

## **Recruiting Methods to Help Grow Your Pack/Troop**

**Visit with your District Executive on how to include marketing/PR options for the following:**

### **Traditional School Recruitments**

-Contact principals to maintain relationships and coordinate a plan to utilize school support as much as possible. Although, this option currently might not be utilized in all areas as it has been in the past, the relationships we have with schools goes hand-in-hand with Scouting and school activities.

### **Unit Goal Setting - Ensuring That Every Den Is at Full Strength**

Setting a unit goal, potentially 10 youth and 2 adult leaders can help provide more options. Having more youth in each den will help with parental support and youth activities.

### **Peer-to-Peer “Bring a Buddy”**

-Youth/Parent Invitations. The best recruiters are our Scouts and Scouting families. Invite and encourage friends and families to come see what fun activities your pack/troop are taking part in.

### **Community Events**

-Hold a community sign-up event in a park or public area. It can be in combination with a local community event that is already taking place. Include an activity booth to help draw attention to what you are doing. You might also include a fun prize item giveaway for anyone that signs up that day.

### **Hosting Drive-Thru Sign-Up Events**

-If we are unable to meet a local school to host a sign-up night, coordinate a drive-thru sign-up opportunity in the school parking lot. Families can drive-up and get the information. Offer a walk-up booth for those that may be comfortable utilizing safe social distancing methods to go through information.

### **Utilizing Videos to Use as Digital School Talks/Sign-Ups – Promo Videos to play in schools**

-If we are not allowed to visit students in classrooms or assemblies, videos can be used to reach them. Check out the video Pack 4212 in Helena created. YouTube has many options as well. Visit with your district executive for additional options

<https://www.facebook.com/301404290246/posts/10164362939020247/?sfnsn=mo&extid=t2wndMEBL6RIWX0u>

### **Setting Up New Cub Scout Dens in Underserved Communities**

-Partner with neighborhood associations to start new dens in areas where we don't already have units.

### **Partnering with Other Digital Events to Promote Scouting**

Use other youth activities or community resources that hold online meetings to promote Scouting.