



Halloween/School Open House Best Practices

Recruiting to Two Audiences:

- Prospective Scouts
- Prospective Scout Parents/Guardians

Scouts want to hear about all the fun they're going to have with their friends

Parents/Guardians want to know how their children and family will benefit from Scouting

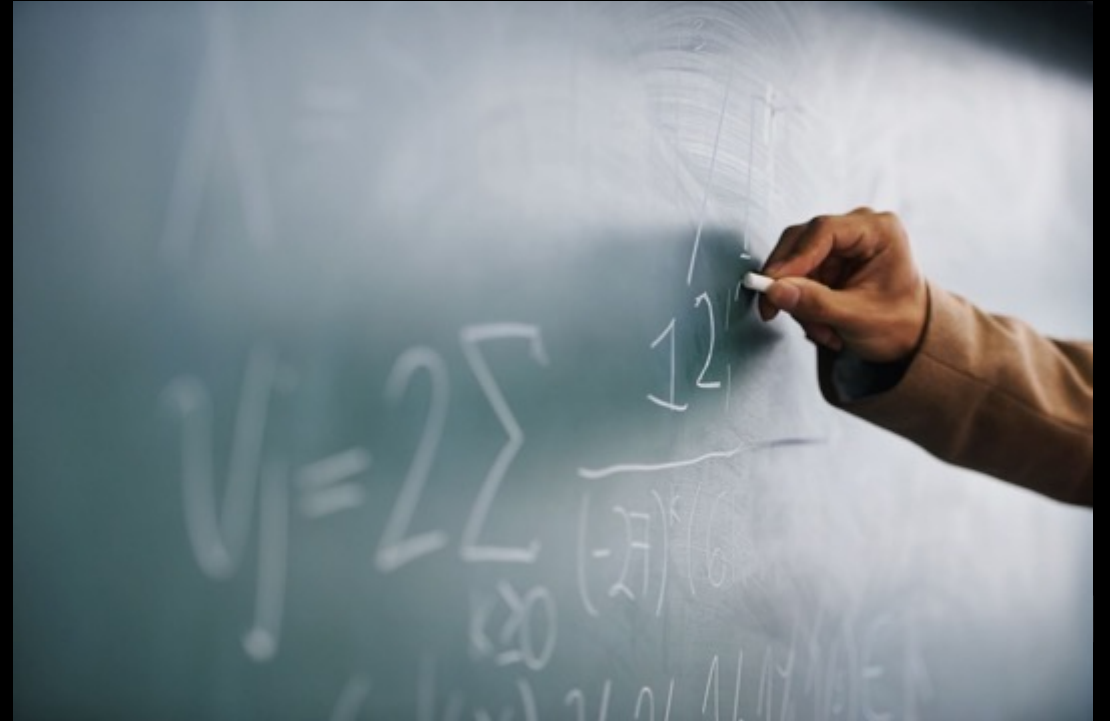
Meeting with Schools –
creating a partnership

Offer the Adopt-A-School
program

Enrichment During/After
School

Offer volunteer services

Mention the Benefits of
Students who are Scouts



- Higher academic and conduct grades, constructive peer relations, and positive emotional adjustment. (Posner and Lowe, 2008)
- Decrease in delinquency rates. (Agnew and Peterson, 1989)
- Help youth develop a sense of themselves as people who are broadly competent, who can work constructively in groups, and who can complete poorly defined tasks.
- Increased sense of obligation to the community and its institutions. (Kleinfeld and Shinkwin, 1983)
- Demonstrate higher affective and cognitive regard for learning science content. (Jarman, 2005)
- Scouting programs support the growth of developmental assets. (Search Institute, 2004)
- Researchers identified significant differences between Scouts and non-Scouts in these areas: health and recreation, connection to others, service and leadership, environmental stewardship, goal orientation, planning and preparedness, and character. (Jang, Johnson, and Kim, 2012)
- The results of study at Tufts University showed strong evidence that participation in Scouting supports the development of pro-social behaviors, career goals, tolerant beliefs, and positive character attributes. Scouts who attend meetings regularly report better grades. (Lerner, et al., 2015)



Benefits of Scouting

School Open House Set Up

Have a table set up with a branded tablecloth or banner

Offer an easy, take-home activity

Always include contact info, website, Facebook page

Encourage folks to leave their contact info with you

Ask interested families to scan your Pin's QR code and add themselves to the Invitation manager

Have a few Scouts (one in uniform, one class B) with you and a Unit volunteer who is well-versed in Scouting

Don't forget to advertise to the school community that you will be there to answer questions!

BOO-tiful Recruiting Ideas for Halloween

Send out invites to your Unit's Halloween party

Plan a "Trunk or Treat" event with your Chartered Organization as a Join Scouting Event

Host a themed costume contest with themed activities and send out bring a buddy cards and invites to local schools

Hand out candy with Scouting information/invites

After Halloween – promote an "Operation Candy Swap" and have at your Chartered Organization as a donation location. Promote it in your local papers, schools, community and donate candy to our Troops! In exchange for candy, kids receive a fun take-home activity with your Unit's information!

Treats – No Tricks!

Attach “Join Scouting” stickers to candy.

Have your Scouts hand out business cards to other youth and invite them to your next meeting.



JOIN CUB SCOUTS

Cub Scouts is a year-round program offering fun activities promoting character and leadership development. Scouting is designed to be hands-on, and parents are encouraged to play an active role.

All BOYS and GIRLS in Grades K-5

Come get a sneak peek of what Cub Scouts has to offer!
September 14th, 6:30 PM – 7:30 PM
Lamprey River Elementary School
33 Old Manchester Rd., Raymond, NH

Join Cub Scout Pack 100!

Pack 100 meets monthly at the Lamprey River Elementary School at 6:00pm. Dates and times can vary based on activities.

Questions? Contact Us

Daniel Woods

Check Out Pack 100's Upcoming Events:

10/5/22 - Service project for American legion Post 90 Hartman Hill Rd 6:30 - 7:30

10/6/22 - Lamprey River Elementary School open house Time TBA

10/22/22 - Fall Family Fun Festival Lamprey River Elementary School 10am-2pm



More Information:

This is not a school sponsored event. A registration fee is charged when signing up for Cub Scouts. For more information, please contact us.

JOIN CUB SCOUTS



JOIN SCOUTS BSA

Scouts BSA is a year-round, family friendly program focusing on fun, teamwork, character building & leadership activities that shape our Scouts into confident kids and our community's future leaders.

The Scouts take the lead and decide what their activities will entail. High adventure, hands-on STEM projects, contributing to their community and venturing in the woods is just the beginning! No prior Scouting experience required!

All BOYS and GIRLS ages 11-17

Come get a sneak peek of what Cub Scouts has to offer!
September 14th, 6:30 PM – 7:30 PM
Lamprey River Elementary School
33 Old Manchester Rd., Raymond, NH

Join Scouts BSA Troop 100!

Troop 100 meets monthly at the Lamprey River Elementary School at 6:00pm.

Dates and times can vary based on activities.

Questions? Contact Us

Daniel Woods

(603) 315-1668

raymondpack100@gmail.com

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Hand out Unit Flyers!
Make one of the events a Unit Halloween Party

Put out Yard
Signs (and ask
your Scouts &
neighbors if
they can
too!)



Bring your
Unit & New
Scouts to
Spooktacular!
Oct. 22nd

5 PM - 9 PM

Camp Carpenter



The Leader Resources and Downloads page will be redesigned in “Steps”.

Step 1: Plan

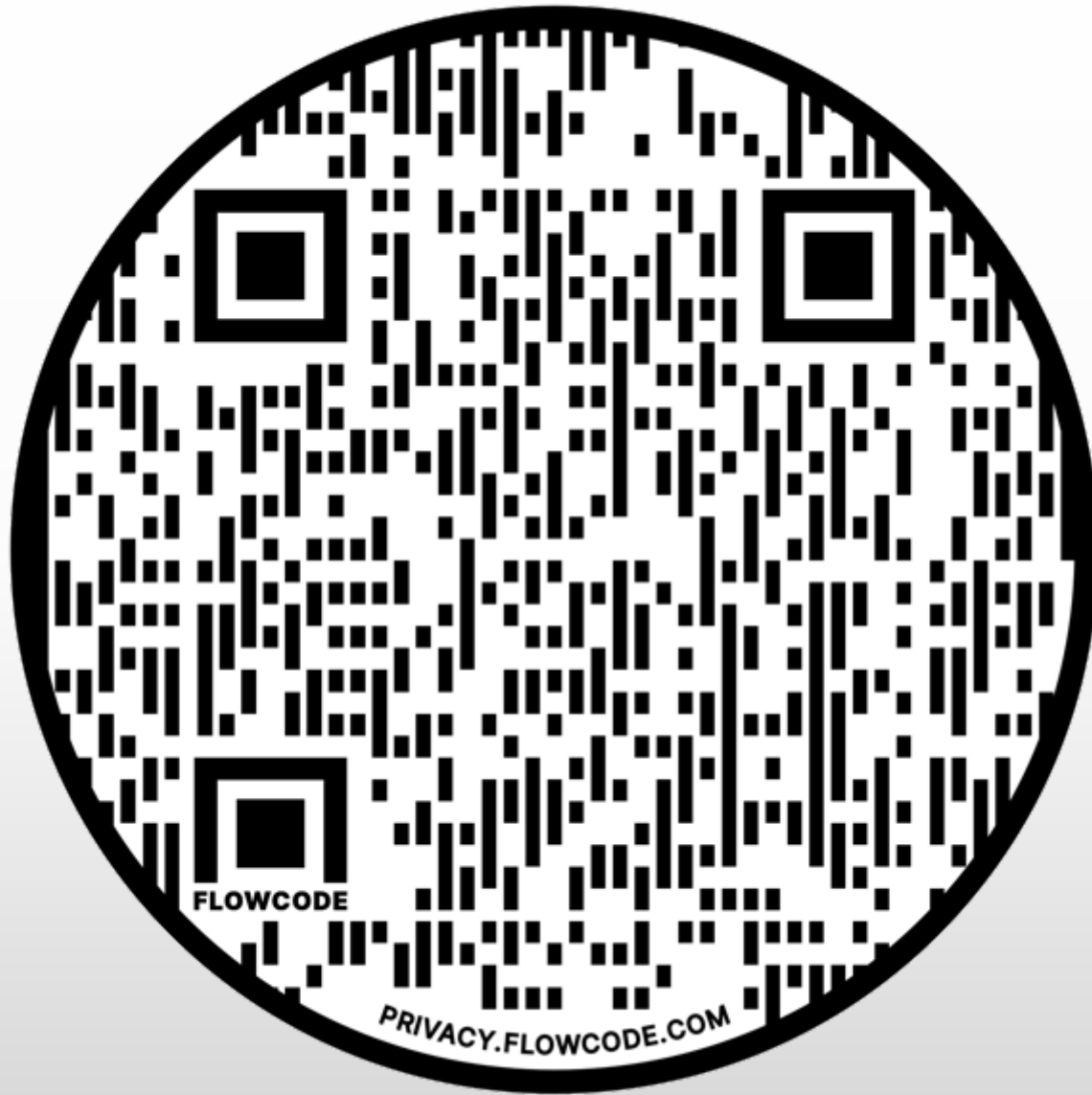
Step 2: Promote

Step 3: Execute
(event)

Step 4: Follow-up

Step 5: Welcome!





Membership
&
Marketing
Hub

#ADVENTUREON

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Membership
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recordings here!



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



What are we missing?

Let's hear your ideas!