

DYNAMIC RECRUITMENT PLAN – SCOUTS BSA UNITS



TROOP: _____ DISTRICT: _____
CONTACT: _____ PHONE: _____
EMAIL: _____

PEER TO PEER RECRUITMENT PLAN

EDUCATE - PLANNING	DEMONSTRATE - PRACTICE	GUIDE - EXECUTION
TROOP MEETING: _____ ACTIONS & OUTCOMES:	TROOP MEETING: _____ ACTIONS & OUTCOMES:	TROOP MEETING: _____ ACTIONS & OUTCOMES:

RECRUITMENT INCENTIVES:

Recruiter Patch _____ _____ _____

BRING A FRIEND ACTIVITY PLANS

UNIT MEETING	ACTIVITY 2	ACTIVITY 3

NEXT STEPS:

Units should request marketing resources to help promote your upcoming recruitment activities. Custom Flyers can be created and printed to provide to your schools, Custom Unit Videos can be created for units to post on social media or share with families, and Social Media Events/Ads (Facebook geofencing) can be created to target members of your community.

RECRUITMENT RESOURCES



[michiganscouting.org/
unit-recruitment-resources/](https://michiganscouting.org/unit-recruitment-resources/)

ACTIVITY IDEAS



[michiganscouting.org/wp-content/
uploads/2024/02/Troop-Activities.pdf](https://michiganscouting.org/wp-content/uploads/2024/02/Troop-Activities.pdf)