

# RECRUITING

## BSA Reference Materials

- Selecting Quality Leaders, No. 18-981
- Troop Leader Guidebook, Vol. 1, No. 33009
- Troop Committee Guidebook, No. 34505B
- Varsity Scout Guidebook, No. 34827A
- Selecting Quality Leaders

## Online Resources

- Selecting Quality Leaders, [www.scouting.org/Training/Adult/Supplemental/SelectingQualityLeaders.aspx](http://www.scouting.org/Training/Adult/Supplemental/SelectingQualityLeaders.aspx)
- Membership Recruitment, [www.scouting.org/Home/Membership/Youth\\_Recruitment.aspx](http://www.scouting.org/Home/Membership/Youth_Recruitment.aspx)
- Recruiting Ideas for Cub Scout Leaders, [www.scouting.org/filestore/membership/pdf/RecruitingIdeas.pdf](http://www.scouting.org/filestore/membership/pdf/RecruitingIdeas.pdf)
- Year Round Guide to Scout Recruiting, [www.scouting.org/scoutsources/BoyScouts/YearRoundGuide.aspx](http://www.scouting.org/scoutsources/BoyScouts/YearRoundGuide.aspx)

## Presentation Content

- **Recruiting is the lifeblood of our units.**
- **Units that do not recruit are not going to last for long.** Units that recruit successfully will not only grow, but also benefit from more resources and more Scouts to create exciting and diverse program options.
- **Use social media and the BeAScout program to help advertise your unit.**
- **Recruitment of youth works best when it is youth- or friend-driven**
- **Establish a reward system for Scouts who bring their friends to visit the unit at a meeting or who attend an activity and then join the unit.** Membership growth is the objective.  
— The reward can be a “recruiter patch” or recognition at a court of honor or other event. — The youth who is recruited should be introduced to the unit and made to feel welcome. — The parents of the recruited youth should also receive a special invitation from the unit leader to join the unit by formally applying for BSA membership
- **Plan fall and spring recruitment campaigns.**  
— Plan a time-specific campaign for a focused effort to recruit additional unit members.  
— Develop incentives for Scouts to assist in the effort.  
— Be creative: School lists are good, but go where the Scouts are. PTA, youth sports leagues, school ice-cream nights, and local church youth groups are all great places to connect with Scout-age families, especially for Cub Scouting.
- **Establish a recruitment spreadsheet of the target youth.** Review it continually. Identify a reason for each family that does or does not join.
- **Highlight opportunities for parents to become involved with the unit** (i.e., as committee members, den leaders, assistant Scoutmasters, etc.).
- **Give special recognition to Scouts who join the unit during this time period.** New Scouts who are by themselves can sometimes have the hardest time identifying with the Scouting environment. Each new member should have a Scout assigned to them for at least the first few months to make certain the new member attends, gets a uniform and handbook, and starts along the advancement trail. Don't leave this to chance! 35

- **Webelos-to-Scout transition**

- Recruiting Webelos is critical

- it keeps our current members in the program!

- Year-round recruiting is ideal even though Webelos recruiting often ties into crossover time.

Use this time to get as many Webelos Scouts into troops as possible.

- Boy Scout units should have an active program to identify Webelos leaders before the start of each Webelos Scout's second year. Call the Cubmaster to confirm the right leaders, find out how many Webelos Scouts they have, and introduce your unit.

- Develop a relationship with Webelos II leaders. This involves getting to know these leaders beyond an introductory phone call. Meet on a one-on-one basis outside the meeting environment to learn about the leader and Webelos families.

- Host the Webelos II patrol at a regular Scout meeting. A special "pony show" hosted for Webelos Scouts is too obvious and not usually an effective recruitment strategy.

- Make sure programs are interesting, youth-driven and appropriate for Webelos audiences.

- Include dedicated time to talk to parents about the troop and answer questions

- don't be in a rush.

- Invite the Webelos patrol and parents to visit a unit activity and possibly to spend a night with the unit. Have the Webelos Scouts camp with the Scouts and participate in the activities. They should be treated as a "new boy patrol," and watched over by the troop guides or other carefully selected youth leaders of the troop.

- Send a thank you note to the leader and families, thanking them for participating with the Scout unit.

- **Have a special means of welcoming new or transitioning Scouts and their parents as they enter the troop.** This is a time of change for the boys and parents. Help make the transition easy with troop guides, dedicated assistant Scoutmasters for new Scouts, and other resources.

- Communicate frequently and often to ease the transition and engage the youth right away.