



Troops, Tell me about your recruitment plans.

If your troop is currently not recruiting, think about where your troop may be in the next two years.

Troop A---Actively Recruiting—Adds one new scout for each current scout (In 2 years they will have quadrupled their numbers)

Troop B—Does not Recruit and waits for the Pack---4 scouts on average crossover---they lose four scouts to aging out or earning their Eagle (This troop has stayed even; they are not gaining membership but staying the same. The cyclical nature of packs, may eventually lead to a downturn in membership)

How do we revive our troop and keep it going?

Besides a great program, you need to have an active recruitment plan.

What is your best resource?

The scouts are your best resource. They already know the program and have that peer-to-peer connection. They understand what a scout is looking for in a program and can easily speak to their peers regarding the programming within the unit. This also gives the potential scout a sense of belonging and feeling welcomed into the unit.

Where do we start?

Start with a PLC meeting for the scouts to put together a plan for recruitment.

- What is your goal?
- What events will be included?
- What dates are important to the plan?

Some ideas to think about:

- An Ice cream social or a pizza party and invite a friend
- Invite a friend to a sporting event the Troop may be attending
- Go Karts or Mini Golf Special Night for the Troop and invite friends
- Host a spirit week where scouts participate in several events throughout the week and wear their uniform to school

Do you have a new member coordinator?

New member coordinator is a good way for Eagle scouts that are looking to assist their troop. They have the peer-to-peer connection and can still make an impact by helping their troop with making new families and scouts welcome, passing along information to new scouts about the program, and assisting the PLC with their recruitment plan.

Any questions, please contact Jacqueline Miller at Jackie.Miller@scouting.org.

