

RECRUITMENT EFFORTS

Utilize the list below to build your unit's 12- step membership plan. Some actions are more effective than others; however, all will help you to grow your Unit.

- | | |
|---|---|
| Mandatory | <input type="checkbox"/> Youth Talk |
| | <input type="checkbox"/> Geofence your join night |
| | <input type="checkbox"/> Flyers and posters in the school |
| | <input type="checkbox"/> Yard Signs |
| | <input type="checkbox"/> Parent Social Media (post in NextDoor app, community or school facebook groups, official school pages, tag community groups police, fire, EMS) |
| <hr/> | |
| Personal | <input type="checkbox"/> Invite-a-friend campaign |
| | <input type="checkbox"/> Personal phone calls/text to families |
| | <input type="checkbox"/> Parent to parent campaign (parents invite 1-2 families) |
| | <input type="checkbox"/> Stickers (for any school talks and on pizza boxes) |
| | <input type="checkbox"/> Custom videos for school broadcast |
| <input type="checkbox"/> 2nd Chance joining night | |
| <hr/> | |
| Community | <input type="checkbox"/> Community board |
| | <input type="checkbox"/> Flyers distributed in churches and/or local businesses |
| | <input type="checkbox"/> Participation as Scouts at community event/festival (farmers market, parade, etc.) |
| <hr/> | |
| School | <input type="checkbox"/> School intercom announcement |
| | <input type="checkbox"/> Customized invitations to families (using class rosters, school directories, etc) |
| | <input type="checkbox"/> School open house table or carnival |
| | <input type="checkbox"/> Promote unit in afterschool/daycare programs |
| | <input type="checkbox"/> School newsletter |
| | <input type="checkbox"/> Display case/bulletin board in your school |
| | <input type="checkbox"/> Teacher email reminder/announcement (ask your teachers to email the class) |

TIMELINE

DATES

WHO

Coordinated (minimum 2 weeks; and confirmed week of)	_____	_____
2-3 days prior to event	_____	_____
2 weeks prior to event	_____	_____
2-3 weeks prior	_____	_____
3-6 weeks prior then on going until event	_____	_____
7-10 days prior	_____	_____
7-10 days prior	_____	_____
7-10 days prior	_____	_____
2 weeks prior	_____	_____
1-2 weeks prior	_____	_____
after fall sports season	_____	_____
1-2 weeks prior	_____	_____
1-2 weeks prior	_____	_____
All year	_____	_____
1-3 days prior	_____	_____
1st week of school	_____	_____
Varies	_____	_____
Varies	_____	_____
Varies, ideally 1- 2 weeks	_____	_____
Month of September	_____	_____
1-3 days prior	_____	_____



Schools

Here find a list of schools that you can recruit from please include any private, & home school associations in your area.

To plan for a successful sign up night, be sure to coordinate the following:

6 weeks prior

- Secure your sign up night location. Keep in mind, some facilities require a facilities use agreement and a certificate of insurance. Please allow time for those to be prepared.
- Develop Pack Calendar, fee schedule, Unit leader listing, and meeting times/dates/locations
- Share this information with your District Sign Up/Membership Chair and District Executive.

2 weeks prior

- Confirm your sign up night location
- Meet with your 5 station leaders to review responsibilities and ensure the necessary materials are prepared.
- Coordinate with your District Executive/Sign Up Night Chair
- Order your flyers/other promotional materials

Sign Up Night

This model of sign up night involves stations, rather than a presentation. It is recommended as the parents can sign their child up quickly and get the necessary information.

Station 1–Welcome/Sign-in

Station 2–What we do

Station 3–Registration form

Station 4–Check out (complete applications)

Station 5–Den Leader Q&A

UNIT MEMBERSHIP CHAIR:

UNIT LEAD CONTACT:



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