

# SCOUTING RECRUITMENT QUICK GUIDE

## Building Strong Units Through Community Engagement



### Grow Your Presence

- Place yard signs at chartered organizations
- Attend parades, festivals, and civic events
- Purchase school banner for car rider lines
- Host high-visibility recruiting days at shopping centers
- Participate in community service in uniform
- Organize signature events (Scout Fair, Trunk-or-Treat)



### Connect with Schools & Families

- Host Join Scouting nights at local schools
- Attend back-to-school and Meet-the-Teacher events
- Encourage Scouts to wear uniforms on key days
- Share flyers through schools, daycares, and community hubs
- Share in Home School groups



### Recruit Through Relationships

- Distribute “buddy cards” for peer invitations
- Encourage Scouts to invite friends directly
- Empower parents to share within their networks
- Use everyday moments (events, holidays) to invite others



### Build Community Partnerships

- Churches: bulletins, newsletters, joining events
- Businesses: displays and flyer distribution
- Libraries: bookmarks and youth programs
- Healthcare offices: highlight Scouting benefits, drop off pamphlets
- Local retailers: bag stuffers and promotions



### Share Your Story

- Submit articles to local newspapers/newsletters
- Promote events through community calendars
- Use signage, bulletin boards, and marquees
- Seek local media coverage when possible

## **Use Digital Tools**

- Post in school and community social groups
- Encourage schools to share your events online
- Create simple, branded videos
- Provide parents with ready-to-share messaging

## **Time It Right**

- Begin outreach in spring
- Focus major recruiting efforts in late summer / early fall
- Highlight outdoor programs to engage new families early

## **Deliver a Great Program**

- Plan fun, active, and engaging meetings
- Communicate clearly with families
- Focus on what excites youth and parents

## **Strengthen Pack–Troop Connections**

- Utilize Den Chiefs to build relationships
- Support crossover through shared activities
- Coordinate recruiting efforts across units
- Ensure leaders are trained - position training, IOLS/Baloo, Wood Badge

## **Engage Parents as Ambassadors**

- Encourage sharing with:
  - School communities
  - Sports teams
  - Neighborhood groups
- Provide simple tools (emails, posts, flyers)
- Keep messaging clear and easy to share

## **★ Key to Success**

Be Visible • Be Welcoming • Be Consistent • Be Trained

Prepared for local unit and council recruiting efforts by your Unit Commissioners.