

Top 5 Things you and your scouts can use to INVITE a friend.

1. **Parent** – Send email to family and friends with kids scouting age with Registration QR Code and URL Link to unit's online application. This involves sending emails to all of your current families asking them to forward your email that includes your units QR code or individual URL to the unit's online application. (QR Code is an example)



<https://beascout.scouting.org/>

2. **Parent and Youth** – Post Unit Activities, QR Codes and URL Links on Facebook, NextDoor, Twitter, LinkedIn.
3. **Youth to Youth** – Invite a friend to Activity. Post short activity clip on IG, Twitter, Tic Tik. Encourage your friends to join you at an exciting event or outing.
4. **Parent and Youth** – Text family and friends via Direct messaging with your favorite app.

In the text of your outline what your unit will be doing over the next few months and how fun it would be to have more youth and families they know take part in these meetings by joining your unit. Also be sure the let them know that the QR code and URL are specific to your unit so they should keep that in mind when they invite people to join. Ask then to include a personal story about what their child has learned through Scouting and a personal ask for the family to join them in their Scouting adventure.

5. Scouts BSA Peer to Peer

The most effective recruiter in Scouting is a Scout who is enthusiastic about their troop. Troops that have a strong annual plan that can easily be shared with prospective youth and parents find that youth will continually join their unit. Having a system in place that allows your Scouts to invite their friends to participate in activities is essential to sustainable growth. In general, if the troop is active with trained leaders, it becomes very easy for each Scout to sell their friends on coming, participating, and eventually joining. As the Troop prepares for activities and events be sure to include incentives that encourage each Scout to invite friends from school, church, or their neighborhood to tag along. Remember that a candidate for First Class Scout must invite a friend to attend a troop meeting or activity. Recruiter patches are available to Scouts who recruit a friend to join their troop.