

VERDUGO HILLS COUNCIL'S FALL 2021 RECRUITMENT CAMPAIGN

“Join Scouting for FUN!”

This is a summary of the information shared during the Roundtable Meeting breakout room for Scout troop leaders on August 12, 2021.

The Campaign Goals

- 1) Each VHC troop will recruit *at least* 5 new Cubs *and* 5 returning Cubs by June 1, 2021.
- 2) The VHC Membership Committee will assist troop leaders to:
 - (a) conduct recruitment events in parks, schools, churches, and other locations in their neighborhoods during April and May, and
 - (b) reach out to re-register lapsed Scouts.

COMMUNITY OUTREACH CAMPAIGN

Three suggested levels of **in-person events**:

Gold Level Event – a Big Fun Event that may already be planned. Possible events — splash party at CVO (just need Safe Swim Defense), easy bike ride to an ice cream parlor, easy day hike. Can they be opened in some way so non-Scouts can participate?

Silver Level Event — a table with an activity to draw the interest of passers-by in a park. Possible attractors — S'mores, make-and-take project (paper airplanes & a target), can you learn a knot?

Bronze Level Event — a recruitment information table near, say, the after-school pick-up place or after the church services, with flyers to hand out.

Reaching out on **social media** is an important avenue for recruitment. See the Google Drive for ideas.

INTRA-TROOP RECRUITMENT EFFORTS

There are some opportunities for **financial assistance** with membership fees. Contact Amy Taylor (Amy.Taylor@vhcbsa.org; 818-243-6282).

Bring a Buddy!

- (1) Encourage Scouts to bring a friend into their troop meeting.
- (2) The Recruiter patch requirements are simple: “recruit a friend into Scouting.” It’s up to the troop to determine how many times this is counted (usually only for the first recruit).
- (3) Suggestion: Wear your troop T-shirt to school.
- (4) Give each Scout a Recruiter ID wallet card with *BeAScout.org* and their troop number, in case a friend asks, “How do I join?” Click [here](#) for peer-to-peer cards.
- (5) Update your troop’s BeAScout pin’s features.

Bring ‘em Back!

- (1) Each troop’s [New Member Coordinator](#) leads the *team effort* to reach out to Scouts with lapsed registrations.
- (2) A fun fall program is the key, so have a plan ready to share.

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RESOURCES

VHC Google Drive: https://drive.google.com/drive/folders/11eSbCrbjoupGez4Npq_W-qLwskgBXJ00

- BeAScout and Online Registration Hints-VHC.pdf
- Membership Assistance Application.pdf
- City-of-Glendale-Membership-Assistance-Application.pdf
- Campership Application.pdf
- VHC BSA Recruitment.doc
- Fillable peer-to-peer card PDF files
- Social media sample texts and pictures.

VHC COVID-19 Protocols: <https://www.vhcbsa.org/covactivityprotocols>

VHC 2021 Summer Adventures: <https://www.vhcbsa.org/summeradventures>

Troop Program Ideas: <https://troopleader.scouting.org/program-resources/>

BSA Marketing Tools: <https://scoutingwire.org/marketing-and-membership-hub/>

See <https://scouting.webdamdb.com/bp/#/folder/4968158/> for peer-to-peer cards

<https://scoutingwire.org/marketing-and-membership-hub/councils/new-member-coordinator/>

Training for Scout Leaders: <https://my.scouting.org>