Scouts BSA: How To Recruit While Social Distancing
ZOOM Business Rules

• Be **Courteous**

• **Stay on MUTE**
  – One-way presentation slides #1-12 (NO discussion)
  – Open discussion on slide #13

• **Type Questions / Comments in Chat**; we have co-hosts monitoring chat

• Send chats to ‘everyone’

• **Take Notes** -- to share real-time on Chat and/or send emails afterwards

• If you have a **camera**, turn it on

• During open discussion, **be brief** and allow others to share
Agenda

- Recruiting Considerations
- Key Scouters
- Pack-Troop Relationship
- Recruiting Plan
- Social Media / Internet
- Troop Resources
- Pack Resources
- Do’s and Don’ts
- Follow-through
- ‘How To’ Discussion
Recruiting Considerations

• Maintaining the Troop’s Health
• Benefits of Recruitment
• Having a year-round Growth Plan
• Three methods of Recruiting:
  – Graduating Webelos Scouts into Troop*
  – Hosting a Troop Open House*
  – Encouraging Youth-to-Youth recruiting*

* This is a little different in a Social-Distancing environment

Communications is especially important NOW!
Key Scouters

- Webelos Den Leader
- Cubmaster
- Pack Committee Chair
- Unit Commissioners
- Scoutmaster
- Assistant Scoutmaster
- Troop Committee Chair
- Troop Membership Coordinator
- New Scout (Patrol) Mentor
Pack-Troop Relationship

- Relationships aid transition
- Packs need to know Troops in area
- Troops need to know Packs in area
- **Meet unit leaders @ Roundtable***
- Ask Unit Commissioners to assist
- Promote outdoor program with Packs
- Den Chiefs can help process

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Recruiting Plan

- **Troop Visits (regular meetings/events)**
- **Troop Campouts**
  - SM Conferences
  - Help Webelos complete AOL req’ts
  - Introduce Patrol Method & Troop activities
  - Be prepared to provide camping gear
- Coordinate plan w/Unit Commissioners
- Tell Webelos to ‘visit’ several Troops
- Goal is for all Webelos to cross-over

*This is a little different in a Social-Distancing environment*
Social Media / Internet

• Evaluate your Social Media / Internet presence – do you have enough?

• Consider sharing with broader, non-Scouting audience
  – Invite non-Scouters / prospects to meetings
  – Safeguard privacy info always
  – Consider using a Geo-Fencing tool

• Share ‘Scouting at Home’ activities

• Use videos / photo collages to tell story

• Create digital recruiting packet

• Ensure Unit PIN is up-to-date and activated on www.beascout.org
Troop Resources

• ‘Feeder Packs’
• ‘Special Focus Packs’
• Den Chiefs & Troop Guides
• Unit Commissioner
• Troop Membership Coordinator
• New Scout (Patrol) Mentor
• Troop-a-palooza (RT)*
• Troop Open House*
• Monthly Roundtable*
• Webelos-Scout BSA Campout*

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Pack Resources

- **Troop-a-palooza (RT)**
- Troops that Pack members joined in past
- **Monthly Roundtable**
- Unit Commissioner
- District Staff
- Council (website)!

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Do’s and Don’ts

• **Do:**
  – Make contact with Packs early
  – Publicize Recruiting Plan events
    • Via Social Media sites / webpages
  – Actively recruit
  – Encourage Webelos to ‘visit’ several Troops

• **Don’t:**
  – Count solely on ‘Feeder Packs’
  – Push Webelos to join a specific Troop
Follow-Through

- Receive New Scouts at Cross-over*
- Provide Scout BSA accoutrements*
- Provide Welcome Packet*
- Enthusiastically welcome at 1st Meeting
- Get New Scouts & adults engaged quickly
- New Parent Orientation*
- Encourage Summer Camp attendance*
- Registration*

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‘How To’ Discussion: Recruiting while Social-Distancing

• Cross-over Ceremonies
• Troop Open House
• Troop Visits
• Youth-to-Youth Recruiting
• Virtual Campfire Program
• Troop Campouts

NOTE: Slides will be posted to ‘Scout At Home’ page on AAC website soon!