

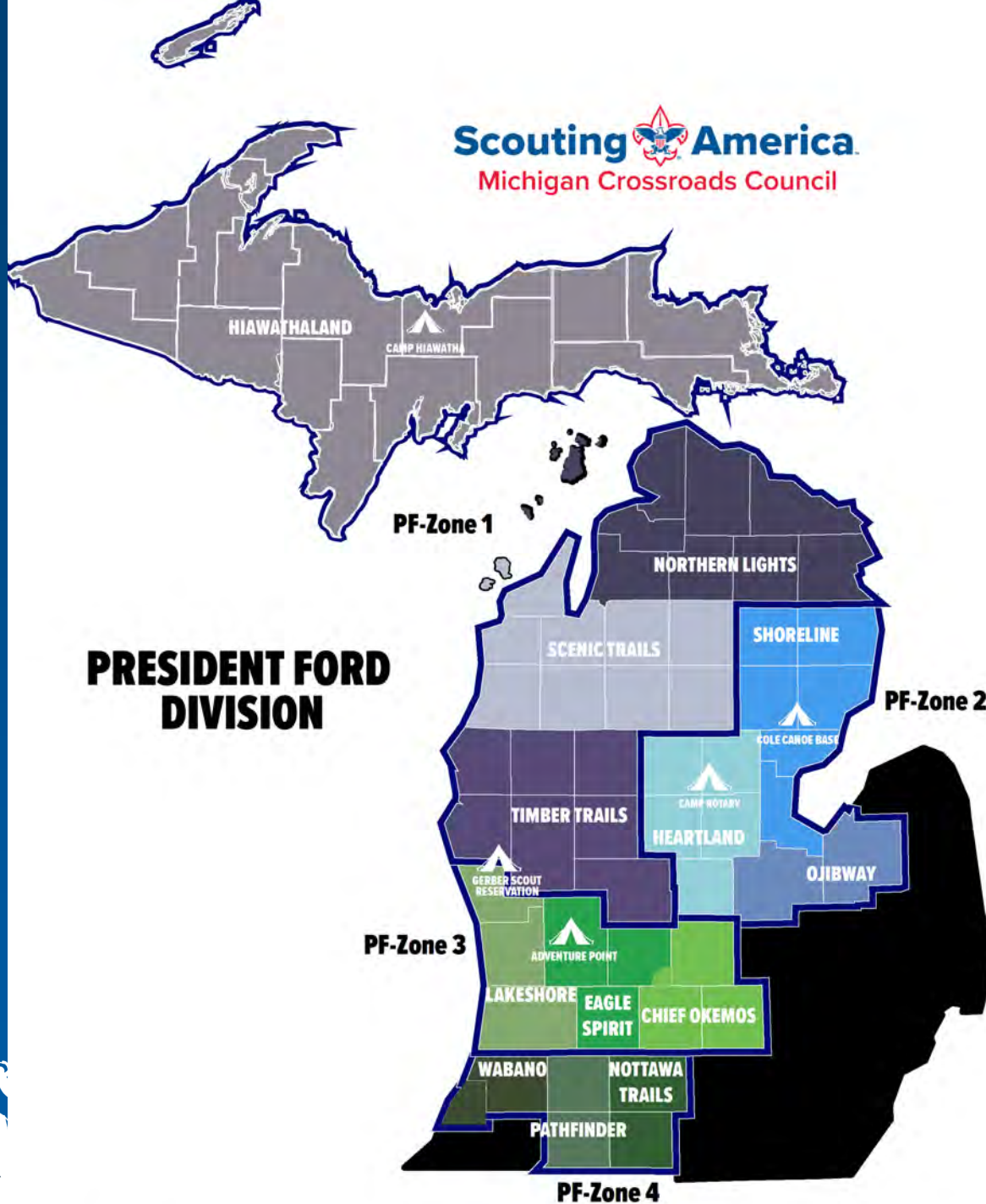


Welcome to the 2025 Recruiting Training



Scouting America
Michigan Crossroads Council

**PRESIDENT FORD
DIVISION**





Topics

- **Getting Started with your Recruitment Planning**
- **Logistics before your Recruitment Event**
 - Print and Online Resources Available
 - Marketing Strategies
 - Beascout.org pin
 - My.Scouting.org management
 - Trial Membership
- **What to do During your Recruitment Event**
- **Post Event Follow Up**



Where do I start?

- **Talk with our district volunteers & professionals**
 - Many of these people serve more than one unit in your area and can tell you what others are doing and share tips.
 - Communicate with your local troop(s).
- **Come up with a promotional strategy**
 - There are many resources free to you that are provided or paid for through our council.
 - Having a strategy early gives you more time to carry it out and adapt it if necessary.



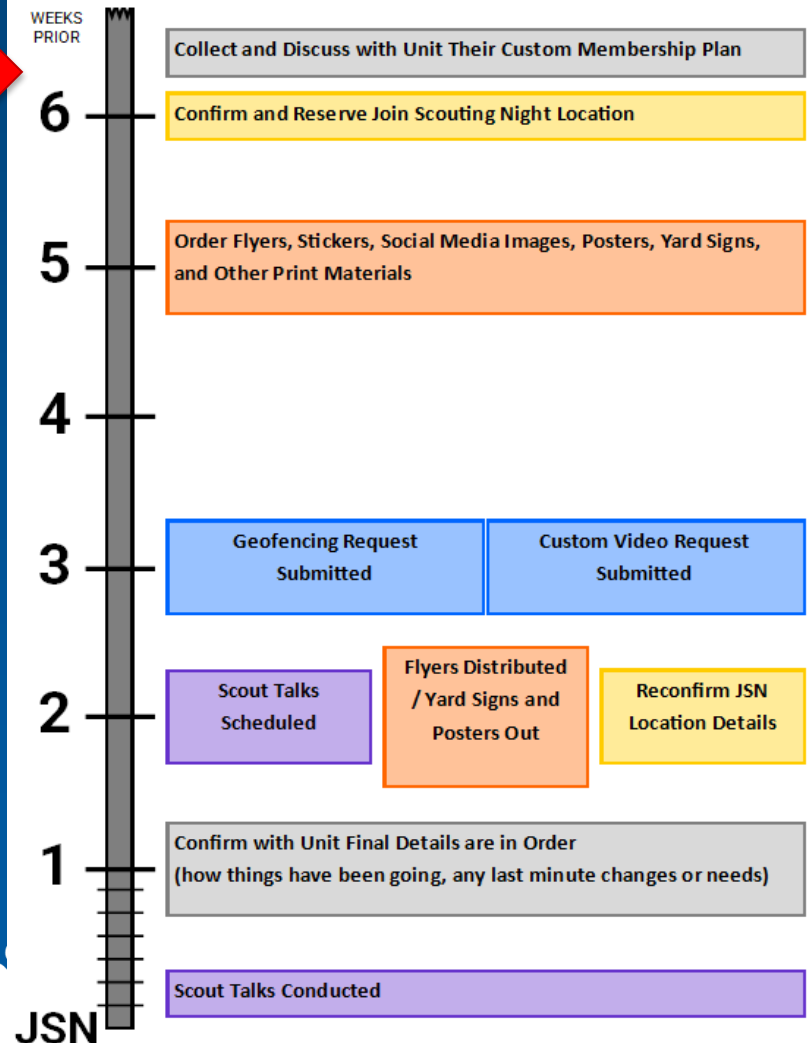


When do I start?

- Start planning early!
- Talk to your schools now before the faculty and staff leave for summer break
- Use June to work with your volunteers to put at least the basic Who, When, and How together



JSN Marketing Timeline





DISCOVERSCOUTING.ORG





Recruitment Planning

DISCOVERSCOUTING

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?

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 the school to complete Scout Talks? ☐ YES ☐ NO
*Flyers and Scout Talks are your responsibility to obtain access to.

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?

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



BOY SCOUTS OF AMERICA
MICHIGAN CROSSROADS COUNCIL

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

DISCOVERSCOUTING

IMPORTANT DATES

When is your school(s)' open house?

When and where are you hosting your recruitment event?

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

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

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

SIGNATURE EVENTS



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

RECRUITMENT EVENT BACKDATING

COMPLETE	STEPS	TARGET DATE
<input type="checkbox"/>	Location(s) booked	
<input type="checkbox"/>	Geofencing request(s) submitted	
<input type="checkbox"/>	Scout Talks scheduled	
<input type="checkbox"/>	Flyer drafts approved	
<input type="checkbox"/>	Flyers distributed	
<input type="checkbox"/>	Recruitment Event Completed	
<input type="checkbox"/>	Welcome to Scouting Meeting held	
<input type="checkbox"/>	Welcome to Scouting Activity Held	

SECOND CHANCE RECRUITMENT EVENT BACKDATING

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

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



DISCOVERSCOUTING

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

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?

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



BOY SCOUTS OF AMERICA
MICHIGAN CROSSROADS COUNCIL

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 Initiatives)		
Customized Invitations to families		
Community message board		
School open house table		
Presentations in afterschool/district programs		
School & community events/festivals		
Display cases/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.discoverscouting.org/2019/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

DISCOVERSCOUTING

IMPORTANT DATES

When is your school's open house?

When and where are you hosting your recruitment event?

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

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

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

SIGNATURE EVENTS



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

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

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



Scan to
download to
your phone



DISCOVERSCOUTING

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

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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

DISCOVERSCOUTING

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

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? _____

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

DISCOVERSCOUTING

IMPORTANT DATES

When is your school's open house? _____

When and where are you hosting your recruitment event? _____

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

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

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

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<input type="checkbox"/>	Flyer drafts approved		<input type="checkbox"/>	Flyer drafts approved	
<input type="checkbox"/>	Flyers distributed		<input type="checkbox"/>	Flyers distributed	
<input type="checkbox"/>	Recruitment Event Completed		<input type="checkbox"/>	Recruitment Event Completed	
<input type="checkbox"/>	Welcome to Scouting Meeting held		<input type="checkbox"/>	Welcome to Scouting Meeting held	
<input type="checkbox"/>	Welcome to Scouting Activity held		<input type="checkbox"/>	Welcome to Scouting Activity held	

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DISCOVERSCOUTING

IMPORTANT DATES

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Scan to download to your phone



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

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In which schools will we be doing Scout Talks?

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 intern announcement		
Scout(s) at friend's campsite (asked for friend's permission)		
Customized invitations to families		
Community homepage board		
School open house table		
Promotion in after-school/daycare programs		
School & community events, festivals		
Display case/bulletin board at your school		
Teacher announcement or school newsletter		
Stickers		
Custom video		
Visit Signs (2-10 signs)		

MATERIALS REQUESTING

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

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



SCAN ME OR VISIT

www.michiganscouting.org

or request materials requested



Pre-Recruitment Logistics

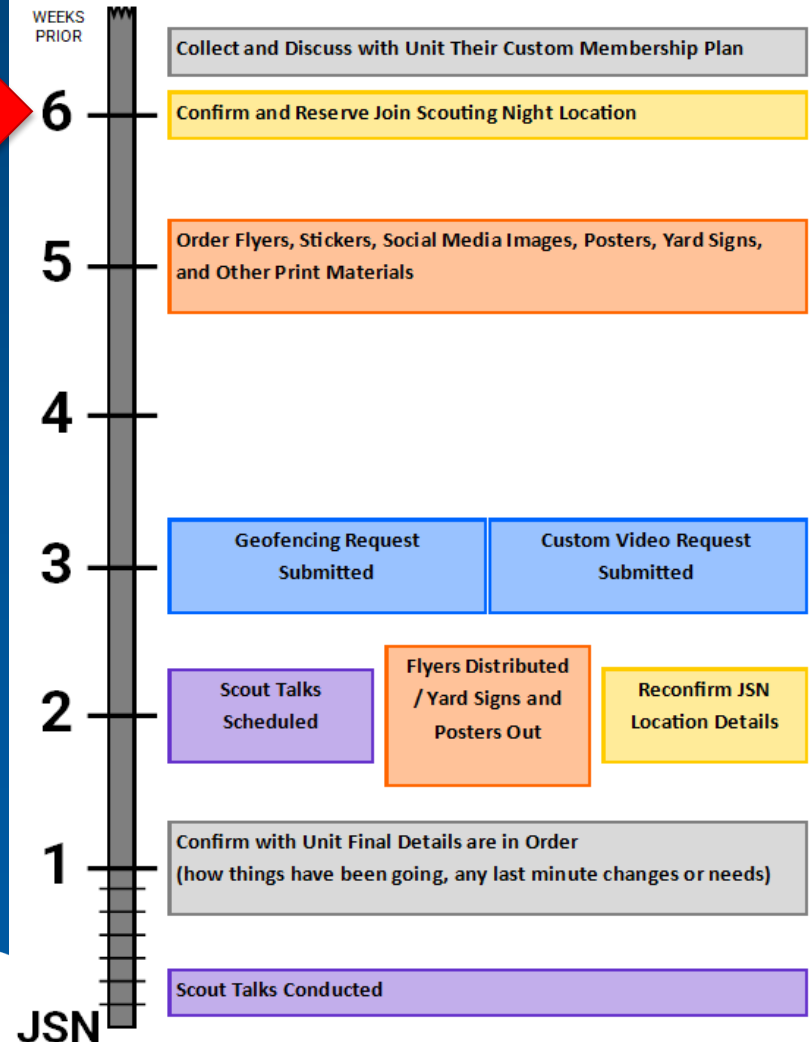
Book a space

You need somewhere to host the recruitment.

- Recruiting from 1 school - it's most effective to host the recruitment at the school
- Recruiting from 2 or more schools - it's most effective to host a recruitment at each school individually
- Other public areas like libraries, community centers, or parks
- Ideal space has room for seating and/or tables. Indoor has clear entrance/exit. Outdoor has a covered area



JSN Marketing Timeline





Pre-Recruitment Logistics

Put your promo plan into action!

Order the “Big 3” Promo Items
FACEBOOK GEOFENCE AD

Lead Time: 3 Weeks

FLYERS

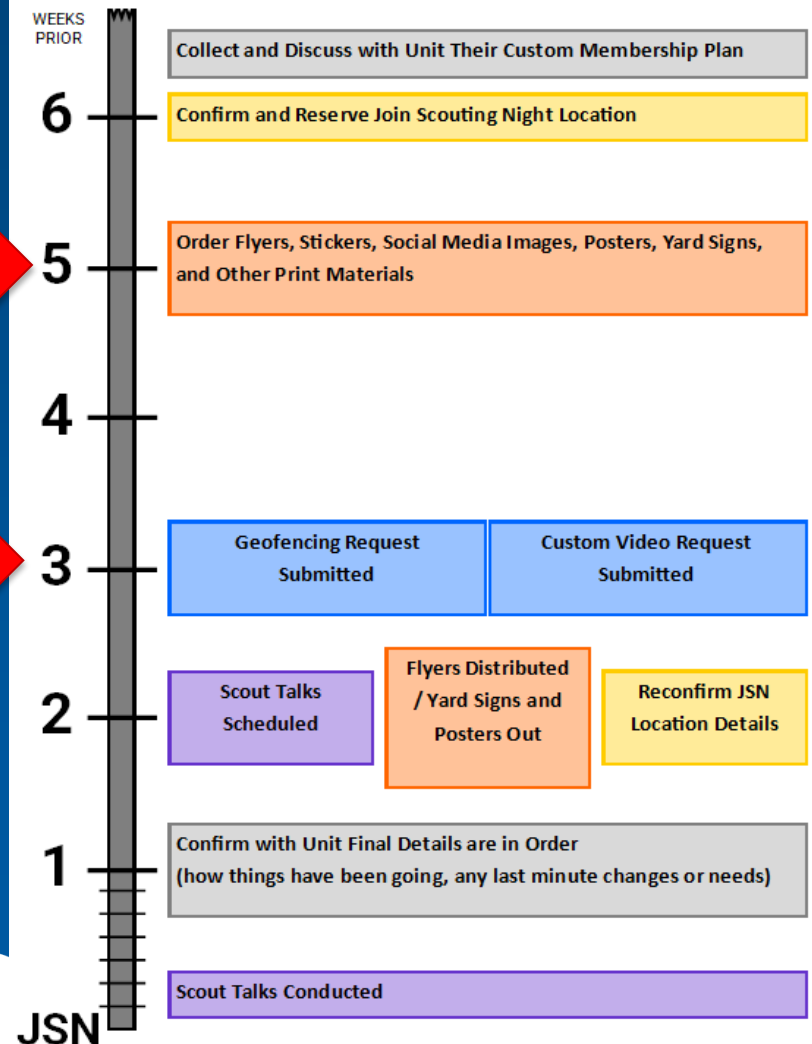
Lead Time: 2 Weeks

CUSTOM VIDEO

Lead Time: 2 Weeks

Submit marketing requests through
michiganscouting.org > resources > membership
recruitment

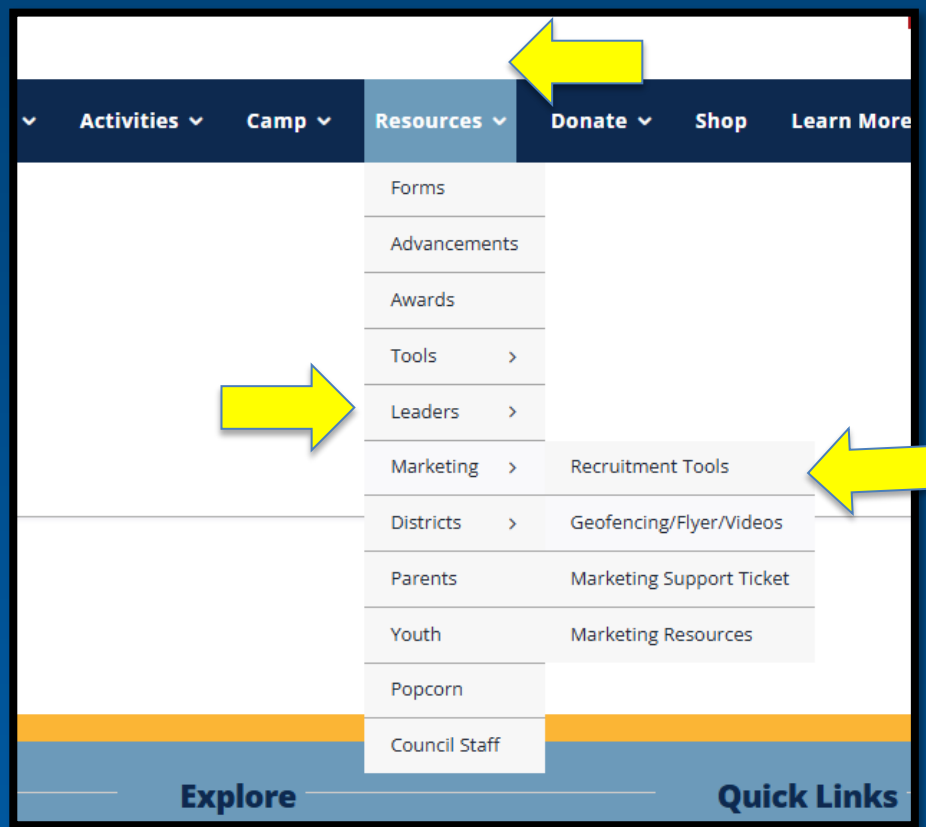
JSN Marketing Timeline





Flyer Requests

- Available 24/7 for entry
- Complete form for request
- Can include custom video and/or paid advertising with Facebook event
- Your District Staff will approve
- Ship directly to you!
- On michiganscouting.org





Flyer Request Process



Please allow 10 business days between when you submit your flyer request and when they're expected at your doorstep.

Keep an eye on your email throughout the process for any updates on the status of your flyers and to give your approval of the draft.



Flyer/Geofence/Custom Video Requests



SCAN ME OR VISIT
[www.michiganscouting.org/
unit-recruitment-resources/](http://www.michiganscouting.org/unit-recruitment-resources/)





YOUTH RECRUITING FLYER

Scouting  America
Michigan Crossroads Council

Prepared. For Life.®

Scouting  America
Michigan Crossroads Council

Prepared. For Life.®



TEXT DISCOVERSCOUTING TO 855-940-4210

DISCOVERSCOUTING



84%

Say it has helped them be more honest



84%

Say it has helped them become stronger team players



98%

Say it has had a positive influence on their life



72%

Say it has increased future likelihood of volunteering



74%

Say it has improved their ability to work with others



70%

Say it has helped them better understand and sympathize with those less fortunate



69%

Say it has influenced their confidence



99%

Say Scouting helps with character development

Discovery is at the heart of Scouting. Whether it's a campout, derby car race, or hike on the trail, we believe every adventure helps us uncover a little more about ourselves. We build the foundations for humility and compassion—strengthening character through actions—to prepare youth for a lifetime of leadership.



BECOME YOUR BEST SELF

Through fun yet challenging physical and mental activities, Scouting encourages personal growth by teaching youth how to set goals and achieve them with determination.



FUN FOR THE FAMILY

Scouting is something the whole family can experience together. We designed our program so that anyone—brothers, sisters, mothers, and fathers—can have fun and make an impact!



A SENSE OF BELONGING

The BSA promotes a culture where youth, volunteers, and employees feel a sense of belonging—where every person feels respected and valued.



PREPARING YOUTH FOR LIVES OF IMPACT AND PURPOSE

The mission of the Boy Scouts of America is to prepare young people to make ethical and moral choices over their lifetimes by instilling in them the values of the Scout Oath and Scout Law.

- Character Development
- Leadership Development
- Citizenship Training
- Personal Fitness

Scouting America
Michigan Crossroads Council

Prepared. For Life.®

PARENT FLYER

DESIGNED FOR PEACHJAR USE

Scouting America
Michigan Crossroads Council

Prepared. For Life.®



How Else Can You Promote?

Besides flyers & geofencing...

- Scout Talks (1-2 days prior)
- Open House Table
- Local or school newsletters
- Flyers to local church congregation
- Parent to parent invitations
- Youth to youth invitations
- Yard signs (best placed in school drop-off/pickup lanes)
- BeAScout Pin
- Stickers

Who does what?

DISCOVERSCOUTING

✓	PROMOTION PLANS	WHO	WHEN
<input type="checkbox"/>	Scout Talks		
<input type="checkbox"/>	Geofencing		
<input type="checkbox"/>	Flyers and posters at your school(s) churches and local businesses		
<input type="checkbox"/>	Parent Social Media Posts		
<input type="checkbox"/>	School intercom announcement		
<input type="checkbox"/>	Invite-A-Friend campaign (scout-to-friend invitations)		
<input type="checkbox"/>	Customized invitations to families		
<input type="checkbox"/>	Community marquee board		
<input type="checkbox"/>	School open house table		
<input type="checkbox"/>	Promotion in afterschool/daycare programs		
<input type="checkbox"/>	School & community events/festivals		
<input type="checkbox"/>	Display case/bulletin board at your school		
<input type="checkbox"/>	Teacher announcement or school newsletter		
<input type="checkbox"/>	Stickers		
<input type="checkbox"/>	Custom video		
<input type="checkbox"/>	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
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unit-recruitment-resources/](http://www.michiganscouting.org/unit-recruitment-resources/)

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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



Membership Resources Page

Scouting America
Michigan Crossroads Council


JOIN NOW SITE MAP CALENDAR INCIDENT REPORTING DONATE NEWS SHOP

I am a ... > 🔍

Home About ▾ Programs ▾ Events ▾ Camp ▾ Resources ▾ Donate ▾ Shop Learn More


MEMBERSHIP RECRUITMENT

Home / Unit Resources / Membership Recruitment



<https://michiganscouting.org/unit-resources/membership-recruitment/>

- Forms
- Advancements
- Awards >
- Leaders >
- Tools >
- Marketing >
 - Recruitment Tools
 - Geofencing/Flyer/Videos
 - Marketing Support Ticket
- Districts >
- Parents >





Membership Resources Page

- Landing page with printable and digital resources
 - Parade Cards
 - Trick-or-Treat Cards/Stickers
 - Bookmarks
 - Cub Recruitment Cards
 - Scout Talk Videos
 - Social Media Graphics
 - Email Templates
 - Logos
 - Web Banners
 - Parent Guides





STICKERS



Scouting
Michigan

PARENT FOLDER (INSIDE)

CUB SCOUT ADVENTURES

LION CUB (KINDERGARTEN)

Lion Cubs learn by doing through exciting indoor and outdoor activities designed for kindergarten boys & girls and their adult partner.

TIGER (1ST GRADE)

Tigers work directly with an adult partner and are part of a Den. To earn the Tiger badge, they complete six adventures, including Jungle Games, Tiger Play, My Family's Duty to God, Team Tiger, Tiger Bites and Tigers in the Wild.

WOLF (2ND GRADE)

To earn the Wolf badge, boys and girls complete six required adventures, like "Council Fire" and "Duty to God Footsteps". Wolves must also complete an elective achievement adventure of your choice or family's choosing.

BEAR (3RD GRADE)

The Bear program is similar to the Wolf program, with more advanced activities.

WEBELOS (4TH GRADE)

Typically, boys and girls work on the Webelos badge in 4th grade.

ARROW OF LIGHT (5TH GRADE)

Scouts earn the Arrow of Light in 5th grade. This level of the program helps prepare boys and girls to become Scouts BSA.

ORGANIZATION STRUCTURE

THE CHARTERED ORGANIZATION

Your Pack is "born and sponsored" by an organization in your local community. This chartered organization provides space, approves adult volunteer leaders, and makes sure the Pack follows Scouting America guidelines.

THE PACK COMMITTEE

The Pack Committee is there to support your child's leaders. This group of parents plans pack meetings and other activities, manages the pack's money, orders badges and supplies, and takes care of other behind-the-scenes tasks.

THE PACK

A pack is made up of several Dens. The pack meets once a month under the leadership of the Cubmaster. These pack meetings, which all Cub Scout families attend, let the boys and girls show off the skills they've learned in their Den meetings. At the pack meeting, Scouts receive badges and awards they've earned.

THE DEN

Your son or daughter is a member of a Den. A Den typically consists of four to eight boys or girls in the same grade. The Den meets once a week and is led by a parent called a Den Leader and one or more assistants (also parents). Den meetings consist of games, crafts, skits, ceremonies, and lots of fun.

SPECIAL OUTINGS AND ACTIVITIES

PINEWOOD DERBY

Scoutmaster and Scout Leaders lead a Pinewood Derby race, where Scouts build and race their own model cars.

COUNCIL ACTIVITIES

The council offers a wide variety of activities and adventures for Scouts, including camping, day camps, and more. Scouts can also earn their Arrow of Light badge by completing a variety of these activities.

CUB SCOUT SUMMER CAMP

An exciting summer experience for boys and girls, Cub Scout Summer Camp is a week-long program where Scouts can learn new skills, make friends, and have fun.

WEBELOS OVERNIGHT CAMPOUT

A weekend adventure where Scouts can learn new skills, make friends, and have fun. Scouts can also earn their Arrow of Light badge by completing a variety of these activities.

SCOUT NIGHTS

Scoutmaster and Scout Leaders lead a Scout Night event, where Scouts can learn new skills, make friends, and have fun.

BLUE AND GOLD BANQUET

A special event where Scouts can learn new skills, make friends, and have fun. Scouts can also earn their Arrow of Light badge by completing a variety of these activities.

PACK VOLUNTEER LEADERSHIP

If you have a Tiger, you will act as their adult partner and work on all activities with them. For Wolf and Bear weeks, you will work with your child on adventures and sign off on achievements. Hopefully you will consider taking on an additional role to help your pack. The more help a pack has, the better your child's Scouting program will be.

CUBMASTER - Emcees monthly Pack Meetings and attends the Pack Leader's meeting. Supports the Den Leaders to ensure a quality den program. Encourages all adults to become trained leaders and represents the pack at District Roundtables.

DEN LEADERS - Coordinates parent efforts of weekly den meetings. Plans the meeting via Program Helps & then assigns various functions to the other parents. Attends the monthly Pack Leader's meetings.

COMMITTEE CHAIR - Presides over all pack committee meetings. Helps recruit volunteer leaders and attends the monthly pack meeting.

ADVANCEMENT CHAIRMAN - Maintains advancement records for the pack. Orders all badges and awards. Attends the monthly pack meeting and committee meeting. Takes care of online advancement and Scoutbook logs.

SECRETARY/TREASURER - Keeps all records for the pack, including pack bank account, financial records, etc. Attends the monthly pack meeting and pack committee meeting.

PACK TRAINER - Coordinates training for adults. Promotes basic leader training and roundtable meeting attendance. Attends the monthly pack meeting and committee meeting.

PARENT HELPERS - Each year the pack will undertake several short-term projects. Parents and other volunteers are needed for activities such as pack fundraisers (Program Sale), Scouting for Food, Pack Banquet, Pinewood Derby, Blue and Gold Banquet, Friends of Scouting, Pack Graduation, and Day Camp. These are short-term jobs and enable all families to assist with important pack responsibilities.

THE PURPOSE AND METHODS OF

CUB SCOUTING

The Cub Scouting program has 10 purposes related to the overall mission of Scouting America - to build character, learn citizenship and develop personal fitness.

- | | |
|------------------------------|--------------------------------|
| 1. Character Development | 6. Respectful Relationships |
| 2. Spiritual Growth | 7. Personal Achievement |
| 3. Good Citizenship | 8. Friendly Service |
| 4. Sportsmanship and Fitness | 9. Fun and Adventure |
| 5. Family Understanding | 10. Preparation for Boy Scouts |

MISSION OF SCOUTING AMERICA

The mission of Scouting America is to prepare young people to make ethical and moral choices over their lifetime by instilling them the values of the Scout Oath and Law.

SCOUT OATH

On my honor, I will do my best to do my duty to God and my country and to obey the Scout Law; to help other people at all times; to keep myself physically strong, mentally awake, and morally straight.

12 POINTS OF THE SCOUT LAW

A SCOUT IS...

- | | | |
|----------------|--------------|--------------|
| 1. Trustworthy | 2. Loyal | 3. Helpful |
| 4. Friendly | 5. Courteous | 6. Kind |
| 7. Obedient | 8. Cheerful | 9. Thrifty |
| 10. Brave | 11. Clean | 12. Reverent |



AREA WILL BE COVERED BY FOLDER POCKET

AREA WILL BE COVERED BY FOLDER POCKET

INSIDE OF FOLDER POCKET; WILL NOT BE SEEN

INSIDE OF FOLDER POCKET; WILL NOT BE SEEN



Supporting Your Recruitments

When a new family is unfamiliar with our program, what they first sign up for is your calendar & outings for the year.

- Recruiting is best supported by a fun calendar!
- A combination of local outings and bigger adventures.

- Local hike
- Day Camp
- Museum
- Summer Camp (archery, fishing, crafts, etc)
- Playdates in the park
- Check the MCC calendar for Scout Nights & events

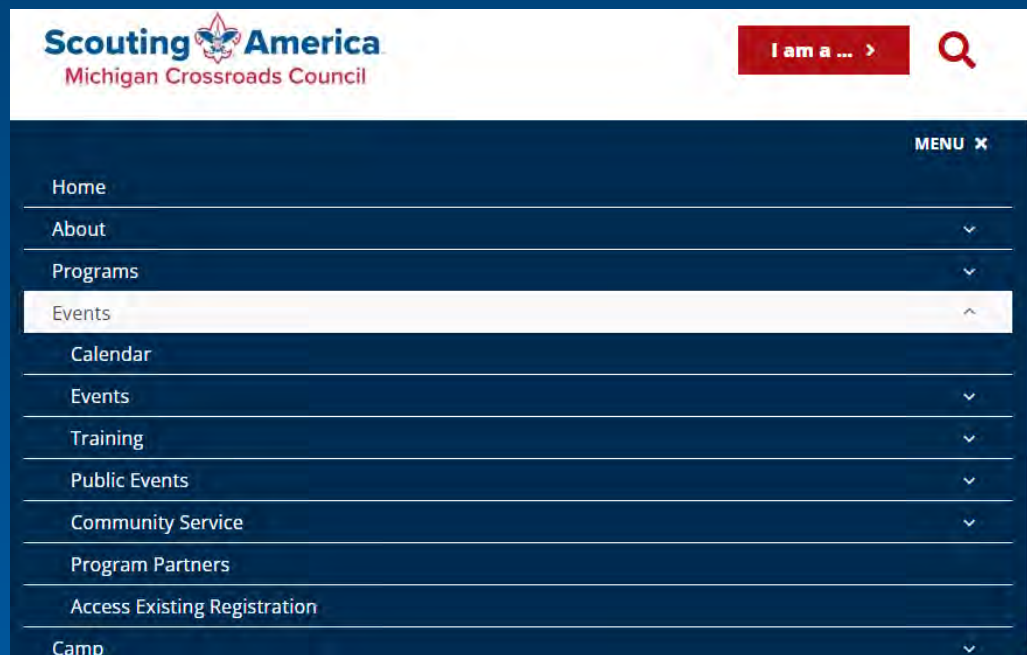


Filling the calendar

Michiganscouting.org

- Menu
- Events

**Searchable calendar of
all district & council
events!**



**Filter for month, event type, district, location, and event tags
like "advancement," "service," "public," "STEM," and more.**



Recruiting Using BeAScout

The first thing families will see when looking for you online!

More families will submit leads when a seasonal activity ends or when they're looking for something to do!

Many families reaching out individually means good time to host an event!



Updating BeAScout

- Update BeAScout regularly – we recommend every month during the busier times
- Keep it up to date with the information you want a new family to know and who you want them to reach out to.
- Update the meeting location so it comes up for those nearby.
- Call leads within 3 days!

Make updates on my.scouting > Org Manager > Unit Pin


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Organization Manager

Review
information
provided on your
BeAScout.org Pin!

Allow the CC
to take first
step on
Adult
Applications

Pack 0654 Benton Township ESA



Pack 0654

Key Three Information

Download Charter Certificate

Chartered Organization Rep.	Committee Chair	Cubmaster
[Redacted]	[Redacted]	[Redacted]

Settings

Unit Pin

Unit Dashboard

Roster

Position Manager

Reports

Please be aware that as of July 1, 2020, online applications may only be paid by debit or credit card.

Membership Application Approval

Select who has the ability to accept (approve) applications for your unit. Note: this applies only to adult applications

☐ Chartered Org Representative Approval Required

☒ Committee Chair Recommendation and Chartered Org Representative Approval Required

Youth Applications

☐ Automatically Accept Youth Applications to this Unit.

Adult Applications

* This option was set by the council. It may not be changed for this unit.

☒ Allow Adult Applications

Auto Approve Renewals

☐ Allow auto approve renewals

Renewal Payment

☐ Unit will pay for renewal applications

Types of Youth Applicants This Pack Accepts

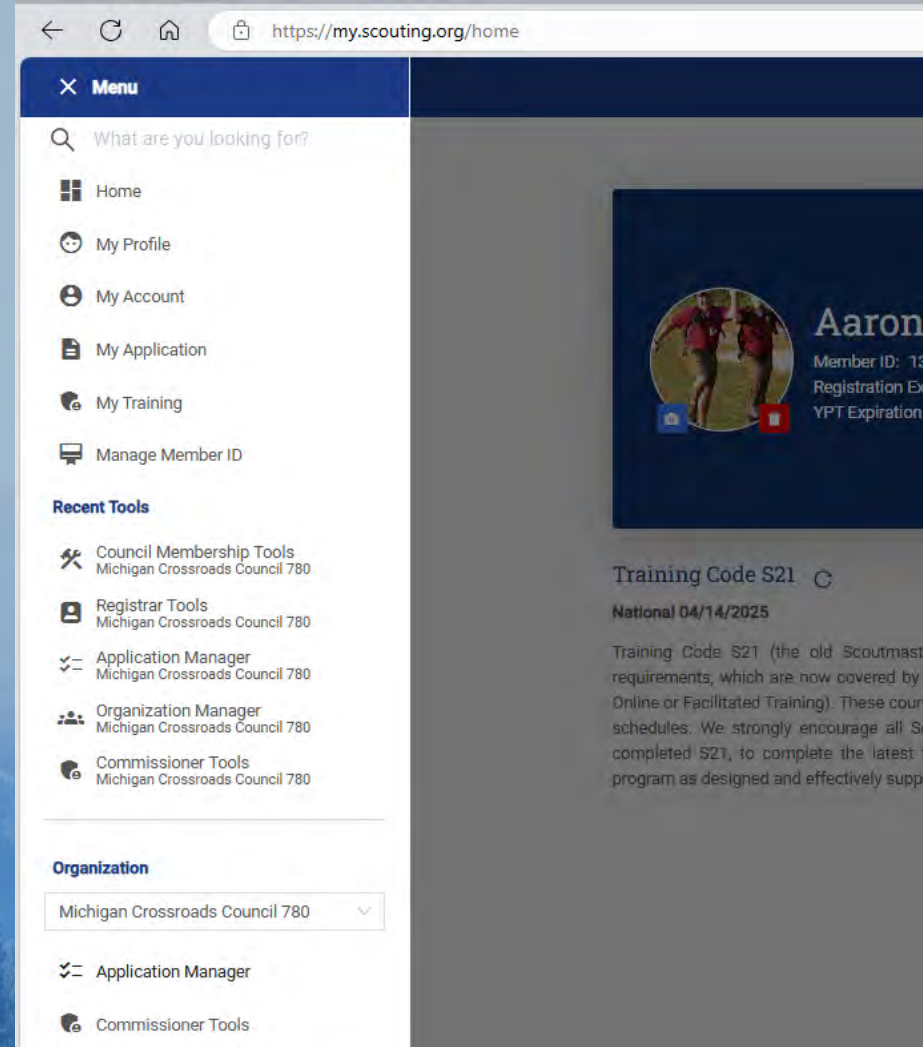
☐ Girl Only ☐ Boys Only ☒ Both Boys and Girls

RECOMMENDED!

Review for
accuracy

Application Manager

- Found in My.Scouting.org
- Instructions shared in toolkit or online



The screenshot shows the My.Scouting.org website. The browser address bar displays <https://my.scouting.org/home>. A dark blue sidebar on the left contains a 'Menu' section with icons and links for Home, My Profile, My Account, My Application, My Training, and Manage Member ID. Below this is a 'Recent Tools' section listing various tools for Michigan Crossroads Council 780, including Council Membership Tools, Registrar Tools, Application Manager, Organization Manager, and Commissioner Tools. At the bottom of the sidebar is an 'Organization' dropdown menu set to 'Michigan Crossroads Council 780'. The main content area on the right shows a user profile for 'Aaron' with a circular photo and details like 'Member ID: 13', 'Registration Ex', and 'YPT Expiration'. Below the profile is a 'Training Code S21' section with a refresh icon and the date 'National 04/14/2025'. A paragraph of text follows, mentioning 'Training Code S21 (the old Scoutmaster requirements, which are now covered by Online or Facilitated Training)' and encouraging completion of the latest program.

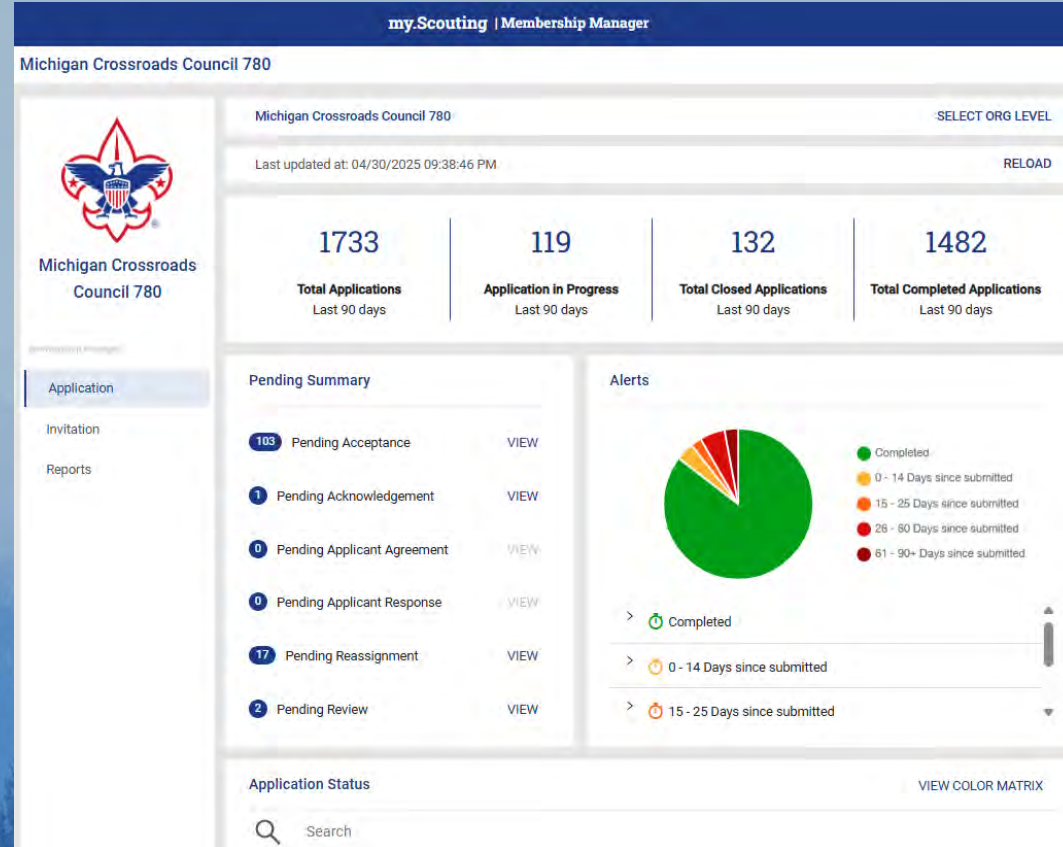
Scouting America
Michigan Crossroads Council

Application Manager

- These applications are **PAID**
- Accept quickly and invite to next meeting or activity!

Invitation Manager

- These are families looking for more info
- Respond quickly, answer their questions, and get them signed up online!



BOY SCOUTS OF AMERICA®
MICHIGAN CROSSROADS COUNCIL

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Trial Membership

- During a portion of this fall new cub scouts can join for a fee of \$0!
- That scout and their family are then responsible for selling \$170 commissions worth of popcorn (\$570 of merchandise).
- Once they sell their portion of merchandise, they are no longer part of the “trial period” but are a fully paid scout.
- This is the **only** method for our approach with new cub scouts who need registration assistance, From **August 1-October 15**.



Trial Membership Timeline

The sign ups for this program are open from: August 1 until October 15. After October 15, Registration Assistance will go back to the traditional format.

All remaining product and payments are due back to council by December 1.



The Night of your Join Event

Have your talking points ready

What's exciting for your youth? What's exciting for parents?

Having printouts of your unit calendar gives families a frame of reference on what to expect.





The Night Of Your Join Event

Set up your space

Where/how will people sign-in?

Would signage help families find you?

Have someone welcome families

Set up any activities.

Set up seating if necessary.

Finishing prepping handouts.

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3 Purposes of a recruitment event

- Tell them why they'd want to join
- Tell them how to join
- Help them to join





The Content of a Good Recruitment

- **Sign-in, collect names & contact info**
- **Introduce your unit & the program**
 - What is Scouting? What do you do? Who are you? Brag!
 - What can families expect in the program?
 - How does it run?
 - When do you meet?
 - What's the time commitment?
 - What does a family need to do to join?
 - How does a family join?
 - **What are we doing next?**



During the event

Give families some time dedicated to filling out an application.

USE CODE JoinScoutsHW25 to pay the reduced program fee. NO REFUNDS WILL BE GIVEN.

Have your unit's Online Application QR code ready to go.

- Either printed and on each table, individual copies for each family, or projected on a big screen.*
- Bring paper applications as a failsafe in case internet access is an issue.*



At the end of the event

**The next meeting is...
(date, time, location)**

**Thank families for
coming**

**Remind anyone who
missed the sign-in to
visit it so we can get in
touch**





Post-Event Review

Take notes on your roses, thorns, and buds.

Follow-up with those who didn't submit applications

- Send a written communication and give them a phone call.

When it's necessary to schedule a second-chance recruitment...

- Is every den at critical mass?
- Is your pack at it's goal size?
- How many 5th graders will be crossing over in the spring?



Pro-Tips

“We don’t have the volunteers/time to pull off a second recruitment”

- Recruiting is a great way to bring more parents into your pack’s leadership.
- Start by delegating single tasks to each parent with clear instructions and due dates.

Concentrated Recruitments – grade-focused recruiting

Different times of year are more conducive to recruiting different age groups.

- Assess your age group gaps.
- Target age groups you’re lacking.

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Targeted Recruitment

Den-focused recruiting

- Assess your den gaps.
- Target age groups you're lacking.
- Rinse and repeat the planning process.
- What do you want to achieve? What needs to be done to get there?
- Pick a date and time, book a space, get flyers printed.
- Individual family invitations (parent to parent/peer to peer).
- Choose an activity from the books.
 - *IE Lions, build em up knock em down*



Year Round Community Visibility

Holidays are a great time to get some visibility in your community!

Visit our recruitment tools landing page to check out our growing library of holiday cards and stickers!





Year Round Recruiting

**“Everything you do
Everywhere you go
Everyday of the year
Always be recruiting!”**





HIAWATHALAND specifics

**Reduced Program Fee available using code
“JoinScoutsHW25” in the online application.**

**Update your BeAScout.org pin to include the supplied
template for proper information**

**The Trial Membership amount is the same as the
legacy MCC districts- \$0 down, sell \$570 of popcorn**

NO REFUNDS FOR PROGRAM FEES WILL BE GIVEN

Discussion / Q & A

