East Carolina Council, BSA

COVID-19 Membership Recruitment Playbook
For Scout BSA Troops

YOUR GUIDE TO
GROWING YOUR Troop
MEMBERSHIP BY
BECOMING MORE

VISIBLE
INVITING
FUN!
A MESSAGE FROM OUR COUNCIL VP OF MEMBERSHIP

Dear Scouter:

You and the other leaders and parents in your Troop are the ones who make Scouting happen, day in and day out.

There was a time when we, and those who came before us, were only challenged by how we could deliver the promise of Scouting to a manageable number of youth! We just focus on the life changing programs and recruiting took care of itself.

Today, the world is very different, as everyone knows, we are going through a pandemic that has affected the way we have doing Scouting for years. There are also many other variety of reasons we must all challenge ourselves to go out and find those youth and families.

Ultimately, involving more youth in scouting is dependent on two things: do we have a positive and visible brand in the community, and do we have a trigger for the joining decision (a written invitation delivered to parents by exciting youth who want to be Scouts.)

This playbook is designed to help you, and for us to support you, to do these two specific things. What will your unit do to be as visible in community as you can be? What will you do to ensure that school flyers or other written invitations for fun and adventure with friends will be delivered to the youth and (through their friends) their parents?

There is a solution for every challenge— and what better reward comes with the solution than helping a youth to reach their fullest potential? This is what Scouting, and leaders like you, have been prove time and time again to do for our communities and Nation.

Thank you for your thoughtful leadership!

Arnold Gordon-Bray

VP of Membership East Carolina Council
INTRODUCTION

PURPOSE OF THIS PLAYBOOK

This playbook is intended to help your Troop plan a year of activities which will grow your membership. Also included are the resources available and the plan in place to assist Troops with an increase in their membership in 2020-2021.

This FALL will be different for all of us with the uncertainty of COVID-19. This playbook offers you options.

MOVING FORWARD IN 2020—WHAT’S NEW

In 2020, we be working with all our Scouting units to ensure that Scouting in all of our communities is to be VISIBLE, INVITING, AND FUN!

• Over the summer and fall of 2019, the BSA met with several focus groups to determine how Scouting was viewed in the communities and what barriers we are dealing with. What we found out from those who knew about Scouting was: they had a very positive response. Unfortunately for many, they didn’t know that Scouting was all around them. Therefore, we know that we need to be more VISIBLE.

• All units can, and are encouraged to, recruit youth members ANY time during the year. Our “Join Scouting Night” or Round UP? registrations at every elementary school” may have caused some confusion with parents and units who believed that the only time they could join Scouts was that one night. We need to make sure our program is INVITING all the time.

• We also learned that families are looking for FUN, and that we need to do a better job communicating with parents exactly the FUN that takes place in Scouting, and that the Scouts BSA program has trained leaders and an organized plan of activities for the entire family.

• With COVID-10, schools will likely be closed, we have limited access for outside groups. ALL Units need to develop recruiting plans to bring new Scouts into the Adventure we offer. This playbook will help.

• Recruiting in 2020 will require not 1-2 actions but multiple actions over 8-10 weeks.
BE INVITING—TO YOUTH

Being visible is a great start, but the next step is to be inviting. Most youth and adults are hesitant to just join without being asked. They need to feel welcome and learn that Scouting is a safe place where they will have fun and make friends. Many families may be unaware or confused on how or where to join. Here are a few ways to be more inviting:

PEER TO PEER RECRUITING

- Existing Scouts BSA create invitations at a den meeting prior to the event like Troop meetings, virtual meetings etc. and hand deliver them or share on social media to their friends and classmates the week before the recruiting event.

PARENT TO PARENT RECRUITING

- Parents help promote Scouting to their child’s social circle through talking to their friends and parents of their child’s friends and handing out flyers in their neighborhood, religious education class, sport teams, etc. Materials will be widely provided by the council in support of social media, files, postcards etc.

SCHOOL OPEN HOUSES AND MEET THE TEACHER

- All Troops must have a table at these events not just to showcase what Scouting has to offer, but also allow families to register right then and there.

“BRING A FRIEND” ACTIVITY

- Which of your activities could your Scouts invite their friends to? All of them! What a great way for other youth members to get a firsthand look at Scouting! This could be a day hike, a hay ride or a simple cookout with games.
- Set up a few sample activities from the different Scouts handbook and let all youth try. Registered Scouts will get credit in their handbook and mention to guests that if they were Scouts they would also be earning badges during these activities!
- Think of how to do an activity virtually!

PARTICIPATE IN YOUR PLACE OF WORSHIP ON SCOUT SUNDAY

- Your Troop can have Scouts helping at local places of worship, any Sunday or the year, and definitely on Scout Sunday. This supports community service, Duty to God and doing a Good Turn Daily. Have a booth or table set up and allow people to meet the Scouts and their leaders. Invite them to join your Troop. Recruitment materials are available for places of worship.

ADOPT A SCHOOL

- Support your local school with community service projects or have a booth at the school event. Make sure that a part of your booth is to actively invite people to join!

Work on your best choice first!
ADOPT-A SCHOOL PROGRAM (Be involved where every you can)

The Adopt-a-School program is a way for Troops to build relationship with local schools, Participating packs work with school administrations to offer volunteer service that help serve the school’s needs.

By building relationships with local schools, Troops can also improve their relationships within the community and build school pride, as well as Scout pride.

We suggest 3-4 projects at the school. At the end of year the Scouts gain a true sense of membership and accomplishment which always enhances retention.

Here are a few potential projects to get you started:

- Grounds beautification
- Building improvements
- Giving tree coordination
- Teacher appreciation
- Helpers during festivals
- Book drive coordination
- Cleaning up after school events
- Food drive coordination
- Literacy program
- Green efforts coordination

Troops will have better school access with better school relationships. Use the “Adopt-a-School” plan to support your local school.
BE VISIBLE—TO ALL

Things You Can Do
(Choose the Top 8)
School visits (“Scouts Talks’)
Other school activities
PTO/PTA meetings
Personal invitation
Back-to school nights
Halloween Candy Invite Sticker
Videos (BSA or unit)
Phone calls to parents
Fun day
Service projects
Hold multiple recruiting activities
Bowling recruitment
Fast Food Recruitment
Church Bulletin Insert Flyer

Things You Can Use
Templates can be found
www.eccbsa.org/membership-resources

Our Class A Scout Uniform is the best walking billboard we have!

Invite a Friend cards
Postcards
Fliers
Social media items
New member information packet
Uniform
Pizza box flyers
Chartered organizations publications
Marquees (churches, banks, schools, parks)
Picture board displays
Community access TV
Tray liners in local restaurants
Yard signs
Tear off flyers

People Who Will Help
(Suggestion of Helpers)
Community Organizations
Neighbors
Libraries
PTA/PTO
Family affiliations
Radio
Charter Organizations
Principals
Recreation centers
Local newspapers
Grocery stores
Civic Groups

Get Hooked on SCOUTING!
2020-2021 Unit Growth Tools

Unit Membership Coordinators

1. The Unit identifies and recruits an adult to be their unit membership coordinator.

2. The Unit Membership Coordinator is trained at one of the following:
   • Online through My.Scoutng.org
   • Council membership team training

3. The Unit recruited ____ new youth (January 1, 2019—December 31, 2019)

Recruitment Goal

• Achieve the goal of ____ new youth (January 1, 2020–December 31, 2020)

Best Practices in Recruiting (Pick a Minimum of 8 from previous page) Date

1. ________________________________________________    ________________
2. ________________________________________________    ________________
3. ________________________________________________    ________________
4. ________________________________________________    ________________
5. ________________________________________________    ________________
6. ________________________________________________    ________________
7. ________________________________________________    ________________
8. ________________________________________________    ________________
9. ________________________________________________    ________________
10. ________________________________________________    ________________

Unit Type: (Pack, Troop)       Unit # _______       District _________________________________

Unit New Member Coordinator Name _________________________________
Email _________________________________
Phone # _________________________________

Please turn in filled out form to your local District Executive.
NOTES, TIPS, & IDEAS FOR RECRUITMENT EVENT

• Be prepared for the possibility of setting up your recruitment event outdoors in case school doors are locked or if we are not allowed at the school.

• You only need enough parents and leaders present to answer individual questions without making parents wait.

• Use youth applications for adult information that you can use to determine possible leaders.

• Keep a copy of the attendance roster. Follow up with all unregistered youth and all youth who express interest in Scouting.

WARNING!! STEER CLEAR OF THESE STATEMENTS WHEN ASKING FOR ADULT VOLUNTEERS

• Don’t make a general announcement at a meeting that the pack needs help-if interested, call the Scoutmaster. For instance, “So I’m stepping down as Scoutmaster and we really need a replacement. If anyone is interested, please come talk to me after the meeting.”

• Don’t place a paragraph on your website, Facebook, or newsletter for help. You want the best candidate possible for the position in your Troop. Placing a generic opens up these positions of importance to anyone, which then diminishes the importance.

Keep it Short 20-30min

Keep reading for how to do this Virtually!

Be Prepared to SIGN up YOUTH and families WHEREVER and WHenever you can!!!
RESOURCES ARE AVAILABLE AT THE COUNCIL OFFICE

FLYERS (FULL OR HALF SHEET)

- Full and half sheet flyers are always available upon request for your recruiting efforts. Full sheets will also be delivered to elementary schools either in paper format or by electronic format (i.e. Peach Jar) by District Executives and/or other Professional staff at the start of the school year.

YARD SIGNS

- As a part of the annual Join Scouting Night process, units should place yard signs in heavy traffic areas around the community and at schools parks and Scout and Scout Leaders front yards.

SCOUT BSA INTEREST FORMS

- Form to use at a Troop display booth or other promotional event to gather contact information on prospective members interested in joining. Someone from the unit should call within 48 hours and personally invite them to the registration event or virtual activity.

A SCOUT IS REVERENT BULLETIN INSERTS

- Recruitment flyer printed for places of worship. Request them through the Council Service Center.

CUSTOM MATERIALS

- If you would like custom unique materials, please let us know. We’ll do our best to help make your recruiting events and efforts as successful as possible.
Overview

Join Scouting Night is a recruiting event held at every middle school to give the youth served by that school an opportunity to join Scouts. It is a cooperative effort between our district membership teams and our pack leadership. Join Scouting Night should be a fun informative night for prospective families. The goal for the evening is to register youth in Cub Scouts.

This includes implementing a Virtual Join Scout Night alone or in conjunction with a traditional open house to offer new families to join. Please keep in mind that a Join Scouting Night should not take place on the same night as “Back to School Night” or the monthly troop meeting.

For many parents, this is the first experience they have with Scouting, so their initial impression is crucial. If parents leave with a bad experience, they may never give Scouts another chance. For this reason, we all need to work hard to ensure that the new families feel welcomed and informed. Remember, parents trust us with their most precious treasures— their children. We must always do our best to meet their highest expectations.

A national survey of parents who attended a Join Scouting Night was conducted and sheds light on some reasons why parents who come may choose not to enroll their child in Scouting or claim to be dissatisfied. In the majority of instances where parents were unhappy with their Scouting experience, they felt that the Join Scouting Night lacked organization, offered a poor program, the organizers were not prepared, or there was no follow up to ensure the child was placed in a functioning den.

This Virtual Join Scouting Night plan is designed for “Plug and Play” purpose and to limit these common pitfalls by providing easy to follow steps in preparation for, conducting, and follow up for our Virtual Join Scouting Nights. This will make it easier for pack, district, and council membership teams to accomplish their mission of ensuring that every youth has an opportunity to enjoy the benefits of Scouting.

Remember......

- Make sure your BeAScout unit pin is updated
- Go to www.eccbsa.org/membership-resources for recruiting materials and best practices
- Make sure your new leaders get the training they need
Organizing a Virtual Join Scout Night

**Picking the Virtual JSN Date:**

Not on a pack meeting night.

Not on Back to School Night (some packs find it helpful to have it a few days after Back to School Night so they can hand out flyers).

Know and consider the timing of the School’s E-newsletter. This is a virtual announcement that gets sent to all the parents in the school.

**Marketing Items:**

Use the attached E-Newsletter announcement or create your own to share with your School E-Newsletter. The first one we share is like a flyer and the second is shorter for ease of inserting into a school newsletter or with the PTO.

Create an event on Facebook or have the Council/District do one for you to share/spread the news through geo-fencing.

Use neighborhood email lists and platforms such as Next-door to market your Virtual JSN.

Make use of Join Scout Night signs, available NOW at the Council, to put in neighborhood entry ways and public places with permission.

Post signs with QR Codes that can be posted in public places where families can be walking. Free QR codes can be found here: [https://www.the-qrcode-generator.com/](https://www.the-qrcode-generator.com/)

**Schedule a Virtual Meeting:**

Virtual Pack meetings can be done through platforms such as Zoom, Facebook Rooms and Google Meet. All are free and have some limitations. Be sure you or the volunteer preparing for the meeting is familiar with virtual meetings before conducting your own.

**Virtual Meeting Presentation:**

The Virtual Meeting is like a “Plug and Play”.

Download “**Troop JSN 2020**” from [www.eccbsa.org/membership-resources](http://www.eccbsa.org/membership-resources). This is a PowerPoint Presentation with everything families are looking for when considering joining.

Once you have downloaded the PowerPoint go through it and **PLUG** in the details for your Troop such as: Leaders names, planned pack programs (examples are given in the presentation, but you need to replace them), Troop photos. The PowerPoint is very general, and you have the authority and power to edit and change to meet the needs of your unit. It is a template to help you.

The Presentation is YOUR JOIN SCOUT NIGHT. Running the presentation should only take 30-40 minutes.
Zoom Tips:

When sharing your screen be sure to check two important boxes to enable audio and marking your presentation as a video. This will allow participants to hear and see the embedded videos smoothly.

When scheduling the Zoom be sure to enable the “Waiting Room” feature so that you can start the presentation when the presenter is ready.

When parents come to a Join Scout Night they are looking for a quality program. The pack leadership should develop their calendar, identify any gaps in leadership, and plan an outdoor activity, whether virtually or as a group depending on self-distancing restrictions, for the pack within the first month after Join Scout Night.

Hold your Virtual Join Scout Night

Start the meeting 10-15 minutes early to allow families to connect online. Some people are not well trained in Virtual Meetings so be prepared to mute participants if there is a lot of background noise. Also give yourself an addition 2-5 minutes after the initial start time to allow families to still join in.

PLAY and Review the presentation with your families. Make sure to ask if families have any questions.

At the end of the presentation let parents know that you are emailing the youth and adult applications to them. These are available for download at www.eccbsa.org/membership-resources. They are fillable PDF applications and can be processed at the Scout Service Center with an email approval from the unit leader.
Invitation to Scouts

Who? Parents/Guardians of ALL youth grades 6th—12th (Boys & Girls)

What? Invitation to join the Troop Insert your number

When? Insert Date

Where? Online Zoom Invitation

How? Send us your name, preferred email address, phone number, name of the youth and grade at Insert your email address. We will send you a Zoom link invitation.

Why? A life enhancing experience in character development and leadership while having lots of fun.

MORE INFORMATION:
Join Scouting Video: https://www.youtube.com/watch?v=K4UJ3z3J95w

More Questions? Send us an email with your name and phone number. Contact us at: Insert Troop email.
Are you bored at Home?

It’s time to get Involved in Scouts BSA!

Join US!
Virtually

All youth Ages 11-18

Fun Adventures and Incredible activities you can do at home.

Who? Parents/Guardians of 6th—12th grade youth (Boys & Girls)

When? June 20th # 7pm

Where? Online Zoom Invitation

How? Send us your name, preferred email address, phone number, name of the youth and grade at (Insert your email). We will send you a Zoom link invitation.

For more information go to: https://www.youtube.com/watch?v=K4UJ3z3J95w
## Prorated Membership Fee Schedule

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New member fee $25.00 added to prorated fee

Insurance fee $12.00 for adult and youth

Program fee $21.00 per scout

Updated 6/4/2020 Effective 8/1/2020
East Carolina Council Scouting

Council Service Center & Scout Shop:
313 Boy Scout Blvd
Kinston, NC 28503
252-522-1521