

ADULT RECRUITMENT APPROACH



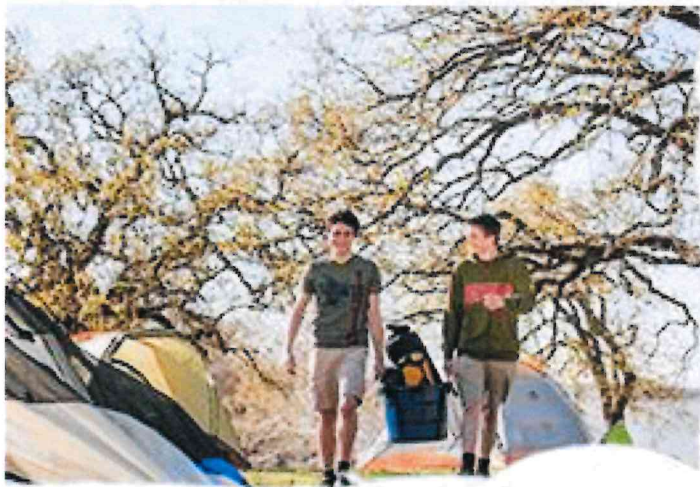
RECRUITING IS ONE OF THE MANY TIMELESS TRADITIONS WE HAVE AT SCOUTS BSA.

It allows all members of the troop to develop their public speaking skills and become more comfortable working in team atmospheres. To help you get started in the right direction, we've put together a list of best practices, recruiting ideas and answers to the most frequently asked questions surrounding the recruitment process. Follow this approach and prepare to be amazed by how easy recruiting can be.

KEYS TO EFFECTIVE RECRUITING

1. Be Prepared

To effectively recruit, troop leaders must understand that he/she is the key to success. It's best to be prepared to have what a short pitch on what it is a troop does and other high-level information. The most important step is to ASK. Be sure to always ask each person you might be discussing scouting with to come to a meeting as well as offer them an application.



2. Inspire Others

Success stories are one of the best assets you have in your recruiting toolbelt. From epic adventures to life lessons along the way — it's always fun to share your Scouting adventures. If applicable, share a fun story and how it's benefited your own personal life and other positive aspects you've found within the organization.

3. Provide Recruitment Ideas

From local newspaper ads to hosting BBQ events, there's really no shortage of various ways to recruit. The key to successful a recruitment strategy is identifying the most effective event for your targeted audience. Once you understand your audience, you can then match what Scouts provides and with what your recruits values and needs.

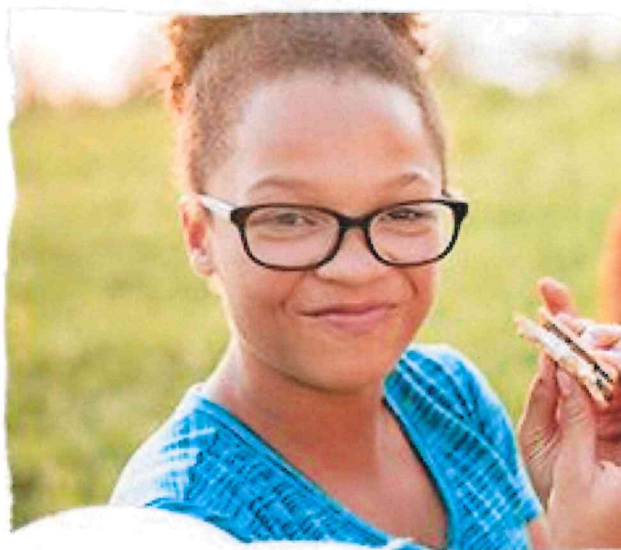
Adult Recruitment Event Ideas

Scouting's fun and the recruiting process you host should reflect that. To help you get heading in the right direction, we've compiled some of our favorite recruitment event ideas from over the years. It's now just up to you to decipher what works best for your audience and go from there.



RECRUITING IDEAS

- Ice Cream Social at _____? (One example could be the local VFW.)
- BBQ dinner at school/church/community center park.
- Presentation to young couple's faith-based classes.
- Bus parents & students to Scout camp with same day return.
- Make sure locations such as medical offices, laundromats, and cleaners have copies of Boys' Life Magazine & Scouting Magazines.
- Ask for a booth at your school's open house/parent night and add a link/flyer on the PTA website.
- Give Scout mugs to local restaurants, complete with BSA logos and invitation to join.
- Host a cake bake sale. Deliver the Scouting message at these events.
- Host a yard sale. Deliver the Scouting message at these events.
- Advertise at local libraries, book shops and book clubs-distribute bookmarks with your unit's information.
- Promo booth at a local flea market. Could sell some Scout memorabilia.
- For female leaders, ask to put flyers/information tables in women's yoga/tai chi/exercise classes, spas and salons.
- Contact local hiking clubs, reach out to the local rock gym-ask to speak at their next meeting. Post fliers in the local REI or Eastern Mountain Sports store.





Recruiting Potential Female Scouts BSA Leaders

For Scouts BSA to be successful, it's imperative that we recruit more female leaders into our program. They serve as excellent role models for our new female troops and will help bring Scouting to young woman all across the country. When developing a strategy, consider a plan that might appeal to the following categories:

- A. Women with Scouting knowledge and/or experience
- B. Women in outdoor professions or organizations
- C. Professional women generally not in outdoor fields with a personal interest in youth programs

CATEGORIES

Women with Scouting knowledge and or experience

1. Mothers of female Webelos
2. Mothers of current Scouts with or without daughters
3. Registered Female Scouters with sons in Scouting



Women in outdoor professions or organizations

1. Women working in related outdoor professions
2. Women belonging to outdoor organizations

Professional women interested in youth programs

1. Women involved in school organizations (PTA/PTO)
2. Women involved in religious organizations
3. Women executives and professionals involved in nonprofit organizations

FAQS

What do I need to know to be ready to recruit others?

Answer:

- Know your troop story – the fun, the adventures and the program.
- Know what opportunities exist in a troop for adults to help with.
- Know who they can contact for more information.
- Know the date for parent/adult orientation.

Question: Who can I ask to recruit adults to help with the troop?

Answer:

- Current leaders and parents.
- Graduated Eagle Scouts, Venturers, Sea Scouts, and Explorers.
- Troop alumni, and former Scouters in your organization.
- Contact grandparents of Scouts-ask if they want to be re-engaged.

Question: Who are good candidates to recruit for starting a female troop?

Answer:

- Male and female Scoutmasters, committee chairs, and committee members.
- Parents of Eagle Scouts, and Scouts who have earned Hornaday Awards.
- Moms and dads of girls joining Scouts and those crossing over from Webelos.
- Parents of Venturers and troop parents in Campfire.
- Women involved in outdoor organizations and leadership roles.



FAQS (CONTINUED)

Question: How do I recruit a Cub Scout parent to help the troop?

Answer:

- Share your personal story of how adults make a difference in the troop.
- Recognize time is valuable.
- Offer several choices they can pick from.
- Ask them to help another adult with a task.
- Provide training in a way they prefer.

Question: How do I recruit a friend or neighbor who knows me but not much about Scouts?

Answer:

- Share what Scouts BSA is and share a Scouting experience with them.
- Find out what interests them.
- Let them know Scouts need their skills to fulfill Scouting requirements.
- Ask them to visit the troop (have an orientation date planned).

Question: How can having a New Member Coordinator help troop development?

Answer:

- A New Member Coordinator team can welcome new families.
- They explain jargon, basics of meetings, and how the troop communicates.
- They follow up with new families and address questions.
- They dispel myths and provide information on training opportunities and resources.



