## REGRUTIMENT 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.
V Youth Talk (where possible)
$\checkmark$ Geofence your join night
$\checkmark$ Flyers and posters in the school
$\square \sqrt{ }$ Parent Social Media (post in NextDoor app, community facebook groups, school facebook groups, garage sale groups, official school pages, tag community groups police, fire, EMS)
$\sqrt{ }$ 2nd Chance joining nightSchool intercom announcement (ask your principal)
Invite-a-friend campaign - utilize buddy cards and invitation engineCustomized invitations to families (using class rosters, school directories, etc)Personal phone calls/text to familiesCommunity marquee board - contact a church or business to place your joining info on their boardSchool open house tablePromote unit in afterschool/daycare programsFlyers distributed in churches especially large family ones
$\square$ Parent to parent campaign (parents invite 1-2 families)Flyers and posters in local businessesCommunity event/festival (farmers market, parade, carnival)School newsletter (ask your principal/PTO/PTA)Display case/bulletin board in your schoolTeacher email reminder/announcement (ask your teachers to send an email to their classes)
$\square$ School carnival/festival (attend and set up a table)
$\square$ School automated phone system (snowday) (ask your principal)
$\square$ Stickers (for any school talks and on pizza boxes)Custom videos (see michiganscouting.org)
$\square$ Yard signs (place 3-10 strategically placed in your community
 off the list of recruitment efforts SCHOOL

## WHO

## WHEN

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LEAD CONTACT

