



## Mobile Base Camp Recruitment Guidebook

### 1. Set up an inviting Membership/Welcome table.



- a. Place the promotional tablecloth on the table, lay out stickers, patches and other swag available in the Mobile Base Camp
  - b. Display the framed Granite Base Camp flyer and Scouting flyer with the Council's QR code (or display your Unit's)
  - c. Set up the banners in a way that guides families to your table (forming a line)
  - d. Have the memo pad and pen out on the table to collect information or questions/notes.
2. The Membership Table acts as a "Check in Station"
- a. Ask folks to "Check in" by scanning the QR code and adding the requested information into the invitation manager.
    - i. Invite the children to check out the sample mini mags and have the kids pick out patches and other items while you talk about Scouting.
  - b. If the family doesn't have a smartphone, ask the guardian to write their contact information on a memo pad. You can raffle off some swag as an incentive for families to leave their info!
  - c. After they check in, have them stand in line to enter the ranges



3. While families wait in line, offer to take their photo with the photo prop! Ask their permission to post on your Unit's Social Media pages.
4. Be sure families do not walk away without leaving their contact information
5. FOLLOW UP! Don't forget to call/email families who visited the unit. Go into your invitation manager after your event and contact the families with information (and an invite) about your next event or meeting. Be sure they know how to find you and how to contact you. If they can't make it to the next event, be sure you invite them to your Unit's meetings.
6. Be prepared to welcome new families. At your Unit meetings, have a welcome table with a volunteer – or better yet – membership coordinator ready with a sign in sheet (to collect contact info), welcome flyer/packet, applications, device with BeAScout.org called up for easy online applications and answer any questions the family may have.

Helpful Links:



BeAScout.org



Membership & Marketing  
Hub

**Happy Scouting!**