



Shenandoah Area Council Roundtable August 2022 Fall Recruitment

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Know your Audience

- In recruiting, it's important to know your audience.
 - For Cub Scouts, the target audience is typically a mom.
- As you start creating and developing your event, it's critical you keep that audience in sharp focus to make sure your message is heard by the right audience at the right time.





Who is Mom?

“I am 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, so I am looking for things we can do together before they no longer want to spend time with me.”

A BIT ABOUT MOM...

- ▶ A bit skeptical. Question marketing and will search the web and social media to validate info.
- ▶ Spread thin so make things easy. Have less than an hour a day for themselves.
- ▶ They worry about their kids. Covid has only made it worse.
- ▶ Doesn't have a relationship with Scouting in her family.

WHAT MOM WANTS FOR HER KIDS

Safe. Emotionally healthy. Prepared for real life. Life skills and values. Wants to experience activities with their child. Technology is both a blessing and a curse.

WHERE DOES MOM GO FOR INFORMATION?

Online influencers. Taps internet via mobile device. Online 5+ hrs./day on avg. Reads online reviews before making purchase decision. Friends key info source as well. Prefers to be communicated via email. Trusts communication that comes from her child's school. Facebook still rules.

AVERAGE DEMOGRAPHICS OF TODAY'S SCOUT MOM

38 | Married | \$75K+ HHI | 2 Income | 4 Yr Degree

Mosaic: Council Market Analysis, Kids and Cabernet

QUESTIONS MOM HAS ABOUT SCOUTING

- Will my children be safe – it's the first and foremost measure to be addressed. *Safety is our number one priority. Scouting has the most comprehensive youth protection policies of any youth organization.*
- Is Scouting relevant anymore? Is it for families like mine? *The ideals the Scouting program teaches are timeless. Scouting builds respect for others, character, fitness and leadership and so much more. Scouting helps youth become their best future selves. It prepares them for life!*
- Will our kids get exposure to new things and opportunities? *Scouting is all about trying new things and new experiences. Whether it's camping or science – you can find it in Scouting. It's an amazing adventure for whole family.*
- Can girls join? This is still a question! Yes, girls are part of Scouts BSA and Cub Scouts. *Scouting is for whole family!*
- What will it cost (we don't want to do fundraising!)? It depends on the unit, but most packs/troops/crews ways to make the program affordable.

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Six Steps to Successful Recruiting

1. Make a Calendar of Fun Activities

- Focus on activities that not only the youth would enjoy, but families would too.
- Stick with your “bread-and-butter” events (pine wood derby, camping, hikes, etc.), but don’t be afraid to branch out into new territory

2. Let People Know – Promote YOUR Program

- Families want to join units that do things, and go places, let them know exactly what you are doing
- Make sure you have your BeAScout Pin updated

3. Recruit more Leaders and Helpers

- As your unit grows in youth, make sure you find the parents/grand parents or aunts/uncles that can help your unit grow as well.

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Six Steps to Successful Recruiting (cont.)

4. School and Community Presence

- Participate in “Adopt a School”
 - *Pick a school near your meeting place, reach out to their administration, and see if there is any service projects you can help them with.*
- By helping with the “Adopt a School” program you can show the community and your school of choice the Fun of Scouting and get more community and school support.

5. Sign-Up Events

- Once you have laid the foundation in #4 with the Adopt a School program, then you can talk to the administration at your adopted school to setup for Back-to-school nights
- Sign-Up events don’t have to be linked just to the schools. They can be Back to Scouting events setup in the community as well

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Six Steps to Successful Recruiting (cont.)

6. More Fun Events

- The last and final note is to keep having fun. If the kids, see you and the Pack/Troop having fun they are more inclined to want to join in and have fun too.
- Keep expanding on the calendar of fun events, and adding more and more fun ideas to attract more and more youth and leaders to the program.





Useful Tools



QR Codes Make it Easy!

QR codes make it easy to pull up web sites from your phone. Just point your camera and click!

For Scouting , it QR codes are an incredibly valuable way to

connect fliers, posters, yard signs and more to your event.

Remember those busy Mom’s we need to reach? QR codes

are also widely adopted by busy families as a fast and efficient way to find info they’re interested in.

Here are some helpful links (and QR codes!) to the BSA’s QR

codes for online registration, a Google how-to for

SCAN ME

QR Codes for Online Registration



On [BSA's Online Registration](#) system, you can find a registration URL and QR code specific to your unit. Include this code wherever you want people to be able to register for your unit immediately online.

Create QR Codes for Everything Else!

Create a QR code for any URL using the [QR code Creator](#) in Google's Chrome browser.



[QR Code Generator](#) is also a good place to create your own QR codes at no cost!



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Useful Tools

[Marketing & Membership Hub](#)

[2023 Recruiting Campaign Kit \(National\)](#)

[Adventure On! \(Cub Scout Promo Materials\)](#)

[Adventure On! \(Scout BSA Promo Materials\)](#)

[Six Steps to Successful Recruiting \(Atlanta Area Council\)](#)

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Q&A

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