

# Shenandoah Area Council



Prepared. For Life.™

# Fall Recruitment 2016

The vision statement of the Shenandoah Area Council and the Boy Scouts of America is to prepare every eligible youth to become a responsible, participating citizen and leader who is guided by the Scout Oath and Law. We are charged with truly giving every available youth and their families an opportunity to join Scouting in their age appropriate program.

- Cub Scouts: Introducing the new “Lions” program, Cub Scouting is now for boys in Kindergarten or through 5<sup>th</sup> grade. As part of the national pilot program, the Shenandoah Area Council can only offer the Lion program within Cub Packs that apply and are approved. If your pack is interested in applying, please see your District Membership Chair or Executive.
- Boy Scouts: Boys who have completed 5<sup>th</sup> Grade or are age 11-17 or age 10 and have earned their Arrow of Light can join a Boy Scout Troop.
- Venturing: An outdoor oriented program, young Men and Women who have completed 8<sup>th</sup> Grade or who are age 14 can join a Venturing Crew or an Explorer Post
- Exploring: A career based program, young Men and Women who have completed 8<sup>th</sup> Grade or who are age 14 can join an Explorer Post

Recognizing that effective recruiting has changed over time, this past spring, the Council Membership team reviewed time tested recruiting methods, best practices from throughout the country, paying attention to how both youth and parents receive their news and determine what activities to join to compile a comprehensive plan to recruit more youth into Scouting during the fall. Our goal is to welcome 600 new youth and their families to Scouting. To accomplish this, it will need to be a team effort with each district doing their fair share. We are asking districts to set a minimum goal of adding the following new Scouts this fall;

- Mannahoac – 125 new youth
- Potomac – 175 new youth
- Shawnee – 175 new youth
- Shenrapawa – 150 new youth

We are asking each unit to set a Fall Recruiting goal of:

- Cub Scout Packs – 10 new members
- Boy Scout Troops – 2 new members
- Venturing Crews – 2 new members
- Exploring Post/Clubs – 5 new members

We know that to reach the youth and their parents, marketing experts show that you must put the message in front of them up to 5 times. Using this model, our plan encompasses flyers, yards signs, stickers, posters, PSA’s on TV, radio and in print, paid google search, and social media blitz utilizing our volunteers, parents, and Scouts to get joining opportunities in front of their friends.

As the saying goes, it takes a village to raise a child. In recruiting, it takes a team to bring Scouting to many. For the mission to be accomplished, it will take the involvement of volunteers and staff at all levels.

The make-up of each district recruiting team;

- District Chair
- District Membership Chair
- Fall Recruitment Chair
- Boy Scout Fall Recruitment Chair
- Cub Scout Fall Recruitment Chair
- BeAScout Night School Coordinators
- Venturing Fall Recruitment Chair
- Exploring Fall Recruitment Chair
- Marketing Fall Recruitment Chair
- District Commissioner
- Unit Commissioner
- District Executive
- Pack Fall Recruitment Chairs
- Troops Fall Recruitment Chairs
- Crews Fall Recruitment Chairs
- Post Fall Recruitment Chairs

Fall Recruitment Calendar

Month	Week	Item
April	4	Fall Recruitment Draft Plan presented to Staff
	4	Train Staff on plan
	4	Set Tentative recruitment nights
May	4	Council Membership Committee Meeting
	4	Finalize Recruitment Plan
June	4	Recruitment of Manpower Marketing Chair Program Chairs
	All	Superintendent Meetings held
	4	Finalize recruiting opportunities/dates with schools Cub Scouts: Meet the Teacher Be A Scout Night Boy Talk/Flyer distribution date Second Effort Night (if applicable) Flyer distribution for 2nd effort event Boy Scouts: Meet the Teacher/Open House Flyer distribution date Venturing: Open House Flyer distribution date (if applicable) Exploring Open House Flyer distribution date (if applicable)
July	2	Submit all recruited paperwork to schools for approval
	3	Flyers ran for all confirmed dates
August	1	Present overview at Council Program Kick-off
	2	District Kick-offs Conducted
		School Check-in reconfirming all dates & paperwork
	1	
	2	Cub Scouts: All dates confirmed & packs lined up
	2	Boy Scouts: All dates confirmed & troops lined up
	2	Venturing: All dates confirmed & crews lined up
	2	Exploring: All dates confirmed & post lined up
	All	Cub Scout Recruitment Starts Meet the Teachers Be A Scout Nights at selected schools
	All	Boy Scout Recruitment starts Schools Meet the Teacher/Open Houses

Month	Week	Item
September		Cub Scout Recruitment
	2	Be A Scout Nights completed
	4	2nd Effort held in schools (if applicable)
	All	Other school/community events
		Boy Scout Recruitment
	3	Troops Open Houses held 3rd week
	3	Venturing Recruitment
	Crews Open Houses held 3rd week	
	Exploring Recruitment	
	3	Posts Open Houses held 3rd week
October		Cub Scout Recruitment
	All	Recruitment efforts at school/community events
	3	Selected schools where needed
	4	Peer to Peer
	All	Boy Scout Recruitment
	All	Recruitment at selected community events
November	2 & 3	Membership Inventories
	All	Recruitment at selected community events
December	2	Celebration
	All	Recruitment at selected community events

## **Fall Recruitment Team**

**District Chair:** Responsible for the recruitment of the District Membership Chair and assisting where needed ensuring the district reaches their recruiting goal by year-end. Assist with school and community relations as needed.

**District Membership Chair:** Responsible for the recruitment of the District Fall Recruitment Chair. Assisting with securing key team members while ensuring the district is on track to reach their goal by year-end.

**District Fall Recruitment Chair:** Recruit a recruitment chair for Boy Scouts, Cub Scouts, Venturing, and Exploring. Work with each chair to secure approval through school systems/schools, confirmation dates for all aspects of recruiting, securement of unit recruiting chairs, and keeping each aspect of recruitment moving forward and on track. Work with the District Chair to recruit a Marketing Fall Recruitment Chair. Work with Marketing Recruitment Chair ensuring that marketing plan is in place prior to kick-off and is launched at pre-determined times. Plan and conduct District Fall Recruitment Kick-off.

**District Marketing Fall Recruitment Chair:** Working with the different chairs and District Executive, comprise and execute an aggressive marketing plan to include but not limited to depending on the program: Flyers, yards signs, stickers, posters, PSA's on TV, radio and in print, and social media blitz utilizing the volunteers, parents, and Scouts to get joining opportunities in front of their friends.

**District Commissioner/Unit Commissioner:** It's essential to make sure that all new Cub Scouts attend their first couple of meetings. This will help get them involved and staying in Scouting. To help insure this, in early October, conduct a Phone-a-Thon calling all new Scout families ensuring they have attended a meeting and inquiring how they are liking Scouting.

**District Executive:** The District Executive works closely with all district chairs providing support, guidance and school relations ensuring that the recruitment plan is executed insuring that all available youth are given the opportunity to join Scouting.

**Council Staff:** The Council staff play an important role producing all related recruitment materials needed for the districts to carry out the recruitment plan.

**District Cub Scout Fall Recruitment Chair:** Working with the Fall Recruitment Chair and District Executive do the following:

- School Relations: secure permission/confirm recruiting opportunities in school systems/schools for;
  - Meet the Teacher/Open House
  - Be A Scout Night
  - Flyer distribution
  - Opening day take home folder
  - Boy Talks held 1-3 days prior to Be A Scout Night
  - If no Boy Talk, distribute flyers through teacher/take home folder
  - Other School function/event – get permission for table/display
- Kickoff: Attend/assist with district Fall Recruiting Kickoff conducting the Cub Scout Recruitment part of the program. Promote kickoff securing attendance from all Pack Fall Recruiting Chairs. Distribute all materials to the appropriate/approved team member. If not in attendance, delivery materials to appropriate team members.
- Meet the Teacher/Open House (MTT/OH): Once permission is granted from schools, secure/coordinate help from the Pack Recruitment Chairs for coverage at all MTT/OH.
- Be a Scout Nights: Secure School Coordinator for each Be a Scout Night. If more than one pack is to attend same school, the School Coordinator need to be a district representative, not someone from the pack
- Boy Talks: With the District Executive, secure help where needed to conduct boy talks.
- Collect applications/fees within two business days after Be A Scout Nights
- Working with Pack Recruiting Chairs, secure help for other school functions/events for the pack(s) to have a table/display.
- Discover Scouting Day: working the Fall Recruitment Chair and District Executive plan as needed a partnership or stand-alone event inviting kids for a short program. Secure permission for flyers to be distributed through schools utilizing teachers/take home folders.
- Be A Scout Night School Coordinator: The School Coordinator runs the Be a Scout night with assistance from pack(s) Fall Recruitment Chair(s) that are assigned to that school.
- Collect applications/fees within two business days after Be A Scout Nights

**Be A Scout Night School Coordinator:** The School Coordinator runs the Be a Scout night with assistance from pack(s) Fall Recruitment Chair(s) that are assigned to that school. Responsible for:

- Set up 45-60 minutes prior
- Welcome new members
- Have everyone sign in capturing their name (youth/parent), grade, phone number and email
- Having everyone attending fill-out, submit, and pay registration that night
- Briefly explain what the benefits of Cub Scouting
- Encourage/secure volunteers for the pack(s)
- Inform those attending which pack(s) are in the area and when/where they meet so they can decide which pack best fits their needs
- Gather all applications and fees and submit to district at pre-arrange time or within 2 business days

**Pack Recruitment Chair:** Serve as the Packs recruitment chair providing leadership to the recruiting efforts.

Specific Responsibilities:

- Update beascout.org information on MyScouting.org website
- Attend the District Fall Recruitment Kickoff in August
- Assist/Lead or recruit at assigned school Meet the Teacher/Open House
- Assist/Serve as School Coordinator at assigned school Be A Scout Night
- Working with the district Cub Scout Recruitment Chair assist as available and/or recruit help for district “Discover Scouting” event and/or at school/community function/event.
- Working with Pack Leadership, conduct Peer to Peer recruitment in October/November.
- Collect applications and monies and submit to district within a week
- Follow up within a week all new members reminding them about their first meeting
- Encourage their Scouts to wear their uniform the day of Be A Scout night
- Attend Be a Scout night to answer questions on their pack and assist with registering new members.
- Call all new members the night before their first meeting
- Call all new members the night before their second meeting

**District Boy Scout Fall Recruiting Chair:** Working with the Fall Recruitment Chair and District Executive do the following:

- School Relations: secure permission/confirm recruiting opportunities in school systems/schools for;
  - Meet the Teacher/Open House
  - Flyers for Opening day take home folder
  - Distribute flyers through teacher/take home folder one week prior to Troops Open Houses.
  - Other School function/event – get permission for table/display
- Kickoff: Attend/assist with district Fall Recruiting Kickoff conducting the Boy Scout Recruitment part of the program. Promote kickoff securing attendance from all Troop Fall Recruiting Chairs. Distribute all materials to the appropriate/approved team member. If not in attendance, delivery materials to appropriate team members.
- Meet the Teacher/Open House (MTT/OH): Once permission is granted from schools, secure/coordinate help from the Troops Recruitment Chairs for coverage at all MTT/OH.
- Make sure flyers are distributed one week prior to Open Houses.
- Follow up three weeks prior to Open Houses with troops making sure they are ready.
- Follow up one week prior to Open Houses with troops regarding any last minute items.
- Collect applications/fees within two business days after Open House.
- Working with Troops Recruiting Chairs, secure help for other school functions/events for the pack(s) to have a table/display.

**Troop Recruitment Chair:** Serve as the Troop's recruitment chair providing leadership to the recruiting efforts and Open House.

Specific Responsibilities:

- Working with the Troop SPL, PLC, Scoutmaster;
- Set date for Open House in September
- Attend the District Fall Recruitment Kickoff in August
- Present plan to the Troop membership
- Have current members identify 2-3 friends that may be interested in joining
- Plan exciting program for the Open House
- Comprise invitation letter and social media plan for perspective members
- Review list of potential members, finalize letter and social media plan
- Update beascout.org information on MyScouting.org website
- Launch social media plan
- Invitations sent out
- Follow up on all leads in a timely manner.
- Working with the district Boy Scout Recruitment Chair assist as available at any school functions for recruitment
- Offer an incentive for current members who get a friend to join
- Hold Open House
- Collect applications and monies and submit to district the following week



**District Venturing Fall Recruiting Chair:** Working with the Fall Recruitment Chair and District Executive do the following:

- Review list from Career/Hobby surveys where done.
- School Relations: secure permission/confirm recruiting opportunities in school systems/schools for;
  - Distribute flyers through home room teachers regarding Crew Open Houses.
  - Other School function/event – get permission for table/display
- Kickoff: Attend/assist with district Fall Recruiting Kickoff conducting the Venturing Recruitment part of the program. Promote kickoff securing attendance from all Crews Fall Recruiting Chairs. Distribute all materials to the appropriate/approved team member. If not in attendance, delivery materials to appropriate team members.
- Where applicable - make sure flyers are distributed one week prior to Open Houses.
- Follow up three weeks prior to Open Houses with crews making sure their plan is in place.
- Follow up one week prior to Open Houses with crews regarding any last minute items.
- Collect applications/fees within two business days after Open House.

**Crew Recruitment Chair:** Serve as the Crew's recruitment chair providing leadership to the recruiting efforts and Open House.

Specific Responsibilities:

- Working with the crew officers;
- Set date for Open House in September
- Attend the District Fall Recruitment Kickoff in August
- Have current members identify 2-3 friends that may be interested in joining
- Plan exciting program for the Open House
- Review list of potential members Finalize letter and social media plan
- Present plan to the crew membership
- Comprise invitation letter and social media plan for perspective members
- Update beascout.org information on MyScouting.org website
- Launch social media plan
- Invitations sent out
- Follow up on all leads in a timely manner.
- Working with the district Venturing Recruitment Chair assist as available at any school functions for recruitment
- Offer an incentive for current members who get a friend to join
- Hold Open House
- Collect applications and monies and submit to district the following week

**District Exploring Fall Recruiting Chair:** Working with the Fall Recruitment Chair and District Executive do the following:

- Review list from Career/Hobby surveys where done.
- School Relations: secure permission/confirm recruiting opportunities in school systems/schools for;
  - Distribute flyers through home room teachers regarding Post Open Houses.
  - Other School function/event – get permission for table/display
- Working with Post Recruiting Chairs, make sure they have everything ready for their Open House with invitations going out two weeks prior and they have an exciting program planned.
- Where applicable - make sure flyers are distributed one week prior to Open Houses.
- Follow up three weeks prior to Open Houses with posts making sure their plan is in place.
- Follow up one week prior to Open Houses with posts regarding any last minute items.
- Collect applications/fees within two business days after Open House.

**Post Recruitment Chair:** Serve as the Post's recruitment chair providing leadership to the recruiting efforts and First Nighter.

Specific Responsibilities:

- Working with the Post officers;
- Set date for First Nighter in September
- Meet with the District Leadership in August
- Have current members identify 2-3 friends that may be interested in joining
- Plan exciting program for the First Nighter
- Review list of potential members Finalize letter and social media plan
- Present plan to the Post membership
- Comprise invitation letter and social media plan for perspective members
- Launch social media plan
- Invitations sent out
- Follow up on all leads in a timely manner.
- Working with the district Exploring Recruitment Chair assist as available at any school functions for recruitment
- Offer an incentive for current members who get a friend to join
- Hold First Nighter
- Collect applications and monies and submit to district the following week