



SUMMIT DISTRICT

INDIVIDUAL UNIT RECRUITMENT PLAN

2024-2025

We all have the means at our disposal to ensure the next generation of Scouts hears positive messages about Scouting and are invited to join in a meaningful way! We as Summit District want to make sure that every unit works with our Membership Team to develop a Fall Recruitment Plan that fits their needs and ensures success of their unit's recruiting efforts. The template on the following pages is a guide for your Unit planning...

We realize this is a lot to think about...

We are requiring the line items **highlighted in yellow and in red text**, but please don't feel that you need to use all the other ideas. We hope you will use as many as possible, though!

Spread the workload to other parents and leaders in your unit...Let others help you so you can implement as many of these ideas as possible but not work yourself to death.

We want this to be an exciting journey for you...
And for your new Scout families!

Unit # _____ Gender(s) served _____

Unit Leader: _____

Unit Leader Phone # _____ Unit Leader email: _____

Charter Partner: _____

Meeting Location (If different than above): _____

Meeting day(s): _____ Meeting Time(s): _____

☐ Have you assigned a Membership Chair?

- Who is that person for your unit? _____
- Their email address: _____
- Their phone # _____
- This person would be available to answer phone calls from prospective new families and actively invite them to attend a recruitment event or next meeting. This does not need to be your Scoutmaster/Cubmaster or Committee Chair but should be someone who is friendly and also knowledgeable about your unit.

☐ What Schools are near your unit meeting location that you plan to recruit from?

Don't forget Parochial, Montessori, and Private schools.

1. _____
2. _____
3. _____
4. _____
5. _____

☐ What plans do you have to be at the above schools for registration dates?

1. _____
2. _____
3. _____
4. _____
5. _____

☐ What plans do you have to be present at Back-to-School nights with an activity and recruitment table?

1. _____
2. _____
3. _____
4. _____
5. _____

❖ Have you planned your recruitment/Join Scouting night(s)? *This should be held at your elementary schools whenever possible because families are familiar and comfortable in those settings. In most instances Tuesdays - Thursdays after dinner are the nights with the best turnout.*

- Location(s)? _____
- Date(s): _____
- Time(s): _____

☐ For your recruitment night, what do you need the Council to supply? *List the # of each item needed, if applicable:*

- “What is Scouting” Brochures _____
- QR Code business cards (links to BeAScout.org) _____
- Bookmarks _____
- Copies of your unit calendar for 2024-2025 _____
- Copies of your unit leadership contact list _____
- Check one for school recruitment flyers:
 - Have the Council create a flyer (list # needed: _____)
 - We will create our own but would like Council to print them (# needed: _____)

☐ Check here if your BeAScout pin is updated with current contact information. *Contact Justin if you need assistance with this.*

☐ Have you developed a Social Media campaign? *List the website address/name for the following if applicable:*

- Public Facebook events and posts: _____
- Instagram: _____
- Twitter: _____
- NextDoor app: _____
- Other: _____

What would be an incentive plan to encourage your Scouts to wear their Field uniforms to school in the days leading up to your recruitment night?

➤ _____

Can your unit host a poster campaign where you ask area businesses to post a Scout Poster with your recruitment night listed in their windows for a week leading up to your event? What businesses might you approach for assistance? Justin has plenty of posters that you can personalize with your recruitment night details. Let him know how many you would need:

➤ _____

Do you have parents that live near busy intersections that may be able to post yard signs in their yards? How many yard signs would your unit adopt and where would you post them? Justin has plenty of yard signs that you can personalize with your recruitment night details.

➤ _____

What plans do you have regarding advertising in newsletters in your area? Many times, you can get small articles printed in area newsletters at no charge to you. These might be for churches, neighborhood associations, etc.

➤ _____

How can you use the Power of 3? Nationally, 20% of individuals who are personally invited to join a Scouting unit will join that unit! The Power of 3 states that if each of your current Scouts and leaders invites 3 people to join your unit, your unit will grow by 20%!

➤ How can your unit use incentives so that you benefit from the Power of 3?

➤ Will your unit use buddy cards to help recruit Peer to Peer? _____

What day care centers are in your area where you might be able to pass out fliers?



Can your unit benefit from walking the neighborhood(s) near your meeting place and doing a door-to-door campaign with door hangers? How many would you like printed for you?



Is someone in your unit able to help with visits to the school during the school day to do small presentations (Scout talks) in the classrooms or lunchroom? If so, whom and which schools?










