



BOY SCOUTS OF AMERICA®

# Nashua Valley Council Boy Scouts of America

Membership Recruitment Kickoff:

## **The 2017 Membership Muster**



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# Tonight's Schedule:

1. Fall Recruiting Overview & Incentives
2. Online Registration Explanation
3. Running a Recruit Night





# Smith Barney & co.'80s Slogan

SMITH BARNEY J

They make money  
the old fashioned way:

They EARN it!



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# NVC Recruitment Slogan

Youth join our programs in the same manner

***We have to earn their involvement  
in our programs***



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# Importance of Recruiting

- We want to make Cub Scouting available to all families with elementary school age boys!
- year round process but
  - most youth are recruited in Fall
- **GOAL** – Recruit over 700 new Scouts & families into Scouting in 2017!





# Fall Recruitment Purpose

- **ENROLL** boys in Cub Scouting
- **ENLIST** parental participation in Cub Scouting
- **GET INVOLVED!** Get families involved right of the bat in your unit program.





# Overall Plan for 2017

- All recruitments should be the third week of September (Sept 18<sup>th</sup> – Sept 22<sup>nd</sup>), Preferably Tuesday, Wednesday or Thursday
- Additional Support During Join Scouting Week
  - Movie Theater Ads
  - Bus Ads
  - Social Media
  - Recruiting Materials from Council





# LIONS

Didn't have Lions in 2016?

...Maybe now's the time!

- Kindergarten age program
- Count the same as any other Cub Scout
- Fees/Insurance the same
- Will be on Charter renewal this fall
  - More on charter renewal in October







# New 2017 Unit Incentive Program

Special rewards for units (and individuals) whose hard work pays off!



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# Has your unit answered the call?

Requirements for all levels:

- Schedule your Recruit Night between Monday, September 11<sup>th</sup> and Friday, September 22<sup>nd</sup>
- Send your Recruit Night info (time, date, location) to [William.Annand@Scouting.org](mailto:William.Annand@Scouting.org) *BEFORE* August 31<sup>st</sup>
- Turn in a paper or scanned Membership Muster Application to the NVC Service Center, along with a monthly Journey to Excellence workbook, by November 17<sup>th</sup>, 2017
- Have a Recruiting Captain who is not your Cubmaster, Scoutmaster or Committee Chair





# Membership Muster: Achiever Levels

- Bronze: Increase your recruiting #s by 10% over 2016(rounded up), or by 3 more youth, whichever is higher
- Bronze achievers will receive a special Muster Ribbon for their Flag, stating that they “Answered the Call”. Each youth will also receive a special patch as recognition.





## Membership Muster: Achiever Levels (cont.)

- Silver: Increase your recruiting #s by 20% over 2016(rounded up), or by 5 more youth, whichever is higher
- Silver achievers will also receive an “Answered the Call” Muster Ribbon for their Flag. Instead of a patch, each youth and registered leader will receive a silver-colored lapel pin to show off their achievement!





## Membership Muster: Achiever Levels (cont.)

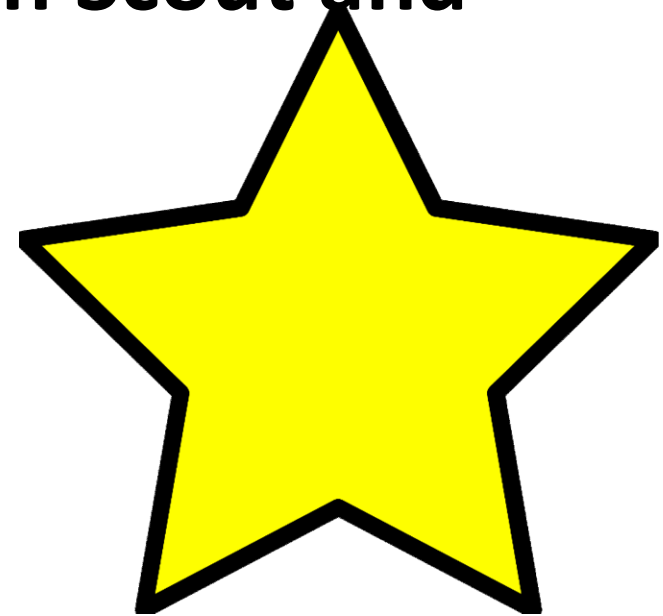
- Gold: the STAR RECRUITER UNIT
- Only one unit who fulfils the Silver Achiever requirements will be selected to be the 2017 Star Recruiter Unit. Whichever unit has the biggest increase over 2016 (by percentage) will be selected!





# Star Recruiter Unit

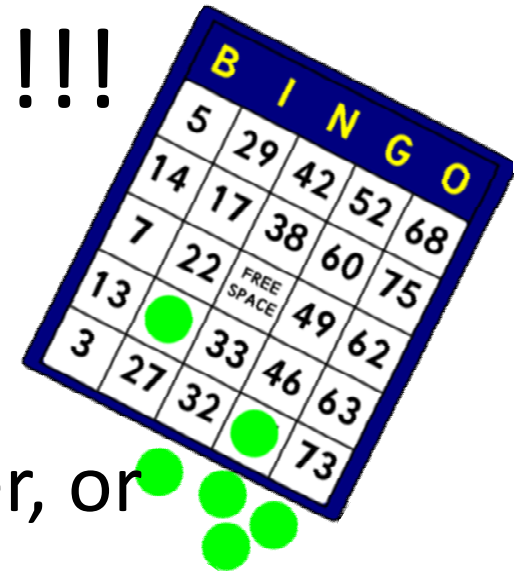
- **GOLD Muster Pins for each Scout and Registered Leader**
- **Unique Muster Ribbon**
- **Pizza Party!!!!**
  - At the meeting of your choice





# Fall Recruiting BINGO!!!

- Units entered to win a \$100 Scout Shop Gift Card
- Post 7 pictures on Facebook, Twitter, or Instagram with the Hashtag: NVCBingo, followed by your Unit Type, Number, and Town.
- See Membership Muster Packet for full explanation and details





# Youth to Youth Recruiting Incentives

- 2+ = Drawing to win a \$100 Scout Shop Gift Card
- 4+ = Drawing to win a FREE Session at Summer Camp!!!!
- See Membership Muster Packet for details!







# Fall Recruiting: Who does what?

**UNIT VOLUNTEERS** set recruit night dates and help promote them in their schools. Send in your date ASAP!

**DISTRICT AND COUNCIL VOLUNTEERS** support units on recruitment nights

**PROFESSIONAL STAFF** assist, support and keep everything on track for success





# Strategies for Recruitment for Scouting

- Set-up a single night where all interested youths are presented info on scouting (Pack/Troop/Crew/Post)
- Smaller towns with more than 1 Pack/Troop/Crew/Post should consider a joint recruitment location.
- Hold recruitment at a well known neutral location.
  - Schools, YMCA, Community Buildings, etc
- **Get all youth to join Scouting that night**
  - **They fill out an application and pay that night**
- Return paid applications ASAP so they are registered and insured, can advance, get Boys' Life and you take advantage of incentives





# Recruitment Night Timeline

## JUNE -AUGUST

- **Set Recruitment Night Dates**
- **Book locations – Communicate with office**
- **Order Promotional Materials**
- **Are you dropping Flyers off? Boy Talks Scheduled?**

## SEPTEMBER

- **Distribute Flyers to Schools - Conduct Boy Talks**
- **Other Promotional Strategies**
- **Conduct Recruitment Nights**
- **Turn in Applications and Money by October 31<sup>st</sup> AT THE VERY LATEST**





# Recruitment Night Promotion

## Critical Steps – WE SHOULD DO ALL

1. Flyers (NVC can provide)
2. Boy Talks
3. Back to School Night / Open Houses
4. Online Resources
4. Advertise on school marquee/websites
5. Yard signs (NVC provides to unit)
6. And More





# Flyers

- Need school district and principal approval (DE's can assist)
- Scout Office can produce (please us recruiting materials signup link).
- Be distributed at least a week in advance
- All requests through Matt G or Will A





# Yard Signs

- Every Pack should order some
- Black spot for Phone # or Email, Recruit Night Date
- Distribute in your community
- Get permission before placing them
- Do NOT leave them up all year long!
- They can be Re-used for the next year





# Posters

- Should be posted in Public locations, but you may need permission for some places
  - Schools
  - Stores
  - Gas Stations
  - Libraries
- Have space for Unit contact information
- Should be Removed once recruiting is done
  - Unless you have permission to keep up all Year





# Boy Talks

- Best opportunity to recruit new Scouts
- Speak directly to youth at school
- Important to get the boys excited about Scouting (NVC Staff or Unit Parents)
- Goal – Get the flyer home to mom and dad with the boy excited to join. Mom and dad will be more likely to attend recruitment night
- Say the magic words:
  - “BB Guns & Archery”







# Back to School Night / Open House

- One of the most attended functions of the school
- Have a table or booth at the Back to School night promoting the Recruitment Night. These events are great to promote **BUT ARE NOT GREAT FOR YOUR RECRUITMENT NIGHTS!**
- Hand out Recruitment Flyers
- Be sure to showcase your activities
- Bring Some free Pack swag!





# Work with the School Principal

- Ask the Principal to promote the Recruitment Night in their electronic newsletter or email blast
- Robo Calls
- Marquee and school/district websites
- Ask about School Text Blasts





# Principal Visit

- Thank them for supporting Scouting with “Thank You Mug”
- Drop off brief FAQ about Recruitment Night Plan
- Permission for table at Back to School Night
- Discuss Promotional strategies
- Confirm decisions made
- Thank them again





# BEASCOUT.ORG

National Program to help parents find the nearest Scouting Unit to their Zip Code

- Every unit has an account
- Works with Google Maps
- Allows parents to directly email YOU the leader
- Provides basic info on YOUR Scout Unit
- Should be checked regularly





# BEASCOUT.ORG Leads

Every email to you is a LEAD. They WANT to join your program

- Every unit has an account accessible by [www.my.scouting.org](http://www.my.scouting.org)
- All Leads should be contacted within 48 hours
  - Email
  - Phone
- **DO NOT IGNORE THEM!**





## Social Media



- Facebook
  - Events for Recruit Night
  - “Share” post
    - Like a digital Chain Letter
- Twitter
- Does your Unit have a Social Media Presence?
- Make sure to emphasize Recruiting Week/ your specific recruit night
- Be sure to Update the Unit Website too!!!





# Other Promotional Efforts

- Electronic Signs (DPW)
- Emails to friends or Constant Contact accounts
- Boys asking their friends to join
- .... Be creative. Store displays, store marquees
- Scout Day!!
- Parades & Community Service
- Popcorn Show-N-sell locations
- Local Access TV!
- Fall Festivals
- Church bulletin





# Other Promotional Efforts

- Statistics show that it takes 6-7 times to hear or see something before it really sinks in....
- Our job is to really promote the Recruitment Night.
- More promotion means more attendance!

**PROMOTE! PROMOTE! PROMOTE!**







# Next Steps

## **PACK VOLUNTEERS**

**Set Recruitment Nights and promote!**

## **DISTRICT/COUNCIL VOLUNTEERS**

**On call to assist with City-Wide and other  
recruiting efforts**

## **GOAL**

**Recruit 700 new families  
into Scouting!**





# Questions, comments

- What's worked for you?
- What challenges have you faced?





# Online Registration

So... what do we need to know?



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# Recruitment Night How-to:

What you need to know  
to have a successful recruit night.



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# Recruitment Night Checklist

## **BEFORE** the Recruitment Night

- ✓ Take all the materials
- ✓ Confirm participation from Pack volunteers
- ✓ Pack leadership has activity list and meeting schedule
- ✓ Review agenda and talking points





# Recruitment Night Checklist

## **AT THE** Recruitment Night

- ✓ Arrive early
- ✓ Arrange your materials
- ✓ Review expectations with Pack volunteers
- ✓ Set up welcoming table with handouts
- ✓ Set up room
- ✓ Begin promptly
- ✓ Wear your uniform





# School Night Materials AT THE Recruitment Night

## PROVIDED BY COUNCIL

- Family Packets including
  - Youth application
  - Adult application
  - Mini Boys Life Magazine
  - Parent Information guide
- Receipt book (if needed)

## PROVIDED BY PACK

- Presentation Materials: bring flip charts of talking points
- Pack Information
  - Pack Brochure
  - Pack Displays
  - Activity for Youth
- Bring Change
- Sign-in Sheets
- Pens
- Stapler





# School Night Agenda **AT THE** Recruitment Night

- ✓ Sign in all guests
- ✓ Introduction of Scouting by volunteer
- ✓ Pack presentation by Unit
- ✓ Youth activity
- ✓ Registration
  - Fill out application
  - Pay fees







# Recruitment Night Checklist

## **AFTER** Recruitment Night

- Turn in applications and money to the Scout Office (top copy of application)
- Give Packs a copy of the completed applications
- Follow Up phones calls to those who did turn in their applications
- Get a response from everyone on your Sign-In Sheets





# Main Goal of School Nights

- **ENROLL** boys in Cub Scouting
- **ENLIST** parental participation in Cub Scouting
- **GET INVOLVED!** Get families involved right of the bat in your unit program.

