

# PACK RECRUITMENT PLANNER

This form is designed to facilitate a detailed conversation between your pack and your district and council. Include any specifics in the notes section. Fill this out to the best of your ability, however if you don't know something it's okay to circle back. Not all fields will be applicable to all packs.

## LOGISTICS

Do you have access to book a room in your school(s)?  YES  NO

If not in your school, where else are you booking a space?

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If you're planning to use the online application, does your space have wifi or cell reception?  YES  NO

Does a principal or school district need to approve flyer proofs?  YES  NO

Are we able to get into your school to complete Scout Talks?  YES  NO

**\*Flyers and Scout Talks are your most effective recruitment tools.**

When does your pack want Scout Talks completed (ideally 1-2 days prior to your recruitment event)? -----

In which schools will we be doing Scout Talks?

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**NOTES:** What are the logistics needed to accomplish these items?



# DISCOVERSCOUTING

✓	PROMOTION PLANS	WHO	WHEN
	Scout Talks		
	Geofencing		
	Flyers and posters at your school(s) churches and local businesses		
	Parent Social Media Posts		
	School intercom announcement		
	Invite-A-Friend campaign (scout-to-friend invitations)		
	Customized invitations to families		
	Community marquee board		
	School open house table		
	Promotion in afterschool/daycare programs		
	School & community events/festivals		
	Display case/bulletin board at your school		
	Teacher announcement or school newsletter		
	Stickers		
	Custom video		
	Yard Signs (3-10 signs)		

## MATERIALS REQUESTING

(please provide a period of 10 business days between requesting materials and finalized version being available):



**SCAN ME OR VISIT**

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

Do you need paper flyers?  YES  NO      How many flyers do you need? \_\_\_\_\_

When do you need flyers by? \_\_\_\_\_

(please provide a period of 10 business days between requesting flyers to finished print available)?

Do you need an electronic flyer?  YES  NO

When do you need an electronic flyer by? \_\_\_\_\_

Do you need yard signs?  YES  NO      How many? \_\_\_\_\_

When do you need yard signs by? \_\_\_\_\_

Do you need posters?  YES  NO      How many? \_\_\_\_\_

Do you plan to do geofencing and/or custom video?  YES  NO

## IMPORTANT DATES

When is your school(s)' open house?

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When and where are you hosting your recruitment event?

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When and where are you hosting your second chance recruitment event?

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When and where are you hosting a welcome to Scouting meeting for new families?

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When and where is the first activity you're inviting your pack's new families to?

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## SIGNATURE EVENTS



As part of your annual program fee, our Michigan Crossroad Council Camps offer TWO free events each year open to ALL registered Scouting families! Cub Scouts, Scouts BSA, Venturers and Sea Scouts are welcome to visit our camps for a fun-filled day!

## RECRUITMENT EVENT BACKDATING

COMPLETE                      STEPS                      TARGET DATE

COMPLETE	STEPS	TARGET DATE
	Location(s) booked	
	Geofencing request(s) submitted	
	Scout Talks scheduled	
	Flyer drafts approved	
	Flyers distributed	
	Recruitment Event Completed	
	Welcome to Scouting Meeting held	
	Welcome to Scouting Activity Held	

## SECOND CHANCE RECRUITMENT EVENT BACKDATING

COMPLETE                      STEPS                      TARGET DATE

COMPLETE	STEPS	TARGET DATE
	Location(s) booked	
	Geofencing request(s) submitted	
	Scout Talks scheduled	
	Flyer drafts approved	
	Flyers distributed	
	2nd Recruitment Event Completed	
	Welcome to Scouting Meeting held	
	Welcome to Scouting Activity Held	

**NOTES:** What are the logistics needed to accomplish these items?