



# SCOUTS BSA

## LEADER GUIDE TO FALL RECRUITMENT

COLUMBIA MONTOUR COUNCIL  
BOY SCOUTS OF AMERICA

Units need a constant flow of enthusiastic scouts to join every year to remain healthy. There are three primary ways to recruit youth and adults into your Scouting unit.

1. Bridging over Webelos from Cub Scout Packs to Troops or Scouts from Scouts BSA to Crews, Ships, or Posts.
2. Holding a community outreach event where you invite youth and parents to come to a unit event.
3. Word of mouth from current scouts or their parents. Peer-to-peer recruiting is one of the best ways to quickly recruit youth.

From our research, it is clear that the most effective means of drawing new families into your Troop is by making sure they feel personally invited. In the enclosed guide we highlight each of the three steps and some of the best methods for handling each part. 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 omitting recruitment results in a reduction of scouts in your troop.



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# TROOP TIMELINE

## May and June

- Identify any leadership vacancies in your Unit and begin prospecting replacements.
- Develop your Unit's annual Program Calendar and Budget.



## 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, and Parent's Guide).
- Select the Council Recruitment events your Troop wants to participate in, that can be found in the Home Town Scouting Pride booklet or on the Council Website Calendar.
- Identify and secure recruiting locations for your Troop recruiting events with the help of your Membership Committee. Ask your local school if you can set up a table at Open House or Meet-the-Teacher night.
- Invite current Scouts and families to a Back to the Troop 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 Fall Recruitment event(s) with Unit Coordinator, Membership Committee, and Fall Recruitment locations.
- Start publicity/marketing campaign. Focus on seven "hits" or contacts. For example, yard signs, flyers, posters, radio PSA's, etc.
- Set a recruitment goal for the Troop (# of Scouts, # of adult volunteers).

## September

- Start 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 Troop recruitment events during (September) peak joining period to take advantage of broad marketing efforts. Remember to ask the youth to invite their friends to the recruitment events as part of Home Town Scouting Pride. It never hurts to proactively plan a back-up recruitment event in early October. Be Prepared.
- Talk to existing parents and new parents from recently crossed over Cub Scouts about the importance of their involvement in the Troop.
- 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 Troop overnighter or other new member event.
- Send thank you letter and token of appreciation to Chartered Organizations for their support.
- Conduct a Troop Recruitment Committee meeting to review results and develop follow-up strategies.
- Recognize key volunteers who achieve their Troop recruitment objectives.
- Organize Bring-A-Buddy events for each Troop meeting.



## JOB DESCRIPTIONS

### UNIT LEADER RESPONSIBILITIES

- Review the Home Town Scouting Pride booklet for Unit Recruitment ideas.
- Pick and confirm Unit Recruitment event date(s) with your Membership Committee.
- Participate in Back-to-School night activities at your school, such as an Open House or Meet-the-Teacher night.
- 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 Recruitment events and secure enough additional adults to help. Include your current Scouts. Prospective Scouts will respond better to their peers.
- Encourage all current Scouts to wear their uniforms to the Recruitment 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 Troop. 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 Recruitment event (including who is doing what).
- Call the school to find out where you can set up your table at the Open house or Meet-the-Teacher night.
- Pick up Recruitment event materials from your Scout Office prior to arriving at assigned location(s).
- Assist the Unit Leader with the Recruitment 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 Recruitment 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 Troop set up for Recruitment event. Provide a display of things your Troop has done and a calendar of upcoming events.
- Attend assigned Recruitment event to meet with new families. Help the Troop enroll new members.
- Conduct an opening ceremony at the Recruitment event for the Troop.
- Organize a game or activity during Unit Recruitment 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).
- If using PowerPoint presentation, procure a projector, computer, and screen.
- With your Membership Committee, request and confirm locations and dates for Recruitment event(s).
- Plan and execute promotional stories and press releases in local media.
- Distribute flyers and posters at schools, churches, other youth organizations and sport leagues.
- Review the Home Town Scouting Pride booklet for Council Recruitment events and ideas for Troop Recruitment events.
- Plan your Troop Recruitment event meeting(s) and assign roles.
- Be sure to invite your chartered organization representative to be part of all your activities.
- Gather Recruitment supplies (Youth and Adult Applications, Boys' Life samples, pens, training calendars).
- 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 Troop or Patrol meeting should be held within 7 days of the Recruitment event.
- Have current Scouts welcome and include the new Scouts in the Troop meeting.
- All leaders need to be fully trained within the first 2 months.
- Distribute a Troop 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

Posters • Lawn Signs • Recruiting Invitations • 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 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 Recruitment event.
- Who should attend  
(example: All youth 11 to 17 years old)
- 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)

# SCOUT LEADER'S CHECKLIST FOR RECRUITMENT EVENT

## BEFORE THE EVENT

- Review the agenda and determine who is responsible for each part of the meeting.
- Prepare and practice your presentation. Remember that you are recruiting prospective scouts and the parents of prospective scouts.
- 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 Troop activities.

## WHEN YOU ARRIVE AT THE RECRUITMENT 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 Recruitment 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 Recruitment Team Members and Unit Leaders.
- Follow your Recruitment 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.
- 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.
- 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 RECRUITMENT 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 Scoutmaster introduce leaders and guests.
- Have another Leader, Troop Representative, Senior Patrol Leader, or Patrol Leader take the youth to a different room or outdoors for games and activities during the main part of the meeting.
- Utilize the Fall Recruitment 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.
- If Troop-level Leadership (Scoutmaster, Assistant Scoutmaster, Committee Chairman) is needed, ask selected parents who have shown interest to accept these specific positions.
- Distribute the Youth and Adult Applications. Show parents how to complete applications correctly - emphasis on full "legal" name of Scout, mailing address, birth date, and parent signature.



# YOUR UNIT'S RECRUITMENT EVENT

## SECOND HALF OF MAIN MEETING:

- Bring the youth back together with the adults 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 Troop 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 Scouts in Camp and the other Council/District-wide Scouts BSA 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:
  - >> Ask the parents to come up to your table and you collect from them individually.
  - >> 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 Troop Treasurer write one check payable to Columbia Montour Council.
- Keep attendance rosters for anyone who fails to register. Add their name to the Troop 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.
- 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 RECRUITMENT EVENT

## What to do if...

**You run out of applications.** Have the Troop Leader complete a "Troop 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 Recruitment 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 Scoutmaster to keep it. Tell the parents to bring the fees to their child's first meeting.

## RECRUITMENT STYLES

When recruiting Scouts for the Troop, you are actually speaking to two audiences: Prospective Scouts and Parents of Prospective Scouts. Correct messaging is one of the most important but misunderstood points of Scout recruitment. Here are a few general rules of thumb to keep in mind when recruiting scouts vs 'recruiting' their parents:

### Prospective Scouts

Typically, between the ages of 10 and 13. Often, most drawn to high-adventure activities and surviving in the outdoors.

- Interested in exploring the outdoors and participating in fun events.
- Excited to make new friends and join a tight-knit group.
- Wants to take on new responsibilities to build skills and confidence.
- Looking for a 'cool' and fun activity that could benefit them in the future (might also consider sports or a club).
- Interested in current trends (like Minecraft, Fortnite, etc) and learning Scouting skills for those reasons (In my troop, we did a zombie apocalypse survival activity to learn E.Prepare!)

### Parents of Prospective Scouts

Mainly looking out for red flags (unsafe, too time-consuming). Wants what's best for their kid.

- Wants their child to join an activity for the longer-term (sports is an option).
- Likely doesn't want to commit to a bunch of additional responsibilities (yet).
- Looking for an activity that their child can enjoy, grow within, and use to their advantage in the future (usually for college apps).
- Wants to be sure their kid will be safe and treated well by their peers.
- Wants Scouting not to interfere with academics or take up too much of their kid's time.
- Possibly would like their child to develop a family and community-oriented perspective as they grow into their teens.

So, how can we use the perspectives of both potential scouts and their parents to make sure your troop's messaging is on point? It's simple: *just make sure both of their needs are talked about and accounted for!*

# YOUR UNIT'S RECRUITMENT EVENT

## BRING-A-BUDDY EVENTS

Bring-A-Buddy events work well for Troops after the initial Recruitment event or as the Recruitment event. Ask each member of your Unit to invite a guest to your next meeting. This is one of the requirements for the Home Town Scouting Pride patch. Also, offer other incentives for current Scouts who recruit another member to your Unit (i.e. the Recruiter Patch or special gifts). 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.



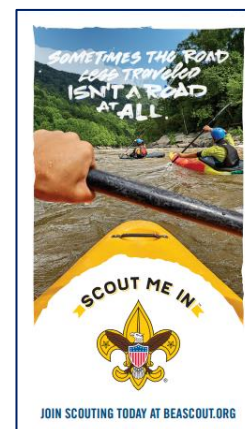
### TREASURE HUNT

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 have to find all the pieces (provide clues) to put together the jigsaw puzzle map, and then go find the treasure. Have a photo scavenger hunt. Have the youth pair up and give the youth a list of items to take a photo of and see which pair finds the most.

## 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 for download from the Council website under Unit & Membership / Membership Resources. Include Troop meeting date, time, place, and leadership contact information. Print upcoming activities on the reverse side. You can also:

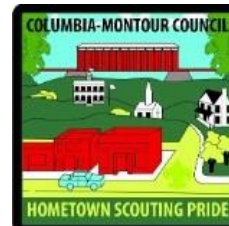
- » Design and print your own “business cards” for parents and Scouts to distribute to friends and other families. The cards also work well as a “takeaway” at school, church, and community functions.
- » Create a special version of the card to pass out with candy on Halloween or Valentine’s Day or during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



## COUNCIL RECRUITMENT PROGRAM

Columbia Montour Council has developed a Fall Recruitment program called Home Town Scouting Pride. The program allows units and scouts to earn a patch. A booklet is available from the Council Office or on the Council Website under Unit & Membership / Membership Resource to record the progress. The requirements are:

- Participate in at least one recruitment event.
- Participate in at least one council recruitment event. Invite 3 friends and provide their names and contact information.
- Participate in a community service project that totals at least 2 hours.
- Show your scout and unit Home Town Scouting Pride on media, such as Facebook, Instagram, or the local newspaper. Provide a copy to the council.



## 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 Recruitment event or a Council Recruitment Event, including date, time, place, a brief exciting description of Troop activities, and include contact information for your Unit Leader).

- Make lists or cards with the first names and phone numbers of youth in the area or in your current scout's classes. Have Troop Leaders call the night before the Recruitment 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 on school websites or flyers and posters on bulletin boards.
- Use marquees in front of businesses and clubs to invite youth and their families to join.
- Promote the Recruitment 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 youth and parents to show them that Scouts BSA go camping.
- Set up a monkey bridge or other pioneering structure at a high-traffic area for youth and parents to try it.
- 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.

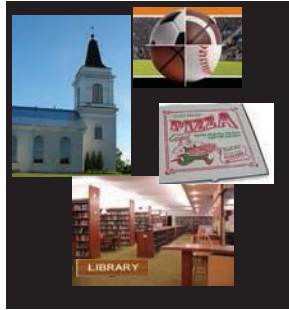




## ALTERNATIVE RECRUITING VENUES

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 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 Scouts BSA** said it's because they **were never asked!**

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

Primary role of Parent Advocates:

- Sign their son or daughter up for Scouts BSA (they already did that)!
- Actively encourage other families to join the Troop.
- 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 their friends with kids 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 is 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:



**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 #ScoutingForFunTroop300 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 troop 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/>

BOY SCOUTS  
OF AMERICA®

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