***

Research shows that our programs are extremely appealing to today's busy families.

In a recent survey of parents not involved with Scouting...

90% are interested in a program like Cub Scouts for their daughters

87% are interested in a program like Boy Scouts® for their daughters



SCOUTS BSA: This year, the Boy Scouts program—for older boys, ages 11-17—was renamed to Scouts BSA. The program maintains the time-tested, proven Scouting methods—including the patrol method, merit badge program, and Eagle Scout rank—but is now also available for older girls, ages 11-17. Scouts BSA troops remain single-gender. Since launching in February, more than 25 new Scouts BSA troops for girls have started in our council!

Core Principles Adopted Locally

- **Leader training:** Leaders should understand these new options and emphasize keeping the child and family first. If your pack is not enrolling girls, or you are involved with a Scouts BSA troop for boys, then know what programs are available nearby where interested families can join. They must feel welcomed by Scouting. Your district executive and membership committee can help. It is important to have a Family Scouting plan prior to the promotion of the Sign-up Night. Work through your district executive and membership committees.
- **Respect and maintain chartering organization relationships:** They can choose to have a pack of all-boy dens, all-girl dens, or boy and girl dens. For older youth, they can choose to charter a Scouts BSA troop for boys, a troop for girls, or two troops—one for boys and one for girls. These are local choices.
- **Keep everything local:** Serve youth and families where there is a need.



Cub Scouts
Ages 5-10

Single-gender dens



Scouts BSA
Ages 11-17

Single-gender troops



Venturing
Ages 14-21

Coed programming

Preparing for the Sign-up Night

(continued)

The Sign-up Night should be arranged so families proceed in assembly-line fashion through five stations. Assign these roles by July 31 so helpers can prepare.

- **Arrival & Setup**

Who will arrive 30 minutes early to make sure all supplies are laid out and the room is arranged?

Assigned to: _____

- **Station 1: Welcome & Sign-in**

Make sure all guests are greeted with a smile and sign-in.

Assigned to: _____

- **Station 2: Provide Unit Information**

Provide basic info about your unit (e.g. den or patrol structure), the next meeting details, and a copy of your 2019-2020 program calendar.

Assigned to: _____

- **Station 3: Fill Out Application**

Parents should fill out the youth application here. Computers can also be setup to take online applications if you have internet access.

Assigned to: _____

- **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.

Assigned to: _____

- **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.

Assigned to: _____



In Your Recruitment Kit

Each pack and troop will receive a Fall Recruitment Kit at August Roundtable that contains:

- ⇒ Yard sign (1 per school)
- ⇒ Sign-in rosters
- ⇒ Flyers (if request received in time)
- ⇒ Ink pens
- ⇒ Permanent marker
- ⇒ Adult and youth applications
- ⇒ Station table tents
- ⇒ Posters
- ⇒ Collection envelope (to take to your headquarters that night)
- ⇒ New Parent Orientation Guides (Cub Scouts only)
- ⇒ Mini Boys' Life magazines (Cub Scouts only)
- ⇒ New Cub Scout Leader Guides (Cub Scouts only)



Promoting the Sign-up Night

Promotion is much more than flyers and school presentations. It requires many points of contact.

✓	Tasks	Who will complete this task?	Date Completed
	Post yard sign at school or across street		
	Display poster in school hallway		
	Post recruitment date on school marquee		
	Have a table at school Open House		
	Ask school to post flyer to social media and website		
	Deliver approved full-sheet flyers to school		1 week prior
	Deliver approved half-sheet flyer to school		24-48 hours prior
	Request to utilize school phone and email blasts		
	Visit schools and give student presentation		24-48 hours prior
	All current leaders and parents share recruitment invitation on their social media		
	Post to community online groups, Facebook pages		
	Announce on city or bank marquees		
	Deliver extra flyers/posters to places kids and families frequent (e.g. libraries, trampoline parks)		
	Get your Charter Organization involved and post to their social media, website, newsletter, or bulletin		
	Hang flyers on community announcement boards		
	Attend community parades, expos, and festivals		
	Contact local media with a Scouting story		



GEOFENCING

#1 Best Practice from 2018
Now Available to All Cub Scout Packs at No Cost

Last fall, Cub Scout packs on average recruited 9% fewer new kids than the previous year... except those that participated in the BSA's Face-

book Geofencing pilot program. **THEY RECRUITED 7% MORE!** As a result, this pilot program is now available to all packs in our council at **NO COST!**

WHAT IS 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.

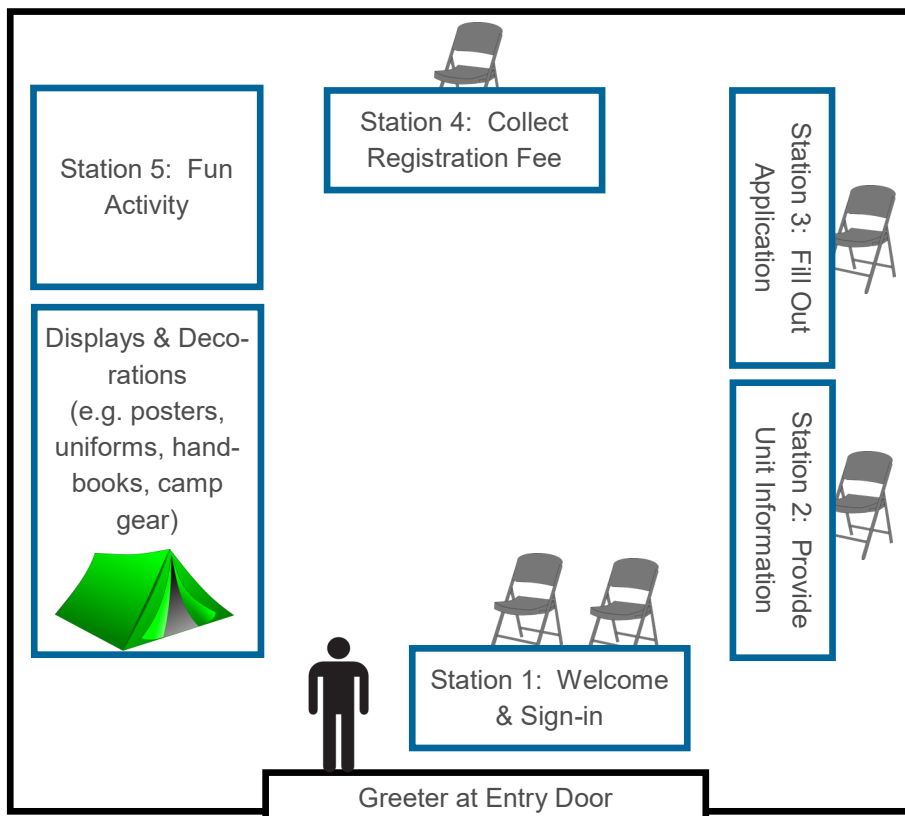
REQUIREMENTS TO PARTICIPATE: All packs can participate. The cost is fully paid by the BSA. Your event **MUST** be held at your local elementary school—events at churches, parks, etc. are ineligible for this pilot program. This promotion is limited to one event per pack, and event details must be received by July 31. At this time, only packs are eligible. Other Scouting units are encouraged to incorporate similar strategies in their own promotion plans.

How It Will Work

1. Submit your Sign-up Night Info Card by July 31.
2. A Facebook Event is created for you on the [Official Cub Scouts Facebook Page](#). It will have a unique URL so your families can also share it with their friends.
3. A geofence of two-mile radius is set up around the school where your Sign-up Night will be held.
4. Beginning 14 days before your Sign-up Night, adults aged 30-49 entering that area are triggered to receive additional Facebook promotion of your event.

Conducting the Sign-up Night

Arrange the room in stations similar to the example below. Post clear signage at the facility, entrance, and room. Make families feel welcome. Make joining that night—application and payment—the priority. Have fun!



Things To Avoid

- Arriving or starting late
- Poorly lit parking lot
- Poor signage at doors
- Locked doors
- Uninviting room
- PowerPoint slideshows
- Overwhelming new families with info
- Kicking off Popcorn Fundraiser that night
- Recruiting new leaders that night
- Sending families home to apply later

Conducting the Sign-up Night

(continued)

The registration event is over, but the night is not. It's time to visit your assigned headquarters.

✓	Collect These Items to Take to District Headquarters	Who will complete this task?
	Collect sign-in rosters.	
	Collect all applications (even unpaid or incomplete). Check for missing info and signatures before everyone leaves.	
	Collect the registration fees. It is preferred the unit write one check for the full amount to Greater St. Louis Area Council Boy Scouts of America.	
	Confirm the date, time, location of your next pack or troop meeting. Write on your collection envelope.	
	Take these materials to your assigned headquarters. Volunteers there will double check everything before they let you leave. This may take 10-15 minutes.	
	Pick up incentives for your new Scouts. These are available at the headquarters that night. Supplies are limited and may not be available later.	



The first 6,000 new Scouts that join in August and September will receive FREE SCOUT SLIME! You will receive these at your district headquarters following your Sign-up Night. Distribute them to new Scouts at your next meeting.

Following-up After the Sign-up Night

- Contact families that signed-in, but did not register that night. Invite them to your next meeting.
- Conduct your next pack or troop meeting within two weeks. Hold a parent orientation at that meeting. This is your opportunity to talk about volunteer needs, training opportunities, fundraisers to offset costs, purchasing uniforms and handbooks, etc.
- Follow-up with any new Scout that did not come to that meeting. Make sure they know how much you want them to be a part of your unit.
- New Cub Scouts should attend Cub Launch (multiple locations) or Fun With Cub (Pine Ridge Scout Camp). Don't wait until summer for fun, outdoor activities. The council hosts several events for them to experience activities like shooting bb-guns, campfire cooking, archery, and making cool Scoutcrafts soon after they join. New Cub Scouts will receive a voucher for \$5 off admission!
- Girls and boys joining Scouts BSA should attend the District Fall Camporee with their new troop.





BOY SCOUTS OF AMERICA
Greater St. Louis Area Council

Contact Us

Phone: 314-361-0600
Email: pr@stlbsa.org
Website: www.stlbsa.org



Sign-up Night Information Card

Submit this card to receive FREE, professionally produced, color flyers for distribution at schools. As a reminder units are not permitted to produce and distribute their own flyers. Cub Scout Packs must also submit the information below in order to participate in our FREE Facebook Geofencing Program this year. This information must be received by your district executive no later than July 31. Contact your local Scout service center for assistance.

- | | |
|--|--|
| <ul style="list-style-type: none"> • District: _____ • Unit Type (e.g. pack, troop, crew): _____ • Unit Number: _____ • Contact Person: _____ • Contact's Phone: _____ • Contact's Email: _____
_____ • Sign-up Night Date: _____ | <ul style="list-style-type: none"> • Sign-up Night Time: _____ • Sign-up Night Location/Address: _____
_____ |
|--|--|

Distributing Flyers to Schools

- | | |
|--------------------------|---|
| <input type="checkbox"/> | I will pick up flyers at the August Roundtable. |
| <input type="checkbox"/> | Please contact me when flyers are ready. |
| <input type="checkbox"/> | Please deliver flyers to schools on my behalf. |

This information can also be submitted online at www.stlbsa.org/programs/recruitment.