

BEYOND CROSSOVERS:

Recruiting Non-Scouts & Older Youth

Scouting  **America**™

Prepared. For Life.™



Who am I?

Kathryn A.

- Troop Advancement Chair
2024 - Now
- Troop Membership Chair
2024 - 2026
- Pack Committee Chair
2020 - 2024
- Cub Scout Den Leader
2019 - 2024
- Wearer of many hats
(...and sometimes crocodiles)



My scouting buddy (2019)



My TWO scouting buddies (now)

Who am I?

Jacob M.

- Cub Scout Pack 214 OCC
2017-2020
- Boy Scout Troop 616 OCC
2021-2022
- Boy Scout Troop 420 CSC
2022 - Present
- CSR Staff
2024 - Present
- ❤️ Fly Fishing and Mountain Biking



Troop 616



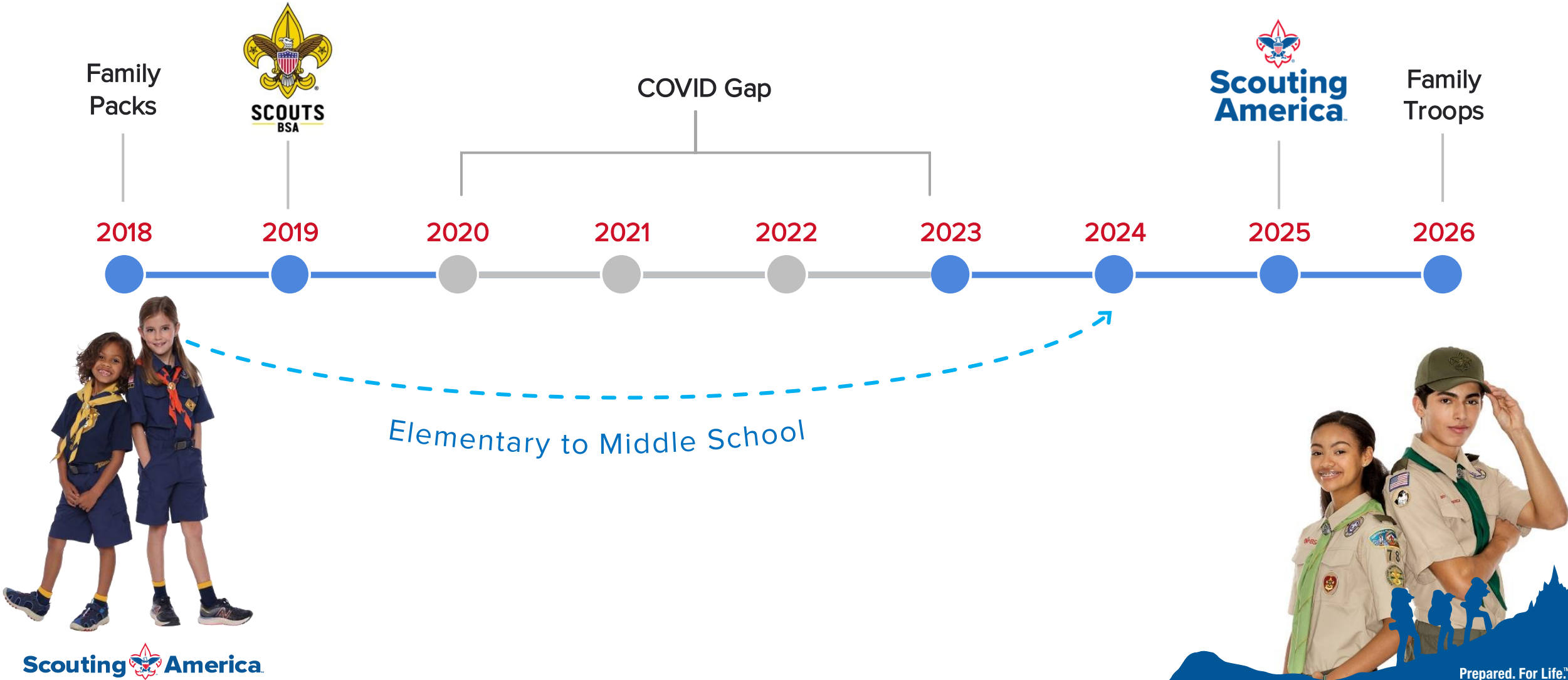
Troop 420

Why Middle School, Why Now?



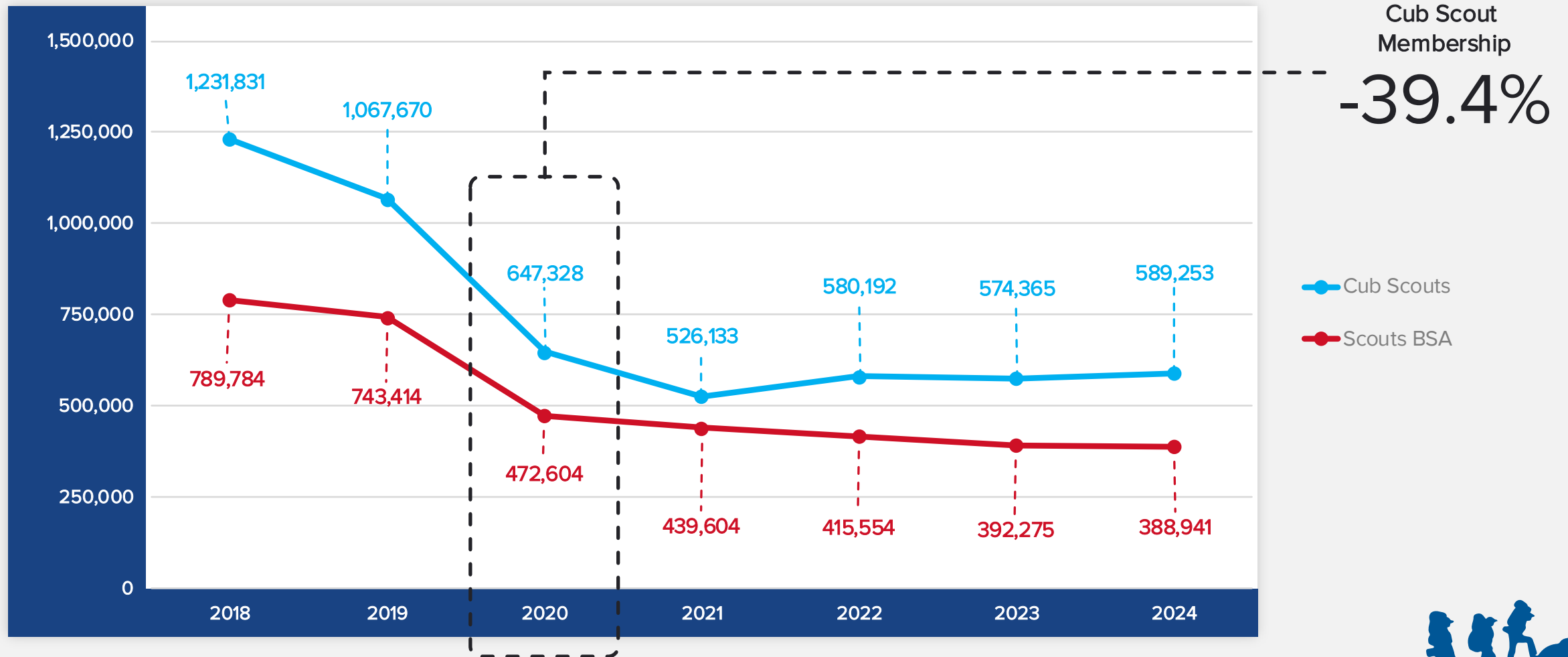
Middle Schoolers today are a first-of-their-kind cohort

They're the first girls to go from cubs to troops!



COVID created a lost generation of Cub Scouts

Scouting America Youth Membership, 2018-2024



So why focus on middle schoolers now?

Kids that were in K – 2nd
Grade in 2020...

...Are today's
6th – 8th Graders



Common barriers for older youth joining scouts

Why middle schoolers don't join — even when they're interested

"I feel behind"

Youth may worry they've missed the starting point or won't fit in

Unfamiliar Culture

No Cub Scout background means ranks, uniforms, and terminology is new to them

Busy Schedules

Sports and other activities compete for time — 6th grade is a second wave for joining

Parents are Unaware

Families new to Scouting don't understand expectations, costs, or time commitment

No Clear Invitation

Many older youth are interested — but no one has directly asked them

Recruitment in Action



Show up at Middle Schools

Curriculum night is geared toward 6th graders



“Scouty”
decorations



An interactive
game/activity
gets attention

Show up at community events

Set up a table where your scouts already have a presence

Slideshow!



Stickers!

Welcome nights

Invite older scouts to a planned activity

- Have youth leadership plan a dedicated troop meeting for friends
- Scouts need to invite a friend for First Class!



What does a good recruiting event look like?

A recipe for making connections

Action First

- Hands-on games
- Quick challenges
- Knots!
- First aid scenarios
- Small giveaways



Youth-Led by Design

- Scouts as ambassadors (buddy system for shy scouts)
- Scouts give input at ILST
- Authentic enthusiasm and real leadership on display

NO

- ✗ Lectures
- ✗ PowerPoints
- ✗ Adults dominating
- ✗ Scoutmasters running it all (empower a Membership Chair!)



Easy, low-cost tactics

Flyers and Social Media Graphics

ADVENTURE AWAITS

JOIN 

Scouting America

Skills for life. Memories forever.

From campfires to community service, scouting opens the door to fun, friendship, and experiences that shape tomorrow's leaders.

WELCOMING **ALL** YOUTH BOYS & GIRLS AGES 11-17

CONTACT US FOR MORE INFO!



North Creek Community, Bothell
Kathryn Alva · August 7, 2025 · 🌐

Do you know a youth between the ages of 11-17 interested in outdoor activities, leadership, friendship, and high adventure? Bothell Scout Troop #420 & linked girls Troop #8420 could be their ticket to adventure. Now is a great time to join!

Originally established in 1928, Bothell's oldest scout Troop is currently welcoming **ALL** youth into our strongly-supported, diverse, co-ed, and inclusive scouting program. Typical Troop activities include camping, hiking, backpacking, kaya... [See more](#)

Like Comment

Comment as Kathryn

Community boards

Parks, libraries, pediatrician offices, and other gathering places — print and laminate!



Don't forget cubs!

Recruiting cubs fills the pipeline.

Cubs today = scouts tomorrow.

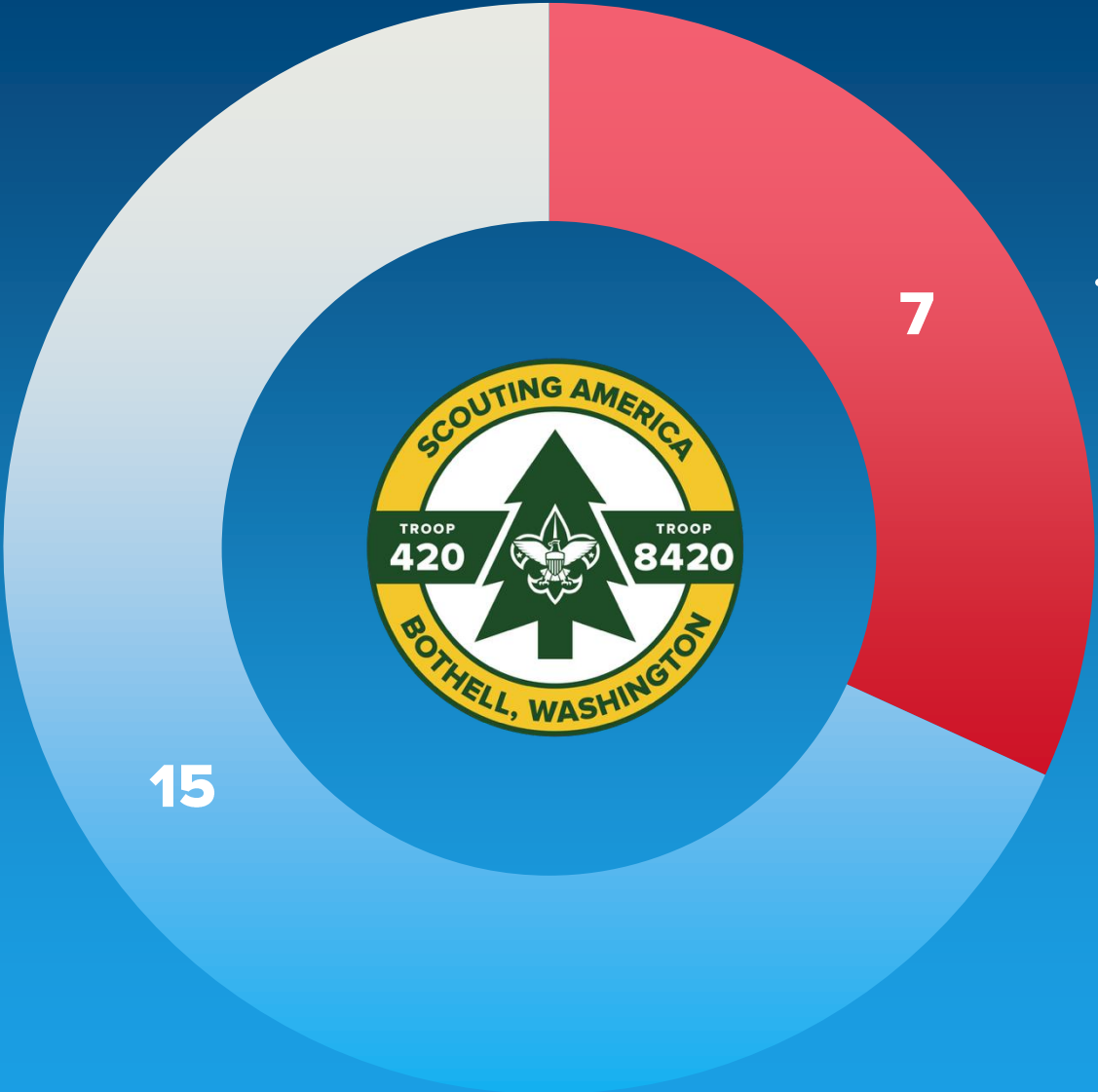
- Have information ready for younger siblings.
- Set up cub-inclusive recruiting events like short hikes, cookouts, pinewood derby build clinics, and family-friendly events



The Onboarding Experience



Our New Scouts, Past 12 Months



No scouting
history

15

7

Older youth need more support

They don't know the basics (and their parents don't either)

New Scouts Need

- Extra patience and encouragement
- Belonging before advancement
- Buddy systems
- Gear

New Parents Need

- Clear expectations for their role in their child's experience
- How Scouting works
- Who to contact



Assets & Resources

NEW Assets!

To download, visit the Scouting America Membership Corner

RECRUIT MORE ADVENTURE

Middle School is a time of change and kids are looking for more.

SCOUTS OFFERS MORE - SHOW THEM.

It may surprise you, but other families don't know much about Scouting America. Yet the Scouting program is exactly what they want their kids to be involved in. Families want quality activities with best friends. They want their kids to have unique adventures, to learn from and become leaders and to give back to others. They want more!

Scouting offers more of what they are looking for. Show them and invite them to come along.

- Tell your friends how Scouting has changed your kids and how your family is involved.
- Let them know their kids are not too old to join. And it's easy to rank-up if they want.
- No other youth activity offers more than Scouts BSA.

SHARE SOCIAL MEDIA POSTS WITH A MESSAGE ABOUT THE ADVENTURES YOU ARE DOING IN SCOUTS. ASK YOUR FRIENDS IF IT'S SOMETHING THEY'D LIKE TO DO TOO.

TEXT MESSAGES TO FRIENDS ABOUT HOW YOU ARE DOING MORE EXCITING ADVENTURES IN SCOUTS. PERSONALLY INVITE THEM TO THE NEXT ONE.

GET MORE **#ADVENTUREON!** SCOUTSBSA.ORG

SCOUTS RECRUIT 365

24X18 AND 17X11 SIGNS/POSTERS.

SHOW THEM WHAT SCOUTS DO
MINI POSTERS/HANDOUTS ALLOW YOU TO INVITE FRIENDS TO YOUR TROOPS ADVENTURES. MAKE SURE YOU INCLUDE DATES OF YOUR ADVENTURES.

USE INCENTIVES TO SELL SCOUTS BSA.
Incentives sell products and recruiting new Scouts is no different. Use creative incentives to reward your Scouts when they get a friend to join.

- Use simple low-cost high-value incentives like a leader setting up the recruiter's tent on a campout, or a special dinner. It's up to you.
- Everyone participates in the recruitment incentive program. Even the parents.
- Recognize the Scout Recruiter and the new Scout in front of everyone. *It's a big deal.*

RECRUITMENT INCENTIVES
HANDOUTS WITH AN AREA FOR THE INCENTIVE YOU'RE OFFERING THE SCOUT THAT RECRUITED A FRIEND TO JOIN.

CREATE TROOP ADVENTURES AND INVITE NEW FAMILIES TO LEARN ABOUT SCOUTS.

- Create Recruitment Periods during the year.
- Use your best adventure and service projects to personally invite friends. Open it up to the entire school. Everyone wants more fun and exciting adventures and needs service hours.
- Your Troop calendar is the best way to show what you're doing. *Show it.*

PERSONAL VIP INVITATIONS TO INVITE YOUR FRIENDS TO EVENTS AND FUN UNIQUE TROOP ACTIVITIES.

FUN TROOP RECRUITMENT INCENTIVE POSTS.

JOIN US YOUR TROOP WEBSITE IS YOUR NUMBER 1 RECRUITING TOOL.

GET MORE **#ADVENTUREON!** SCOUTSBSA.ORG

SCOUTS RECRUIT 365

The screenshot shows the Scouting America website's Membership Corner page. The top navigation bar includes the Scouting America logo, a search icon, and buttons for 'BE A SCOUT', 'SCOUTSHOP', 'GIVE', and 'MY.Scouting'. A secondary navigation bar lists various program areas like 'PROGRAMS', 'SCOUTING SAFELY', 'AWARDS', etc. The left sidebar contains a 'SCOUTS BSA' menu with options like 'About Scouts BSA', 'Advancement and Awards', 'Frequently Asked Questions', 'Membership Corner' (highlighted), 'Scouts BSA Program Resource Links', and 'Program Updates'. The main content area features a breadcrumb trail 'Home > Programs > Scouts BSA > Membership Corner', a large heading 'Membership Corner', and a sub-heading 'Welcome to the Scouts BSA Membership Corner!'. The text below explains the purpose of the corner as a launchpad for growing and strengthening a troop, mentioning the 'Membership Menu' and 'Troop Builder Planning Checklist'. A 'Get started today:' section provides a list of four action items: visiting the Membership Menu, downloading the Troop Builder Planning Checklist (with a pro tip), watching a webinar or Troop Talk Live session, and sharing resources. The page concludes with the statement: 'Let's make this your troop's best year yet—where everyone recruits, everyone belongs, and every Scout thrives.' At the bottom, there is a button for 'Membership Menu - Scouts BSA Recruitment Ideas' and a small robot icon.

THANK YOU



TRUSTWORTHY

LOYAL

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KIND

OBEDIENT

CHEERFUL

THRIFTY

BRAVE

CLEAN

REVERENT

