

Roadmap to a Successful Fall Recruitment

This roadmap is essential for successful unit growth and retention.



BOY SCOUTS OF AMERICA®
PIEDMONT COUNCIL

Step One

Building a Foundation

Before recruiting your Scouts:

1. Complete the Piedmont Council's Fall Recruitment Unit Survey (online-format).
2. Provide each family at their first meeting with a 2020-2021 Pack Calendar and Unit Budget (Fundraising).
3. Ensure that all adult leaders at the pack level are current on YPT and that all pack leaders complete position – specific training prior to recharter.

**Success to
2020 Fall
Roundup**

Step Two

Promoting Program

At each Drive-Up to Sign-Up Night:

1. A pack flyer must be provided to each attending family.
2. A minimum of two to three adults must be present at each recruiting night to assist in registration and supporting the district.
3. All unit leaders must wear a pack t-shirt or scout uniform.
4. Respect all pack leaders that are present (the goal is for all families to join Scouting locally).

**Council's
Role &
Support**

- Recruitment Video (County – Specific).
- Digital and Printed Flyers.
- Community and School Yard Signs.
- Cub Scout Folder for all NEW Cub Scout Families (available at all Drive-Up to Sign-Up Nights).
- Social Media Promotion (Geofencing i.e. Facebook, Twitter, Instagram, YouTube, and Nextdoor Websites).
- District/Council Recruitment Events (Rocket Academy / Trail to Bobcat / Gold Rush / Freaky Fall Festival).

**Unit's
Role &
Support**

- Complete the Piedmont Council's Fall Roundup Unit Survey (reviewed by your local Scouting Professional).
- Pack Informational Flyer including Unit Contact, Meeting location/time/day and a Pack calendar of scheduled events.
- Chartered Organization Open House (minimum of one).
- Wear a pack t-shirt or scout uniform to school/work on recruitment day.
- Have a minimum of 2 to 3 adult leaders available at each recruitment event (i.e. Drive-Up to Sign-Up Nights).
- Encourage scouts to participate in the "Just Ask One" Campaign: have each scout ask one friend to join a pack.

Step Three

Unit Growth / Retention

After your Scouts sign up:

1. Provide quality weekly den meeting(s) for all families.
2. Provide quality monthly pack meeting for all families.
3. Promote all district and council level activities to all families including outdoor programming.
4. Provide fundraising opportunities to all families to help offset the cost of the Scouting adventure.
5. HAVE FUN!

****NOTE:** The Piedmont Council will require all volunteers and staff to follow all NC mandates regarding Covid-19 during Fall Recruitment.