



The 3 E's to Spring Recruitment

Engage

Promote your recruitment night and your summer Pack activities.

- Set a date soon. This gives you more time to get the word out. Families are busy.
- Use multiple methods to promote. (See specific ideas below)
- Don't stop with one recruitment night. Promote summer camp, day camp, and your summertime pack activities to new families to visit and join your pack.
- Welcome new families to your event and make it fun.

Focus on fun for the youth.

- Be well prepared for the evening. That will let you relax and enjoy the night.
- Have volunteers to greet families.
- Get contact information for all your new families.

Enroll

Have printed information and key Pack/Den leaders to answer parent questions.

- Calendar and basic information are critical.
- Contact information and general pack information is important too.
- Know how much your dues are.

Have the materials needed to enroll Scouts. Complete applications that night.

- Applications, new Scout packets, pens, change...Know how checks are to be written.
- Have information about how to sign up for summer camp and day camp

