

Recruiting Ideas/Best practices

- **Cub Scout Derby - driven by units, all hands-on deck. Supporting units.**
- **Update Be a Scout website**
- **Unit coordinator**
- **Unit budget**
- **Pack calendar**
- **Follow affinity groups on social media**
- **Posting on social media**
- **Yard signs - other locations 3 per unit**
- **Open houses**
- **Buddy cards**
- **Community events**
- **Wear uniforms to school/sign up**
- **Involve membership chairs**
- **We need them to drive membership not DE's**
- **Canvas neighborhoods with flyers**
- **Radio/TV spots**
- **Everyone goes to one location**
- **Sunday schools**
- **Virtual recruitments - invite to a zoom meeting - JSN night**
- **Have units host a virtual JSN**
- **School E-news letters**
- **PTA/PTO information**
- **Next door**
- **Troops/Crews**
- **Geofencing**
- **Webisodes - 2-minute clips (done out at camp)**
 - **Ask to forward to other families**
- **Social media training sessions - marketing to constituent groups**
- **Charter org recruiting**
- **One location per county**
- **Wrap up mid-September**
- **Electronic school boards**
- **Parent to parent recruiting**
- **Geofencing**
- **Council provided placemats for lunch in classrooms**
- **Have a Scout party - like a birthday party, invite friends to a Scout function**
- **Den building checklist**
- **Be A Scout video - general**
- **Extra tools for units on website**
- **Door hangers**
- **B&G clubs**
- **Adopt a Schools**
- **Mom 2 Mom recruiting**