

**2023 Pack and Troop Driven Recruitment  
Planning Sheet**

Unit Type & # \_\_\_\_\_ Contact Name & Title: \_\_\_\_\_

Contact Phone # \_\_\_\_\_ Contact Email: \_\_\_\_\_

Recruiting Activity/Event Description: \_\_\_\_\_

Location: \_\_\_\_\_ Date: \_\_\_\_\_ Time: \_\_\_\_\_

**Keys to Success That Must Happen:**

- A. Unit Leader contacts existing scout families and ask them to recruit their friends with Scout-age youth to attend the event and consider joining the unit.
  - a. Must be a personal, face-to-face invitation
  - b. Everyone should be asked to contact 3 potential families
- B. Social Media Marketing
  - a. Create Facebook and NextDoor posts about the recruiting event
  - b. Share event using existing families' personal pages and social media contacts with other groups outside of the unit.

**Other Marketing Efforts That the Pack/Troop Can Do (check all that apply):**

- Put outdoor hangers in our neighborhoods
- Put up yard signs in key locations
- Have Scout Families distribute flyers to their friends (youth and parents)
- Have Scout Families distribute peer-to-peer cards to their friends (youth and parents)
- Get the recruiting event in the Community Calendar section of local newspapers and neighborhood websites
- Ask local businesses to hand out our event flyers with each purchase
- Mail invitations or flyers to address lists provided by other organizations (such as class lists, sports teams, clubs, etc.)

**Specialized Marketing Requests:**

Name of Council Contact: \_\_\_\_\_

Contact Phone # \_\_\_\_\_ Contact Email: \_\_\_\_\_

Date(s) of Contact: \_\_\_\_\_ Notes: \_\_\_\_\_