

# 2020 Recruitment Menu

## Starters

Set the table for a great recruitment by making people aware of your Pack and how to get in touch

### **Print Media**

Promote your Pack in local publications. Local news will often run stories provided by community groups. Be sure to provide a good photo, contact info/website, and promote any upcoming joining opportunities.

### **Poster Campaign \***

Coordinate with local businesses to display a poster promoting your Pack. Think about places where parents of Scout-aged youth are likely to go.

### **Food Delivery Flyers \***

Ask your favorite pizza delivery place if they would be willing to tape a flyer to their pizza boxes. As we all know, busy families buy pizza.

### **School Publications**

Great for schools that don't allow direct access. Obtain a spot in school calendar, lunch menu, or school event program.

### **Social Media**

In addition to being a great communication tool with parents, having a strong presence on Facebook and other social media can be an incredible tool to promote your Pack within your community. Shares and likes boost visibility.

### **Town Marquee**

Ask a fire department, school, place of worship, or a movie theatre to feature your pack on their signage. **Don't forget to ask about school marquees too!**

### **Uniform Day**

Nothing creates more awareness of your Pack than coordinating your Cubs to all wear their uniform on the same day.



## Entrées

This is the main course. The cornerstone of any recruitment campaign is a great sign-up event. Your Entrée is served with flyers, yard-signs, and **your choice of at least 2 sides** to make sure you've got a crowd ready to join your Pack.

### **. Primary Joining Night \***

A single event to satisfy even the hungriest Pack! This should be held at the local elementary school wherever possible. Getting attendance at this sign-up night will be the focus of all of your marketing efforts. We are asking all Packs to work with your District leadership for a date. Tuesday, Wednesday, and Thursday nights generally will yield the best turnout. When new parents show-up to a joining night, they are there to sign-up, so don't spend time trying to sell them on joining. Provide them the information they need, and most importantly: **COLLECT THE APPLICATION AND REGISTRATION FEES.**

### **Second Chance Joining Night**

Sometimes even the best of plans can fall prey to things outside of your control. Follow the Scout Motto and Be Prepared! Having a follow-up sign-up date on the schedule will help.

## Dessert

Everybody's favorite part of the meal! And the best part is, dessert can be enjoyed at any time of the year. These activities can help your Pack focus on year-round recruitment.

### **Halloween Candy**

Make a boatload of labels with Pack information and distribute to your families and ask them to put them on the candy they are going to distribute to neighborhood kids and/or at local Trunk-or-Treat events.

### **Local Festivals/Carnivals**

Having a presence at appropriate community events lets people know Scouting is alive and well and can be a great experience for your Scouts. Make sure everyone is in uniform and remind them that we are representing Scouting for better or worse when at public events.

### **Parades**

Having a float or marching in a parade is a great way to boost your visibility in the community you serve. If allowed, you can even take it a step further and pass out candy with Pack information attached.

### **Visible Community Service**

This is a huge part of who we are and what we teach in Scouting. While the service itself is its own reward, let's not hide all the good work we do in our community. Have Scouts wear uniforms when possible and take good photos. Our local papers gladly run stories of Scouts helping others!

## Signature Sides

The most important part of making your meal successful. Sides are the means of personal

### **In School Scout Talks \***

Whenever possible, talking directly to a group of students about joining Cub Scouts in conjunction with a great flyer is the best means of inviting new youth to join. There are many ways this can be done, so think outside the box if necessary.

### **Non-School Scout Talks**

Whether at a place of worship or to a sports team nearing the end of their season, there are more places we can find a captive audience of Scout-aged youth. Get creative here.

### **Social Media \***

This is where you can use your Pack's best resources (the parents of your Cubs) to help promote your upcoming joining event to families they know. This is a highly personal invitation that can be interactive and very effective.

### **Personal Invitation Letters \***

Use this to send a personalized and formal invitation to your Pack's Entrée event. Letters of invitation are more likely to result in attendance if sent from a parent of a Cub in the same grade or even better from the same class. Plan in advance to get your list of invitees built in time for this to be most effective. Use your parents to help.

### **Bring a Buddy Cards**

From the Kid's menu, this allows your Scouts to take an active part of recruitment. Make up some business cards for your Cubs to pass out to all of their friends.

### **Library Story Time**

Getting your Scouts to read to younger children at the library in uniform sets a great example and will be fun for your Scouts. While there, give out Pack information.

### **Social Media \***

So important it's in your menu three times. We cannot stress enough the value of having a good presence online. It doesn't have to be difficult or take up too much time. Just remember that like when we are in public, our social-media presence should be appropriate and highlight who we are.

## Most importantly...

Remember that every Eagle Scout started their path somewhere. For most of them it was when someone took the time to share with them or a family member what a great experience they would have as a member of their Cub Scout Pack. Taking our time to prepare a great recruitment campaign passes the torch for the next generation and helps keep the light of Scouting burning bright into our future!

\* DENOTES COUNCIL-PROVIDED RESOURCES AVAILABLE THANKS TO YOUR GENEROUS SUPPORT TO FRIENDS OF SCOUTING