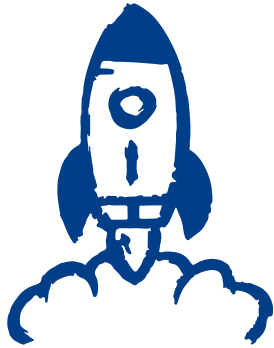


#ADVENTUREON!



ROCKET INTO SCOUTING PLAYBOOK

ROCKET INTO SCOUTING

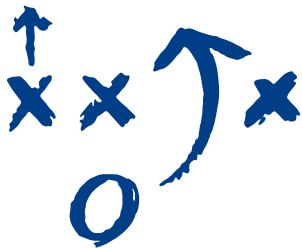


The Rocket Into Scouting program takes your recruiting efforts to new heights. With a focus on **fun**, this program invites families in your community to experience the **adventures** only Scouting can offer. The program leverages an activity that kids love (building and launching rockets) while showing parents that Scouting will foster their child's **creativity, initiative, and sense of wonder**.

Concept

Your council or district will host a community event for parents and youth to design, build, and launch their rockets. All details (supplies, snacks, instructors, games) will be taken care of by the council or district, so families can get their #AdventureOn and focus on having a great time! Through this simple interaction, parents will see the experience, friendships, and once-in-a-lifetime opportunities that Scouting can offer their children. It's a "test drive" of the Scouting experience. Scouting employees and volunteers will be on hand to help with the event, answer any questions, and sign-up new Scouts! This playbook will act as your guide for planning, promoting, and carrying out an event in your area.

PLANNING THE ACTIVITY



Just as with real rockets, being **prepared** is key for a **successful** launch. Fortunately, this program isn't actual rocket science. This is meant to be a **fun, easy-to-implement** community event. But there are a few things you will need to have in place beforehand, so here are some suggestions to get started.

Step 1 - Determine Your Strategy

The Rocket into Scouting program can be used as a stand-alone event or as part of a broader recruiting effort. For example, the program could be promoted on back-to-school nights or other similar presentations to incentivize families to join Scouting and receive their rocket when they sign up. Or you could plan to host this as an open community event and be prepared to recruit and provide rockets at the event itself. Promoting the event at presentations beforehand while still having additional rockets available at the event is also an option.

Step 2 - Set a Budget

Once you have committed to hosting a Rocket into Scouting event, budget the appropriate funds needed so you can provide each child who attends a rocket kit (some councils have been successful in securing donations to help cover these expenses). Visit **ScoutShop.org** to research the different types of rocket kits available. Other costs include event venue, food and drink, awards and prizes, and additional miscellaneous event costs.

Step 3 - Pick a Date

This is an outdoor activity, so it should be relatively warm outside when the event is held. We know Scouts are tough, but we'll also have parents and youth participating with us for the first time, so it's very important that this is a pleasant experience. Always have a backup plan if it turns out to be a rainy day when you show up for the event. For example, you could move indoors and still build the rockets but not launch them then. Specify a beginning and ending time but advertise the event as an "open time" for when families can show up and participate.

Step 4 - Reserve a Venue

Select a family-friendly, open location to host the event. A city park, local nature center, or even Scout camp (as long as it's close by) are great options. The most important things are that it's easy to get to, the venue has plenty of space for those who attend and all of the rockets that will be launching. This generally requires a large open space. Be sure to reserve the venue months in advance, and also check with your local city or county to ensure there are no restrictions on launching rockets (such as fire restrictions or noise ordinances).

Step 5 - Secure Materials

A shopping list of potential materials is available, but your most basic need will be a rocket for each youth attending the event. Make sure you give yourself plenty of time to order specific items to ensure you have everything needed before the event. Music can also add to the fun atmosphere and experience! Having a set up as simple as a phone hooked up to a speaker to something more in-depth like having a live band can help keep families hanging around even longer.

Step 6 - Consider Providing a Meal or Snack

Plan to have snacks and drinks on hand throughout the event. Flexibility is key, so offering individually-wrapped foods (like chips, trail mix, granola bars, etc) helps keep things simple and affordable.

Step 7 - Organize Staff and Volunteers

Like most things in Scouting, this event will only work with the help of our dedicated volunteers and professional staff. This is an excellent opportunity for parents, alumni, and donors to get involved. Be aware that your staffing needs will vary depending on how many people attend the event.

Step 8 - Last, But Not Least...be SAFE!

These events are a good way to showcase the broad spectrum of activities and learning associated with Scouting, and can educate participants and attendees about the STEM (science, technology, engineering, and mathematics) program.

Safety considerations should be on the top of everyone's list when dealing with projectiles that, if misused, could cause serious injury or damage. Follow these guidelines.

PROMOTING THE ACTIVITY



It doesn't matter how **fun** the event is if nobody shows up! Remember to **think outside the box** and apply them to your community's specific situation. We have created **customizable** assets to fit your individual needs that can be found by accessing the **BSA Brand Center**. Here are a few tried and true tactics you can use to get the word out.

Current Members

Ensure your current parents and volunteers are aware of the event and invited to participate. This is a recruiting event, and our best recruiters are those who are currently in love with our programs. A Scout family that brings their friends to an event is one of the most powerful recruiting tools.

Social Media

Be sure to promote the event on your council's social media channels. Encourage parents and adults to share photos from the event on their Facebook, Instagram, and Twitter accounts. Often, any local businesses you partner with will be willing to share the event with their online communities.

E-Mail

Reach out to your network digitally by sending them an email that promotes the event and includes links to learn more about Scouting in their community.

Printed Materials

Fliers, posters, yard signs, etc., are great ways to drive awareness and promote the event in your local area. Professionally designed assets have been created for you to leverage during your recruiting efforts.

School Outreach

School outreach is a great opportunity to promote your Rocket into Scouting event. Back to School recruiting nights provide an opportunity to invite new Scouts to the event and allow children not signed up yet to see Scouting in action. For new Scouts that sign up at the back-to-school night, a rocket kit could be provided as an incentive for signing up.

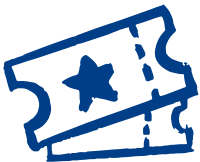
Public Relations / Earned Media

Reach out to your local newspapers and news stations and invite them to attend the event and do a story. Local news organizations usually appreciate the advanced notice, so be sure to inform them at least a week or two in advance. Additionally, consider inviting a local blogger as well.

Community Partnership

Work with local businesses to have them provide prizes for the kids. Partner with churches and other local nonprofits (such as a science center or kids club) and invite them to participate. In addition to taking flyers to community centers, make sure it ends up on their online calendars.

HOLDING THE ACTIVITY



The event itself is organized into four different stations that **families** and their Scouts will move through.

Station 1 - Check-in / Check-out

At the check-in station, provide each Scout and family with their rocket and an agenda for the day. At the check-in station, families can also ask questions and receive additional information about Scouting.

Station 2 - Design and Assembly

Families should then take their rocket kit to an open area for assembly. Make sure you have plenty of staff and volunteers on-site to assist families with any questions or to help assemble the rockets. This station will also have all the necessary supplies for assembling the rockets.

Station 3 - Launch

After the rocket has been assembled, families will then go to a designated launch area that is very open and safe for a rocket launch. Plan to have designated staff and volunteers in this area to help Scouts safely launch their rockets. This is also a great spot to take pictures!

Station 4 - Snacks and Takeaways

After launching their rockets, the Scout and family can swing by this station and grab some snacks and drinks, along with any sort of promotional takeaway materials (this would be a great place for a magnet with unit contact information, etc!).

RECRUITING AT THE EVENT



Recruiting at the event itself should occur naturally and organically. When parents and youth can **participate** in Scouting and see what it's all about, they tend to be much more **responsive** to recruiting messages. Be sure to have plenty of recruiting material on-hand and provide **opportunities** to sign up but remember to keep it light and informal. Families came here to have **fun**, not to hear a sales pitch.

FOLLOW UP



After the event, it is appropriate to follow up with the parents and families that attended and include them in future council communications. For example, you could:

1. Send an email to new families thanking them for their time and sharing photos or recaps from the event.
2. Include an invitation to join a local pack if they haven't already.
3. Invite them to your next Scouting event on the calendar.

The important thing is to follow up and make sure those who desire to become part of Scouting can do so!



THANK YOU!