

Unit Preparation for Recruitment

The following checklist has been developed to help assist unit leadership in successfully preparing to invite families to join. We encourage this to be reviewed & completed at a summer leadership planning meeting prior to the August Roundtable. Please reach out to your volunteer Unit Commissioner, volunteer District Membership Chair, or local District Executive for questions or guidance.

Unit Readiness Tasks Due by Aug. Roundtable

- Schedule & execute a Back-to-Pack or Back-to-Troop event prior to the start of the school year
- Update BeAScout PIN Information and turn on "Apply Status." Assign someone to manage leads.
- Create Pack/Troop Info Sheet or Use NFC Template at www.nfcscouting.org/signupnight. If submitted by deadline, info sheets will be printed for you. Includes leadership, budget & calendar.
- Finalize Unit Marketing Plan (proceeding pages) & share with your District Executive
- Order Ask-A-Friend cards at <https://bit.ly/2FKQ243>

Unit Week-Of Sign Up Night Tasks

- Re-confirm attendance with parents and S.U.N. presenter
- Confirm that families have distributed Ask-A-Friend cards.

Unit Sign Up Night Tasks

- Bring copies of Unit calendar
- One volunteer conducts a short 2-3 minute presentation about your Unit
- Arrive 30 minutes prior to S.U.N.
- Share date, time, location of next meeting

School Recruitment Details:

School Name: _____

Rally date: _____

SUN date: _____

SUN time: _____

SUN location: _____

Unit Recruitment Marketing Plan

The following pages detail recruiting methods your unit should utilize to ensure EVERY eligible family receives an effective invitation to join Scouting. These are customizable to your community and level of school access. The North Florida Council is prepared to support your efforts with the needed materials & resources in order to support a meaningful recruitment effort for your unit that allows for continued growth & sustainability of local Scouting programming. **Items 1 & 2 will be deployed by the NFC through your Executive/District-level Volunteer:**

FAMILIES WILL JOIN SCOUTING AT A VERY HIGH RATE IF PARENTS FEEL THAT THEY HAVE BEEN ADEQUATELY INVITED TO JOIN. THEREFORE, EACH UNIT MUST EMPLOY AT LEAST 5 DIFFERENT INVITATION METHODS TO ENSURE THAT EVERY FAMILY IS ACTUALLY INVITED TO JOIN SCOUTING.

1. School visitations to invite students

This is **THE** most effective recruitment method! Your local Executive coordinates a visit to the school 1-2 days in advance of the sign up night to speak with students via 2-3 minute presentations in classrooms, lunchrooms or morning announcements about the fun & adventure Scouting has to offer. Flyers are distributed at that time to all students to take home to their parents. Be sure to check with your families to confirm the flyers were actually distributed.

2. Yard signs with recruitment event information

Yard signs with information including School Night date, time & location. Each school is allotted 2 yard signs; additional signs may be available through your Executive to place at alternative locations (high traffic area, charter partner, etc) but be aware of any regulations. Signs are recommended to be placed 3-7 days in advance of the sign up night. The NFC will provide the yard signs.

3. Personal invitations to prospective members from current Scouts/Parents (Ask-A-Friend Recruitment)

Word of mouth is one of the most powerful and lasting forms of advertising. The best recruiters are our current youth & family members. Have each Scout hand out four joining invitations to friends not already enrolled in Scouting 3-5 days in advance of the sign up night. They should be distributed in the same manner as birthday party invitations & include the name of the invitee, the name and phone number of the Scout inviting them, the information on the sign up night & contact information for the unit's leadership. Each Scout who recruits a friend will receive a gift. Unit leaders can order cards at: <https://bit.ly/2FKQ243> and have them delivered at Roundtable.

4. Social media posts: on community pages (Nextdoor, Community PTO/PTA/School) and from families

Word-of-mouth is one of the most powerful and lasting forms of advertising. Using personal and/or Pack accounts, target local neighborhood community pages, PTO/PTA/school pages, etc to post information about your upcoming sign up night. Current Scout families should post a photo or video of their family participating in a Scouting activity & include 1-2 sentences highlighting a recent activity, their Scout's most fun activity, proudest moment, upcoming event or why you are involved in Scouting & the difference it's made for your family. Leverage personal relationships & connections through platforms such as (but not limited to) Text groups, Facebook, Instagram, Twitter, LinkedIn, etc. These posts should take place 1-3 days in advance of the sign up night. Templates & stock photos will be made available from NFC.

5. Presence at Community Events & Spaces

Set up an information booth. Make the display catchy and interesting, with emphasis on the fun and exciting activities taking place each month of the year. Have flyers for families to take home that provide your sign up night information, along with a unit info sheet (detailing calendar, leader info & meeting schedule). Additional options include flyers, volunteer/do community service at back-to-school nights, neighborhood events, markets, fall festivals, parks & recreational department (parks, public pools, etc). Displays can be placed in malls, storefronts, or restaurants. This should take place in conjunction (within 7-10 days) of your sign up night – or afterwards as a "clean-up" effort. The NFC can provide support materials such as flyers, posters, banners & printed unit formation in advance.

6. Current Scouts and leaders wearing their uniforms or unit t-shirt to school

Wearing the uniform or Scout t-shirt is like a walking billboard, and can grab the attention of youth and adults. The uniform is a great way to show the presence of Scouting in your community and spread the excitement. Coordinate all members of the unit to wear Scouting-related items on a pre-set day that is 1-2 days in advance of the sign up night.

Unit Marketing, Invitation & Recruitment Agreement

DUE NO LATER THAN JULY 31 to your local Executive

District: _____ Unit Type: __Pack __Troop #: _____ School(s): _____

As my Unit's Membership Chair, our unit commits to do the following:

- (for Packs) Attend 1 of the "Fall Pack Planning" meetings with my Executive – or meet 1-on-1 at a later date.
- In advance of August Roundtable, complete & submit my unit's Pack Info Sheet – including a finalized budget, calendar of events/activities/meetings & leadership.
- In advance of August Roundtable, update the unit Be-A-Scout pin with accurate meeting date/time/location, point of contact, email, phone and unit activity fee. Online registration is enabled & a member of the unit is assigned to follow up on any online inquiries.
- Attend the August Roundtable to receive important updates & training regarding recruitment efforts.
- Order Ask-A-Friend Recruitment Cards (<https://bit.ly/2FKQ243>) & participate in the peer recruitment initiative.
- Execute, as a unit, 2 of the 3 marketing, invitation & recruitment initiatives below in advance of the scheduled sign up night. **Items 1-3 will be deployed by the NFC through your Executive/District-level Volunteer:**
 - ____ 4. Social media posts (Personal & to community pages- Nextdoor, Community PTO/PTA/School)
 - ____ 5. Presence at Community Events & Spaces
 - ____ 6. Current Scouts and leaders wearing their uniforms or unit t-shirt to school
- Host a parent orientation meeting for all new families within 10 days of the sign up night.
- Ensure all applications (youth & adult) are submitted in a timely manner to my local Executive.
- Schedule basic training for all new leaders to be held as soon as possible

Name of Unit Membership Chair

Date

