

# Fall Recruitment

GREATER ST LOUIS AREA COUNCIL, BOY SCOUTS OF AMERICA

Scouting gives kids the foundational skills to develop into tomorrow's leaders, building a better future for themselves, their communities, and the world.



2020 UNIT GUIDE



## A year like no other

Children's **social and emotional skills** are vital, yet our kids are missing out on summer camps, team sports, and extracurricular activities with friends.

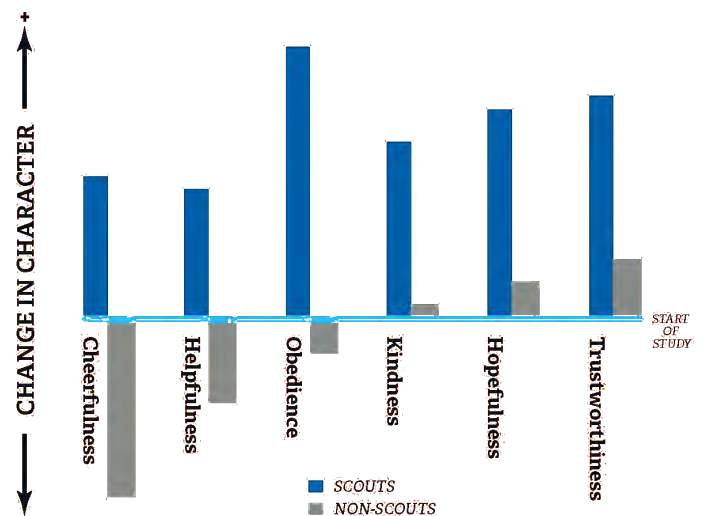
Scouting will fill that void and is needed now more than ever.

Scouting provides life-changing and life-directing character traits, decision-making abilities, teamwork and leadership skills, and positive adult role models all through a fun program!

### And Scouting works

Scouting was put to the test over the course of three years, when Tufts University worked with the BSA to measure character attributes of both Scouts and non-Scouts.

In the beginning, there were no significant differences between the two groups. By the end, however, the differences were striking in several areas.



# Be prepared

## ▼ First things first

Every pack, troop, and crew should hold a Recruitment Event this fall. Don't overthink this! There are new challenges, but you have a great Scouting program that families will want to join as soon as they can.

- Get the word out! Invite all eligible families to join.
- Make all families feel welcome.
- Make joining easy, and have families do it on-the-spot.



## ▼ Summer tasks

Many hands make light work. Identify leaders and parents to help with these tasks before your Recruitment Event:

- Watch the training modules at <https://stlbsa.org/programs/recruitment> for more support in several key areas.
- Review local safety guidelines decide what type of recruitment event is best for your community (following pages).
- Pick a date for your event. Avoid conflict with major school or community activities.
- Find a location to hold the event and make necessary reservations.
- Submit details of your Recruitment Event to your district executive ASAP. Use the form on the back cover or submit online at <https://stlbsa.org/programs/recruitment>. They will coordinate some of the promotional efforts in schools and communities, as well as digital marketing efforts like Google search optimization.
- Families will want to apply online, and your unit is already set up for it through BeAScout.org. All promotional material will include this link. Accuracy of your unit's meeting and contact information on BeAScout.org is critical. Top unit leaders can update this through their My.Scouting.org account or your district executive can assist you.
- Finalize your 2020-2021 unit calendar. Families expect to know when meetings and activities will be held.
- Each unit will receive a Recruitment Kit with supplies like posters, parent guides (Cub Scouts), youth and adult applications, and Cub Launch coupons. Coordinate with your district executive to pick-up your unit's kit.



# CHOOSE YOUR EVENT



## In-person

The tried-and-true in-person Recruitment Event may look different this year but can still occur safely. **Objective:** Families are in and out quickly, getting unit information, and filling out an application before they leave.

### Concept

- Conduct Recruitment Event at a location permitted by state, local, and BSA guidelines
- Promote a window of time during which families can arrive (e.g. 6-7:30 pm) to prevent large crowds
- Families arrive, are welcomed, and sign-in
- Talk about your unit program, leadership, and meetings
- Give each family a new parent guide (Cub Scouts), unit calendar, and other relevant information
- Provide each family an application and/or instructions to apply online using their smartphones
- Add an option to join remotely by video-conference or conduct a separate virtual/online Recruitment Event to reach families that are uncomfortable attending in-person

### Safety

- Keep count of attendees so you do not exceed any restrictions that limit the size of a gathering
- Display signage explaining that visitors should not enter if experiencing symptoms of COVID-19 or have been exposed to someone with symptoms
- Wear masks, provide hand sanitizer, and display markers to encourage social distancing of 6+ feet
- Limit the number of people touching items by offering single-use games or crafts and having visitors verbally give their contact information to one parent/leader to record instead of writing it themselves



## Virtual/online

Everyone is a pro at videoconferencing now! Take advantage of this convenient way to provide a safe and streamlined Recruitment Event. **Objective:** From their phones, computers, or tablets, families join an online meeting during which they will hear a presentation about your program and submit an online application to join.

### Concept

- Conduct Recruitment Event online using free software like Zoom
- Promote a single starting time at which families should join the meeting (e.g. 6:30 pm)
- Test the presentation beforehand to ensure everything works and to avoid technical difficulties
- Keep the presentation upbeat and under 10 minutes or you will lose their attention
- Share electronic versions of new parent guide (Cub Scouts), unit calendar, etc. in the chat
- Share link to online application in the chat, ask them to stay on the call until it is submitted
- With their online application, you will have contact information to follow-up with a welcome phone call
- To capture everyone's contact information, consider requiring preregistration or asking them to privately share it with you by chat or email during the meeting

### Safety

- Know how to use the video-conference program's security features

# CHOOSE YOUR EVENT



## Drive-in

While drive-in concerts are a novelty this year, everyone knows what a drive-in movie is. Your drive-in Recruitment Event can be the same! **Objective:** Families arrive, stay in their cars, listen to a quick presentation, and leave after they apply on their smartphones or hand over a physical application on the way out.

### Concept

- Conduct Recruitment Event in a large parking lot
- Promote a single starting time at which families should arrive (e.g. 6:30 pm)
- Cars enter and stop at welcome/check-in station
- Ask for name and contact information
- Give each car a packet with new parent guide (Cub Scouts), unit calendar, details of next meeting, youth application(s), and instructions to apply online (more convenient)

### Safety

- Wear masks and provide hand sanitizer to leaders and parents helping at the event
- Ask driver to lower window the minimum distance to receive the packet
- Do not obstruct street traffic



## Drive-thru

As a last resort, consider a plan that is similar to ordering food at a drive-thru restaurant. **Objective:** Families pull-in, provide some quick contact information, collect a packet of unit materials, including application instructions, and drive away.

### Concept

- Conduct Recruitment Event in a large parking lot or side-street
- Promote a window of time during which families can arrive (e.g. 6-7:30 pm) to limit traffic jams
- Cars enter and stop at welcome/check-in station
- Record their name and contact information
- Give each car a packet with new parent guide (Cub Scouts), unit calendar, details of next meeting, youth application(s), and instructions to apply online (more convenient)
- Call families the next day to answer questions and assist with submitting application if necessary

### Safety

- Wear masks and provide hand sanitizer to leaders and parents helping at the event
- Ask driver to lower window the minimum distance to receive the packet
- Do not obstruct street traffic

# Promote

## Shout it from the rooftops

Because of alternating attendance days, remote learning, and hybrid models of school instruction this fall, we CANNOT rely solely on flyers and school presentations to promote this Recruitment Event. It will require many points of contact.

## ▼ Promotion checklist

- Post yard sign at high traffic areas
- Display posters at school, church, library
- Post joining information on school marquee sign
- Promote at school open house
- Provide flyer in school registration packet
- Deliver approved flyers to school for teachers to distribute
- Provide electronic flyers to school for remote learners
- Ask school to post electronic flyer on website, social media, PTO/PTA Facebook groups, and school apps
- Request to utilize school email or phone blasts
- Visit school (in-person or by video) and give a student presentation
- Have all leaders and parents share recruitment invitation on their social media channels
- Post to local community groups on Facebook and Nextdoor (app)
- Post joining information on bank or business marquees in town
- Hang flyers on community announcement boards
- Publish in church bulletins
- Ask local media to promote Recruitment Event



## Immediately after the recruitment event

- Submit any applications and fees collected to your assigned headquarters or contact person immediately following the event (that night). Volunteers will check everything before you leave. This may take 10-15 mins.
- Follow-up with families that attended but did not apply, and those who expressed interest but did not attend.
- Contact new families to welcome them and remind them about the date/time/location of their first meeting.

# Why should parents consider Scouting now?

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## SOCIAL AND EMOTIONAL DEVELOPMENT

Children need strong social and emotional skills to thrive both in the classroom and in life. Skills like collaboration, communication, self-discipline, decision-making, and goal-setting are difficult to learn in the absence of classroom instruction or extracurricular activities. These skills are at the core of all Scouting programs, and needed now more than ever.

## A SENSE OF NORMALCY

Children are especially vulnerable to anxiety during these uncertain times. Scouting is structured. A child's role in the unit and progress toward rank advancement are constant. This has always provided meaningful stability when children moved to new school or missed meetings due to conflicts, and that stability will reinforce self-control and normalcy this year.

## IN-PERSON OR AT-HOME PROGRAMS

Our Scouting units ARE active and meeting this fall while most other youth programs are not. Our programs already have elements intended to be completed in various ways - including in small groups, at home with family, or independently. We are prepared to deliver the Scouting programs in all permitted formats. Additionally, we have created new content like boxed camp kits, online advancement workshops, and virtual STEM fairs to make Scouting convenient and accessible.

## FINANCIAL SUPPORT AND FUNDRAISING LIABILITY

Families are facing new financial hardships. The Greater St. Louis Area Council is committed to doing whatever we can so all youth are able to experience Scouting regardless of financial situation. Assistance for registration fees and summer programs may be available. Additionally, we support two major fundraisers (Popcorn and Camp Card Sales) to help raise money for supplies and activities. While non-BSA fundraising companies are shuttering, reducing support, or requiring participants to waive liability for COVID-19-related incidents, rest assured that the Popcorn and Camp Card Sales are ready to go, backed with staff and volunteer support, and endorsed/approved by our council's risk management teams to protect Scouts and families conducting them.

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# Submit your info

Submit this form to receive FREE, professionally produced, color flyers for distribution at schools. You can also submit this online at [www.stlbsa.org/programs/recruitment](http://www.stlbsa.org/programs/recruitment). Due to trademark restrictions, units are not permitted to produce their own flyers. Information below will also be used to create Facebook promotion in your local community at NO COST to your unit (a \$42 value). For assistance, contact your district executive or our service center at 314-361-0600.



## Important notes

Flyers are printed based on school enrollment data. No need to tell us the quantity. They are sorted in stacks of 30 for easy distribution in classrooms, homework packets, or packaged meals sent home with remote learners.

Most families will take advantage of easily applying online at BeAScout.org this year. Search for your unit at BeAScout.org to confirm contact and meeting details are accurate. Top unit leaders can update this through their My.Scouting.org account or your district executive can assist you.



## Free promotion

For the past two years, the BSA has tested paid Facebook promotion of units' Recruitment Events in local communities at no cost to them. Overall, recruitment events that were promoted had MORE new families attend and join! For 2020, we are promoting ALL pack and troop recruitment events through Facebook. After you submit this form, we will create a Facebook event for you. Your families can share the event and invite friends to attend. The BSA will pay to promote your event for up to 21 days.

**Consent required:** Events are promoted in your local communities and it is important those interested families can reach a local unit leader for assistance. For this reason, you must consent to have your contact info shared in the FREE Facebook promotion program. If you do not consent, then local council service center contact info will be used.

No, I do not consent. Please use council contact info instead.

Yes, I consent. Printed name and signature: \_\_\_\_\_

- **District:** \_\_\_\_\_
- **Unit type/number (e.g. Pack 23):** \_\_\_\_\_
- **Contact #1 name:** \_\_\_\_\_
- **Contact #1 phone:** \_\_\_\_\_
- **Contact #1 email:** \_\_\_\_\_  
\_\_\_\_\_
- **Contact #2 name (optional):** \_\_\_\_\_
- **Contact #2 phone:** \_\_\_\_\_
- **Contact #2 email:** \_\_\_\_\_  
\_\_\_\_\_
- **Recruitment event date and time:** \_\_\_\_\_
- **Recruitment event location:** \_\_\_\_\_  
\_\_\_\_\_
- **Recruitment event address (required):** \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
- Does your school require a disclaimer? If so, your district executive will confirm.  Yes  No
- **Date you need flyers (minimum 7 days):** \_\_\_\_\_
- **How would you like to receive your flyers?**
  - Notify me when they're ready to make arrangements.
  - I will pick them up at August Roundtable.
  - Please distribute to schools on my behalf.