

## **Cub Scout Recruitment Event Promotion -Best Practices:**

- 1. POSTERS** – To be placed on school bulletin boards and hallways as well as key businesses in the community where parents and kids are likely to see them.
- 2. FLIERS(VIRTUAL & PAPER)** – At least two sets of fliers should be passed out at school. The first flier one week prior to joining events and one at the school talks (if allowed) the day before the event. Scouts BSA fliers are available for 5th and 6th grade classes to promote recruiting events and to invite youth to join Scouting.
- 3. CUB SCOUT BROCHURE** – A brochure that highlights Cub Scouts including upcoming council Cub Scout event information. This brochure should be given to each family. These could also be utilized for any principal or school leadership visits to show what Cub Scouts do.
- 4. CUB SCOUT SIGN-IN SHEET** – Sign-in sheet to use at a pack display booth or other promotional event to gather contact information on prospective members interested in joining. Someone from the unit should call and personally invite them to the recruitment events or first pack meeting.
- 5. SCHOOL NEWSLETTERS/MORNING ANNOUNCEMENTS** – Send a press release to your school to be included in the school's newsletter. Highlight local youth and recognize adult leaders.
- 6. UNIFORM DAY** – Existing Cub Scouts should be encouraged to wear uniform to school on the day of recruitment event.
- 7. PEER TO PEER RECRUITING** – Existing Cub Scouts invite their friends to the first pack meeting or recruitment event. New this year – the more friends you invite, the more chances you have to win a Nintendo Switch! (See council website for details)
- 8. PARENT TO PARENT RECRUITING** – Parents help promote Scouting to their child's social circle through talking to their friend's parents and handing out fliers in their neighborhood, Sunday school class, sporting teams, etc. Materials will be widely provided by the council, in support of social media and networks (videos, etc.)
- 9. YARD SIGNS** – In addition to every registered Cub Scout family placing a sign in their yard, units place yard signs at the school, and in heavy traffic areas around the community.

- 10. CHURCH BULLETIN INSERTS** – Recruitment flier printed for churches.
- 11. SCHOOL OPEN HOUSES/ICE CREAM SOCIALS** - Register youth. Best success is achieved with large, active, hands-on displays (rocket launches, pinewood derby tracks, etc.).
- 12. FLAGS & DISPLAYS** - Display unit flags. Picture board displays and other materials are available for checkout at Scout office.
- 13. SOCIAL MEDIA** - Have all members of your pack utilize social networks such as Facebook to provide messages and share information that will resonate with parents. Make sure that your recruitment information is included. Encourage all families to share upcoming Fall Cub Scout events on their personal FB pages as well to create awareness and increase participation.