



# 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**

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# 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](http://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 1<sup>st</sup> 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!*

