

#ADVENTUREON

WNY Scout Council 2023 Scout Recruitment



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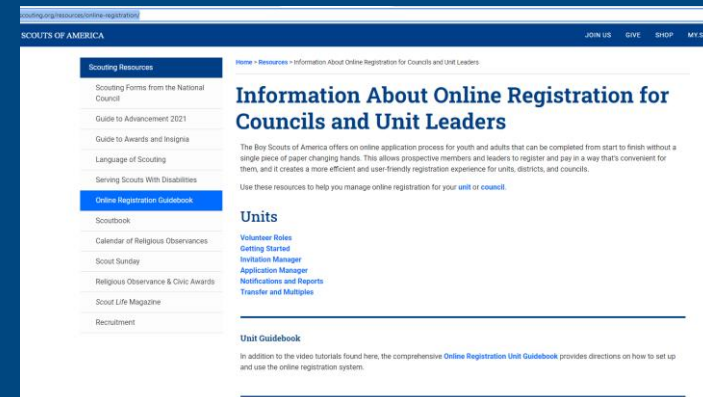
Keys to Recruiting Success

- ★ Update Your Unit Pin
- ★ Plan Fun Recruitment Events
- ★ Build Community Relationships
- ★ Communications & Marketing

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Update Your Unit Pin

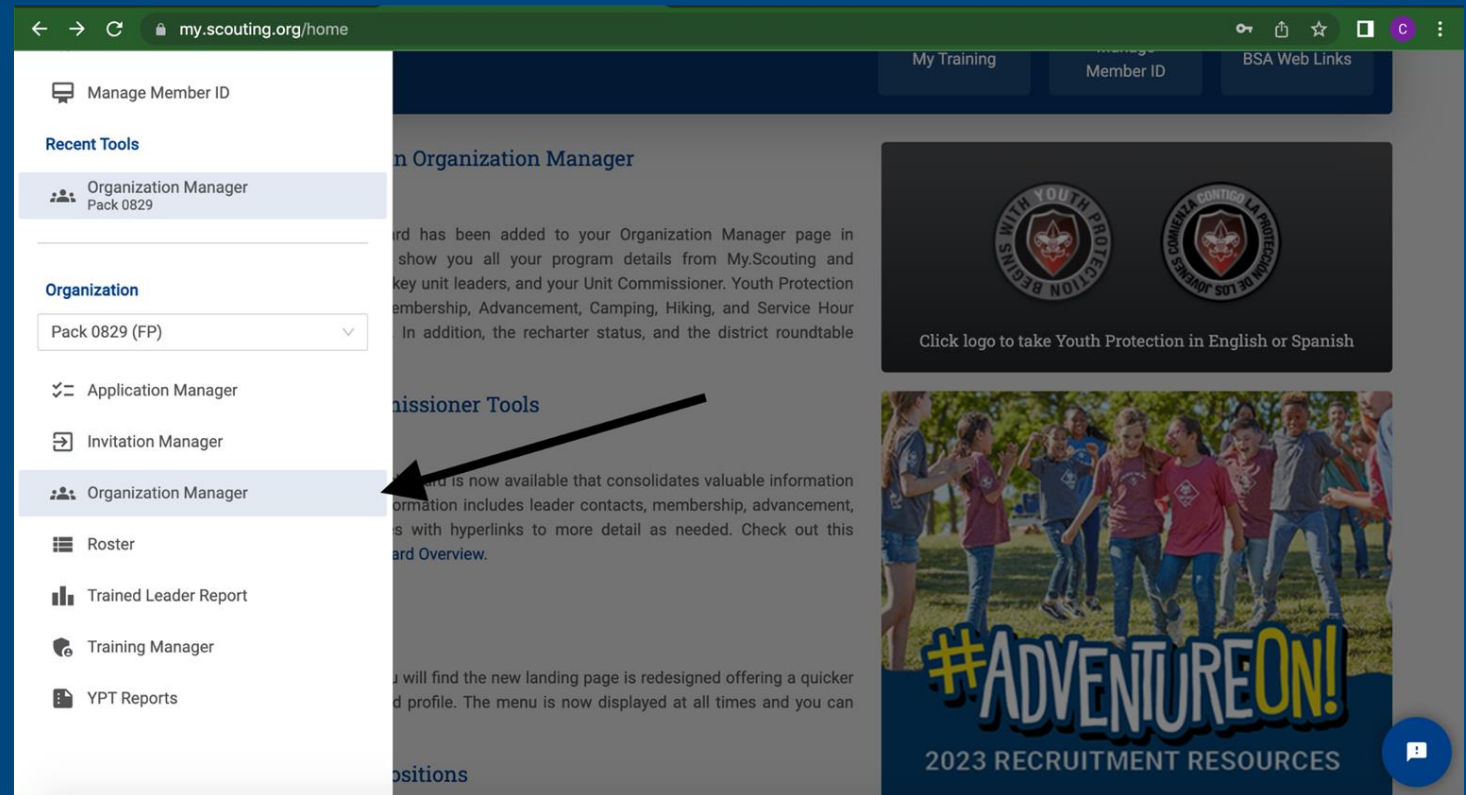
- Families can find YOU through BeAScout.org!
- Efficient way to capture and track those interested in joining
- Update your unit's BeAScout.org pin



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Accessing Unit Pin


- Key 3 and New Member Coordinator have access
- Log in to my.scouting.org
- “Organization Manager” is under the Menu



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Accessing Unit Pin

Pack 0829 Lions Club of Youngstown F



Pack 0829

Organization Manager

Settings

Unit Pin

Unit Dashboard

Roster

Transfer in

Position Manager

Reports

Unit Information

Appear on BeAScout: ☒

Allow People to Apply Online: ☒

Contact Information

Contact Person: Charlotte Clark
Phone: (716) 531-3049
Email: CharlotteYoungstownNY@gmail.com

Edit


Unit Website

<https://www.facebook.com/Pack829>

Additional Unit Information

Youngstown is a very active pack and meets twice monthly from September to May with fun activities scheduled in the summer. See the pack site for details.

Unit Pin Preview



Pack 0829 Lions Club of Youngstown

Contact: Charlotte Clark
Phone: (716) 531-3049
Email: CharlotteYoungstownNY@gmail.com
Website: <https://www.facebook.com/Pack829>

Dens for Boys or Girls

☒ Online Registration available for this unit.

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[Request More Information](#) [Apply Now](#)

Fields to Display on Unit Pin:

Unit Meeting Address: ☒

Contact Person's Name: ☒

Phone Number: ☒

<https://my.scouting.org/45BCA808-36D0-4EAD-8487-A1B388F2A4...>

#ADVENTUREON

Fun Recruitment Events

1

Normal Friend Activities

- Movie nights
- Raingutter regattas
- Games in the park

2

Community & School Events

- Parades
- School open houses
- Festivals

3

Fall Recruitment Events

- Welcome back picnics
- Bring-a-friend meetings

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Building Relationships

1

Scouts are the best recruiters

- Wear uniforms to school
- Invite friends to activities
- Recognize with Recruiter Strip

2

Connect with your local school

- Get to know your principal
- Get involved with the PTA/PTO
- Be present at school events in uniform

3

Make joining available to all kids

- Having a Member Coordinator helps
- Be welcoming and inclusive to new people

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Communications

1

Have a Plan

- Develop program-year calendar & share it
- Be prepared to talk about costs

2

Organize your lists

- Email distribution lists
- Remind
- FB Groups
- my.scouting leads

3

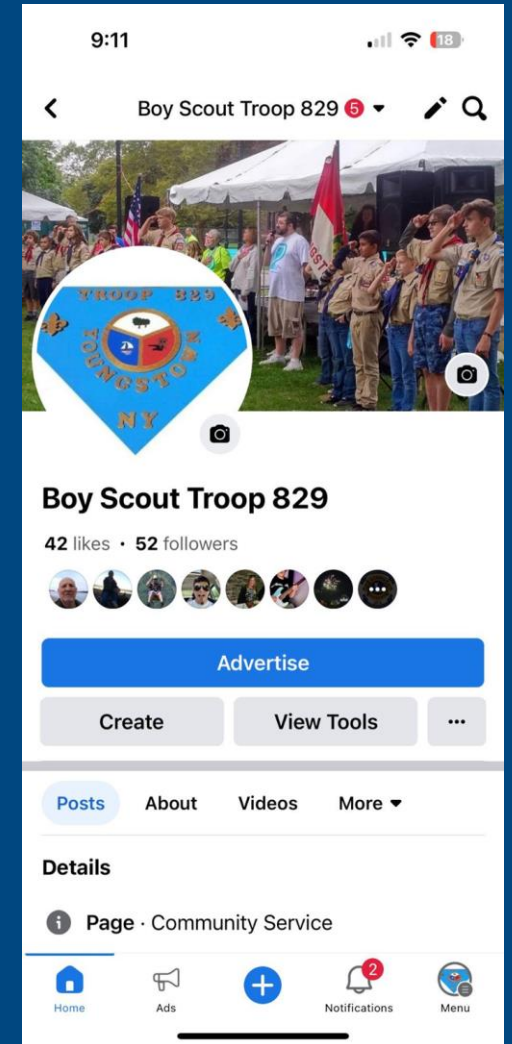
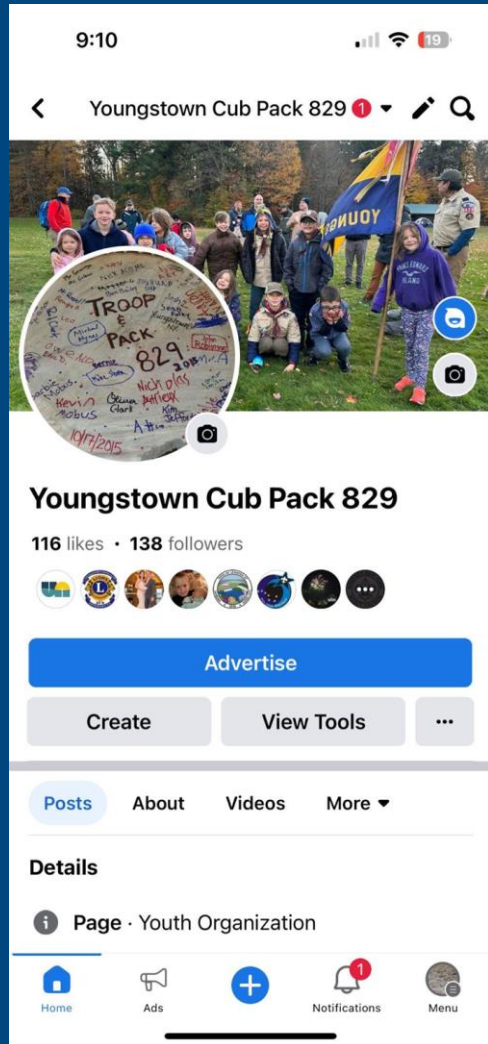
Market yourself

- Utilize free resources
 - Facebook
 - School fliers
 - Posters
 - Lawn signs
 - Local weekly paper

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Use Facebook!

- Create a Facebook page for your unit
- Ask families to share your posts (increase reach)
- Ask parent volunteer to take and post photos highlighting the best of Scouting
- Ask permission before posting children's photos (waiver)



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Marketing

- Social Media: Create Your Facebook Calendar Event
- Boost Your Facebook Calendar Event and ask your District Executive about geofencing
- Try to plan six weeks out
- Local Marketing: Fliers, Yard Signs and Posters – with QR codes!
- Ask your Scouting family to help spread the word

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Fliers, Yard Signs & Posters

- **FLIERS & POSTERS**

Fliers to local businesses (top of pizza boxes!)

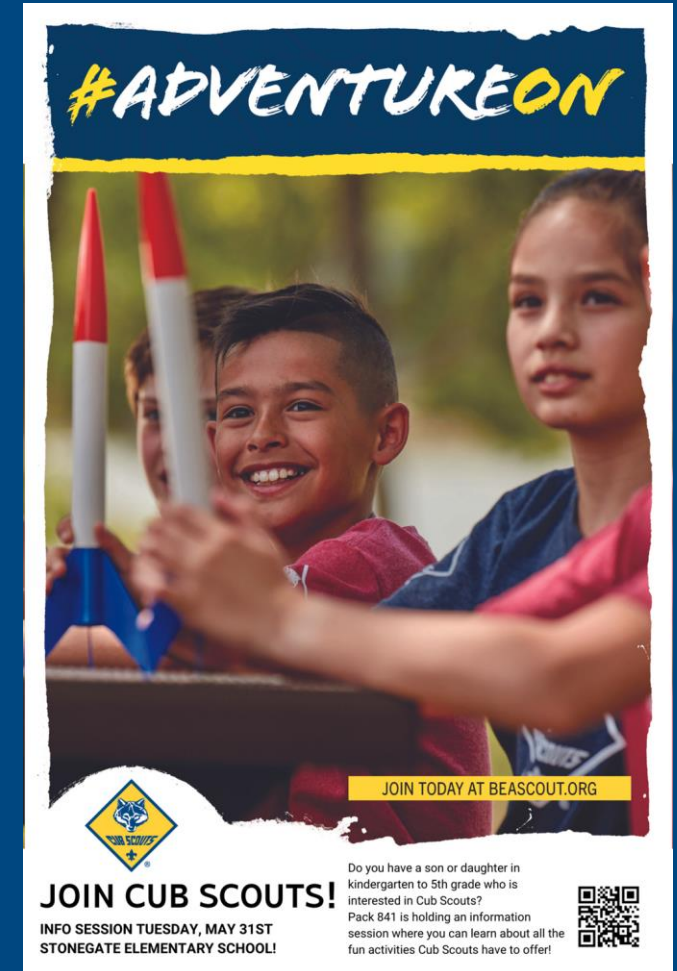
Posters in public spaces where families go (grocery stores, libraries, post offices)

- **YARD SIGNS**

Drive-thrus, stores where school supplies are sold, your own home

- **USE QR CODES**

You can even create a unique QR code for each design to measure which type performed the best



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Resources



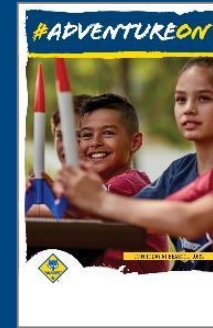
BSA Brand
Center



WNY Scouting
Resources



Web Banners



Post Cards



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QUESTIONS & DISCUSSION

CUB SCOUT LEADER RESOURCE OVERVIEW

	National Cub Scout Program Website Landing page for all things Cub Scouts including where to find a pack, welcoming new families including a video with the top 5 questions new families ask, and leader resources.	
	Cub Chat Live Every Friday at 2 pm Central, Scouting Magazine hosts a live show on Facebook featuring a wide variety of topics and guests. Past shows include how to use Scoutbook, creating effective communication channels, running a Pinewood Derby, tools to get everyone volunteering, and recruiting methods. Shows are 30 minutes and automatically posted to the Cub Chat Live Facebook Playlist after the show. A list of past shows by topic can be found at On Scouting.	
	Virtual Roundtable Timely Cub Scouting information in brief 7 to 15 minute segments. Topics are not specific to a month and can be used as appropriate. New videos are updated every 3 to 4 months.	
	Den Leader Experience Sandbox The Den Leader Experience (DLE) is Scoutbook for den leaders. DLE was initially developed to help brand new den leaders but can be beneficial for anyone. DLE helps to deliver the program by aiding with planning, providing videos on how to accomplish some activities and assisting with advancement tracking. To see how DLE works, check out the sandbox! The sandbox is where testing of future updates happens and also allows for those who are not den leaders to learn about the app.	
	Training for Cub Scout Leaders Cub Scout leader training is available online at any time of the day or night to make needed information easily accessible. Modules are in "bite sized pieces" of 5 to 7 minutes and can be viewed from any smart device or computer. Den leader curriculum is divided into 3 parts: before the first den meeting, first 30 days and 90 days. For more information about training at all levels of the program, visit the Training webpage.	

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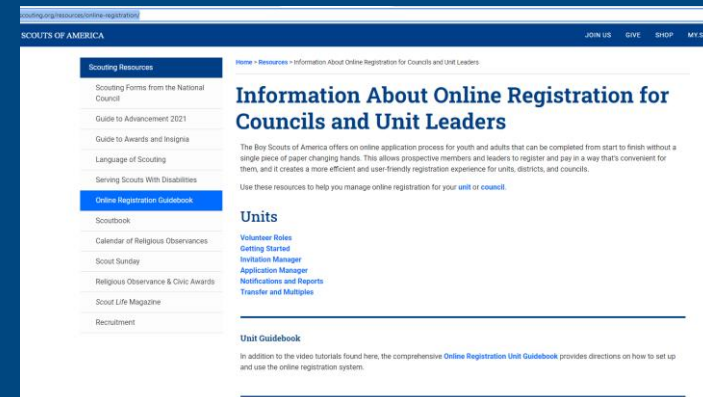
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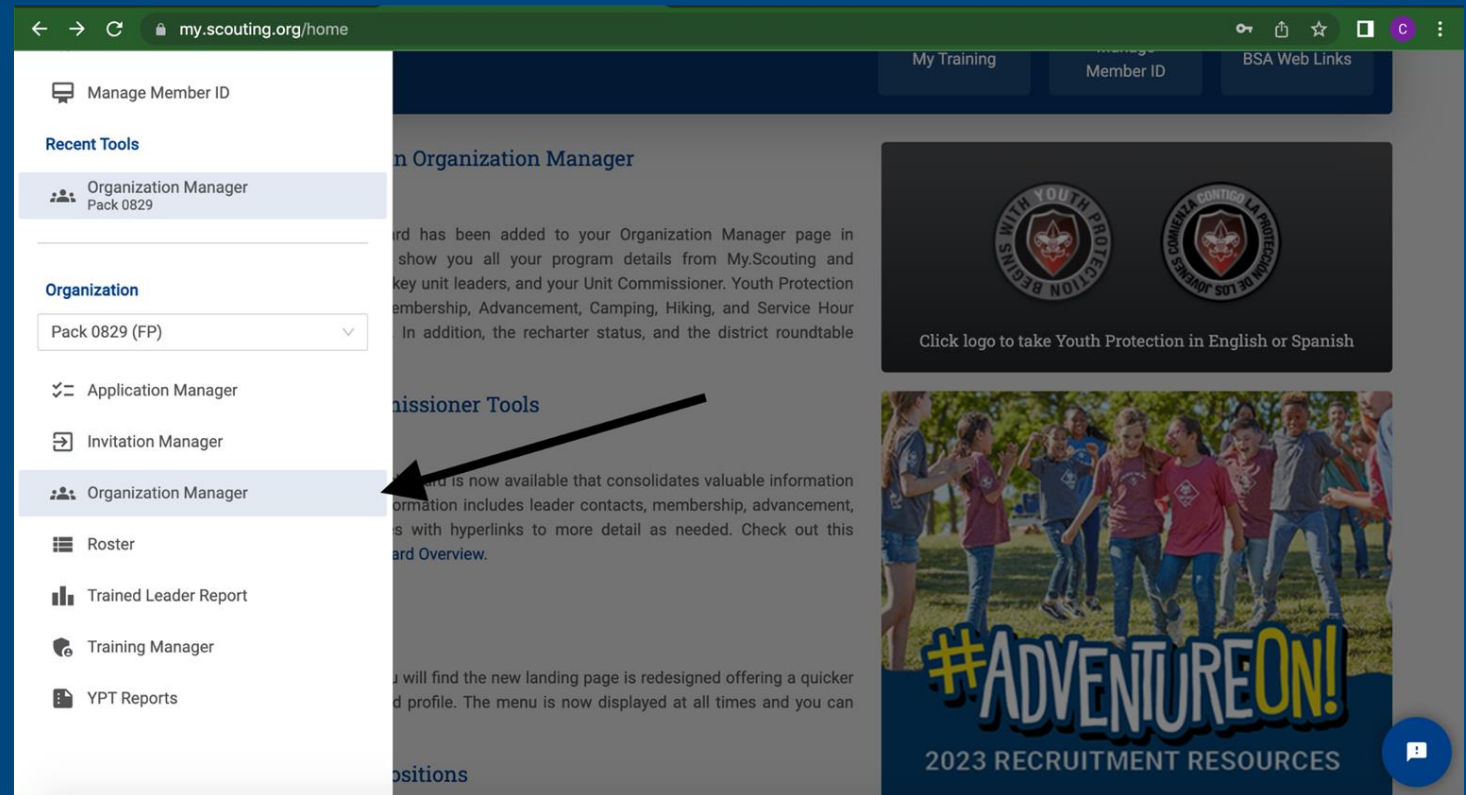
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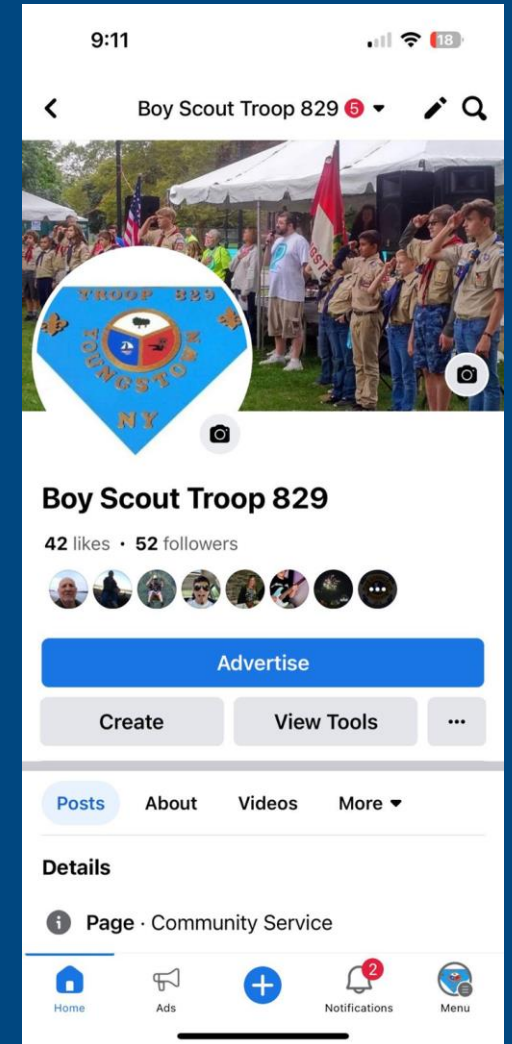
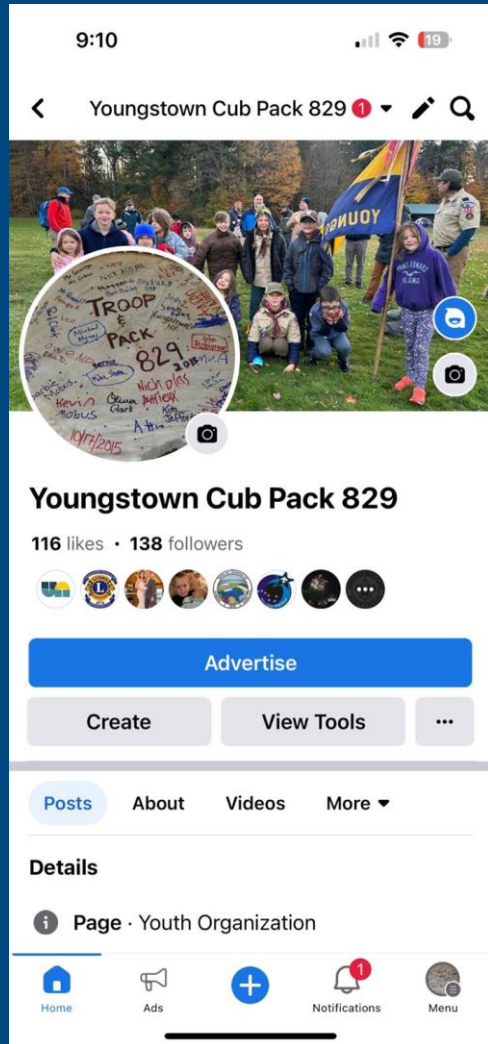
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