Building a Recruiting Plan

PLAN FOR JOINING EVENT

Pack # _____

This fall we want to recruit _____ new Scouts.

Recruiting Activity Brainstorm (ex: Rocket launch, bike rodeo, field day, etc.)

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

Volunteers and Helpers

Name	Phone	E-Mail	Activity

JOIN EVENT CHECKLIST

- ☐ Pack # _____
- ☐ Activity agreed on: _____
- ☐ Lead Adult & E-mail: _____
- ☐ Site Reserved – Date, Time, Location: _____
- ☐ Invitation Methods (pick 5)
  - ○ PTA e-mail list
  - ○ Parent to parent networking
  - ○ School flyers*
  - ○ School stickers*
  - ○ Peer to peer
  - ○ Facebook page/event
  - ○ Yard signs*
  - ○ Curriculum nights
  - ○ E-vites
  - ○ Scouts Meet Here video*
  - ○ Youtube links
  - ○ Church bulletin
  - ○ Sports leagues
  - ○ Parade*
  - ○ Flag ceremony
  - ○ Posters
  - ○ PTA meetings
  - ○ Community centers
  - ○ Small business display
  - ○ Library
  - ○ _____
  - ○ _____
- ☐ Target youth app turn in date (2 days after event) _____
- ☐ Activity Materials Needed
  - ○ Youth Applications
  - ○ Adult Applications
  - ○ Sign in sheet
  - ○ _____
  - ○ _____
  - ○ _____
  - ○ _____
  - ○ _____
  - ○ _____
  - ○ _____
- ☐ Evaluation of event
  - ○ **This event helped us recruit _____ new Scouts!**

*The council can help you/provide resources for these invitation methods

Tips to remember

1. Make fun!!!
2. Have a hard copy of pack info for parents
3. Make flyer requests at least a week in advance
4. Keep a copy of the sign in sheet