

**Welcome to the  
Unit - Fall  
Recruitment  
Planning  
Conference**



# Importance of Fall Recruitment



- Fall is when families decide on activities
- This is the best chance to grow your unit
- Momentum now leads to year-round engagement

# Breakout Session 1



**Group 1: Cub Scouts**

**Group 2: Scouts BSA,  
Venturing Crews, Sea  
Scouts, Exploring**

# Discussion Questions:

**What are some challenges facing your unit in recruitment?**

**What did your unit do different to change the outcome of that challenge?**

**If you had one wish...What one strategy would you use to recruit more youth into Scouting?**



# Breakout Session 1



**Group 1: Cub Scouts**

**Group 2: Scouts BSA,  
Venturing Crews, Sea  
Scouts, Exploring**

**Report out to entire group.**

# Breakout Session 2

## Round robin Rotations

Time	Cub Scouts	Scouts, BSA and Above
9:45 a.m.	Promotion Strategies that Work <i>Jeff and Michael</i>	Promotion Strategies that Work <i>Nancy and Chari</i>
10:00 a.m.	Tools, Resources, and Council Support and National Branding Center <i>Charlie</i>	S'mores and Ideas for Promotional Items <i>Dani and Jason</i>
10:15 a.m.	Geofencing Social Media Recruitment <i>Victor</i>	Tools, Resources, and Council Support and National Branding Center <i>Charlie</i>
10:30 a.m.	S'mores and Ideas for Promotional Items <i>Dani and Jason</i>	Geofencing Social Media Recruitment <i>Victor</i>



# Planning Your Recruitment Event

- Plan ahead and promote early
- Use a checklist for a successful event
- Combine fun activities with information
- Work with team for Unit Action Planning



# Engaging Presentation Techniques

- Keep presentations fun, short, and meaningful
- Let Scouts share their story
- Use visuals to show the adventure





# Making Registration Smooth

- Make it easy to join with QR codes and online tools
- Assign someone to help with registration
- Always have a backup plan





# Welcoming New Families

- Welcome warmly
- Provide packets and assign buddy families
- Make orientation easy and personal

# Tracking and Follow-Up Timely



- Follow up quickly with every contact
- Invite them again if they didn't join
- Keep communication clear and personal



# Asking for Adult Volunteers

- Adults want to help, just ask them clearly
- Give them small tasks to start
- Share how volunteering benefits them too



# Panel Discussion: Recruitment in your community...thinking outside the box!



MC:  
Cedric

Sarah –  
Ciclovine and  
Eco Fair

Todd – HB  
Family Fun  
Day

Michael –  
Taste of  
Scouting

Victor –  
Cypress Be  
Prepared Day

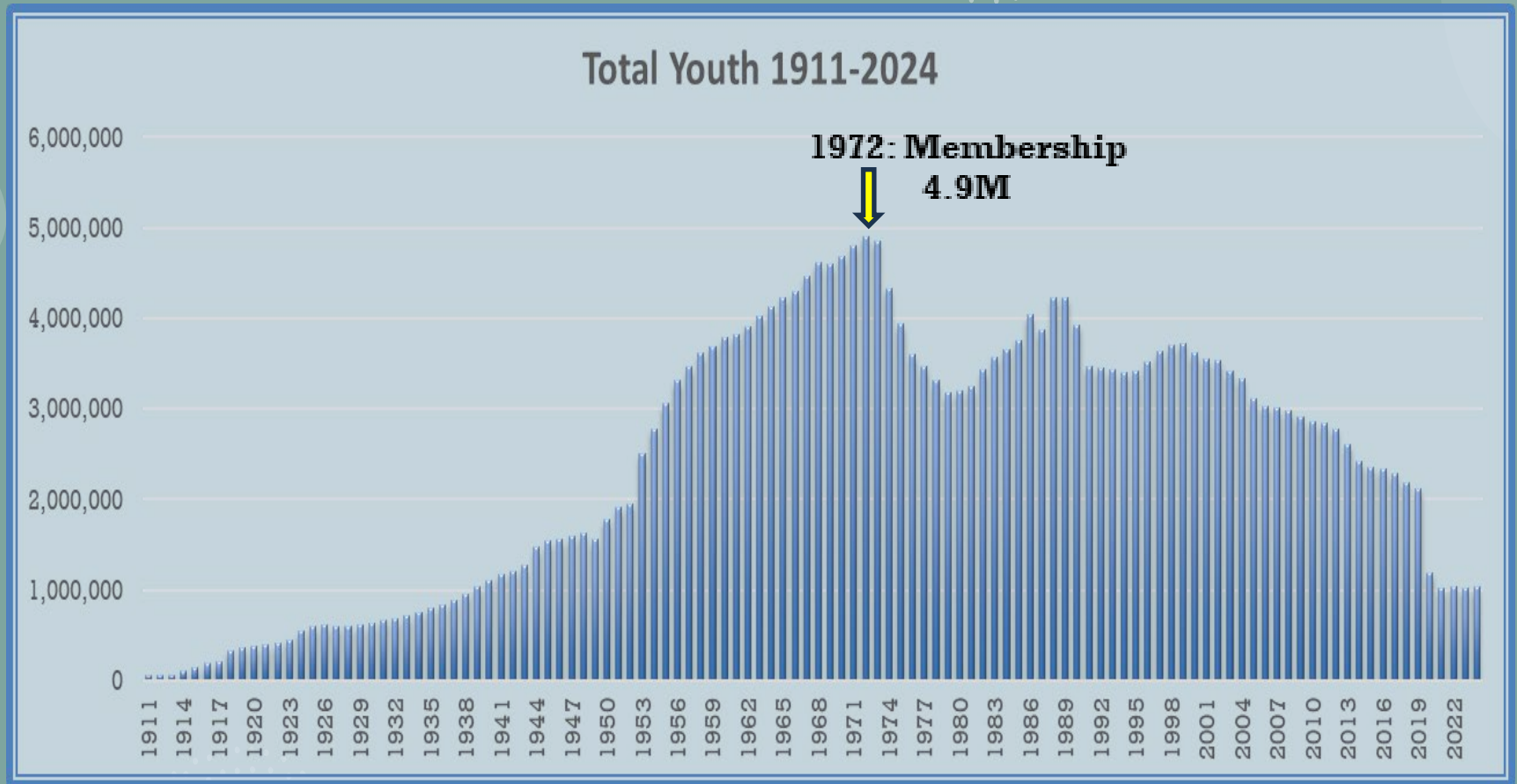
# Updates from National Scouting America

Need for growth  
and NEW Units  
and Retention



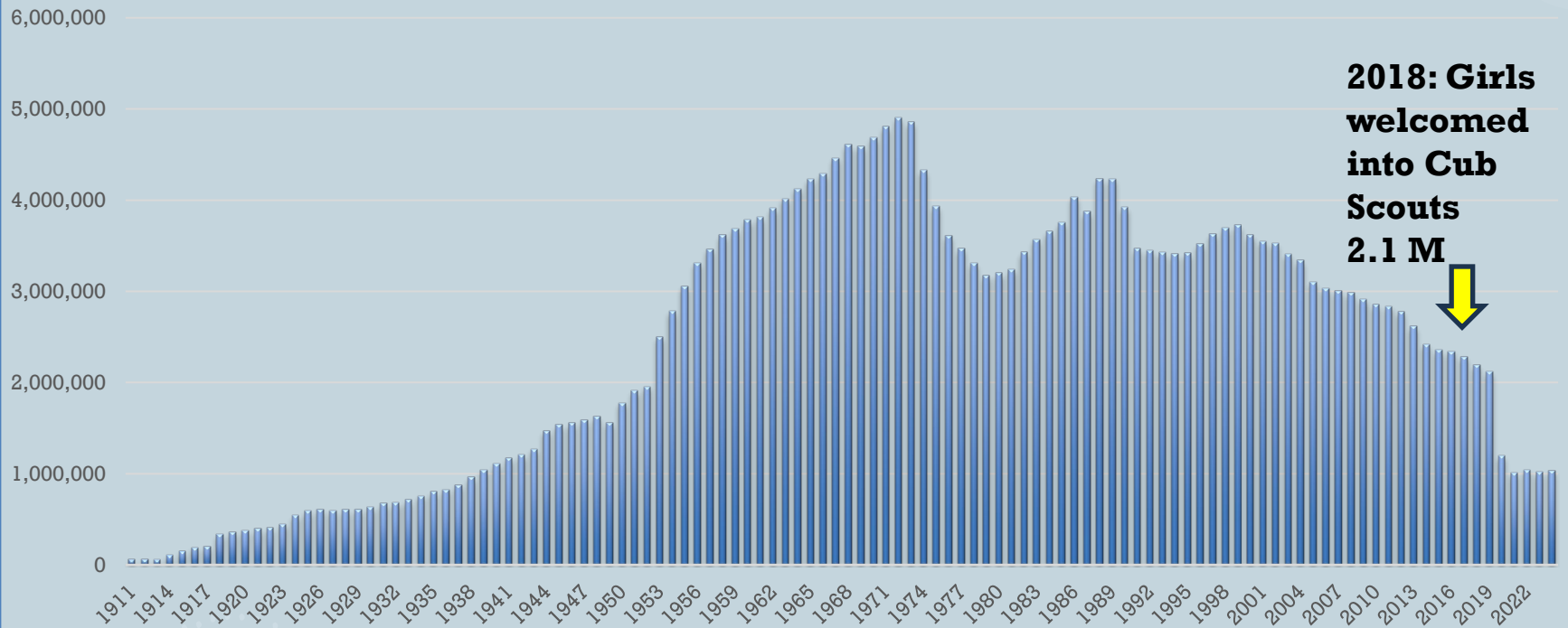


# Where we've been...



# Where we've been...

Total Youth 1911-2024

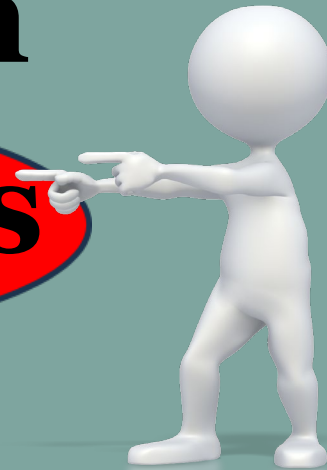


# **Membership Growth**

**Recruitment**

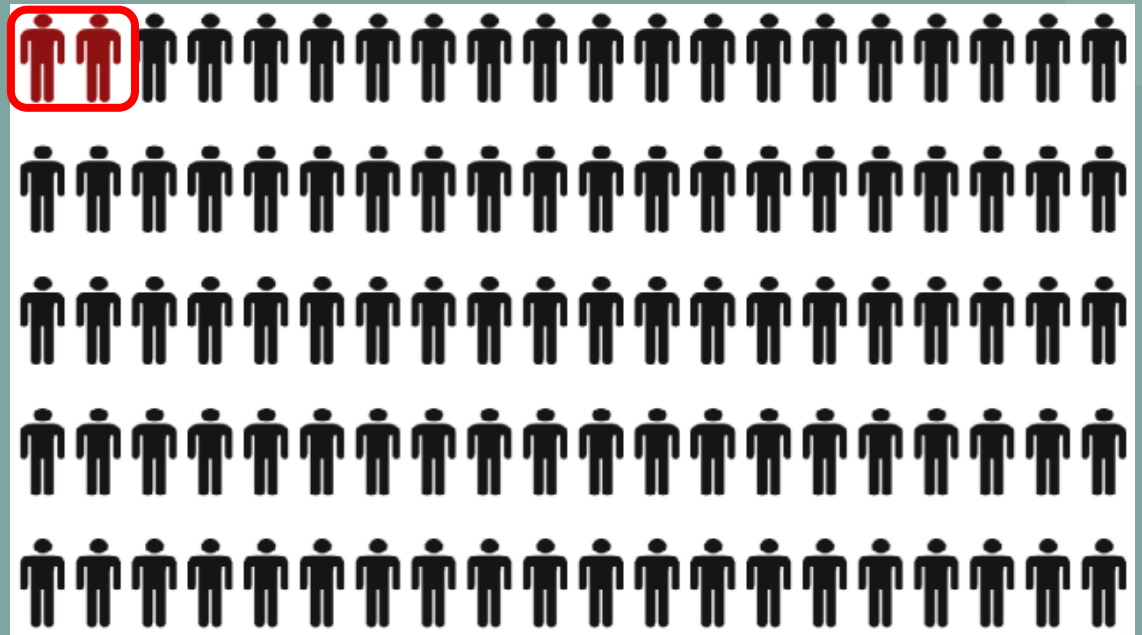
**Retention**

**New Units**



# A Word About Market Share

- 2% Market Share looks like this:
  - For every 100 Scouting-age youth in the US, only 2 are in Scouting!
  - We should be closer to 5% (or 10%)!
- This is our Call to Action!



# Where/When is 2% Important? (AI)

Ah, the power of 2%! It might seem small, but some crucial things in life ride on that fraction. Here are a few that stand out:

- **Body Fat** – elite athletes
- **Battery Life** – phone about to die
- **Interest Rates** – Loan (good), Retirement account (bad)
- **Chance of Success** – hope or disaster



# It's In The Margins

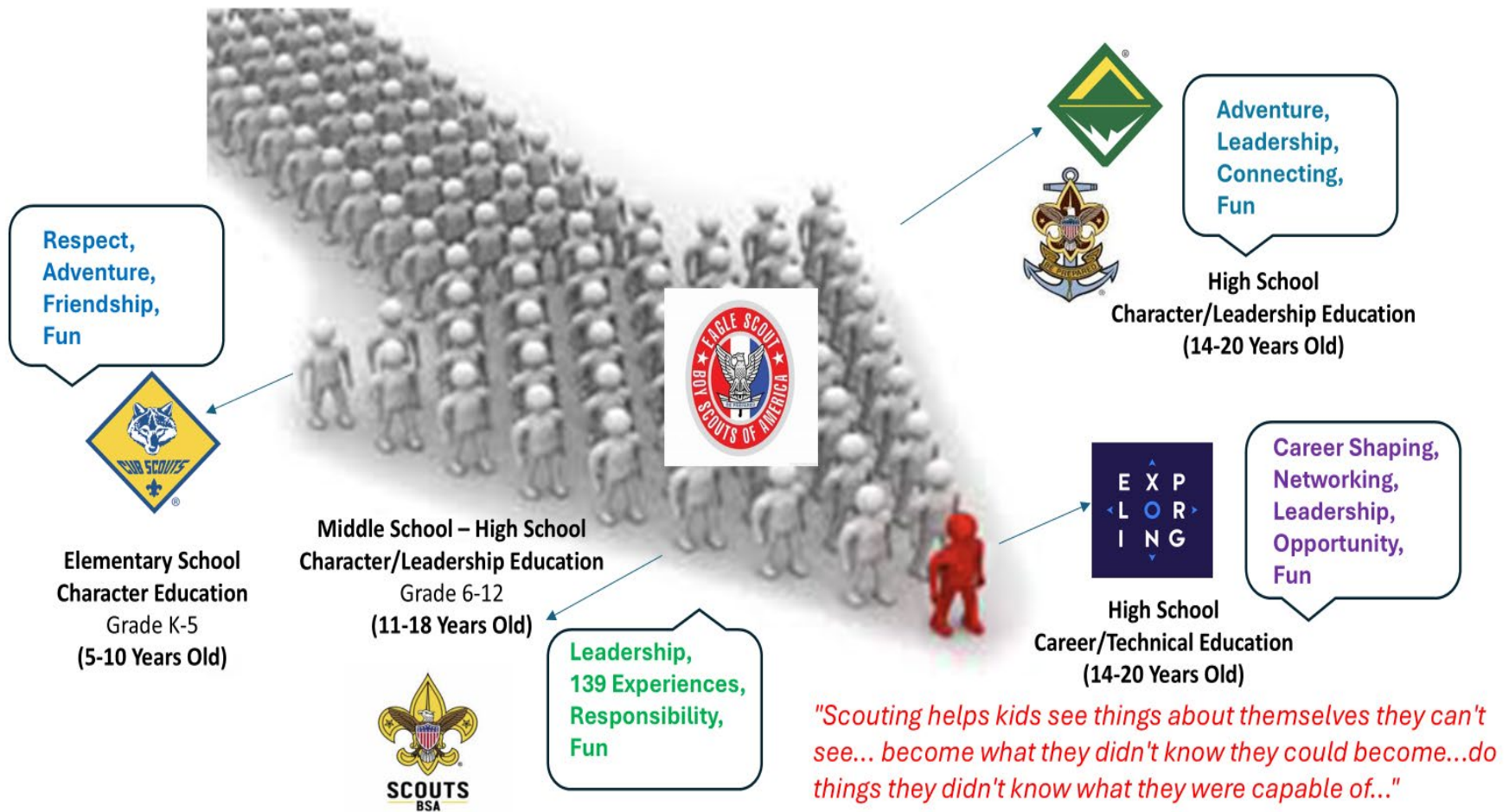
- Well Executed Sign-Up Event – 35 New Scouts

- |   |            |
|---|------------|
| Missed flyer delivery                             | -5 Scouts  |
| Skipped a classroom talk (buzz-up)                | -3 Scouts  |
| Sign Up Night presenter not following the plan    | -5 Scouts  |
| Forgot stickers or bookmarks for two classrooms   | -3 Scouts  |
| No yard signs or posters visible in our community | - 4 Scouts |
| No current Scouts in uniform during the day       | - 4 Scouts |





# The Scouting Eco System to *Career Readiness*



# Next Steps

**1-2 Units Share Key  
Takeaways or Ideas**

**We are all in this  
together!!!!**

**Reach out to District Membership Chairs and  
District Executives for assistance**

**Thank You!**



# Effective Promotion Strategies



Visit: <https://www.scouting.org/recruitment/>



- Use school flyers, social media, and events
- More visibility = more new families
- Partner with local groups for outreach

# Resources and Support

- Use council and district support systems
- Access templates, tools, and coaching
- Collaborate and learn from each other

