



Hit a Home Run
For Scouting

**2024 Scouts BSA/Venturing
Membership Recruitment Kick-Off**

Scouting America Video

#ADVENTUREON!

TOP TEN METHODS

- Unit Information Sheet
- Chartered Organization Visit
- Flyers
- Wear your Uniform/Be Visible in the Community
- School Visits
- Back to School Night/Community Events
- Lawn Signs
- Picture Board/Social Media Presence
- Geofencing
- Just Ask One





Unit Information Sheet

- **Chance to Brag**
- **Meeting Times & Locations**
- **Unit Calendar**
- **Adult Leaders Contact Information**
- **Additional Exciting Information**

Organizational Visit/Scheduling

- **Face-to-Face Meeting**
- **Thank Them for Their Support**
- **Share Ideas & Requests**
- **How Can We Help?**
- **Gift of Appreciation**



#ADVENTUREON!





Flyers

- **Work With District Executives**
- **Share your event date/time/location**
- **Recruitment event should be planned within the first several weeks of school**

(Your Unit Event Info Goes Here)

#ADVENTURE ON!

Wear Your Uniform/ Be Visible in the Community

- **Easy Exposure**
- **During Unit Events & Community Activities**
- **Wear At School (Day of Event)**
- **Unit Leaders Represent**





School Visits

- **Highly Effective**
- **Unit Service to School**
- **Thank You's Are Key**

Back to School Night/Community Event

- **Immersed in Community**
- **Be Present**
- **Host a Booth/Table**



LAWN SIGNS

- **High Traffic Areas**
- **Council provided or Create Your Own**
- **What to Put On It**





Picture Board/Social Media Presence

- **Pictures Speak Louder Than Words**
- **Contact Info**
- **QR Code**

Geofencing

- **What Is It?**
- **How To Set It Up?**
- **Additional Tips!**



#ADVENTUREON!



Just Ask One!

- **Peer-to-Peer**
- **Family-to-Family**
- **Personal Ask**

More Opportunities

- Information Business & Buddy Cards
- Invitation Letter/Email/Personal Phone Call
- Promote at Church & Other Personal Affiliations
- Social Media Posts
- Sign-Up Night



#ADVENTUREON!





Additional Methods

- Door Hangers
- Unit Events
- Park Recruitment Days
- Ice Cream Socials
- Summer Experience
- Fishing Derby, Shooting Derby, Rocket Launching
- Penny Stuffers (flyer in local advertisements)
- National Recruitment Video
- Pizza Box Flyers (other restaurants willing to help)
- Library Flyers
- Joining Nights at a local sporting areas
- Self marketing Facebook, Instagram, Tik Tok, etc.
- YouTube Ads
- And more....



QR Codes Make it Easy!

SCAN ME



QR codes make it easy to pull up web sites from your phone. Just point your camera and click!



For Scouting , it QR codes are an incredibly valuable way to connect fliers, posters, yard signs and more to your event.



Remember those busy Mom’s we need to reach? QR codes are also widely adopted by busy families as a fast and efficient way to find info they’re interested in.



Here are some helpful links (and QR codes!) to the [BSA’s QR codes for online registration](#), a Google how-to for creating your own QR codes right from [Google’s Chrome browser](#) and a handy [QR Code Generator](#).

QR Codes for Online Registration



On [BSA’s Online Registration](#) system, you can find a registration URL and QR code specific to your unit. Include this code wherever you want people to be able to register for your unit immediately online.

Create QR Codes for Everything Else!

Create a QR code for any URL using the [QR code Creator](#) in Google’s Chrome browser.



[QR Code Generator](#) is also a good place to create your own QR codes at no cost!



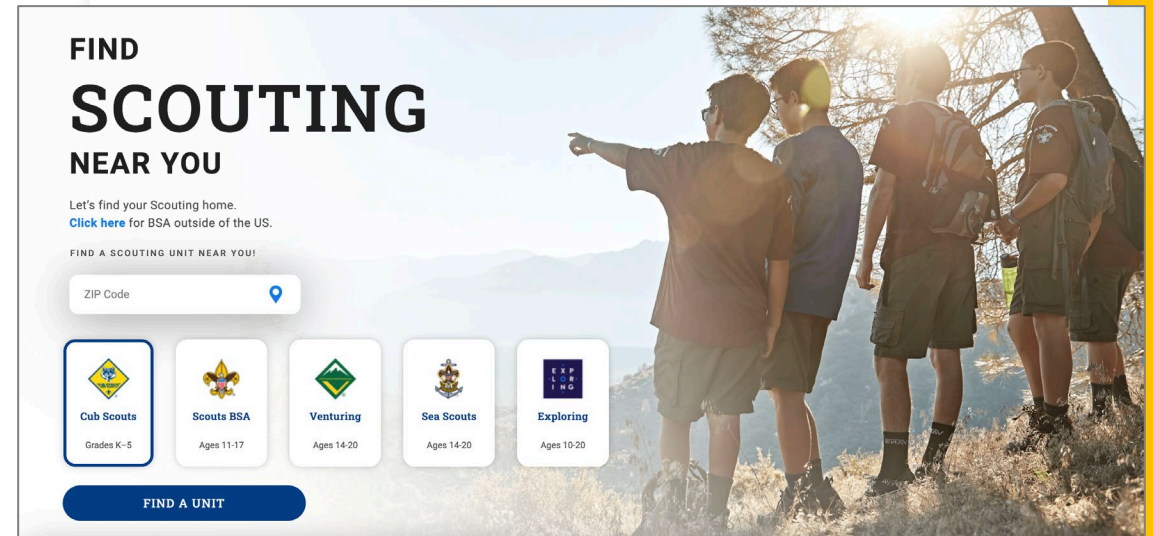
Update BeAScout.org

Sending families to BeAScout.org is the surest way to capture and track those interested in joining.

Before you begin your campaign, it's important to make sure the information on your BeAScout.org pin is up to date!



Find out how to update your pin here BeAScout.org.



Set Up Your Facebook Page

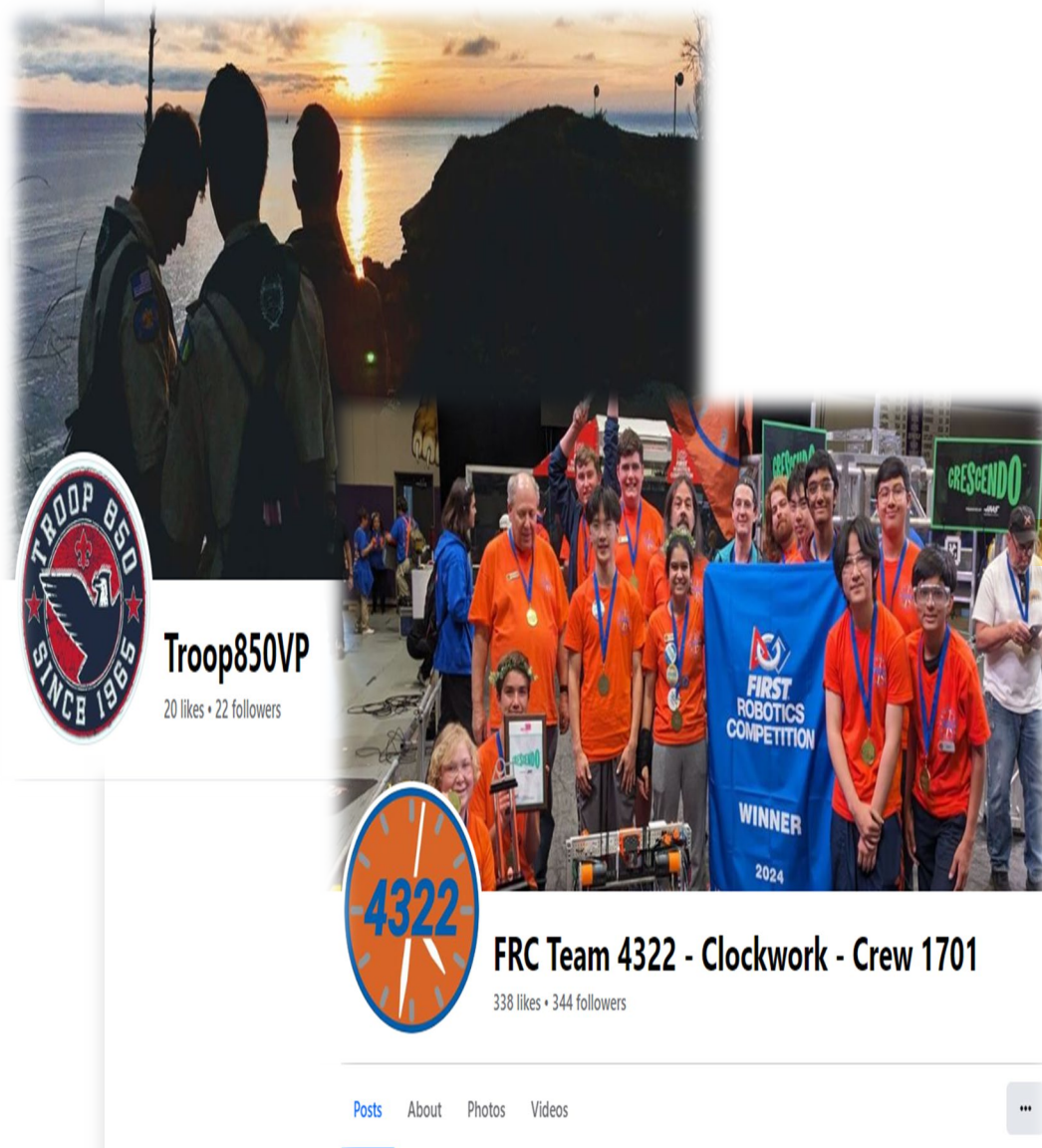
Make sure you have a [Facebook page for your unit](#). Post photos and video so people can see the fun Scouts have in your unit.



Learn how to set up your own Facebook page.



Or use Facebook's handy page creator tool.



Build Your Campaign

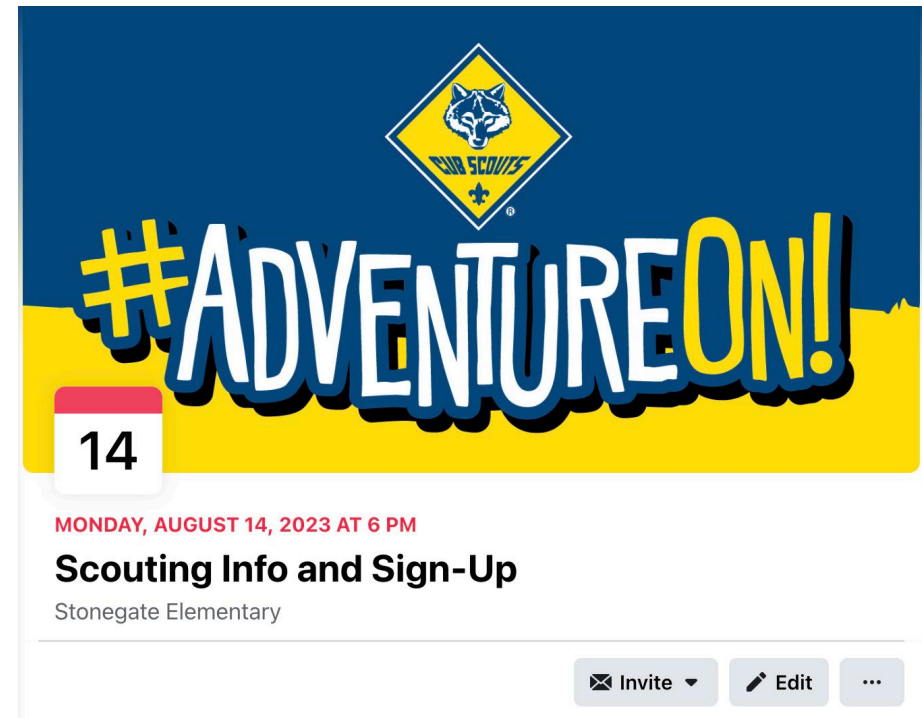
Let's get to work setting up the 5 key elements of your promotional plan.

1. Making the Most of Social Media: Create Your Facebook Calendar Event
2. Boost Your Facebook Calendar Event
3. Set up a 6-week social media campaign
4. Hyperlocal Marketing: Fliers, Yard Signs and Posters – with QR codes!
5. Spreading the Word: Mobilizing Your Scouting Family



Step 1: Create a Facebook Calendar Event

- Every campaign needs a "landing page" where interested families can be directed to learn more about your event. For Scouting, Facebook Calendar Events are an effective tool for lots of reasons.
- A [Facebook Calendar Event](#) is a calendar invitation you set up for events like joining nights, meetings and more. Events are easy to create and make it simple to reach people you want to invite to your joining event. Best of all, Moms are familiar with events and very comfortable using them.
- Important: To use Facebook calendar events you'll need an [organization page for your Scout unit](#).



Increase the Impact of Your Facebook Calendar Event



Add a Great Image or Video

A picture or video is worth a thousand words, so be sure to add a photo, logo, or video to your invite. Looking for photos? [The BSA Brand Center has everything you need.](#)

Write a Compelling Description.

Tell people why they should attend and any information about your Scouting unit or event.

Include your unit's registration URL.

Make it easy for people can register immediately. [Find out more about how to find and use your unit's registration URL.](#)



Learn How to Create a [Facebook Calendar Event](#)



MONDAY, AUGUST 14, 2023 AT 6 PM

Scouting Info and Sign-Up

Stonegate Elementary

Invite Edit ...

Join Cub Scouts!

Join the Adventure of Cub Scouting at our sign-up event (date, time) at (location).

If your son or daughter enjoys camping, hiking and having fun - then join Cub Scout Pack (unit number)! That's right – Cub Scouting is for boys and girls. It's fun for the entire family.

Come by our sign up and join the fun! Can't come to the sign-up event? Join online at (URL)

Sample Copy for Your Facebook Calendar Event

(Customize these for your pack!)

Join Scouting America!

Join the Adventure of Scouting America at our sign-up event (date, time) at (location)!

If your son or daughter enjoys camping, hiking and having fun - then join Scouts BSA Troop (unit number)! That's right – Scouting America is for boys and girls.

Come by our sign up and join the fun! Can't come to the sign-up event? Join online at (URL) or Message us or call for more information.

Join Scouting America. Join the Adventure!

Time to get outside with Scouting America! Scouting America Troops have fun in the outdoors with camping, hiking, friends, and much more! And yes - it's for boys AND girls!

Join at our sign-up event (date, time) at (location). Or join online at (URL).

Message us or call for more information.

Sign Up and Get Outdoors with Scouting America! (For Boys AND Girls!)

Scouting America is fun with friends in the outdoors! It's camping, hiking, learning new skills, leadership opportunities and so much more!

Drop by our sign-up event (date, time) at (location). Or join online at (URL).

Message us or call for more information.

A Picture is Worth 1,000 Words

Be sure to include a great photo of the Scouts in your unit. Don't have a photo? Use one from the [Brand Center](#).



Step 2: Boost the Calendar Event


Once you've created your Facebook calendar event, boost the Event so it will be seen by more people.

What is boosting? Boosting is paid advertising and an essential step in promoting your event. For as little as \$1 a day, Facebook will promote your event to an audience that is broader than just people who follow or like your page.


This allows you to precisely target who will see your event. For example, you can geotarget parents of middle or high school-age youth in a certain geographic such as a zip code or radius around a school or meeting place.

Taking it a step further, you can even geotarget the times and places parents gather - and spend time on their phones! Think sports practice times, soccer tournaments or even pick up times at schools.

For tips to selecting the best geotarget settings, review the options on the next slide...



How to Boost a Facebook Event



Here's how to create an ad to [boost your campaign event on Facebook](#).

Boosting is a powerful, cost-effective marketing tool that's easy to use!

Choosing the Best Geotargeted Audience

Audience Selections

- **Geofencing Target:** Men & Women age 25-49
- **Interest Targeting:** Parents, Parents of Middle School & High School Aged Youth
- **Secondary Interest Targeting:** Outdoors, Camping, Hiking, STEM
- **Fence Radius: Generally** 2-4 miles around a joining event location . In dense urban areas, you may fence 0.5 miles. In more rural areas you may fence 10 miles. Use the walk/drive distance as a rule of thumb. Fence only as far out as the reasonable person would drive weekly to attend a Troop/Crew Meeting.

Do's & Don'ts

- The more targeting info you enter, the narrower your audience will become. Go too narrow and you'll quickly cut out most of your audience.
- You can hold a joining event at one location, but fence around other locations. If you fence around multiple locations, the system will spread your budget across all the locations you fence. In that case, increase the spend so the dollars are not spread too thin to be effective.

Places to consider fencing around?

- Anywhere families are visiting. You do not need permission to fence around a location. It is an invisible fence.
- Consider schools, family-oriented restaurants, parks, libraries, rec centers, grocery stores, stadiums and sports venues, etc. Remember that being local is key. Fence locations that are near the joining event location.

Step 3: Launch Your Own Social Media Campaign

Launch a three-to-six-week social media campaign on Facebook to build awareness of your unit and invite families to join. We've made it easy!



Scouts BSA Fall 2024 Recruitment Social Posts

Week	Post	Topic	Post Language	Hashtags	Main Image (or Similar Troop Image)	Formal Image (or Similar Troop Image)	Link (Scout or Troop Website)
1	1	Testing Limits	From taking your first hike in the mountains...to starting your first campfire...Scouts BSA is about testing your limits and pushing yourself to do things you never thought possible. Don't let adventure pass you by! Check out our troop today! For info, contact (<i>insert troop contact info</i>).	#AdventureOn #Scout #ScoutsBSA			www.scouts.org
1	2	Best Future Self	What does your future hold? Are you destined for greatness? Will you impact the world around you? The best way to find out is through Scouts BSA! Scouting's character and leadership programs help young people become the best future version of themselves. Oh yeah...and...it's fun! Join today! For info, contact (<i>insert troop contact info</i>).	#AdventureOn #Scout #ScoutsBSA			www.scouts.org
2	2	Select Merit Badges that Interest You	The Scouting program leads down many paths and takes many directions. With over 155 Merit Badges, there's something cool and exciting for everyone to learn and do! The road to leadership and achievement is as unique as you are. So...you be you...and join us today! For info, contact (<i>insert troop contact info</i>).	#AdventureOn #Scout #ScoutsBSA			www.scouts.org

- In the Brand Center you'll find a sample [6-week schedule of posts](#) to get you started. You can add your own content. The important part is to post regularly to show the fun and adventure youth have in your Scouts BSA or Venturing unit.
- Note: Save time by creating your posts in advance in advance, and then use [Facebook's scheduling tool](#) to plan out when they'll post!



How to Schedule a Facebook Post



Did you know you can create and schedule your entire set of Facebook posts at once?

Spending some time planning and [scheduling posts](#) and they'll happen automatically!

Step 4: Go Hyperlocal with Fliers, Yard Signs and More

“All Scouting is Local.”

Because Scouts BSA Troops and Venturing Crews are community and neighborhood based, yard signs and fliers are a good way to reach families in your area. Don't just rely on schools! Distribute join Scouting fliers, posters, and yard signs in and around libraries and friendly businesses.

- ❑ Ask local business to distribute fliers, for example local pizza restaurants may joining fliers to the top of pizza boxes.
- ❑ Place yard signs where families go. Fast-food drive-thrus, where school supplies are sold. Don't forget your own home.
- ❑ Make sure every flyer, poster or yard sign design includes a QR code to help direct families to your campaign event page. You can even create a unique QR code for each design to measure which type performed the best.



Flyer 2024-02
Bilingual



BSA Brand Center...

The [BSA Brand Center](#) is the place to find videos, fliers, social media images and plans, posters, peer-to-peer cards and so much more!





Step 5: Mobilize Your Scouting Families

Ask your families to:

- Invite their friends and family to visit meetings – and join
- Share posts about the unit and the joining event on their social channels
- Distribute posters and fliers to local businesses and organizations
- Share news of the joining event to parent teacher association meeting, other and other groups organizations they may be part of.
- Drop off fliers to local libraries, coffee shops, etc.
- Put up fliers and posters on community bulletin boards, at grocery stores, etc.

Timelines and Schedules

Planning is the key to successful marketing efforts (and almost every other effort, too!)

We highly recommend good **old-fashioned backdating**. For example, if you are planning a joining night, grab a calendar and count backwards from the date of your joining event. Schedule out all your marketing activities!

For example:

- Note the event date
- Start posting on your Facebook page 3-6 weeks prior to your event
- Set up and boost your calendar event 2 weeks prior to your event
- Distribute fliers in schools 10 days to 2 weeks prior to your event
- Place yard signs at school 1 week prior to your event and more...



Follow-Up and Retention

- **Immediate Follow-Up**
- **Schedule Orientation***
- **Mentorship**
- **Engaging Programs**
- **Continuous Communication**



Evaluation and Improvement

- **Feedback**
- **Review Goals**
- **Continuous Improvement**



Resources

Find all of your #AdventureOn marketing assets on the BSA Brand Center.

Adventure-Themed

- *Deliver brand promise through outdoor imagery*
- *Dozens of digital and print assets available*
- *Available on the BSA Brand Center*

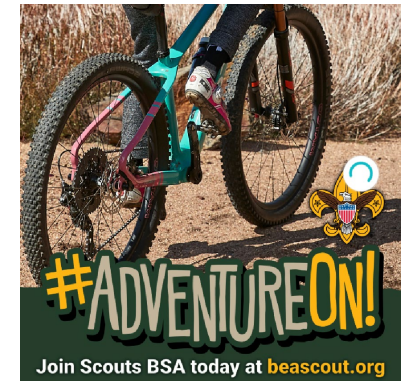


Web Banners



Bookmarks

DIY Headers/Footers



Social Images



Posters & Fliers



Post Cards



Yard Signs

#ADVENTURE ON!

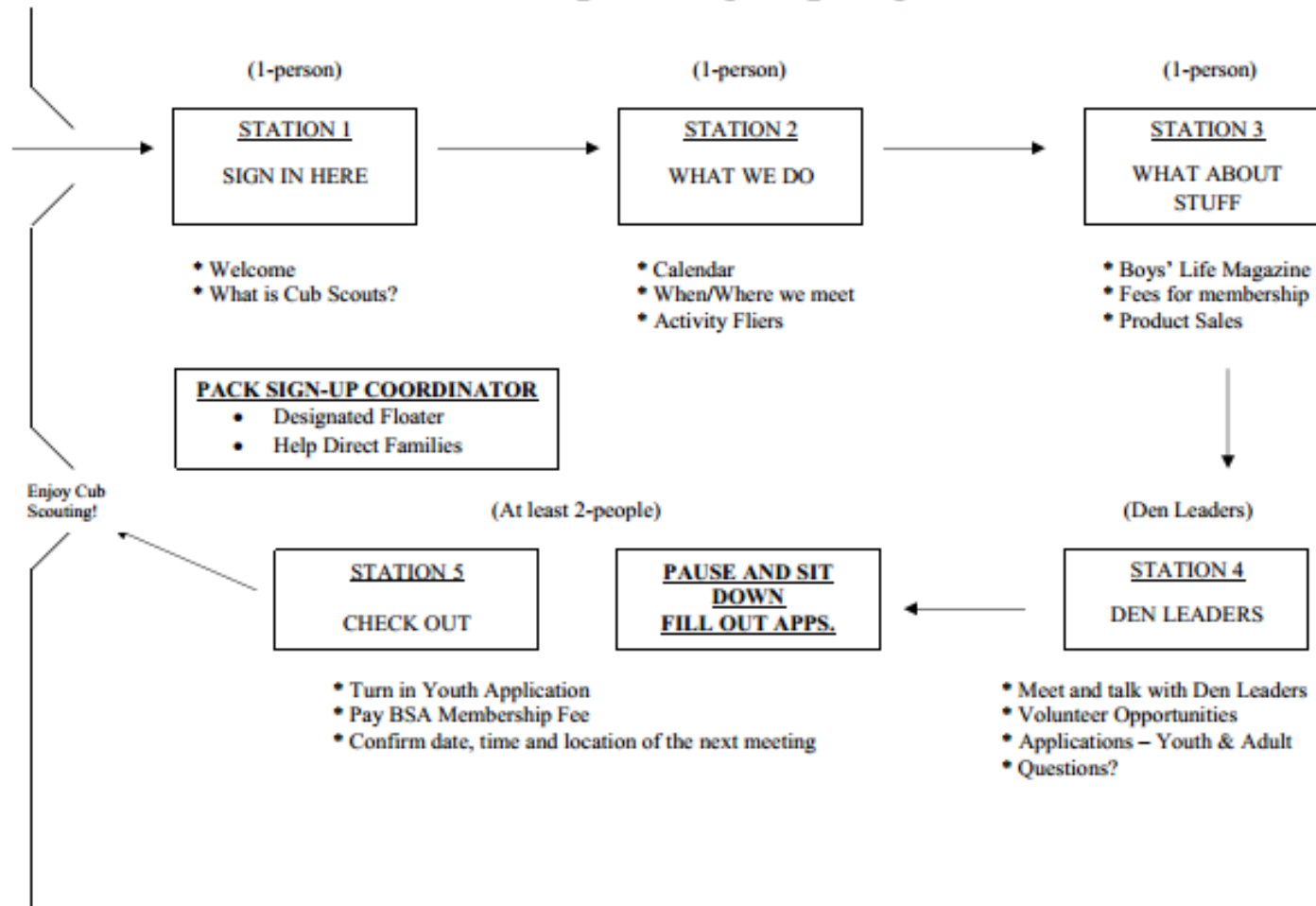
GOOD LUCK!



Hit a Home Run
For Scouting

**Implementing the
Sign-Up Night Concept**

Setup for Sign-up Night



Sign-Up Night Format:

- **Not a unit meeting**
- **Not a 2-hour long "Parent Orientation"**
- **Just like signing up for youth sports**
- **Families spend 20-30 minutes max**

Station #1 – Sign In Here

- **Greet every family**
- **Welcome to Scouting pamphlet**
- **Set expectations**



#ADVENTUREON!

Station #2 – What We Do



- **Unit Calendar**
- **Meeting Times & Locations**
- **Event Flyers**
- **Set expectations**

#ADVENTUREON!

Station #3 – What About Stuff?

- **Explain membership fees and unit dues**
- **Explain uniforms**
- **Explain Scout Life**
- **Explain Camp Cards & Popcorn**



Station #4 – Unit Leaders



- **Unit Leadership**
- **Share cool experiences**
- **Leadership Opportunities**
- **Remind about Parent Orientation**

Station #5 – Check Out

- **Verify applications**
- **Collect annual fees (not unit dues)**
- **Share Parent Orientation date**
- **Answer any further ?'s**





THANK YOU!

COUNCIL RECRUITMENT GOALS

- **Increase membership council wide by 4%**
- **Engage with the community**
- **Host exciting program opportunities**

#ADVENTUREON!

HOME RUN RECRUITMENT EVENTS

- **Welcome Back to the Pack Picnic**
- **Baseball Skills Clinic/Home Run Derby**
- **Scout vs. Scout Baseball Game**

#ADVENTUREON!

District Membership Gap* to Year End +1 Growth

District	Total Membership Gap* to Year End +1 Growth
Canyons	-270
El Camino Real	-121
Exploring	-8
Golden West	-183
Pacifica	-247
Rancho San Joaquin	-254
Saddleback	-221
Valencia	-141
TOTAL =	-1,445

District	Cub Scouts Needed Per/Pack to Achieve +1 Growth
Canyons	15
El Camino Real	17
Exploring	2
Golden West	10
Pacifica	14
Rancho San Joaquin	36
Saddleback	18
Valencia	13
TOTAL =	+1,445

*Membership gap totals are as of 7/31/24

District Membership Gap* to Year End +4% Growth

District	Total Membership Gap* to Year End +4% Growth
Canyons	-329
El Camino Real	-159
Exploring	-62
Golden West	-238
Pacifica	-313
Rancho San Joaquin	-320
Saddleback	-284
Valencia	-188
TOTAL =	-2,278

District	Scouts Needed Per/Pack to Meet Goal of +4%
Canyons	18
El Camino Real	23
Exploring	16
Golden West	13
Pacifica	17
Rancho San Joaquin	46
Saddleback	24
Valencia	17
TOTAL =	+2,278

*Membership gap totals are as of 7/31/24

District Membership Gap* Side-by-Side Comparison

District	Current Gap (+1 / +4%)	Per/Pack for +1	Per/Pack for +4%
Canyons	-270 / -329	15	18
El Camino Real	-121 / -159	17	23
Golden West	-183 / -238	10	13
Pacifica	-247 / -313	14	17
Rancho San Joaquin	-254 / -320	36	46
Saddleback	-221 / -284	18	24
Valencia	-141 / -188	13	17
Exploring	-8 / -62	2	16
Total =	-1,445 / -2,278	+1,445	+2,278