

Fall Recruitment

NATIONAL CAPITAL AREA COUNCIL, BOY SCOUTS OF AMERICA

Scouting gives kids the foundational skills to develop into tomorrow's leaders, building a better future for themselves, their communities, and the world.



2020 UNIT GUIDE



A year like no other

Children's **social and emotional skills** are vital, yet our kids are missing out on summer camps, team sports, and extracurricular activities with friends.

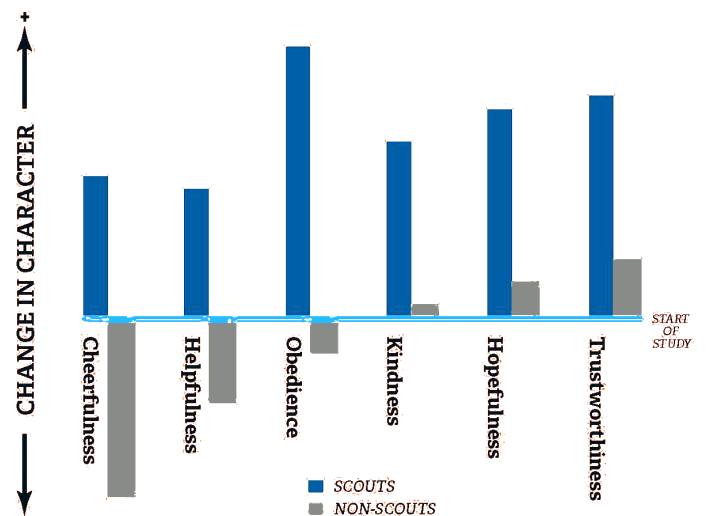
Scouting will fill that void and is needed now more than ever.

Scouting provides life-changing and life-directing character traits, decision-making abilities, teamwork and leadership skills, and positive adult role models all through a fun program!

And Scouting works

Scouting was put to the test over the course of three years, when Tufts University worked with the BSA to measure character attributes of both Scouts and non-Scouts.

In the beginning, there were no significant differences between the two groups. By the end, however, the differences were striking in several areas.



Be prepared

▼ First things first

Every pack, troop, and crew should hold a Recruitment Event this fall. Don't overthink this! There are new challenges, but you have a great Scouting program that families will want to join as soon as they can.

- Get the word out! Invite all eligible families to join.
- Make all families feel welcome.
- Make joining easy, and have families do it on-the-spot.



▼ Tasks to accomplish

Many hands make light work. Identify leaders and parents to help with these tasks before your Recruitment Event:

- Review local safety guidelines decide what type of recruitment event is best for your community (following pages).
- Pick a date for your event. Avoid conflict with major school or community activities.
- Find a location to hold the event and make necessary reservations.
- Submit details of your Recruitment Event to your district executive ASAP. Use the form on the back page to assist you in the submission of these details. Your District Executive can help coordinate some of the promotional efforts in schools and communities, as well as digital marketing efforts like Facebook Geofencing.
- Families will want to apply online, and your unit already has the ability to accept online applications through BeAScout.org. If you need assistance in setting up your online application information, contact your district executive or membership chair.
- All promotional material will include individual URL and unit QR code. Accuracy of your unit's meeting and contact information on BeAScout.org is critical. Top unit leaders can update this through their My.Scouting.org account or your district executive can assist you.
- Finalize your 2020-2021 unit calendar. Families expect to know when meetings and activities will be held.



CHOOSING YOUR TYPE OF RECRUITING EVENT TYPE



In-person

The tried-and-true in-person Recruitment Event may look different this year but can still occur safely. **Objective:** Families are in and out quickly, getting unit information, and filling out an application before they leave.

Concept

- Conduct Recruitment Event at a location permitted by state, local, and BSA guidelines
- Promote a window of time during which families can arrive (e.g. 6-7:30 pm) to prevent large crowds
- Families arrive, are welcomed, and sign-in
- Talk about your unit program, leadership, and meetings
- Give each family a new parent guide (Cub Scouts), unit calendar, and other relevant information
- Provide each family an application and/or instructions to apply online using their smartphones
- Add an option to join remotely by video-conference or conduct a separate virtual/online Recruitment Event to reach families that are uncomfortable attending in-person

Safety

- Keep count of attendees so you do not exceed any restrictions that limit the size of a gathering
- Display signage explaining that visitors should not enter if experiencing symptoms of COVID-19 or have been exposed to someone with symptoms
- Wear masks, provide hand sanitizer, and display markers to encourage social distancing of 6+ feet
- Limit the number of people touching items by offering single-use games or crafts and having visitors verbally give their contact information to one parent/leader to record instead of writing it themselves



Virtual/online

Everyone is a pro at videoconferencing now! Take advantage of this convenient way to provide a safe and streamlined Recruitment Event. **Objective:** From their phones, computers, or tablets, families join an online meeting during which they will hear a presentation about your program and submit an online application to join.

Concept

- Conduct Recruitment Event online using free software like Zoom
- Agenda templates for event can be found by contacting your District Executive or Membership Chair
- Promote a single starting time at which families should join the meeting (e.g. 6:30 pm)
- Test the presentation beforehand to ensure everything works and to avoid technical difficulties
- Keep the presentation upbeat and under 10 minutes or you will lose their attention
- Share electronic versions of new parent guide (Cub Scouts), unit calendar, etc. in the chat
- Share link to online application in the chat, ask them to stay on the call until it is submitted
- With their online application, you will have contact information to follow-up with a welcome phone call
- To capture everyone's contact information, consider requiring preregistration or asking them to privately share it with you by chat or email during the meeting

Safety

- Know how to use the video-conference program's security features

CHOOSING YOUR TYPE OF RECRUITING EVENT TYPE



Drive-in

While drive-in concerts are a novelty this year, everyone knows what a drive-in movie is. Your drive-in Recruitment Event can be the same! **Objective:** Families arrive, stay in their cars, listen to a quick presentation, and leave after they apply on their smartphones or hand over a physical application on the way out.

Concept

- Conduct Recruitment Event in a large parking lot
- Promote a single starting time at which families should arrive (e.g. 6:30 pm)
- Cars enter and stop at welcome/check-in station
- Ask for name and contact information
- Give each car a packet with new parent guide (Cub Scouts), unit calendar, details of next meeting, youth application(s), and instructions to apply online (more convenient)

Safety

- Wear masks and provide hand sanitizer to leaders and parents helping at the event
- Ask driver to lower window the minimum distance to receive the packet
- Do not obstruct street traffic



Drive-thru

Another option would be to consider a plan that is similar to ordering food at a drive-thru restaurant. **Objective:** Families pull-in, provide some quick contact information, collect a packet of unit materials, including application instructions, and drive away.

Concept

- Conduct Recruitment Event in a large parking lot or side-street
- Promote a window of time during which families can arrive (e.g. 6-7:30 pm) to limit traffic jams
- Cars enter and stop at welcome/check-in station
- Record their name and contact information
- Give each car a packet with new parent guide (Cub Scouts), unit calendar, details of next meeting, youth application(s), and instructions to apply online (more convenient)
- Call families the next day to answer questions and assist with submitting application if necessary

Safety

- Wear masks and provide hand sanitizer to leaders and parents helping at the event
- Ask driver to lower window the minimum distance to receive the packet
- Do not obstruct street traffic

Promote

Shout it from the rooftops

Because of alternating attendance days, remote learning, and hybrid models of school instruction this fall, we CANNOT rely solely on flyers and school presentations to promote this Recruitment Event. It will require many points of contact.

▼ Promotion checklist

Flyers/Posters/Yard Signs:

- Post yard sign at high traffic areas
- Display posters at school, church, library
- Provide flyer in school registration packet
- Deliver approved flyers to school for teachers to distribute

Electronic Promotion

- Provide electronic flyers to school for remote learners
- Peachjar flyer distribution through school district

Social Media

- Ask school to post electronic flyer on website, social media, PTO/PTA Facebook groups, and school apps Request to utilize school email or phone blasts
- Have all leaders and parents share recruitment invitation on their social media channels
- Post to local community groups on Facebook and Nextdoor (app)

MISC Ideas

- Visit school (in-person or by video) and give a student presentation
- Post joining information on bank or business marquee in town
- Hang flyers on community announcement boards
- Publish in church bulletins
- Ask local media to promote Recruitment Event

**Flyers, Posters, Yard Signs, and Digital content is made available by NCAC through your District Executive at no cost to the unit.*



Immediately after the recruitment event

- Submit any applications and fees collected to your District Executive within 48 hours following the event (that night if possible). Volunteers will check everything before you leave. This may take 10-15 mins.
- Follow-up with families that attended but did not apply, and those who expressed interest but did not attend.
- Contact new families to welcome them and remind them about the date/time/location of their first meeting.

Why should parents consider Scouting now?

SOCIAL AND EMOTIONAL DEVELOPMENT

Children need strong social and emotional skills to thrive both in the classroom and in life. Skills like collaboration, communication, self-discipline, decision-making, and goal-setting are difficult to learn in the absence of classroom instruction or extracurricular activities. These skills are at the core of all Scouting programs, and needed now more than ever.

A SENSE OF NORMALCY

Children are especially vulnerable to anxiety during these uncertain times. Scouting provides structure in a child's life. Progression through adventures and attainment of Rank Advancement helps children build confidence and are a constant in their life. A mission of helping others and making a difference in the world will also help to instill in them a sense of purpose.

IN-PERSON OR AT-HOME PROGRAMS

Our Scouting units ARE active and meeting this fall while most other youth programs are not. Our programs already have elements intended to be completed in various ways - including in small groups, at home with family, or independently. We are prepared to deliver the Scouting programs to meet all challenges. Additionally, we have created new content like virtual merit badge days, at home camping, and virtual STEM fairs to make Scouting convenient and accessible.

FINANCIAL SUPPORT AND FUNDRAISING LIABILITY

Families are facing new financial hardships. The National Capital Area Council is committed to doing whatever we can so all youth are able to experience Scouting regardless of financial situation. Assistance for registration fees and summer programs are available on a case by case basis. Additionally, we support two major fundraisers (Popcorn and Camp Card Sales) to help raise money for supplies and activities. While non-bsa fundraising companies are shuttering, reducing support or requiring participants to waive liability for COVID-19-related incidents, rest assured that both Popcorn and Camp Card Fundraisers are ready to go, backed with staff and volunteer support. They have been enhanced to provide contactless ways to make sales, and enhanced procedures to protect our Scouts that have been reviewed, endorsed and approved by NCAC Risk Management Teams
