



“Out of the Box Ways” to Invite Youth to Scouting

Utilize many possible methods to invite boys and girls to join and consider this: In a nationwide study, 88 percent of Non-Scout parents reported that no one had talked to them about getting their sons involved in Cub Scouts. Also, most Non-Scout parents know little about how or when their child can join. Most youth simply are not invited to join! Consider the following methods to incorporate in your recruiting:

1. Make recruiting a year-round effort. Don't just rely on a fall roundup in August and September.
2. Send direct mail invitations to join to youth prospects.
3. Identify alternate sign-up locations for a coordinated “night for joining Scouting.”
4. Distribute yard signs in the yard of every chartered organization in the council.
5. Have every Scout invite a friend. Peer-to-peer influence is powerful. Cards are available contact your district professional.
6. Consider renting schools for a coordinated join- Scouting night.
7. Set up “super Saturdays” at high-traffic shopping centers and supermarkets. Use unit displays, distribute fliers, and have Scouts available to help carry packages to people's cars.
8. Place short articles in local community, company, subdivision, and city newspapers/newsletters.
9. Get joining info into church newsletters and bulletin inserts.
10. Place joins Scouting fliers, displays, and announcements at local community events and civic functions.
11. Distribute joining information during Scouting for Food drives.
12. Contact all churches and church groups. Conduct Joining Nights in large congregations. Visit Sunday schools.
13. Develop a pack, troop or crew information sheet to hand out.
14. Utilize display cases, bulletin boards, and business, church, and school marquees.
15. Have all Cub Scouts wear their uniform to school the day of Joining Night and publicize on a peer-to-peer basis. Peer-to-peer relationships are powerful.
16. Use business window or counter displays.
17. Pursue opportunities to speak to conferences of churches and community organizations.
18. Mobilize parents and volunteers to hand out Joining Night fliers as children board school buses.
19. Work extra hard to facilitate Webelos-to-Scout transition plans.
20. A Scouting event in highly visible public locations and a major outdoor event at fall or spring roundup time can excite new members as well as encourage new youth to join.
21. Find out about and use the latest membership resource materials of the BSA (recruiting tools, marketing resources, school relationship materials, etc.).





23. Begin your recruiting campaign in the spring, with other recruiting events in early fall. This takes advantage of the warm weather to give new Scouts an early chance at outdoor programs. It gives new families a great experience immediately after joining (day camp, parent-child weekends, and Tiger Cub days). New unit leaders can get trained before the kickoff of fall programs, and units get off to a great start.

24. Ask Ventures to compile a list of all their friends and send them an invitation to join.

25. An e-mail template is an easy way to share the message of your Scouting recruitment events with other parents in your community. Engage the parents of current Scouts to become ambassadors of Scouting. Suggest that they send the e-mail to everyone on their contact list: sports team families, school/PTA families, etc. An engaged and enthusiastic Scouting parent is one of the keys to recruitment.

26. Implement a fire-up for scouting at fire stations
27. Ask local supermarkets to insert fliers in grocery bags
28. Ask local pizza company to place fliers on pizza boxes
29. Day Care campaign
30. Use cable TV (The electronic Bulletin Board)
31. Set up info Tables at local sporting events
32. Bookmarks at local libraries
33. Door hangers handed out during door-to-door sales
34. Bookmarks at door-to-door sales
35. Webelos to scout activities at public locations
36. Link BeAScout to school website
37. Sign up night on back of school shopping lists in stores
38. Belt loop presentations at sign up nights
39. Local athletes and respected individuals to youth at sign up nights
40. Have the principal regularly inform school on scouting activities
41. Put "Join Cub Scouting" stickers on Halloween Candy
42. Share your Scouting story on Social Media. Tag friends that have Scout age kids.