



# CUB SCOUT

LEADER GUIDE TO FALL RECRUITMENT

COLUMBIA MONTOUR COUNCIL  
BOY SCOUTS OF AMERICA





There are many ways to recruit youth and adults into the Scouting program. In your role as the Fall Roundup Chair for your Unit there are four key events that are essential to your success.

1. A sit down Parent Roundup event to sign up new youth members and adult volunteers for your Unit.
2. A promotional booth at a Parent Teacher Night or other event where you can encourage families to attend your Roundup event.
3. A “CubTalk” at the local school, church, and youth center where you get face to face with kids to explain the program and let them know why they should join.
4. A Bring-A-Buddy event where your current members deliver invitations to non-members inviting them to one of your Unit events.

From our research, it is clear that the most effective means of drawing new families into your Pack is by making sure they feel personally invited. In the enclosed guide we highlight each of the four steps and some of the best methods for handling each part of your Fall Roundup. Experience has shown that being creative in running each of the steps can give a huge boost in our fall recruitment and retention. Experience has also shown that changing or omitting one of these steps results in a less effective fall recruitment. So, stay the course and have a great Fall Roundup!



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# PACK TIMELINE

## May and June

- Identify any leadership vacancies in your Unit and begin prospecting replacements.
- Develop your Unit's annual Program Calendar and Budget.
- Work with the Membership Committee to contact school Superintendents and Principals to secure their support.



## July and August

- Review the Council's Fall Membership Program – Home Town Scouting Pride, for ideas to include in your recruitment events, at the youth, unit, and council levels, so the scouts can earn the patch.
- Order campaign marketing supplies from the Council office (flyers, posters, lawn signs, mini Boys' Life, stickers, and Parent's Guide).
- Identify and secure recruiting locations for Roundup events with the help of your Membership Committee.
- Talk to parents about the importance of their involvement in the Pack.
- Invite current Scouts and families to a Back to the Pack event (a personal invite is the best method), one of the Home Town Scouting Pride requirement for the patch.
- Secure locations for banners, yard signs, posters, etc.
- Confirm dates and times of flyer distribution and Roundup event with Unit Coordinator, Membership Committee, and Roundup locations.
- Start publicity/marketing campaign. Focus on seven "hits" or contacts. For example, yard signs, flyers, posters, stickers, Cub Talks, radio PSA's, etc.
- Set a recruitment goal for the Pack (# of Scouts, # of Dens, # of adult volunteers).

## September

- Start conducting Cub Talks and flyer distribution in schools and other local venues where kids are.
- Deliver news releases to all local media. (Your Membership or Marketing Chair can provide you with a draft).
- Post banners, yard signs, posters, etc. early and for as long as possible.
- Conduct Roundup events during (September) peak joining period to take advantage of broad marketing efforts. Remember to ask the youth to invite their friends to the Roundup events as part of Home Town Scouting Pride. It never hurts to proactively plan a back-up recruitment event in early October. Be Prepared.
- Attend Council Fall Recruitment events and have the scouts invite friends as part of Home Town Scouting Pride.
- Assure that all new leaders receive Youth Protection and position-specific training, and that it is recorded with the Council.
- Encourage all of your Scouting families to participate in Council/District outdoor events. It is important to deliver the promise of a fun quality program soon after recruiting new families.
- Remember to post pictures of your events on social media, such as your unit website, unit or council Facebook page, council Instagram page, or send to the local newspaper to complete the Home Town Scouting Pride program.

## October

- Continue recruiting presentations until recruitment goal is exceeded.
- Continue to assure training is provided to and recorded for all new leaders.
- Conduct a Pack overnighter or other new member event.
- Send thank you letter and token of appreciation to school Superintendents, Principals, and Chartered Organizations for their support.
- Conduct a Pack Roundup Committee meeting to review results and develop follow-up strategies.
- Recognize key volunteers who achieve their Cub Scout Roundup Campaign objectives.
- Organize Bring-A-Buddy events for each Den meeting, which is included in the Home Town Scouting Pride program.



## ROUNDUP JOB DESCRIPTIONS

### UNIT LEADER RESPONSIBILITIES

- Confirm Unit Roundup event date(s) with Membership Committee
- Participate in Back-to-School night activities at your school (Cub Talks, Open Houses, etc.).
- Ensure that your Unit's BeaScout.org information is updated with the correct Unit information. For additional information on the BeaScout Program please see your Membership Committee.
- Lead the Unit's Fall Roundup events and secure enough additional adults to help.
- Encourage all current Cub Scouts to wear their uniforms to school on the day of the Roundup event.
- Ensure new Adult Applications are approved by your Chartered Organization and submitted to the Council office in a timely manner. New applicants must complete an Adult Application and Youth Protection Training before conducting meetings with youth.
- Follow up with all new leaders and youth to make them feel welcome and a part of the Pack. Introduce them to your New Member coordinator. Encourage them to attend Basic Leader Training as soon as possible. Share the Council list of training dates and locations.

### UNIT COORDINATOR RESPONSIBILITIES

- Visit with the Unit Leader to determine the details of the Roundup event (including who is doing what).
- Call the school principal the day of Roundup event to make sure the promotional announcement has been made to the boys and girls and to make sure the school will be open.
- Pick up Roundup event materials from your Scout Office prior to arriving at assigned location(s).
- Assist the Unit Leader with the Roundup event (your assistance may run the spectrum of running the event as master of ceremonies to providing logistical support depending on the individual Unit).
- Have parents fill out attendance roster at Roundup event. Collect reports from each Unit Leader following their meetings. Take the completed report envelopes and attendance roster with applications and fees to the Membership Chair or Council Executive.

### TROOP REPRESENTATIVE RESPONSIBILITIES

- Help the Pack set up for Roundup event. Provide a display of things your Troop has done and a calendar of upcoming events.
- Attend assigned Roundup event to meet with new families. Help the Pack enroll new members.
- Conduct an opening ceremony at the Roundup event for the Pack.
- Organize a game or activity during Unit Roundup event.
- Follow up with all new Scouts and parents to make them feel welcome and part of the Troop. Arrange appropriate training for new leaders.

## PREPARING YOUR UNIT FOR SUCCESS

- Order recruitment supplies from the Council office early (i.e., flyers, posters, lawn signs, stickers).
- If using PowerPoint presentation, procure a projector, computer, and screen.
- With your Membership Committee, review the Home Town Scouting Pride program and requirements. They can help you request and confirm locations and dates for Roundup event(s) and give you a list of council recruitment events.
- Plan and execute promotional stories and press releases in local media.
- Distribute flyers and posters at schools, churches, other youth organizations and sport leagues.
- Ask the scouts to invite their friends, part of the Home Town Scouting Pride program.
- With a person from the Membership Committee, conduct Cub Talk(s).
- Plan Roundup event meeting and assign roles.
- Be sure to invite your chartered organization representative to be part of all your activities.
- Gather Roundup supplies (Youth and Adult Applications, Boys' Life samples, pens, training calendars, new Den Leader Guides).
- Attend your District's monthly Roundtable to get additional program ideas and resources.

## KEYS TO STARTING YOUR NEW SCOUTS OUT RIGHT

- All Scouts should receive a handbook within 1 week of the first meeting.
- All Scouts should receive Boys' Life Magazine.
- The first Den meeting should be held within 7 days of the Roundup event.
- Encourage the use of Den Chiefs in every Den.
- All leaders need to be fully trained within the first 2 months.
- Distribute a Pack Calendar to each Scouting family.
- A Unit Communications Plan should be developed and implemented to share information with all Unit parents to keep them informed of upcoming events.

## RECRUITING RESOURCES

- Parent's Guide • Posters • Lawn Signs • Recruiting Invitations • Mini Boys' Life Stickers • Advocate Cards • Bring-A-Buddy Cards • T-Shirt Incentive



## FEES AND CUSTOM FLYERS

Below are some details you need to keep in mind to make your Fall Roundup efforts run as smooth as possible and help you hit your goals.

Please note that registration assistance may be available from the Council for those families in need. Contact your Scout Office for more details.

### RECOMMENDED PRACTICE

#### FEES

Because our fees are prorated, new youth and adults registered in the month of September only require partial payment to be registered through the end of the year. You add an optional prorated Boys' Life Magazine subscription for an additional fee.

*In order to prevent families from feeling like they are being charged constantly, you might consider collecting fees through the end of their first full year in Scouting.*

- Units should make one check payable to Columbia Montour Council for all members they are registering.
- Please make sure that the applicant signs the Adult Application and the Chartered Organization Representative and the Committee Chair approve the application by signing it.
- On the Youth Application, please make sure that both the Unit Leader and the Parent sign the form.
- Check all applications for completeness.

#### FLYERS

To ensure invitations are ready when you need them, please confirm your order through your Scout Office at least 14 days in advance of the distribution date.

#### **Information Needed for Flyers:**

- Date, time, and location of Roundup event.
- Who should attend  
(example: All youth in kindergarten through 5th grade).
- Who to contact for more information  
(include phone number and email).
- Registration Fees:
  - Partial fees for remaining year (Also, partial fee for Boys' Life Subscription)
  - Partial fee for remaining year plus full fee for following year (Also, additional fees for Boys' Life Subscription)
- How many invitations are needed?  
(Usually 1 per student in grades K through 5).

# CUB TALKS/SCHOOL VISITS

## PREPARATION

In coordination with the Council Executive and the Membership Team, ask the Principal, or Organization Leader, for a brief meeting of all youth of Tiger Cub and Cub Scout ages either by going from classroom to classroom (preferred), in a special assembly (rally), or during lunch time 2-3 days before Roundup event.

**Purpose of meeting:** To excite and enthuse boys and girls to come to your Roundup event and to inform them of what to bring.

## PRESENTATION FORMAT

Any of these presentation formats can be successful. Use the one that is most convenient for the school or organization:

- >> Classroom-to-Classroom visits (preferred)
- >> School assembly
- >> Small-group presentations
- >> Lunch time
- >> Recess

## CUB TALK TIPS

- Physically—be sure your hair is combed; you have a neat appearance and are in uniform.
- Be sure to bring the necessary materials—flyers, stickers, props, posters.
- Ask the Teacher to give a recruiting sticker or flyer to every child.
- Be exciting—make them remember you and want to tell their parents.
- Tell the boys and girls that their parents are their admission ticket to the Roundup event. Tell them to send their parents if they cannot come.
- Check to see if posters are up – over water fountain, bulletin boards, cafeteria, door to restrooms.
- Ask scouts to personally invite their friends.
- Remind current Scouts to wear their uniforms to school the day of the Roundup event.
- Leave extra flyers with Teachers/Principals and ask them to announce Roundup event again on day of the event.
- Thank the Teacher for their time! A Scout is courteous.
- **Don't take longer than you need or were given.**

# AGENDA FOR CUB TALK

- Be sure to stop at the office to sign in and tell them who you are when you first arrive.

## INTRODUCE YOURSELF

- Ask the organization leader to introduce you as someone who has something important to say.
- Ask if anyone knows what type of uniform you are wearing.
- Tell them you are indeed a Scout leader and that you are there to talk to them about becoming a Scout.

## DEMONSTRATE THAT SCOUTING IS FUN

- Ask if anyone is currently enrolled in Scouting and then have them tell the group what they enjoy.
- Ask them if anyone knows the kind of things that Scouts do and call for hands. Examples include: earn badges, go camping, build pinewood derby cars, tell stories around campfires, play sports, learn about computers, etc.

## SHARE INFORMATION ON THE ROUNDUP EVENT

- Ask the children, "Who would like to be a Scout?"
- Tell them how to join: "If you want to be a Scout and do all these fun things, there's going to be a "special" event on \_\_\_\_\_ at \_\_\_\_\_." An adult will need to come with you. Take this flyer home, and ask 'Mom, Dad, may I please be a Scout? A Scout leader who visited our group today told us all about it, and I want to be a Scout.'

## ASK THE GROUP LEADER TO DISTRIBUTE INFORMATION FLYERS TO THE CHILDREN

## SUMMARIZE

- Finish with an enthusiastic statement about the fun Scout events scheduled for the next few months. Remind the boys and girls again of the date, time, and place for the Roundup event, and what they should bring.

## THANK THE LEADER AND LEAVE EXTRA FLYERS

## PITFALLS TO AVOID

- Don't do a Cub Talk more than a couple of days before the Roundup event and make sure there is not a weekend between the Cub Talk and the Roundup event.
- Don't sell things you can't deliver (i.e. Cub Scouts going to Philmont).
- Don't be predictable. Be exciting and keep it interesting - make them remember you and want to join Scouting.
- Don't forget the attention span of the age group you are speaking with (be brief).
- Don't forget to distribute your handouts.



# CUB SCOUT LEADER'S CHECKLIST FOR ROUNDUP EVENT

## BEFORE THE EVENT

- Review the agenda and determine who is responsible for each part of the meeting.
- Practice your presentation.
- Prepare the pre-opening activity.
- Wear your complete uniform and ask other leaders and Scouts to do the same.
- Bring necessary office supplies: a calculator; 20-30 pens, money for change, masking tape.
- Have on hand: current handbooks, Unit calendar, training calendar, samples of current uniforms to display, and displays of Den and Pack activities.

## WHEN YOU ARRIVE AT THE ROUNDUP LOCATION

- Organize your materials and set up the room.
- Check with all Unit Leaders to ensure they are ready to cover their parts of the program.
- Post your organizational chart.
- Organize your pre-opening activity.
- Station a greeter at the door to welcome families to the Roundup event.

## THE PRESENTATION

- Begin promptly with an Opening Ceremony.
- Introduce yourself and welcome everyone on a behalf of your Unit and the Boy Scouts of America.
- Introduce other Roundup Team Members and Unit Leaders.
- Follow your Roundup agenda closely.

## AFTER THE MEETING

- Verify money and registration applications are complete and accurate (prorate fees if necessary).
- Sign and keep the Unit copy of each application for Youth Membership; turn in other copies and fees to your Unit Coordinator or the Scout Office. Do **NOT** hold the applications until recharter time. The new scouts and parents will not be covered by insurance during your activities until the application is processed.
- Forward Adult Applications and fees to your Scout Office as soon as they have been approved by the Chartered Organization and keep the Unit copy. Do **NOT** hold the applications until recharter time.
- Check to make sure the room is clean and returned to its original order.
- Follow up with families that expressed an interest but did not attend your event.

# YOUR UNIT'S ROUNDUP EVENT

## BEFORE THE MEETING:

Assigned to \_\_\_\_\_

- Set up tables and chairs and Scout displays.
- Make sure all materials and equipment are on hand:
  - >> Name tags
  - >> Attendance roster
  - >> Pens
  - >> Calculator
  - >> Youth and Adult Registration Applications
- Place signage as necessary so location of your event can be easily found (in front of building,
- on doors, at turns in hallways, etc.).
- Plan pre-opening game and ceremony.
- Practice your presentation.
- Wear your complete Scout uniform.

## PRE-OPENING:

Assigned to \_\_\_\_\_

- Greet and welcome each family as they arrive. Be sure to have leaders at the door to distribute Parent's Guides and to have each family sign in on the attendance roster.
- Start a pre-opening get acquainted game.
- Remind everyone again to sign in on the attendance roster if they have not already done so.
- Be sure to scan the attendance rosters quickly for important information such as phone numbers and names (this step is extremely important for follow up).

## FIRST HALF OF MAIN MEETING:

Assigned to \_\_\_\_\_

- Begin on time. Never punish the punctual.
- Lead the Pledge of Allegiance. (Troop if present) Teach the Scout salute. (Troop)
- Welcome everyone on behalf of the Pack and the Boy Scouts of America.
- Have the Cubmaster introduce leaders and guests.
- Have another Leader or Troop Representative take the boys and girls to a different room or outdoors for games and activities during the main part of the meeting.
- Utilize the Fall Roundup PowerPoint presentation or posters to explain the key elements of Scouting.
- Discuss Boys' Life magazine, its value, and cost (show full size sample).
- Review the Leader's responsibilities for each position.
- Explain that each Den needs a Den Leader and Assistant Den Leader.
- If Pack-level Leadership (Cubmaster, Assistant Cubmaster, Committee Chairman) is needed, ask selected parents who have shown interest to accept these specific positions.
- Let each group select its Den Leader and Assistant Den Leader.
- Distribute the Cub Scout and Adult Applications to each Den. Show parents how to complete applications correctly - emphasis on full "legal" name of Scout, mailing address, birth date, and parent signature.

# YOUR UNIT'S ROUNDUP EVENT

## SECOND HALF OF MAIN MEETING:

- Bring the Dens back together to discuss the following topics:
  - >> Announce the date and place of the next meeting.
  - >> Have the Unit Trainer talk briefly about helping new leaders get started—monthly Unit Leaders' meetings, Basic Leader Training, Mandatory Youth Protection Training and Roundtables. Distribute a training calendar.
  - >> Invite the Committee Chair to talk briefly about the Unit's plans for the future and handout Pack calendar.
  - >> Provide printed contact information for leaders of the Unit. Be sure everyone goes home with a name and phone number or e-mail address list.
  - >> Encourage everyone to attend Cubs in Camp and the other Council/District-wide Cub Scout events (review the date and location), and to let them know that participation in the Popcorn Sale is required.

### Registration:

Assigned to \_\_\_\_\_

- Collect applications and fees in one of two ways:
  - >> If you have a small crowd (one or two Dens) ask the parents to come up to your table by Den and you collect from them individually.
  - >> If you have a large crowd (three or more Dens) ask the new Den Leaders to collect the applications and fees for their Den and bring them to you as a group.
  - >> In the margin of each application, mark it paid and the amount received. Be sure the Boys' Life box is marked if they are subscribing.
- Check all applications for correct signatures. Keep the Unit copy of the application.
- Collect all fees and have Pack Treasurer write one check payable to Columbia Montour BSA.
- Keep attendance rosters for anyone who fails to register. Add their name to the Den roster for follow-up.

### Closing:

Assigned to \_\_\_\_\_

- Announce the upcoming training and meeting dates and locations.
- Thank everyone for coming and close with an inspirational thought, emphasizing the importance of family involvement.
- Ask all new leaders to remain with you and dismiss all other parents and children.

## AFTER THE MEETING:

Assigned to \_\_\_\_\_

- Verify money and registration applications and prorate fees if necessary.
- Keep the Unit copy of each Application for Youth Membership; give other copies and fees to the Scout Office.
- Forward Adult Applications and fees to your Scout Office as soon as they have been approved and signed by the chartered organization, keeping the Unit copy. Do **NOT** hold the applications until recharter time. The new scouts and parents will not be covered by insurance during your activities until the application is processed.
- Check to make sure the room is clean and returned to its original order.
- Leave the room and the school in at least as good a condition as when you found it.

# YOUR UNIT'S ROUNDUP EVENT

## What to do if...

**You run out of applications.** Have the Den Leader complete a “Den Membership Roster.” Inform parents that applications will be filled out at the Unit’s next meeting.

**The school is locked.** If you don’t know where to go or who to call to get a key, hold the meeting in the parking lot or at any nearby facility.

**Your sign-up night partner (Unit Coordinator) doesn’t show up.** Follow the plan in this guide and recruit other adult leaders to help you. Go ahead with the Roundup event. If you don’t have all of the materials, be sure to get everyone’s name, address, etc. Scramble...be flexible!

**A child shows up without a parent or adult.** Let the child know that he/she will need to have his/her parent/guardian attend the next meeting to fill out the application. Send the application home with the child and tell him/her to bring it and the fees to the first meeting.

**The parents don’t have any money with them.** Have them fill out an application and ask the Cubmaster to keep it. Tell the parents to bring the fees to their child’s first meeting.

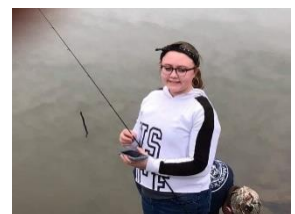
## BRING-A-BUDDY EVENTS

Bring-A-Buddy events work well as a follow-up program for Packs after the initial Roundup event. Ask each member of your Unit to invite a guest to your next meeting. Offer incentives for current Scouts who recruit another member to your Unit (i.e. the Recruiter Patch or special gifts). Tell the Scouts that they are working to earn the Home Town Scouting Pride patch. It is very important to make the event exciting.

*Examples of potential Bring-A-Buddy events include:*

### FISHING DERBY

Scouts and potential Scouts and their families are invited to attend this activity and bring a fishing pole to learn the fundamentals of fishing, have fun, enjoy fellowship, meet new friends, and eat lots of good food!



### FIELD SPORTS

Try Olympic style events with activities that will challenge the competitive spirit and physical fitness. Some of the activities should include Olympic events such as track and field, archery, shooting sports, water sports, and team games. The winners will be presented medals during the awards ceremonies at the end of the event.



### TREASURE HUNT

All kids love treasure hunts. Now they have a fancy name: geocaching! With parent volunteers, GPS systems and a bit of web research, there are lots of great spots to geocache. You can even hide your own “treasure” in advance. The search involves tromping through parks, sometimes over mud and streams! Of course, you can do it the old fashioned way too, with treasure maps (coffee-stained with a few holes burned in to look aged). Rip the map into pieces so participants must find all the pieces (provide clues) to put together the jigsaw puzzle map, and then go find the treasure.



## BRING-A-BUDDY CARDS

To help entice potential new Scouts to join your Unit, give your current Scouts Bring-A-Buddy Cards to hand out to their closest friends. A limited supply of Bring-A-Buddy Cards are available from the Council office and a printable file is available on the council website under Unit & Membership / Membership Resources. Include Pack meeting date, time, place, and leadership contact information. Print upcoming activities on the reverse side. Record at least 3 of the contacts on the cards prior to handing them out per Scout in the Home Town Scouting Pride booklet. You can also:

- Design and print your own “business cards” for parents and Cub Scouts to distribute to friends and other families. The cards also work well as a “takeaway” at school, church, and community functions.
- Create a special version of the card to pass out with candy on Halloween or Valentine’s Day or during a parade or when you distribute popcorn and nuts from your unit fundraiser.
- Create an invitation to a “Pack Party” distributed by Scouts to their classmates inviting them to a special event.



## ADDITIONAL PROMOTIONAL IDEAS

Promoting your Unit and the Scouting program is essential to our future. The following is a list of promotional ideas that can help you be more effective in getting your message to the children and families in your community. (Be sure to include in all your promotional materials an invitation to your Roundup event and Council Recruitment events, including date, time, place, a brief exciting description of Pack or Council activities, and include contact information for your Unit Leader).

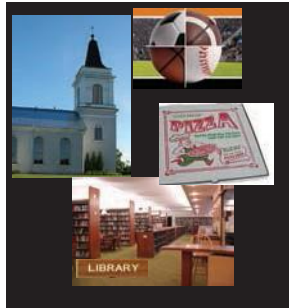
- Make lists or cards with the first names and phone numbers of children in the area. Have Pack Leaders call the night before the Roundup event to ask parents if they got the invitations and remind them of the meeting.
- Place yard signs in strategic high visibility locations.
- Post flyers and posters on bulletin boards throughout your area in key locations (schools, churches, community centers, grocery stores, malls, public libraries, pediatrician offices, etc.).
- Half-sheet bulletin inserts are great tools for delivering recruiting information through chartered organization mailings, church bulletins, community recreation centers, and as sporting event announcements.
- Ask schools to put joining information in student electronic mailboxes and on school websites. Automated messages can be programmed for child in each grade.
- Use marquees in front of businesses and clubs to invite children and their families to join.
- Promote the Roundup event with all chartered organizations in your community (churches, schools, service clubs, and youth organizations).
- Set up a mock campsite in a high traffic area for children and parents to show them that Cub Scouts go camping.
- Set up a Pinewood Derby track at a high-traffic area for children and parents and run “mock” races.
- Post pictures of your events on social media, such as Facebook or Instagram, or send to the local newspaper, a requirement for the Home Town Scouting Pride patch.



## ALTERNATIVE RECRUITING VENUES

Today's youth have a myriad of programs and activities available to them from a variety of organizations throughout the community. Research shows that it takes 7-11 impressions before people take action. This research coupled with the decline in school access makes it essential that all Scouting Units recruit and promote their programs through a number of different venues including:

- Church Youth Groups
- Sporting Events/Leagues
- Church Coffee Hours & Bulletins
- School Open Houses/Events/Book Fairs
- Summer/Winter Youth Program Flyers
- Town/County Events



- Recreation Centers
- Parades/Fairs/Festivals
- Library Displays
- Pizza Box Flyers
- Book Stores - Craft Store

## ENCOURAGE YOUR SCOUT PARENTS TO BECOME ADVOCATES FOR SCOUTING!

Did you know that **more than 50%** of families **not in Cub Scouts** said it's because they **were never asked!**

The parents of your Cub Scouts, clearly understand the fun, excitement, and learning opportunities that Scouting provides for their son or daughter.

Primary role of Parent Advocates:

- Serve as the Pack's representative for all boys and girls in their child's class.
- Sign their son or daughter up for Cub Scouts (they already did that)!
- Actively encourage other families to join the Pack.
- Personally invite families to join Scouting and come to a meeting.

Materials to support the Parent Advocate program are available from your Scout Office.



*Encourage parents to share the same fun experiences and opportunities with all of the boys and girls in their child's grade by becoming a Parent Advocate for Scouting.*

## ADOPT-A-SCHOOL PROGRAM



The Boy Scouts of America has launched the Adopt-A-School program, a new and exciting venture to help build relationships with schools and to foster community outreach.

Your unit should log onto <https://www.scouting.org/adopt-a-school/> to register for this new adventure.



Units adopt a school and throughout the year, with permission from the school, complete four (4) service projects that benefit the school and strengthen your unit's relationship with the school. These hours will also count towards your Journey To Excellence service hours while building and strengthening school relationships.

## USING SOCIAL MEDIA AS A RECRUITMENT TOOL

Today's generation of youth and their families are increasingly using Social Media and other forms of electronic communications as their primary means of interacting with their friends and family. These electronic resources can also provide Scouting with additional tools in our on-going recruiting efforts. What better way to get non-Scouts and their families excited about the Scouting program than by having their friends invite them to join Scouting through the primary way they already communicate? Posting to Social Media is another requirement for the Home Town Scouting Pride program. Provided a list of Social Media Resources and Electronic Communication Strategies that Units can use to engage their own members and their families in a recruiting effort – let's call it the New Age Bring-A-Buddy Program!

### Social Media Resources Your Unit Should Consider Using:



Instagram

**Unit Website** – set up a website specific to your local Unit that highlights all of the fun activities and events that your Scouts participate in. Post an updated schedule of events and pictures of your Scouts in action (be sure you have parental permission before posting pictures). Include details on when and where your Unit meets, how to join, and who to contact for additional information. **Don't forget to link to the Council website at [www.columbiamontourbsa.org](http://www.columbiamontourbsa.org).**

**BeAScout.org** – this National BSA website allows interested parties to search for Scouting Units in their geographic area. Make sure your Unit information is up to date on your Unit PIN on [my.scouting.org](http://my.scouting.org) by contacting your Unit Leader.

**Unit Facebook Page** – set up a Unit Facebook page that highlights all of the fun activities and events that your Scouts are involved in. Post an updated schedule of events and pictures of your Scouts in action (be sure you have parental permission). Include details on when and where your Unit meets, how to join, and who to contact for additional information. Encourage your Scouts and their families to “Like” your Unit's Facebook page and to “Share” it with their friends. **Link your page to the Council's Facebook page at: <https://www.facebook.com/ColumbiaMontourBSA>, and the “LIKE,” “SHARE,” and “POST” highlights of your Scouting activities.**

**Facebook Geofencing** – This tactic is a simple, affordable way to send a message to parents on how to find a joining event near them. A step-by-step guide can be found at: <https://columbiamontourbsa.org/unit-membership-resources/membership-resources/>

**Text Messaging** – encourage your Scouts (with parental permission) and your Scouting family members to text their friends and non-Scouting families a personal invitation to join your Unit. Focus on special activities, Roundup events, or just a fun activity. Share the message with as many people as possible!

**E-mail Blasts** – ask your Unit Leaders and Scouting families to send out a personal invitation to everyone in their e-mail address book about your Scouting Unit. Invite them to visit your Unit Website and Facebook page, and more importantly to come see your Unit in action at an upcoming event. Contact your Scout Office for stock e-blasts that are available to be customized for your Unit.

**Instagram** – Instagram is a Social Media platform that uses user images to highlight a particular action or event using hashtags. The best way to use the platform is to create a clever hashtag, a direct way to categorize an image or idea, such as #ScoutingForFunPack113 or use an established hashtag such as #ScoutMeIn. To implement, simply snap a photo, add filters, and attach hashtags. Hashtags will allow for viewers to search other images as they relate to that hashtag topic. The hashtag will be hyperlinked to the post to allow a viewer easy access to other similar ideas. Finally, encourage all your pack leaders and adults to post photos with at least one unifying hashtag specifically dealing with your unit. This provides a great scrapbook of history for your unit!

### Warning About the Use of Social Media

Please note that while Social Media and electronic communications are great resources there are some safety precautions that must be taken to ensure they are not used inappropriately and do not put our youth and adult members at risk. The Columbia Montour Council does not encourage any minor to utilize Social Media without the direct knowledge and oversight of their parent or guardian. Additionally, any messages sent out by youth promoting the Scouting program, an individual Unit, or trying to encourage their friends to join Scouting should be reviewed by a member of the Unit's Leadership to be sure the messages, photos and language are Scouting appropriate. Finally, Units should use their own discretion and follow their local Unit policy concerning the use of electronic devices during their activities.

For more details on Social Media Guidelines and Internet Safety go to:

<https://scoutingwire.org/marketing-and-membership-hub/social-media/social-media-guidelines/>





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