

EXPLORING NEW HORIZONS

*Recruiting new Cub Scouts
& Scouts BSA members
to join your Pack or Troop*

Summer 2024

Presented by members of the Marketing and
Membership Committees, Buffalo Trace Council



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Session Objectives



- Understand who you are trying to reach
- Get new ideas and methods for reaching them
- How to best focus your efforts

Before you leave...

We will ask you to share **THREE** new actionable ideas that you'll be taking back to your unit.



Brief Introductions

Name, role, unit,
number of Scouts

Hello
My Name Is



What you're hoping to learn,
and/or accomplish with what
you learn



Our Council Strategy

Think Seasonally: Spring/Summer

Retooling for your Pack includes progress on:

- Calendar of Activities
- Pack Promotion
- Leader Recruiting
- School Contacts
- Sign-Up Event readiness - need district support?
- Sign-Up Event Plans



Think Seasonally: FALL

Roll Out & Recruit: New Program Year

Recruiting Event Times:

- School Days: Registration / Meet + Greet / Meet the Teacher Days
- “Back to the Pack” Fun Joining Events
- School Sign-Up Night
- More Fun Events + Cub Scout Program



Think Seasonally: Late Fall & Winter Run (Program) & Retain (Scouts)

Strong local programs:

- **Retain** Scouts who signed up in August
- **Recruit** new families
- Any Den or Pack event can be a “test drive” for new families
- **KEEP THEM FEELING WELCOME!**



Seasons Summary

Relax + Retool

April through July

Relax and just do Fun*Simple*Easy family activities – retool and recruit for coming year

Roll Out

August through September/October

Roll Out Program – Engage Leaders – Finish Recruiting for new Program Year

Run + Retain

October/November through March/April

Run Your Den and Pack Programs – Retain Scouts – Recruit One by One



What do marketing and comedy have in common?

- You must *know your audience*.

- Who are you trying to reach?
- What do they need to know?
- What do they care about?



- Invest your efforts wisely for best outcomes.
- Inclusion of Scouts BSA is new in this presentation. Why?



Think Like A Marketer

- **WIIFM: What's In It For Me?**
- **Messaging Matters:** always be answering the subtle/underlying question: *“What’s in it for me (my child)?”*



So...who is our target audience?

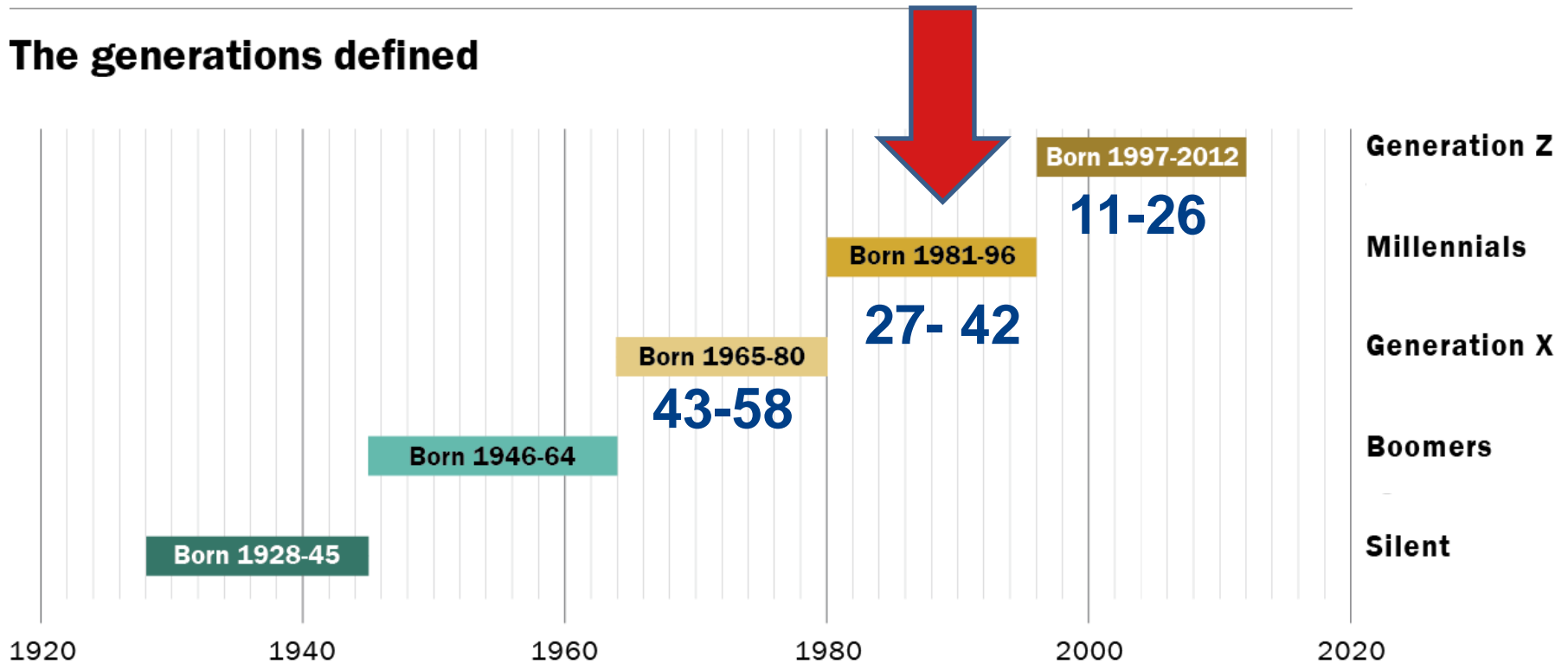
- Moms or dads?
 - Primarily trying to reach moms. They have the final say.
 - Dads are heavy influencers, though!
- Moms make most decisions for households.
- We also must focus our efforts on Millennials.

Who are Millennials?



Millennials - born 1981 - 1996

The generations defined



Cub Scouts are ages 5-11. Scouts BSA we're targeting are 12-14.
Millennials are their parents.



Millennial Moms defined

- Makes about **80-85% of decisions** for what her kids will be involved in.
- *“I’m a busy mom who worries about her kids being under pressure and not having time to just be a kid. They are growing up so fast.... I’m looking for things we can do together before they no longer want to spend time with me.”*

A Cub Scout/Scouts BSA age mom is....

- Between 30ish and 40ish.
- A bit skeptical. She questions marketing and will search the web and social media to validate info.
- Spread thin, so she needs you to make things easy.
- She worries about their kids. Social unrest has only made it worse.
- Doesn’t typically have a relationship with Scouting in her family.

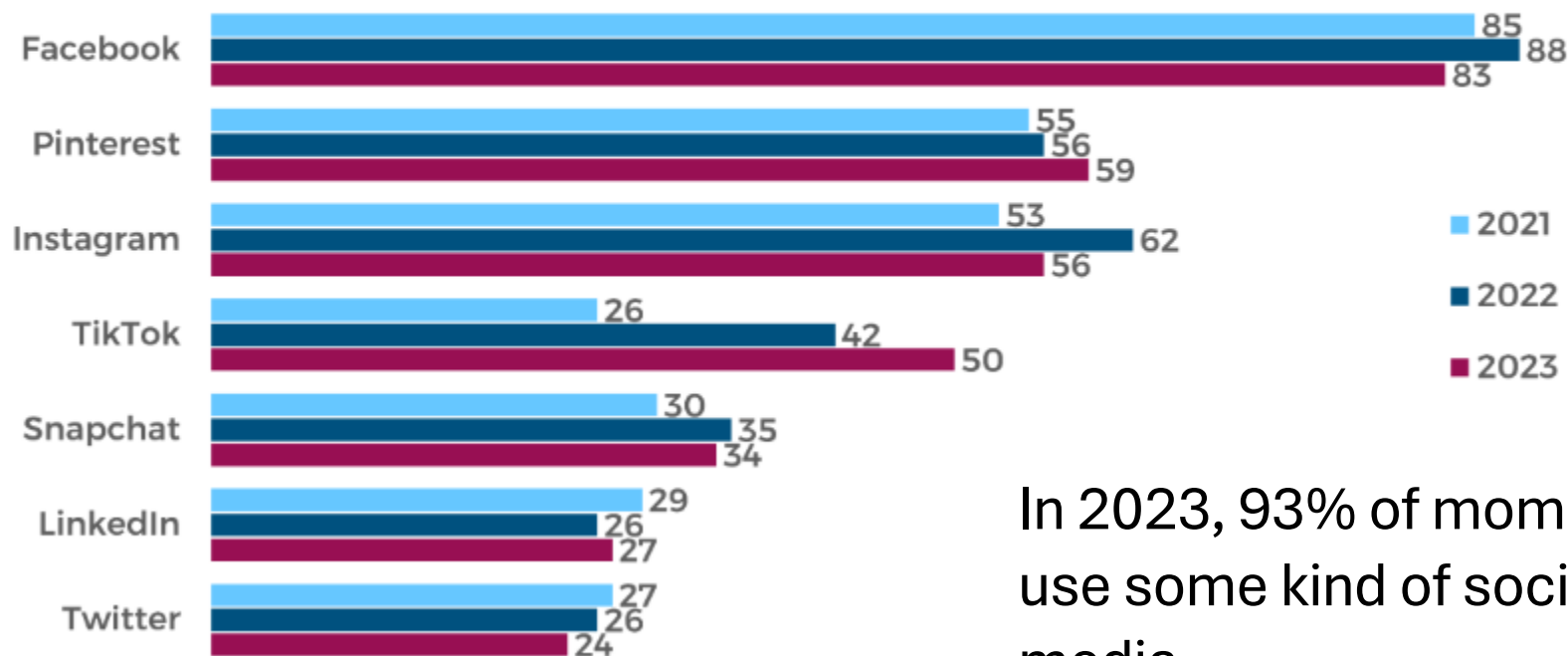


% OF MOMS WHO CURRENTLY EVER USE EACH SOCIAL NETWORKING SITE OR SERVICE

THE INFINITE DIAL 2023

TikTok continues to gain more Moms

% OF MOMS WHO CURRENTLY EVER USE EACH SOCIAL NETWORKING SITE OR SERVICE



In 2023, 93% of moms use some kind of social media.

What Scouting Offers

- Everyone Participates

resiliency - life skills - character & values - fun
respect for nature - leadership training - service
outdoor experiences/adventures

...like no other youth-serving organization

- Sense of community so many are missing

- Activities together as a family

- parents can be with kids, vs. many other activities
- safety subtext



From 2024 National webinar: Other details about Mom

- Generally good impressions of Cub Scouts
- Unaware of Scouting being available locally.
- Don't know that girls can join.
- How they become aware:
 - 35% Family member was/is a Scout
 - 26% Family or friends
 - 24% Flyer at school
 - 15% Various other means
- 80% had no direct experience with Scouting



What You Need To Do – 6 Things

- Build and maintain a Facebook presence
- Create & use a unit (Pack or Troop) info flyer
- Plan ahead to create a calendar to share
- Schedule recruitment event(s)
- Collaborate with your District Professional for school connections
- Be visible

Resources (will be) on

www.buffalotraccouncil.org/recruitment



Be Prepared! *(it's what we do, right?)*

- The Ps of Recruiting

- **Programs!**
 - Make a calendar for the rest of 2024
- **Planning** is the difference between an “ok” unit/program and a GREAT one
 - Moms really like having dates set far in advance.
 - Even if it's not perfect, share what you can
- The best units have activities that naturally attract more members.



Next P: Pack (or Troop) Info Sheet

- You need to have something to hand out wherever and whenever needed.
- Should include:
 - Photo(s)
 - QR code to your Facebook page
 - 5 W's – who, what, when, where, why
 - Special activities
 - i.e. are there things your unit is known for?
- Take copies with you everywhere! Make sure families have copies as well.



Where To Use? – Info Sheet w/Preview Calendar



- Back to School night
- give to Pack/Troop parents to hand out
- insert into church bulletins
- school opportunities

Yard signs and flyer boxes displayed together....Ideal at school pick-up lines



Next P: POST to Facebook

- You need to tell your Pack's/Troop's story.
- Parents who are interested in your Pack will *absolutely* look you up on Facebook to learn more about you.
- All parents and family members like to see photos of kids having a great time. They also will share your posts.
- Public page for only **three** things:
 1. Sharing activities (photos/summary) **AFTER** they take place.
 2. Other posts about Scouting (overall)
 3. Recruitment events, other public events

Private group for Pack/Troop communications, with at least 3 admins.



What, When & How to Post

- Be active. Post after as many campouts, activities and meetings as possible.
- Each post **must** have photos or a video.
- Use an authentic voice, with enthusiasm.
- Be fun and relevant! (emojis, hashtags, etc.)
- Include those points about what parents care about.... Life skills, fun, safety, service, leadership, and getting all kinds of new experiences.

****Show the value of unique and varied opportunities!****

See provided posts this summer on

www.buffalotraccouncil.org/recruitment



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What, When & How to Post

Cub Schedule – week 1

Date	key words, theme/topic	copy/suggestions on what to publish	graphic/video to include	link to / notes
Week 1	-	-	-	-
		(Council will also create recruitment events for each Pack on the Council Facebook page, targeting audiences near your unit)		
create sign-up event!	- See special instructions in recruitment section of buffalotraccouncil.org			
week 1, post 1	new to Cub Scouts? (boys and girls)	New to Scouting? Maybe when you hear "Cub Scouts" you think "camping." Yes, outdoor adventures are part of Cub Scouts, but there's much more! Both boys and girls learn life skills, build resilience, make new friends, and have fun! Learn more about the entire Cub Scouts program. #AdventureOn #ScoutMeIn #ShareScouting	all about Cub Scouts :58 linked here: https://photos.app.goo.gl/aFXC1mGbnvdvh6qn6	https://www.scouting.org/programs/cub-scouts/
week 1, post 2	adventure, character, being a kid	There are lots of ways to be a kid...find out how Cub Scouting is a GREAT way to encourage adventure and character. #AdventureOn #ScoutMeIn #ShareScouting	Lots of ways to be a kid :30 with closed caption - linked here https://photos.app.goo.gl/5bnokb5Z7zN7KVpbA	www.beascout.org
week 1, post 3	Pack post- new friends	Many former Cub Scouts--and Cub Scout parents!--report having made lifelong friendships from their years in Scouting. Here are some favorite photos of our parents and kids having fun together.	(choose a few of your favorite photos... for each photo, comment with some details, but no names)	

See provided posts this summer on
www.buffalotraccouncil.org/recruitment



What, When & How to Post

Troop Posts - For your page, to target PARENTS - Facebook (and Instagram, if you have a Troop page)

	<u>key words/theme/topic</u>	<u>copy/suggestions on what to publish</u>	<u>graphic/video to include</u>
	NEW PAGE	-	cover photo
	Sign-up event	(see separate instructions on buffalotraccouncil.org recruitment page for creating this very important post...plan to boost for at least 10 days, through the day of your sign-up event)	recruitment event cover
a	AdventureOn; everyone participates	No one sits the bench in Scouting! Scouts BSA can help your son/daughter grow, learn and achieve...with outdoor adventures, leadership and skill development, and FUN! Learn more about Scouts BSA here, https://www.scouting.org/programs/scouts-bsa/ or send us a PM to find out more about our Troop. #AdventureOn #MoreSkillsFewerScreens #EscapeTheIndoors	hiking 1, camping -1, water activities - 1
b	Scouting is for you	If you want your kids to learn to make ethical and moral choices, then Scouting is for you. If you want your kids to become responsible, participating citizens and leaders, then Scouting is for you. If you want to have fun with your family outdoors, Scouting is for you. #AdventureOn #MoreSkillsFewerScreens #EscapeTheIndoors #ShareScouting	
c	What is Scouts BSA?	Scouts BSA is the skill-development and outdoor adventure experience for youth entering sixth grade through high school. Service, community engagement and leadership development become increasingly important parts of the program as youth lead their own activities and work their way toward earning Scouting's highest rank, Eagle Scout. Learn more at https://www.scouting.org/programs/scouts-bsa/ #AdventureOn #MoreSkillsFewerScreens #EscapeTheIndoors	(photo/video will autopopulate from link)

See provided posts this summer on

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Join some Facebook groups

- <https://www.facebook.com/groups/momsofevansville>
- <https://www.facebook.com/groups/EvansvilleINAreaHomeschoolers>
- [What's Happening Evansville, IN?](#)
- [Moms of Newburgh](#)
- Vincennes Events <https://www.facebook.com/groups/1805430886329491>
- Lawrence Co News, Weather & Info:
<https://www.facebook.com/groups/LCNWI>
- [Fun For Families Dubois County](#)
- [Parents of Gibson County](#)



Next P: Your PIN must be accurate

- Is your pin information correct at beascout.org?
- All general recruitment marketing is pointing toward your pin. If it's not correct, you won't get any leads.
- What's on your Facebook "About Us" section and your Pack info sheet should **match what is on your pin**. Make sure it's all consistent.
- **Who is going to respond to leads?**

The screenshot shows the top of the Boy Scouts of America website. At the top is a dark blue header with the BSA logo and the text "BOY SCOUTS OF AMERICA". Below this is a large white section with the heading "FIND SCOUTING NEAR YOU". Underneath the heading, it says "Let's find your Scouting home. Click here for BSA outside of the US." followed by "FIND A SCOUTING UNIT NEAR YOU!". There is a search bar labeled "ZIP Code" with a location pin icon. Below the search bar are four cards representing different Scouting programs: "Cub Scouts" (Grades K-5), "Scouts BSA" (Ages 11-17), "Venturing" (Ages 14-20), and "Sea Scouts" (Ages 14-20). Each card features its respective logo.



Next P: Plan Recruitment Events

NFAs – “normal friend activities”

- Personal invitation, families feel included and welcome
- Ideas/examples
 - Cookout in regular clothes, working on cooking skills
 - Outdoor parties, playground event, story time (uniforms and relevant crafts)
 - Messy day!
- For forming new Scouts BSA Girl Troops: Other girl Troop acts as hosts, for testimonials
- Special open house at your unit, or other sign-up night in coordination with Council.

*****Create Facebook event for all recruitment events, and target your audience.*****



Next P: Prepare Scouts & Families to Promote

- For promoting your unit in general
- For recruiting new Scouts
- For growing awareness of Scouting

Recent Scouting research tells us: 59.3% joined because of a personal recommendation from someone they know.

Similar percentage heard about Scouting at school.



Additional ideas

- **Buddy “peer to peer” cards, postcards**
 - Send along to school, pass out at events, use in egg hunts, trick-or-treating
 - Trading card (Cubs) or postcard size (Scouts BSA)
- **Special invitation letter**
 - Add Pack/Troop info sheet and send in the mail
 - Can be particularly helpful for Den-specific recruiting
- **Recruiting at CO or other church**
- Incentivize Scouts for recruiting – *ideas with high perceived value, no cost*



Additional ideas

- Be present & visible, with engaging activities
 - Back-to-school nights, community events
 - Have a fun display, hold the doors, etc.
 - Community events this summer and fall
 - Farmers markets, festivals, etc.
 - Volunteer – do flag ceremonies, service projects, conservation
 - Plan special safety focus events (youth CPR, cyber bullying) and present as community event
 - September is National Preparedness Month....what can you host or offer?



Whenever you can.... ASK

- **Ask** if your unit can participate or be involved
- **Ask** to put up a yard sign or flyer.
- **Ask** how people heard about us... really helps with effective marketing



Other training, resources

Council Marketing Committee has provided resources—and will add new ones this summer! Sample social media content, and templates for Pack info sheets, calendars and more on www.buffalotracecouncil.org/recruitment

National Resources

— www.scouting.org/recruitment



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How-To Section: Creating QR Codes



<https://www.qr-code-generator.com/>

Create QR code to use to promote event – use it on EVERYTHING

- Flyers
- buddy cards
- yard signs, etc
- (Ideas?)



<https://support.google.com/chrome/answer/9979877?hl=en&co=GENIE.Platform%3DDesktop>



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Facebook How-Tos

- **Creating a Facebook page for your Pack/Troop**
 - https://www.facebook.com/help/135275340210354/?helpref=hc_fnav
- **How to create an event on Facebook**
 - https://www.facebook.com/help/572885262883136/?helpref=hc_fnav
- **How to boost a Facebook event or post** (such as your recruitment event!)
 - <https://www.facebook.com/business/help/347839548598012?id=352109282177656>
- **How to schedule Facebook posts** (Did you know you can create and schedule your entire set of Facebook posts at once? Spend some time planning and scheduling posts and they'll happen automatically!)
 - https://www.facebook.com/help/1533298140275888/?helpref=hc_fnav



Texting/Communication Tools

Remind is a communication app that allows leaders to send out mass or personalized messages to selected people.



Remind

<https://www.remind.com/>

- Upcoming meetings
- Upcoming deadlines
- A “check your email” notification
- Last-minute changes.

Gmail
q-1



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Changes to Council Marketing Material

- Council will provide:
 - Fliers for those who allow distribution
 - Electronic fliers for schools
 - Posters
 - School Talks
 - Social media posts, ready to plug and post.
 - Yard signs; flyer boxes available for purchase
- We will also email you weekly checklists of things that need to be done, starting in late July



Get Ready for Sign Up Night

- The week before—reconfirm school or other facility use for sign up night
- Confirm unit leadership coverage and support team for each scheduled location
- Arrange for table and chairs, SMALL but engaging display
- Set a recruitment GOAL
- Print calendar and Pack/Troop info sheet
- Try to set up for online registration....laptop, wifi/hotspot, etc.



Night of Sign Up

- Council packets will include
 - Youth/adult applications
 - Parent guides
 - Sign in/ payment sheet
 - Financial assistance forms
 - Volunteer information sheets
 - “How you heard about us” short surveys
- Bring pens, calendar (HIGHLIGHT ORIENTATION MEETING) & Contact information
- Change for fees (collect September fees)



Night of Sign Up

- Please note, online applications will pay registration fee for exact date of sign up, unable to provide financial assistance to online applicants.
- Ask each family “how did you hear about our sign-up night?” Use the surveys provided or jot down notes and send them to your district professional.
- Don’t forget about promoting Cub Scout Fun Day.... Our first outdoor event opportunity for new Scouts. We need every Pack to attend to help energize the newest members.
- Troops & Crews should HELP PACKS! (greet new families, entertain the new recruits...)



After Sign Up Follow Up

- *HOW TO TURN IN FORMS* (all forms should be turned in with fees to)
- Follow up with any families who came but didn't join *RIGHT AWAY*
- Take immediate action steps on all BSA online prospects/questions and applications, in addition to emails or comments on social media sites.
- Have your *New Parent Orientation* the next week!



New Parent Orientation Content – Communicate!

- Set Expectations
(see sample orientation sheet)
- Hand out calendar for at least the semester
- Contact info for all involved
- Initiate ongoing communication process

YPT reminder: new leaders are not permitted to take action until registration and background checks are completed.



INCENTIVES & OPPORTUNITIES TO IMPACT OTHERS



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Recruiting incentives for Scouts BSA recruitment.



**FREE
KNIFE!**

For every Scouts BSA member who recruits a brand new active member. This doesn't include a crossover scout. This offer will end on 10/31/24 or while supplies last.



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QUESTIONS???









































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2024-2025 Cub Scout Badges of Rank Requirements

The Bobcat Adventure is designed to be the first required Adventure.
Each badge of rank is earned by completing six required and two elective Adventures.
The six required Adventures are focused on the aims and focus areas of the BSA.

 LION Kindergarten	 TIGER 1 st Grade	 WOLF 2 ND Grade	 BEAR 3 RD Grade	 WEBELOS 4 TH Grade	 ARROW OF LIGHT 5 TH Grade
 BOBCAT Character/Leadership  MOUNTAIN LION Outdoors  FUN ON THE RUN Personal Fitness  KING OF THE JUNGLE Citizenship  LION ROAR Personal Safety  LION'S PRIDE Family/Reverence	 BOBCAT Character/Leadership  TIGERS IN THE WILD Outdoors  TIGER BITES Personal Fitness  TEAM TIGER Citizenship  TIGER ROAR Personal Safety  TIGER CIRCLES Family/Reverence	 BOBCAT Character/Leadership  PAWS ON THE PATH Outdoors  RUNNING WITH THE PACK Personal Fitness  COUNCIL FIRE Citizenship  SAFETY IN NUMBERS Personal Safety  FOOTSTEPS Family/Reverence	 BOBCAT Character/Leadership  BEAR HABITAT Outdoors  BEAR STRONG Personal Fitness  PAWS FOR ACTION Citizenship  STANDING TALL Personal Safety  FELLOWSHIP Family/Reverence	 BOBCAT Character/Leadership  WEBELOS WALKABOUT Outdoors  STRONGER, FASTER, HIGHER Personal Fitness  MY COMMUNITY Citizenship  MY SAFETY Safety/First Aid  MY FAMILY Family/Reverence	 BOBCAT Character/Leadership  OUTDOOR ADVENTURER Outdoors  PERSONAL FITNESS Personal Fitness  CITIZENSHIP Citizenship  FIRST AID Safety/First Aid  DUTY TO GOD Family/Reverence
  2 Elective Adventures	  2 Elective Adventures	  2 Elective Adventures	  2 Elective Adventures	  2 Elective Adventures	  2 Elective Adventures

11/9/23



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