

20 Membership Actions You Can Take to Attract and Recruit Youth

Pick at least 5 and return to joinscouting@scoutingvirginia.org or fax to 804-353-6109

- 1. HAVE A “BACK TO THE PACK” EVENT-** a pool party or cookout is a great way to kick off a new program year of Cub Scouting. Have Scouts bring a friend.
- 2. CLOSING DAY OF SPORTS LEAGUES -**
With permission, pass out flyers about joining Scouts on the last day of ball season.
- 3. SCHOOL SIGNAGE** –yard signs, outdoor banners, marquee messages.
- 4. POSTERS IN SCHOOL AND AROUND TOWN** pools in August, grocery stores in September, posters up at schools for orientations and bus schedules.
- 5. MODEL CAMPSITE AT SCHOOLS.**
- 6. INDIVIDUAL INVITATION LETTERS TO ELIGIBLE FAMILIES**–school directory.
- 7. DERBY DEMONSTRATIONS AT SCHOOL LUNCH PERIODS.**
- 8. CURRENT SCOUTS WEARING THEIR UNIFORM TO SCHOOL** – on JSN date.
- 9. BACK-TO-SCHOOL, MEET THE TEACHERS, TABLE DISPLAYS** – have a booth.
- 10. PTO/PTA MEETINGS** – flag opening ceremony.
- 11. CHURCH BULLETINS** - chartered partners and others.
- 12. PERSONAL INVITATIONS TO PERSPECTIVE MEMBERS FROM CURRENT SCOUTS.** Word of mouth is the best advertising – invite your friends.
- 13. BUSINESS CARDS FOR SCOUTS TO HAND OUT AT SCHOOL** – get peer-to-peer recruiting cards from your district executive and have your Scouts pass them out.
- 14. OPEN HOUSE/ INVITATIONS** – birthday party style, date/time/location/rsvp/etc.
- 15. SERVICE PROJECT AT YOUR SCHOOL** – help build a great relationship with your school and be visibly present in your community.
- 16. COMMUNITY SIGNS TO REMIND PARENTS OF THE OPEN HOUSE -**
See if local churches and businesses will use their marquee signs to promote your Join Night.
- 17. USING FLYERS WITH PIZZA DELIVERY.**
- 18. FALL FESTIVALS** – school and community.
- 19. TRICK OR TREAT MESSAGE** – join Scouting message with candy.
- 20. PARADESEVERYBODY LOVES A PARADE** – enter as a marching unit.