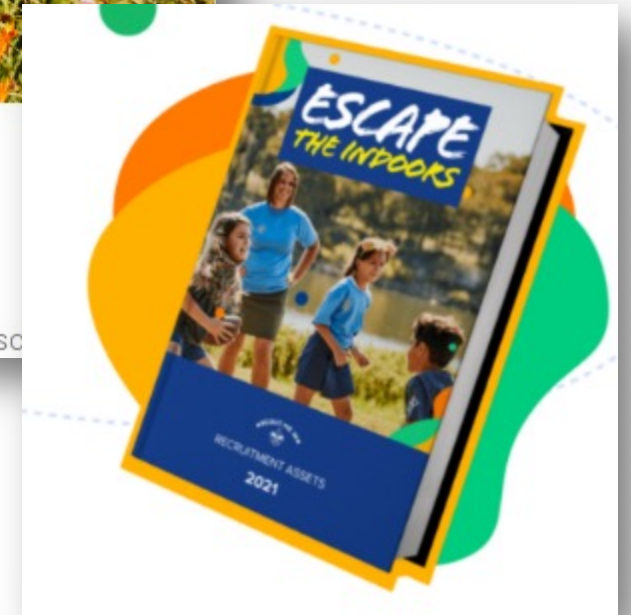# BSA National Membership Marketing Landing Page
Scouting.org/recruitment

www.scouting.org/BrandCenter

Welcome Back Kit

Copy and graphics for local leaders to use to invite families back to the pack!

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

Setting the Table

Set the table for a great recruitment by letting people know how to get in touch with your unit. Make sure to have a list of upcoming activities for new parents and prospects.

Annual Planning Conference

P T Plan all the unit meetings and activities for the coming program year. This will let new parents know what their kids will do as soon as they join your unit.

Set Up Your Unit Pin

B The BeAScout unit pin allows prospective members to find you online and apply to join your unit.

Set Up Online Registration

B Today's parents expect to register their kids online. Make sure to set this option for your unit.

Starters

Make people aware of your unit, but don't get so full of Starters that you cannot focus on the main course!

Press Release

B Promote your unit in local publications. Local news will often run stories provided by community groups. Be sure to provide a good photo, contact info/website, and promote upcoming joining opportunities.

School Publications

P T If your school doesn't allow direct access, obtain a spot in the school calendar, website, lunch menu, or school event program.

Posters and Flyers Campaign

P T Coordinate with local businesses to display a poster promoting your Pack. Think about places where parents of Scout-aged youth are likely to go, both online and physical places.

Post on Front Porch Forum

B FPF is a free service used by many. Help your neighbors connect with your unit!

Submit to KidsVT.com

B This is a free parent resource. Get on their event calendar!

Social Media

B In addition to being a great communication tool within your unit, having a strong presence on Facebook and other social media can be an incredible tool to promote your unit within your community. Shares, Likes, Comments, and Clicks boost visibility.

Entrées

This is the main course. The cornerstone of a recruitment campaign is to have the buy-in from the parents in your unit and the community. The more people sitting around the table, the more fun and successful your recruitment will be.

Your Entrée is served with your choice of at least 3 sides to make sure you've got a crowd ready to join your Unit.

5 Things You Should Be Doing Right Now

1. Connecting with the Leaders in Your Unit & Your COR

Meet to discuss and plan your next program year

Decide which events will be recruiting events too

Elect a Membership Chair and be sure you have all the information they need to help families join your Unit

2. Reach out to the school in your neighborhood

Don't just ask for them to distribute flyers

Adopt a School and team up to offer Community Service

Create a relationship and a natural partnership will form
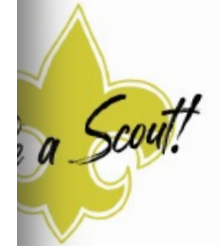
Print bookmarks and distribute at your local school and Public Libraries during *Read Across America* week.

Thanks to Kara Hill @ Circle 10!

3. BeAScout.org Pins

Check your Pins! Update the contact information

Add details – when/where you meet, what your Unit likes to do

Download your Pin's QR Code and display it at every recruiting opportunity.

4. Make a List of Friends to Personally Invite.

Over the summer ask Scout families to create a list of Non-Scouting friends with their contact info.

Send the contacts an email using the Welcome to Scouting template on the Hub

Add the contacts to your Unit's weekly newsletters

59.3% joined because of a personal recommendation from someone they know.

2019 Cub Scout New Member Joining Study.

5. Use Social Media
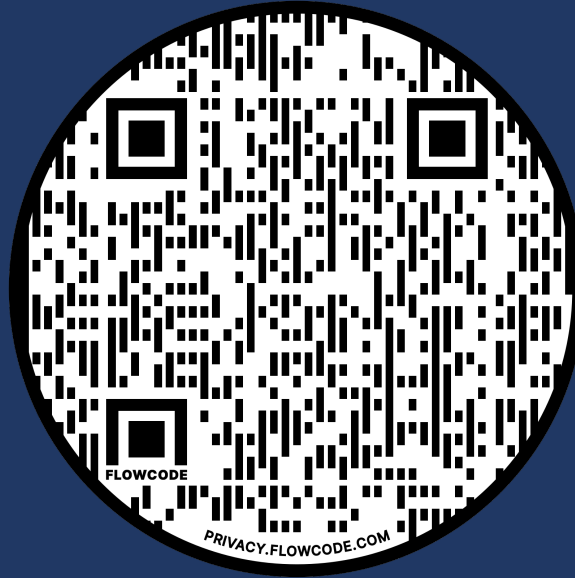
Post often!

Don't go "dark" in the summer

Use the Social Media Calendar on the Hub to pre-plan and schedule your posts.

Post pictures, videos, showcase your Community Service efforts, Eagle Projects, activities and events!

#ADVENTUREON
JOIN TODAY AT BEASCOUT.ORG

FLOWCODE

PRIVACY.FLOWCODE.COM

Find all the DWC Membership Workshop recordings here!

Find all the National webinar recordings here!
https://scoutingwire.org/marketing-and-membership-hub/marketing-webinars/

Thank You