

2025 Recruitment Resources

[SDIC Recruiting Equipment and Customized Flyer Request Form](#)

- **Equipment Reservation, Custom Flyers and Recruiting Materials Request Form**

This is to reserve Canopies, banners, feather banners, request we print flyers for you based on our templates, and to request other recruiting materials. Check back as we add more resources as they come in.

[Be A Scout](#)

Is the generic link to help potential Scouts find units in their area.

- [Update your Unit Pin](#)
- **How to accept Online Applications**

Adult applications must be approved by the Charter Organization Rep or the COR Delegate. **Youth applications** are approved by Unit Leader.

To process an application:

Sign into [My Scouting](#).

- Click **Menu** in the upper left corner.
- Select your Unit in the Organization Box
- Select **Application Manager**
- Scroll down past the summary box and click on the **applicant's name**.
- To approve the application, click **accept**

If you do not approve the application, click **DO NOT ACCEPT**. Please include in the notes box **the reason why you are not accepting the application**.

- [Information About Online Youth Registration for Councils and Unit Leaders | Scouting America](#)

- **How to Utilize Invitation Manager - Best Practices for Leads in Invitation Manager**

- To access Invitation Manager Sign into [My Scouting](#).
- Click **Menu** in the upper left corner.
- Select your Unit in the Organization Box
- Select **Invitation Manager**
- Scroll down past the summary box and click on the **Name of the Lead**.

- Check for new leads daily
- Contact Lead – [Sample Emails](#).
- Answer any questions they asked in the app.
- Tell them about your unit.
 - Meeting day, time and location

- Upcoming events
 - Share what your units focus is
- Invite them to a meeting.
- Use text, phone calls and emails to reach out. Mix it up.
- Check back in frequently – once a week is great
- Be responsive when they contact you
- Close the lead if they tell you they are not interested

- **To access your unit's URL or QR code:**

These are great tools to use in your unit's marketing plan.

A member of the Units Key 3 (Unit leader, Committee Chair, Charter Organization Rep) signs in to www.my.scouting.org.

Click Menu.

Scroll down to Organization and make sure the unit you are looking for is displayed (if you are connected to more than one unit)

Click Invitation Manager

On that page you will find a button to download your unit's QR code and another button to copy your unit's URL.

[National Website Recruitment Resource Page](#)

- [BSA Brand Center](#)

This has a lot of photos of scouts you can use that are appropriate for marketing. Cards, social media, and lots more.

- [How to create your own Scouting recruiting flyers in just 5 minutes](#)

- **Social Media Calendar Tools**

One of the best ways to reach families today is through social media. For many of us, the hard part is determining what and when to post. Here's a calendar of social media posts to help you get started.

[Cub Scout Social Calendar](#)

[Scouts BSA Social Calendar](#)

- [Recruiting Campaign Kits](#)

This campaign kit provides step-by-step tips to host a successful joining event. From planning to promotion to follow up, this kit includes a set of integrated marketing elements designed to work together to help you build a solid foundation for success.

- **Webinars**

- [2025 Scouts BSA Spring Recruitment Kick Off Webinar](#)
- [2024 Scouts BSA Fall Recruiting Webinar](#)
- [2024 Marketing Webinar Tech Edition Webinar](#)
- [2024 National Fall Membership Kick Off Webinar](#)
- [Marketing Bootcamp 1](#)
- [Marketing Bootcamp 2](#)

Great Recruiting Articles

- [Aaron on Scouting Articles on recruiting](#)
- [10 Reasons Why Scouting Matters](#)
- [Why Scouting – BSA](#)
- [Council and District Recruiting – Scouting Wire](#)
- [Cub Scouts Dynamic Recruiting Playbook – Scouting Wire](#)
- [Scouts BSA Dynamic Recruiting Playbook – Scouting Wire](#)