

FOUR STEPS TO RECRUITING SUCCESS

1. Engage Parents

- a. Parents may well be your best recruiters. Call a parents' meeting ASAP, ideally tied to a fun summer activity for the Cubs.
- b. Ask parents to reach out to the parents of their Cubs' friends. This may be the single best way to expand recruiting.
- c. Ask parents to share the unit's social media posts on their own social media pages, with invitations to contact them for more information.



2. Incentivize/Motivate the Cubs

- a. We know the Recruiter patch doesn't work. Find out what does, make it fun and exciting, and celebrate each success.
- b. Incentives could be anything from a mystery prize box to an individual or den competition, with a bigger overall prize to the Cub who recruits the most new members.
- c. Schedule 'bring a friend' events as opportunities for the Cubs to work their magic.
- d. Lots of flexibility here. Something entirely different may work even better.

3. Get your message out. Use multiple ways to let the community know the Pack is recruiting.

- a. Don't count on the traditional leader visits at schools and flyers sent home with the students. Covid restrictions may prevent that.
- b. Signs, signs, everywhere signs. The more the better, and start now.
- c. Social media. Get aggressive, ask parents to share, and consider geofencing.
- d. Pack website. Make sure it's up to date, with lots of photos of fun activities.
- e. Weekly newspapers and community advertisers. Submit stories and photos of fun activities, along with an invitation to join and contact information.
- f. Flyers. Have a simple handout that can be given to parents and distributed around town.
- g. Bulletin boards. Minimarts, libraries, grocery stores and others maintain community bulletin boards. Tack up your promotional piece with contact information and website links.
- h. Township/borough e-News. Many communities publish regular electronic newsletters, and may welcome your notice of an upcoming event.
- i. Back to School Night. If Covid restrictions are lifted, be there and go big. Display Pinewood Derby cars, fishing poles, rockets, etc., hand out flyers to parents, and have something fun to give to potential Cubs.
- j. Chartered Organization. They have a stake in your success. Ask them to help get the word out.
- k. Community events. Be visible. Community events like festivals, parades and National Night Out are a great way to increase visibility and recruit new members.
- l. Engage your Unit Committee. Obvious, but often underutilized. Put them to work.
- m. Ask troops to help you recruit. You're their future. More than 90% of Scouts were Cubs.

4. Plan for success. Be ready to handle a successful recruiting campaign.

- a. Recruit new leaders NOW. That way they can be registered, clearances obtained, trained and ready to go on sign up night. Don't risk losing new Cubs because nothing happened after they registered because of the time it took to get new leaders up to speed.
- b. Put your program for the year together NOW. A great program, filled with fun activities, is a great recruiting tool. Share it with the parents of prospective Cubs.