

# Lake Minnetonka Recruitment Guide

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## Welcome to Recruitment!!!!!!

Recruiting Scouts to join Cub Scouts/Scouts/Venturing is a very rewarding & fulfilling experience. Recruiting is all about getting out in the community and having a presence, it is about being more visible, more inviting and more fun. In previous years our main recruitment focus has been “School Night for Scouting, “ but now there is more emphasis on year round recruitment, since there is no longer just one time that a family can join the Scouting program. Northern Star Scouting is looking to increase our Scouting membership to 34K by December 31<sup>st</sup> 2019.

We are looking at recruiting as no longer a once a year thing and in many cases being left to the Cub Scouts to bring in New members. Scouting has something to offer to all ages, just as many sports have different things to offer. In 2019, recruiting is being focused on as an ongoing, year-round process. We are appealing to the wider community, whether it be bring-a-friend event at your pack, troop, or crew, presence at a parade, being visible in the community, or when out doing service projects. Whenever we are out in the community as Scouts, we are inviting to what Scouting has to offer as many people don't know about the extensive program we have, and the lifelong skills Scouting teaches.

## How do we Recruit???

- 1. Connecting with your local school** - It can be a challenge to get into your local school. Offering to volunteer at the school often open doors.
  - Contact the School Parent Teacher Student Association to ask if there is any way your unit can assist the school with volunteer opportunities
  - Offer to help with carnival nights, bingo nights, international nights, school picnics, or sports events
  - Ask your school if you can put something in the school's newsletter
- 2. Social Media** - When families are looking for a unit, the first place they turn to is social media. They look to see what your unit is doing, if it is active, inviting, and if the Scouts are having fun.
  - Unit website – Does your unit have one? Is it current? Does it have pictures of what you have done in the last year? An important item - is there a current unit calendar posted so families can see what the unit has planned?
  - Unit Facebook page – Have you posted about your unit's activities recently? (If you are on unsure about how to use Facebook and other social media outlets here are some guidelines.  
<https://Scoutingwire.org/marketing-and-membership-hub/social-media/social-media-guidelines/>)
  - Community Facebook Pages/Next Door App – Posting in these community groups helps families who may be considering Scouting to not only come and check out your unit, but also introduce families who may not have thought about Scouting and what it is all about.
- 3. Local Events** - Having your unit participate in the event is just the first step. Our units with the best success in recruiting also have information on their unit, pictures of youth having fun, and next steps to learn more about Scouting. Some examples:
  - Wayzata Schools Area - Plymouth on Parade, James J Hill Days, Fire and Ice Festival, Kids fest
  - Community Events - 4th July Parade, Community 5K and 10K, kids races, Trunk or Treat, Night to Unit
  - Long Lake Corn Days & Chaska River City Days. Touch-a-Truck
- 4. Contact local daycares in your area to recruit incoming kindergartners**

- Units can host an activity session for all the kids at the daycare, Hand out information to the incoming Kindergarten parents.
5. **Bring-a-Friend Activities** - This is like a try-before-you-buy concept. Ask your Scouts to invite a friend to a Scouting event
    - Pack, troop, crew, den meetings
    - Summertime activities
    - Unit outings
    - Fundraising – Pancake Breakfast
  6. **Council/District Recruitment Events – Bring a Non-Scout Friend**
    - Scout Day at the St Paul Saints – May 19th 2019 – 5:05pm  
<http://www.lakeminnetonkadistrict.org/scout-day-at-the-st-paul-saints-may-19-2019-505pm-bring-your-family-and-non-scout-friends/>
    - Valley Fair – May 31<sup>st</sup>-June 1<sup>st</sup> 2019  
<http://www.lakeminnetonkadistrict.org/scout-days-at-valleyfair-may-31-june-1-2019/>
  7. **Training for Leaders and Parents:**
    - Training on School Night for Scouting 2019 (SNFS) This can be done online through the Northern Star Scouting Website, log on and complete the training, then fill in the form to get credit for your unit completing the training. <http://www.northernstar.org/2019-recruiting-resources>
    - Talk/meet with District PRE – Jim Bollback to establish the contact for your school. Then contact your School Principle to talk through SNFS. Many times having the personal contact with the school through your unit establishes a lifelong relationship between the unit and the school.
    - Complete the preparation for Fall Recruitment Google Form for your unit by May 31<sup>st</sup> 2019:  
<http://www.lakeminnetonkadistrict.org/school-visits-preparation-for-fall-recruitment-each-pack-has-a-role/>
    - Reserve items from District for Recruiting & SNFS:  
<http://www.lakeminnetonkadistrict.org/membership/school-night-for-scouting/recruitment-materials-request-form/>

### Tips to Putting an information Booth Together

1. **GO BIG IF YOU CAN** - Going big will draw attention. If you can put on a big display it is only going to draw kids & parents down to you
2. **BOLD & COLORFUL** – Going bold & colorful will really draw attention to you table/event
3. **PRESENCE (Boys, Girls, Leaders in Uniform)** – Having Leaders & Scouts walking around your event will make them stand out.
4. **INFORMATION PACKETS** – Talk about the FUN points of Scouting. Boy's & girls are really drawn in & paying attention when you talk about activities they are interested in. Many times, there is a misconception of Scouting as some boring activity where you sit at someone's house and do. When you start to mention camping, archery, bb guns, rockets, pinewood derby, rock climbing... you will see their interest start to show.
5. **ALWAYS TAKE NAMES & CONTACT INFORMATION** -Make sure to get the parents name & Contact information. If you can sign them up on the spot, one less parent to get to SNFS. Make calls a few days prior to SNFS to remind parents to sign up that night. After SNFS make follow up calls & have a second chance for parents to come & sign up at your unit's orientation night.

**Most important show how much FUN Scouting is to your potential parents,  
Scouts & Siblings!!!!!!!**

## Tips to Recruiting - Events

1. **OPEN HOUSE** -The best recruitment is when all potential Scouts are in one place. Be a part if an open house or other start of school events
2. **COMMUNITY EVENTS** - Any community events you can be a part of to show the community that you are there is a chance for recruitment. Parades “community event days” anything that your community does get involved with.
3. **NIGHT TO UNITE** - If your neighborhood does night to unite, get involved.
4. **HELPFUL COMMUNITY EVENTS** - Participate in community events (Clean up days, salvation army bell ringing, Flower planting, volunteer at community events)

## Archery Booth

These are available for all units to use FREE of charge for all recruitment events with in the community. To reserve yours [https://docs.google.com/forms/d/e/1FAIpQLSf3cKV7PMRHuwew78OeMt\\_iGCSXU1yFyi1Bj80MRJ1y2\\_5AvQ/viewform](https://docs.google.com/forms/d/e/1FAIpQLSf3cKV7PMRHuwew78OeMt_iGCSXU1yFyi1Bj80MRJ1y2_5AvQ/viewform)

## Recruitment Timeline for Fall

1. Spring – Get trained & meet with Schools
2. Summer – Get organized, promote and hold summertime bring a friend events.
3. Fall – Attend School Open Houses, hold SNFS Night, follow up with families, orient parents & youth, attend Fall Day Camp

## After School Open House

It is important that after a School open house or any event to follow up with each name on the list via email/text message and/or phone calls. Thank them for their interest in Scouting & inviting them if they want to start right away to attend the September Orientation/pack meeting. We have found that parents respond more consistently with text messages.

*“Kindergarten through fifth grade boys & girls are all invited. Cub Scouting is a year-round program designed to prepare our youth to be responsible citizens through FUN! Meet up 2-3 times a month with your friends for games, activities and awards. Bring the whole family a few times during the year. Escape with your parent for 1:1 day camp or overnight a couple of times a year.*

*Pack/Troop..... is hosting a recruitment night on ..... at the following location. If you can't wait & want to start right now then just let us know*

*Registration fee is .....(this includes the handbook, neckerchief, badges earned throughout the year & our unit Tshirt). Scouts strives to stay affordable & offers fundraising opportunities as well as scholarships. Please contact.....to learn more”*

The week prior to SNFS call each contact personally to remind them about SNFS night & if they have any questions about scouting that you can answer. 48 hours prior to SNFS send out a reminder email about coming to sign up that night.

## School Night for Scouting set up

SNFS is meant to be a quick in and out sign up. Have a few tables that parents can sit & fill out applications. Have plenty of adult leaders helping to answer questions that parents will have. Have a table set up with a display that also contains some sub Scout memorabilia if new Scouts want to look through things.

Have an activity of new Scouts to work on while parents are filling out applications. This is a great thing to have the Scout Troop come in and help you with.

September 1<sup>st</sup> – 19<sup>th</sup> – make sure you have all the help you need and call the school to confirm the reservation.

**After SNFS take the application forms to the District turn in Location – Lake Minnetonka Community Centre. Don't forget a pack check to pay for the registration and sizes for SNFS t-shirts.**

## Recruitment & SNFS Incentives

Any Scout who recruits a friend will receive the Recruiter Patch to be worn on your uniform as well as the following:

Cub Scouts - The New Cub Scout gets a FREE Day Camp registration, also all scouts in the pack can get tickets to Crayola Experience, if pack recruitment goals are met.

Boy Scouts – Recruit a Friend and you and the friend receive a pocket knife once your totem chip has been achieved.

## Recruitment Obstacles

### 1. Too Busy

- Families today are busy - accommodate families for the time they have
- If the family can only make certain meetings and events, provide them with what need to do activities at home so they can catch up on their own.
- Don't waste their time - make sure meetings start and end on time and are well organized. If they see the value in the time investment they will continue to attend.
- If a prospective Scout cannot attend pack or den meetings because of conflicts (religious education, hockey, etc.) work with the parents so that they can attend when they can or recommend another local pack.

### 2. Scouting is too expensive

- Make sure to budget scholarships for pack dues and camping as part of annual budget. Scholarships are available through Northern Star Council and Lake Minnetonka District. If you need assistance with these contact the District PRE or District Membership Chair
- Uniforms can be purchased at the Used Uniform Sale held once-a-month at the Leadership Center, or at thrift shops (especially around Halloween).

### 3. Doing the same program every year

- Come up with new and innovative activities for the Scouts to do (they love it!) Be sure to change your calendar up each year, it prevent' s scouts getting bored & dropping out.
- Network with other leaders for ideas (social media, Wood Badge, etc.) There is so many resources out there to be tapped into as well as so many different activities that you may not be aware of.
- Make sure leaders are fully trained for their position. Having fully trained leaders enhances your scouting program.

## Unit Information Folder

Each new youth interested in joining the unit gets a welcome folder which includes the following information. Making up 20-30 ahead of events and having 5 on spare throughout the year.

1. Welcome Letter
2. Camping Information
3. Application Form
4. Uniform – Scout Shop Information
5. Literature about Council Camps
6. Parent Talent Survey
7. Pack Calender
8. Parent Orientation Reminder

## Unit Brochures



## Unit Business Card



## 2019 New Recruitment Materials

<http://www.lakeminnetonkadistrict.org/membership/school-night-for-scouting/recruitment-materials-request-form/>

Use the materials to help flood the market. Northern Star Council is providing School Night for Scouting (SNFS) promotional materials throughout the summer to help assist you with your recruitment needs. For our 2019 recruitment campaign, the council will be supplying customizable fliers, stickers, wristbands, and more.

These will be available through our District Executive - Jim Bollback or District Membership Chair – Vicki Jurek by clicking on the link above.

1. 8.5' x 11' Folded Flyers



2. Yard Signs



FRONT



BACK

3. Stickers



## 4. Invite Postcards



## Recruiting for Troops

1. Work with your local Cub Scout packs. Stronger packs will benefit the troops by providing a larger pool of incoming Scouts each year.
2. Be present at pack summertime activities
3. Ask packs to help with your community events and your troop with theirs.
4. Participate in the den chief program. Build a personal connection with Cub Scouts so when they cross over they are more likely to stay with your troop as they already know some of the youth in the troop and have built a rapport with them.
5. Have Arrow of Light nights built into your troop calendar from October to January to enable the Webelos to get to know the youth in the troop. Make the focus of these meetings on the Arrow of Lights in showing them how fun the troop is and how much more to scouting there is once they join the troop.
6. Invite a local Arrow of Lights/Webelos den's to camp with your troop at a box camp, district camporee, troop run campout.
7. Many Scouts drop out in the first 6-12 months. Formulate a plan to retain them. Educate parents about the differences between Cub Scouts and Boy Scouts, and how Boy Scouts is a youth led program. Have a plan for all your first year scouts and guide them through it in the first year.
8. Bring-a-friend events work for troops, too!

9. Be active on social media – Facebook/Insta/Twitter/Snap. Youth are technologically savvy and are active on social media.
10. Ask your Scouts – they have great ideas. Implement those ideas to increase recruitment.
11. Work with multiple local packs. Your troop will be in big trouble if you source your Scouts from one pack and that pack has problems.

### Webelos Transition – How it plays a part in Recruitment into Troops

The Trailhead Award is a NEW award that recognizes those Webelos who have gone above and beyond their Arrow of Light requirements and have a strong start on their Scouts BSA adventure. The pack and troop work together to ensure that all Webelos transitioning into a troop have the opportunity to enjoy the complete Scouting adventure and earn this award.

1. Earn the Arrow of Light award plus 3 additional activity pins.
2. Attend one Scouts BSA outing or a troop Court of Honor, and attend one regular Scouts BSA meeting.
3. Complete three hours of community service with a troop.
4. Join and actively attend a troop of your choice.



### Resources/Bibliography

- *Renee Estrella-Wells – Chief Black Dog District Vice Chair (Membership)*
- *BSA Family Scouting Facebook Page*
- *Cub Scout Plymouth Pack 477 Recruitment Materials*