



DYNAMIC RECRUITING

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WHAT IS DYNAMIC RECRUITING?

What is Dynamic Recruiting?

- Year round recruiting effort = always top of mind
- Integrated into the way we Scout all the time = minimal effort
- Sharing Scouting continuously in our communities
 - Networking, intentional, make connections
- Look for opportunities to welcome more families year round
- Not limited to a specific time of year
- In addition to time/event-based recruitment
 - Join Scouting/Open House nights
 - Time/event based – you always get the “joiners”



Does Dynamic Recruiting create more work?

- No! It makes the recruiting effort easier overall!

- When your Committee plans the schedule/events for the year, automatically schedule a New Friend Activity (NFA) once a month and encourage Scouts to invite a non-Scouting friend
- Dynamic Recruiting becomes part of your program planning with minimal effort and time commitment



How does it work?

Everyone in Unit Generates friends list from neighborhood, schools, sports, creating relationships

Once a month - plan a fun activity – no uniforms – more approachable

Ongoing process of getting to know folks and share about Scouting

Gives the opportunity to talk to those who may not necessarily come to a join scouting night

Less threatening to ask families to come to a BBQ, Game Night, Kickball game – those folks may not attend a Join night invite again the next month



Know Your Niche!

What's unique about your Unit?

What's your Unit's DREAM goal? What can you make happen with 5, 10, 20 more families? Use those ideas to talk to families about your Unit in a compelling way.

Are you families...

- Hikers, campers, STEM, orienteering?
- Be able to communicate what you're all about to new folks

that will excite them

NFA – assessing “fit” – helps recruit families not just youth

- Helps create and maintain a healthy unit

Not a good fit?

- We all have a responsibility to find a unit the family will thrive in.
- It doesn't have to be ours.

Know Your Audience

Always joiners = 15 percent of available families are going to join

- FOMO – likely to show up at Join night
- Familiar with brand, family involved, know what to expect

Maybe joiners = 70 percent – need attention here – need more info, questions answered, what's their barriers?

Response to barriers:

Feel, Felt, Found Technique:

- I understand, I had the same *feeling* about fitting another thing into our busy schedule
- I *felt* that I wouldn't have enough time
- But I *found* that it was a perfect way for our family to gain more time together



Scouting can be Intimidating!

Uniform/Language: Traditions are meaningful and important – but barriers at first to families who are not familiar.

Informal – Less threatening, easing folks in more likely to come back to next meeting



New Friend Activities...

Outlaw Pinewood Derby

Recycled Raingutter Regatta

Chuckwagon

Campouts

Smores, Scout Spirit and Skits

Hiking Club

Sports Club

Board Game Nights

Scouts Skills Stations

Adventure Day at GBC!

Orienteering

STEM Activity

Kickball Game

BBQ

Movie Night

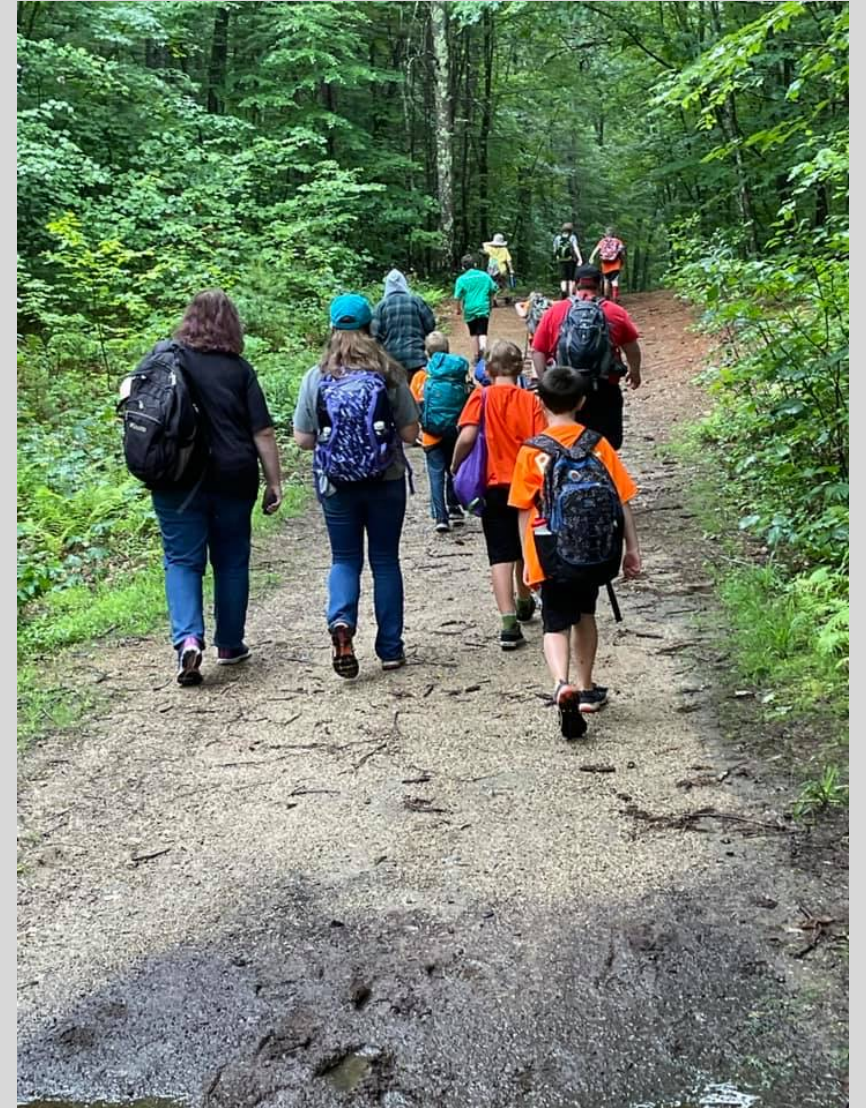
Bowling

Involve your Partnering Troop/Pack or team up with other local Units!

Strength is in numbers! Invite your partnering Troop to plan a “Bring a Buddy/NFA” event with your Pack families.

Smaller Pack? Team up with another local Pack! More leaders equal more help with event planning and supervision!

Create a Troop vs. Pack or Troop vs. Troop, Pack vs. Pack Challenges – like a field day, scavenger hunt or minute to win it games!





NEW MEMBER COORDINATOR

New Member Coordinator Role

What's a New Member Coordinator? & How Is It Helpful?

The *New Member Coordinator* (NMC) position has been designed to:

- Be a FUN and engaging position.
- Form relationships with new members and their families.
- Fit every type of unit, every age level and every program.
- Be recruited and supported by key unit leadership.
- Be provided with training both online and face to face.
- Be mentored by the District Membership Chair and become part of the District Membership team.
- Use a team approach by encouraging more than one NMC in a unit, allowing them to tailor their work to individual interests/expertise, as well as to recognize the particular needs of the unit.
- Be visible and easily identifiable at unit gatherings by their *Welcoming* smiles and their BSA “*Welcome*” logo that they display and wear on an activity shirt, on a hat or vest or in some cases, a pin on a field uniform.

Source: [New Member Coordinator - Scouting Wire : Scouting Wire](#)



Using your BeAScout.org Unit Pin to Capture Leads

Go to your Unit's "Invitation Manager" and Download your Unit's Pin QR code

Add the QR code to a flyer and display it at your recruiting events.

Ask folks to "Sign in" to your event by scanning the QR code and entering their information into your Invitation Manager.

Follow up with your guests after your event.

Send an email inviting them to your next activity or meeting

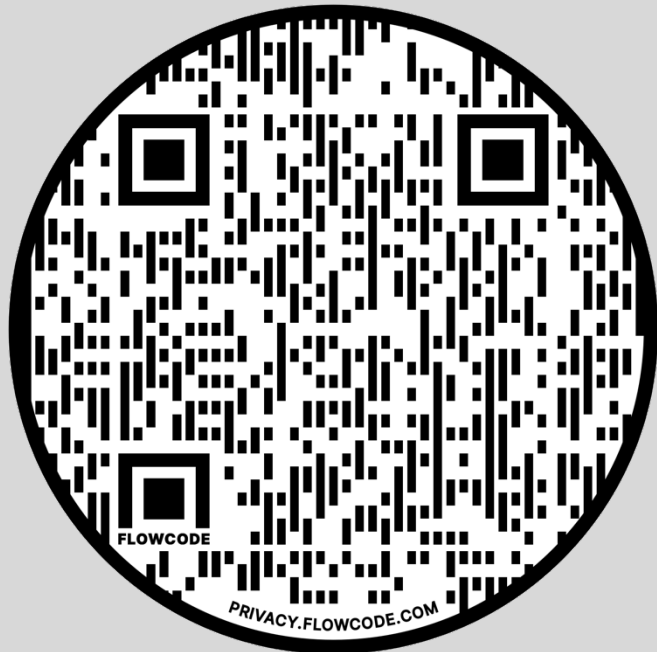
Call to see what they thought of the event and if they'd like to visit again.





RESOURCES

Membership & Marketing
Hub/Leader Resources



Sign Up Genius

Cognito

Grammarly

PosterMyWall.com

Canva



THANK YOU!