**STEP-BY-STEP: HOW TO GROW SCOUTING**

Use this resource to help your pack GROW! Select someone to be responsible for each task this year. Utilize the list of active and

passive recruitment methods to enhance this plan (see reverse side).

**PACK NUMBER \_\_\_\_\_\_\_\_\_\_\_\_ CURRENT # OF YOUTH \_\_\_\_\_\_\_\_\_\_\_ TOTAL GOAL BY OCT. 31 \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

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| --- | --- | --- | --- | --- | --- |
| TIMELINE | TASK | WHO | DATE | TIME | PLACE |
| 1st QuarterJan-March | Principal visit to secure relationship, join scouting date, boy talks, open houses, etc., |  |  |  |  |
| 1st QuarterJan-March | Winter Pinewood Derby “Invite a friend campaign” |  |  |  |  |
| April, MayEarly June | Schedule Spring Recruitment Event (April, May)*Verify date work in the community* |  |  |  |  |
| April, May | Order recruitment materials Flyers, Posters, Signs, Geofencing: Completed \_\_\_\_\_\_\_\_\_\_Schedule Scout Talks (per school) |  |  |  |  |
| April, MayEarly June | Finalize and review “How to Guide” then Execute Join Scouting Night. *Invite troops to assist in entertaining youth**\*\*\*Turn applications and payment into Council\*\*\** |  |  |  |  |
| July 2020 | Invite New Scouts to: Wild West @ Camp Cowles (overnight camp)Day Camps |  |  |  |  |
| August | Attend School Open Houses |  |  |  |  |
| August/September | Schedule Fall Recruitment Event late September early October. |  |  |  |  |
| August/September | Order recruitment materials Flyers, Posters, Signs, Geofencing: Completed \_\_\_\_\_\_\_Schedule Scout Talks (per school) |  |  |  |  |
| September/October | Finalize and review “How to Guide” then Execute Join Scouting Night. *Invite troops to assist in entertaining youth**\*\*\*Turn applications and payment into Council\*\*\** |  |  |  | . |
| October/November | 2nd Round recruitment night dates & Plans |  |  |  |  |
| **SCOUTING ADVENTURE**  **BEGINS WITH YOU!**Unit Leaders,As a Unit leader you have taken on one of the most important and meaningful assignments in Scouting. Your district membership team can help. Together, we can develop a plan that encourages youth to join your pack and begin building their adventure.To kick off your plan, there are many resources available to you: on-line resources as well as training opportunities throughout the year. Begin by utilizing this document as a tool to reach out to every available boy and girl in your community.

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| **School** | **Kinder** | **TAY** | **1st Grade** | **TAY** | **2nd-5th Grade** | **TAY** | **# of Youth to Reach** | **GOAL****2%** |
|  |  |  |  |  |  |  |  |  |
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 |  | **REACH EVERY BOY AND GIRL**Design a plan that shows you care about reaching every child. The council will provide you with a variety of tools. The more active recruitment methods we use, the more successful we will be.We are looking forward to our partnership with you as we grow Scouting together.**Active Recruitment*** Principal Visits
* Distribute Flier a week before event
* Scout Talks: Classroom, lunch, recess, classroom (within 3 days of event)
* Recruit a Friend campaign (peer to peer) all year round
* Hold recruitment separate from pack meeting (create a fun environment with help from your local troop)

**Passive Recruitment*** School Newsletter advertising
* Posters in school, churches, libraries (throughout your community)
* Yard signs in neighborhoods, schools,
* Wear Scout uniforms to school day of recruitment
* Social media ads (Facebook, Twitter, Geofencing)
* Press Releases (newspaper, radio, etc.)
* Council marketing through media
 |  | **BUILD AN ADVENTURE IN****CUB SCOUTS****A group of people jumping in the air  Description automatically generated**Inland_Northwest_Std_4C tptp |