

Friendstorming

Friendstorming is a cool term for holding a fun activity where each member of your unit invites some of their friends to join in.

Why the emphasis on friendstorming?

- We know that almost 60 percent of Scouts joined because of a personal invitation. What if every member of your unit invited just one friend and more than half of them joined?
- Your pack, troop or crew would be even more fun and exciting.
- Now imagine if everyone invited two or three friends and half of them joined.
- Come up with a great NFA – normal fun activity – and set a date.
- Have the Scouts and their families invite that list of friends to invite the Normal Friend Activity. Be prepared to talk with families about how they can be part of the fun and adventure, and be ready to hand them information on how to join Scouting.

Often your best source of new prospective Scouts and Parents come from the newest Scouts and Parents. So, momentum for adding youth grows as your unit grows but it takes hard work at the beginning. As you add youth, you will also add new adult volunteers to help.