

# Recruitment Opportunities and Ideas

## School-Based Recruitment

- Flyers sent home (paper or digital) **COUNCIL SUPPORTED**
- Backpack stickers or tags with QR codes
- Classroom Scout talks or show-and-tell
- Morning announcements or student broadcasts
- School newsletter articles (PTO/PTA or principal)
- Bulletin boards, hallway displays, or display cases
- School marquees
- Open House / Back-to-School Night booths
- Meet-the-Teacher Night presence
- Lunchroom "Scout Table Talks"
- Library bookmarks or coloring-sheet flyers
- Scouts wearing uniforms on spirit days
- Older youth speaking to younger students
- Adopt-a-School or service projects on campus
- Front office flyer stacks

## Community Events & Local Visibility

- Community fairs and festivals **COUNCIL SUPPORTED**
- Farmers markets and summer events
- Parades and public ceremonies
- Trunk-or-Treat events
- Library or community center boards
- Community display kiosks
- Sports field or recreation center displays
- Holiday or patriotic events
- Pop-up tables (no tent required)
- Sidewalk chalk invitations near parks/schools
- Coffee shop or business table cards
- Free Little Library flyers or bookmarks
- Scouts in uniform in the community

## Unit & Program-Based Recruitment

- Unit Join Nights **COUNCIL SUPPORTED**
- Invite-a-Friend events

- Game nights open to guests
- Outdoor skills demos (knots, first aid, fire safety)
- Mini Pinewood Derby events
- Theme nights (camping, dinosaurs, space, spies, Pokémon, etc.)
- Field days or obstacle courses
- Seasonal kickoff nights
- Crossover, Blue-and-Gold, Court of Honor events with local units invited

## **Family & Peer-to-Peer Recruitment**

- Personalized invitation letters
- Peer-to-peer cards **COUNCIL SUPPORTED**
- Parent-to-parent invitations
- Text-a-friend scripts for parents
- Phone calls or personal emails
- Information cards handed out by families
- Flyers or QR handouts shared personally
- Scout birthday party invite inserts
- Playground or carpool conversations
- Sibling invitations (“brother/sister can join too”)
- Scout show-and-tell invitations

## **Digital & Social Media Recruitment**

- Unit promotional or highlight videos
- Short testimonial posts from parents
- Photo-dump “this is what we did” posts
- Posts in neighborhood Facebook groups
- School or PTO social media sharing
- Community buy/sell or neighborhood pages
- Nextdoor event postings
- Reposting council or district content
- Event countdown reminder posts
- Pinned “New Families Start Here” post
- QR codes on all materials
- Public website updates
- Keeping BeAScout.org pin updated
- Paid geofenced social ads **COUNCIL SUPPORTED**

## **Signs, Flyers & Physical Promotion**

- Yard signs at homes and businesses **COUNCIL SUPPORTED**
- Yard signs near schools and neighborhoods **COUNCIL SUPPORTED**
- Weekend-only yard sign blitzes **COUNCIL SUPPORTED**
- Posters at local businesses
- Flyers at youth sports practices/events
- Large banners on school fences **COUNCIL SUPPORTED**
- Sandwich board signs at meeting locations
- Car window clings or magnets
- Stickers with QR codes
- Community bulletin boards
- Scouting for Food flyer distribution

## **Faith-Based & Civic Partnerships**

- Faith bulletin inserts
- After-service meet-and-greets
- Faith youth group presentations
- Civic group partnerships
- Flag ceremonies at meetings/events
- Honor ceremonies (Veterans Day, Patriot Day)
- Service projects with charter organizations
- Community calendar listings
- Charter org social media shares