

# Scouting America<sup>™</sup>

San Diego-Imperial Council

## 2026

### Recruitment Resource Guide

Everything You Need to Recruit with Confidence



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# Getting Started with Recruiting

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

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

Reserve council recruiting resources and request customized marketing materials for your unit, including:

- Canopies
- Banners and Feather Banners
- Professionally printed flyers (using official template)
- Additional Recruiting materials as they become available



### [Be A Scout](#)

#### **Connect families to your unit**

BeAScout.org is the primary national tool families use to find Scouting units in their area. Make sure families can easily locate your unit and apply online

#### [Update your Unit Pin](#)

Ensure your meeting location, contact information, and unit details are accurate, so potential members reach the right leaders.



## Managing Online Applications

### **How to accept Online Applications**

- **Adult Applications:** Approved by the Charter Organization Representative (COR) or COR Delegate.
- **Youth Applications:** Approved by the Unit Leader

### **Steps to Process an Application:**

1. Sign into [My Scouting](#).
2. Click **Menu** (top left)
3. Select your Unit in the Organization Box
4. Choose **Application Manager**
5. Select the applicant's name
6. Click **accept** to approve
  - a. If declining, choose **Do Not Accept** and include a reason in the notes

### **Additional Online Registration Resources**

- [Information About Online Youth Registration for Councils and Unit Leaders | Scouting America](#)
- [How to Complete an Adult Registration Guide](#)
- [SDIC Guide to Scouts Turning 18 – What -to-Do](#)
- [How to take Safeguarding Youth Training](#)

## Turning Interest into Members

### Invitation Manager - Best Practices

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

1. Sign into [My Scouting](#).
2. Click **Menu**
3. Select your Unit
4. Open **Invitation Manager**
5. Click the **Lead's Name** to view details

#### What Happens Next:

- Council contacts each lead by phone and email within 24 hours
- Units should check new leads daily

### Contacting Leads: What to Say

#### When reaching out:

- Contact Lead – [Sample Emails](#).
- Answer their questions
- Introduce your unit and its focus
- Share:
  - Meeting day, time and location
  - Upcoming events
  - What makes your unit unique
- Personally invite them to attend a meeting or activity

#### Best Practices:

- Use a mix of email, phone calls and text messages
- Follow up weekly
- Be prompt and friendly
- Close leads if they decline interest
- Council will close leads after 30 days.



## Tracking your Outreach

Always use the Notes section in Invitation Manager to document:

- Contact Attempts
- Conversations
- Meeting Invitations

This helps everyone stay aligned and improves follow-up success



Scan to join!

## Marketing Your Unit

### Unit QR Code & Unit Specific BeAScout.org URL

Your unit's QR code and unique URL are powerful marketing tools for:

- Flyers
- Social Media
- School nights and community events

How to Find Them:

1. Key 3 member signs into [www.my.scouting.org](http://www.my.scouting.org)
2. Select your unit
3. Open Invitation Manager
4. Download the QR code or copy your unit URL

## National Recruiting & Marketing Resources

- [National Website Recruitment Resource Page](#)
- [Scouting America Brand Center](#)
  - Approved photos
  - Marketing templates
  - Social Media Graphics
- [Create a Recruiting Flyer in 5 Minutes](#)





## Proven Recruiting Campaign Kits

Step-by-Step guides for hosting high-impact recruiting events:

- [Pinewood Derby Recruiting Campaign Kit](#)
- [Scouting for Food Campaign Kit](#)
- [Marketing Your Campaign Kit](#)

Each kit includes planning tips, promotional tools, and follow-up strategies to maximize turnout and retention.

## Social Media Made Easy

### Social Media Calendar

Take the guesswork out of posting with pre-planned content:

- [Cub Scout Social Calendar](#)
- [Scouts BSA Social Calendar](#)

These calendars help units stay visible, consistent, and engaging online.



## Additional Resources & Learning

Live sessions & Webinars

- [Cub Chat Live](#)
- [New Digital Scout Life Mini Mag Available](#)
- [2026 National Scouts BSA Spring Recruitment Kickoff](#)
- [BeAScout 101 Webinar](#)
- [2025 Scouts BSA Spring Kick Off Webinar](#) & [2025 National Membership Kickoff](#)
- [Marketing Bootcamp 1](#) & [Marketing Bootcamp 2](#)



## Inspiring Articles & Playbooks

- [Why Scouting Matters](#)
- [Recruiting success stories and best practices](#)
- [Cub Scouts Dynamic Recruiting Playbook – Scouting Wire](#)
- [Scouts BSA Dynamic Recruiting Playbook – Scouting Wire](#)



Please email [Kimberly.Boarth@scouting.org](mailto:Kimberly.Boarth@scouting.org) with any questions.