DATE TIME LOCATION

RECRUITMENT EFFORTS

Utilize the list below to build your unit's 12step membership plan. Some actions are more effective than others; however, all will help you to grow your Unit.

- √ Youth Talk (where possible)
- √ Geofence your join night
- √ Flyers and posters in the school
- ✓ Parent Social Media (post in NextDoor app, groups, garage sale groups, official school pages, tag community groups police, fire, EMS)
- √ 2nd Chance joining night

School intercom announcement (ask your

Invite-a-friend campaign - utilize buddy cards and invitation engine

Customized invitations to families (using class rosters, school directories, etc)

Personal phone calls/text to families

Community marquee board - contact a church or business to place your joining info on their board

School open house table

Promote unit in afterschool/daycare programs

Flyers distributed in churches especially large family ones

Parent to parent campaign (parents invite 1-2

Flyers and posters in local businesses

Community event/festival (farmers market, parade, carnival)

School newsletter (ask your principal/PTO/PTA)

Display case/bulletin board in your school

Teacher email reminder/announcement (ask your teachers to send an email to their classes)

School carnival/festival (attend and set up a table)

School automated phone system (snowday) (ask vour principal)

Stickers (for any school talks and on pizza boxes)

Custom videos (see michiganscouting.org)

Yard signs (place 3-10 strategically placed in your community

UNIT MEMBERSHIP PLA

JOIN NIGHT PLAN Please fill out the section below based off the list of recruitment efforts

SCHOOL

WHO	WHEN