

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.

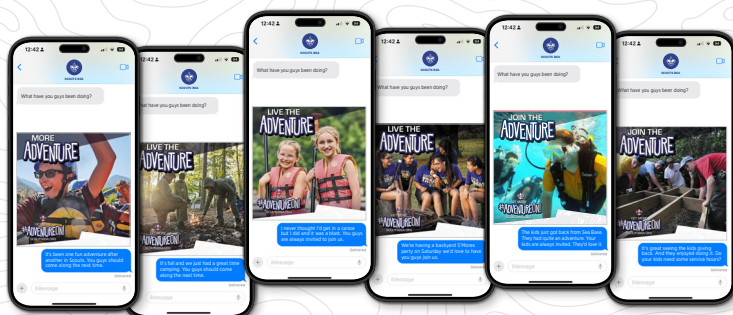
Families want quality activities with best friends. They want their kids to have unique adventures, to learn from and become leaders and to give back to others. And during Back-to-School and after Long Breaks are when they are looking for more.

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.



24X18 AND 17X11 SIGNS/POSTERS.



GET MORE

#ADVENTUREON!

SCOUTSBSA.ORG

SCOUTS RECRUIT 365



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.



RECRUITMENT INCENTIVES

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

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 participants 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.*

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.

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