



# Leap into Recruiting

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# Housekeeping

- **Your microphones are disabled**
- **Use the Q&A to ask questions**
- **The meeting is being recorded**
- **Slide deck and recording will be sent out**

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# Accomplishments

- **Pack 25 - 2 new Scouts**
- **Pack 43 - 2 new Scouts**
- **Pack 57 - 2 new Scouts**
- **Pack 69 - 1 new Scout**
- **Troop 48 - 1 new Scout**
- **Troop 54 - 1 new Scout**
- **Troop 57G - 1 new Scout**
- **Troop 67 - 1 new Scout**

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# Setting the Stage

- **At the end of 2019, the Heritage Trails District had 72 Scouting units compared to today's 40.**
- **We also served 1,730 Scouts in 2019 compared to today's 842 Scouts**
- **We all traversed the COVID-19 Pandemic**
- **The Boy Scouts of America emerged from Bankruptcy in 2023**

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# What Recruitment Means

- Changing more lives
- Impacting more youth
- Sharing Scouting with more families
- Preparing more Scouts for life

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# District Level Membership Plans

- **Starting 1 new Girl Troop**
  - Shiloh
- **Starting 6 new Cub Scout Packs**
  - Wrightsville
  - Hellam
  - York Suburban (x2)
  - North York
  - Southeastern York

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# A Year-Round Process

## Static Recruitment

- **Time-based and event-based**
- **Places a dependence on formal strategies**
- **Focused on inviting strangers**

## Dynamic Recruitment

- **Continuous and intentional**
- **Everyday interactions**
- **NFA = Normal Friend Activities (BARF = Bring a Real Friend)**

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# 8 Steps to Dynamic Recruitment

## 1. Know the Basics

- **Attract lots of high-quality families**
- **Make sure everyone is dedicated**

## 2. ACE Your Values

- **Promote Achieving, Communicating, and Expecting the values of Scouting**
- **Do so in everything you do**

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# 8 Steps to Dynamic Recruitment

## 3. Get Motivated

- **Build your unit's dream**
- **Dream so big you will do whatever it takes**

## 4. Know Your Audience

- **Have never been invited**
- **Don't know much about Scouting**
- **Have made an assumption about Scouting**

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# 8 Steps for Dynamic Recruitment

## 5. Know Your Product

- Learn the values and benefits of Scouting
- How has Scouting impacted you?
- What is their personal Scouting story?

## 6. Develop Skills

- Develop your people skills
- Invite and recruit
- Grow in confidence

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# 8 Steps to Dynamic Recruitment

## 7. Grow Wiser

- Learn from experiences
- Seek out new ideas
- Build you playbook

## 8. Repeat

- Continue to add names
- Continue invitations
- Continue to adjust
- Continue to provide positive feedback

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# Building an Active Summer

- **Stay active**
- **Be transparent**
- **Shared dates with families**
- **Focus on fun and adventure**

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# What Growth Means for You

- **With Scouts come adults to help**
  - Strive for dens/patrols of at least 5 Scouts
- **Stronger program**
- **Better outreach**

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# Unit 12 Point Plan

- **What is the 12 Point Plan?**
- **Who is your unit membership person?**
- **Submit plans by March 15**



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# Next Recruitment Rendezvous

- **Third Thursday of each Month at 7:00 PM**
- **March 21**

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# We Are Here to Help

- **Bridget Koller – District Membership Chair**
  - [bmkoller@aol.com](mailto:bmkoller@aol.com)
- **Gina Kreh – District Chair**
  - [gpkreh@gmail.com](mailto:gpkreh@gmail.com)
  - (717) 683-9068
- **Tyler Roman – District Executive**
  - [tyler.roman@scouting.org](mailto:tyler.roman@scouting.org)
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# Q&A

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