



**Welcome to the Campfire Chat!
With....**

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Recruiting Resources

Membership Monday Newsletter

- *Weekly email with tips, resources, Unit Best Practices*

Thursday's Lunchtime Live! 12:30, DWC Facebook Page!

- *Casual chat about membership, retention & programming ideas*

Membership & Marketing Hub

- *More specific tools at your fingertips!*
- **NEW* Welcome back to Scouting letters!*
- *Digital applications, forms, Scout Life & more*

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Recruiting Resources



Mobile Base Camp Reservations

- *Calendar for easier booking!*
- **MINI BASE CAMP! 3 More Archery Units!*
- *Swag, flyers, notebooks, etc. all inside the Unit*
- *Photo prop with QR code to BeAScout.org*
- *Branded tablecloths have arrived!*

Monthly Membership Meetings: Campfire Chat! Next one is October 28th

- *Be sure you subscribe to the Membership Newsletter too!*

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Council Recruitment Incentives!

President's Membership Challenge

- *13 Units have claimed the top prize of \$200 so far!*
- *New Scouts since Jan. 2021 – Dec. 30, 2021*
- *Fill out the President's Challenge form online*
- *Award a deserving Scouter/Supporter the President's Coin*

BeAScout, \$25 Back!

- *From 9/1-12/31 every new youth (first 1000) joining via BeAScout.org (with promo code) will have \$25 waived!*

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Council Recruitment Incentives!

Get your Scouts excited about the incentive!

- Instead of telling kids “We’ll earn \$200”, plan a Unit pizza party, popsicle party or activity if 5 new Scouts join
- Offer a raffle drawing. Every Scout who brings a friend to a meeting earns a raffle ticket.
- Create competition between Dens/Patrols/Scouts. Winning group earns an ice cream sundae party

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Join Scouting Events –Plan & Promote!

Share your Join Scouting Event Info & Request Flyers through the Membership and Marketing Hub

- The flyer requests asks for Join Scouting Event Details, enter them so we can support you!
- Plan an event with the Mobile Base Camp/Archery Unit
- Invite those families to a Join Scouting event with your Unit so they can ask questions and learn more.
- Be sure folks can register to join on the spot. ***Follow up!***

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BeAScout.org

BeAScout.org is the most important recruiting tool when it comes to welcoming families and tracking your Unit's leads.

Right now there's interested families waiting to hear from our units – wanting to join. We can't keep them waiting!

Please check the Invitation/Application Manger every few days.

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Unit Pin QR Code

- While hosting a Join Scouting Event whether it's with the Mobile Base Camp or at the Chartered Organization, it's important to have the QR code handy.
- New families can easily scan the code and add themselves to the Invitation Manager or Apply to the unit online – on the spot.
- Don't forget! Only the unit can accept Applications.

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Updating Pins

FREE SHIPPING WITHIN THE CONTIGUOUS U.S. ON ORDERS OVER \$125*

Update Unit Pin Get 30% Off



PROMO CODE: PIN30

Leaders – it's that time of year again! We're looking forward to the fall Scouting season. We need to make sure that your unit's info is up-to-date. So, we're offering a special discount: **update your Unit Pin** and receive **30% off at the Scout Shop!** Hurry, this discount won't last long.

[UPDATE UNIT PIN](#)

NEED HELP UPDATING PIN?

CLICK HERE

to watch this how-to video

Update Your Pin Get 30% Off

Update your BeAScout.org unit pin and get a promo offer from **Scout Shop of 30% off.**

Included:

- Suggested email copy
- Suggested text copy
- Social graphics and Social photo frames
- Suggested social copy

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Membership & Marketing Webinars

ESCAPE
THE
indoors

Find all the webinar
recordings here!

<https://scoutingwire.org/marketing-and-membership-hub/marketing-webinars/>



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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"
 - Have your most outgoing, personable volunteer stationed at your Membership Table. This person should be very familiar with the Scouting program. They should feel comfortable talking to strangers, starting conversations and "selling Scouting".
 - Ask folks to "Check in" by scanning the QR code and adding the requested information into your Unit's BeAScout.org Pin Invitation manager. Make this a required step to enter to use the activities. 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!
 - Did you know what Gaga Ball was before your kids introduced it to you? Invite families and kids over to start playing in the Gaga Ball pit, this will encourage others to come over and visit.
 - Invite the children to check out the sample mini mugs and have the kids pick out patches and other items while you talk about Scouting.
 - After a family checks 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!



Join Scouting WINS!

- What is working?
- What's not working?
- What will you keep doing?
- What will you stop doing?
- What will you try next time?

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Bookmark the

Membership & Marketing Hub!

**Watch the Monthly Membership Chats
& Subscribe to the Membership
Monday Newsletters**

Thank you!

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