



SCOUTS
— BSA —

Peer-to-Peer Recruitment Guidebook

nhscouting.org

PEER-TO-PEER INSTRUCTIONS

Plan or Identify a High-Impact Scouting Experience

Choose a meeting or event that guest youth will:

- Find interesting, exciting and memorable
- Participate in a hands-on activity
- Get to know a few of the Scouts better and learn about how awesome your troop is



3 Weeks Prior

(and right after something your troop particularly enjoyed)

- Give the troop 20 minutes to talk about the things they like most about Scouting and their troop
- Ask existing troop members to make a list of everyone they know who could be in their troop
- Challenge them
 1. To include youth who may not be in their immediate circle of friends
 2. To not decide for anyone else that they “cant” or “wouldn’t” join
 3. To create a list with three or more times as many names as are already registered in the troop

2 Weeks Prior

- Add names remembered since the list was made and clean up duplicates
- Assign every name on the list to 3 current scouts who know them
- Scouts each fill out a Buddy Card (legibly) for each guest they will invite
- During the following week, every prospective scout on the list is enthusiastically invited to the upcoming event or activity, and given a buddy card with time, date and location on it
 1. Every prospective scout gets a personal invite from three friends
 2. Make person-to-person invitations! Social media can be used as a reminder, but not as the only invite.

1 Week Prior

- Scouts personally remind those who have been invited. Call and offer rides.

Day of the Meeting

- Don't forget reminders!

At the Meeting

- Make prospective youth feel totally at home right away
- Get guests directly involved in activities right away
- Have an adult volunteer present to meet with the parents
 1. Explain Scouting and answer their questions while youth are participating
 2. Give them youth applications (and adult applications if interested)
 3. Share promotional brochures
- Be sure to announce the upcoming cool activities and outings they can go on if they join
- Specifically and personally invite them all back to a specific meeting/event
- Collect registrations that night

Follow Up

- During the next two weeks, Scouts should:
 1. Personally thank their friends for coming
 2. Ask guests how they liked the event
 3. Share what they like most about Scouting
 4. Invite them back
- Leaders respond to all questions / requests for information that parents expressed at the meeting. Encourage parents to encourage Scouting.





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