

# Year-Round Guide To Boy Scout Recruiting

A resource for Boy Scout troops  
to assist in youth recruitment



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# A Year-Round Guide *to* Boy Scout Recruiting

## Introduction

A steady flow of youth into a Boy Scout troop is essential to maintaining the troop's health. New Scouts bring energy and enthusiasm to the troop program.

To avoid the pitfall of shrinking membership, a troop should add at least 10 new Scouts every year. Having a year-round growth plan in place will help attract new Scouts.

The first step for any recruitment effort is to appoint an assistant Scoutmaster or troop committee member to serve as the troop membership chair. This person will develop and implement a year-round growth plan that incorporates all methods of recruitment; working closely with Cub Scout packs in the community, the district membership committee, and the unit commissioner.

There are three methods of recruiting new Scouts into troops:

- Graduate Webelos Scouts into a Boy Scout troop
- Host a troop open house
- Encourage boy-to-boy recruiting

The year-round growth plan addresses all three methods.

## Graduate Webelos Scouts Into a Troop

The year-round growth plan is designed to facilitate Scout recruitment and pack-troop relations. To carry out the plan, the troop membership chair will need to remember some important guidelines:

1. Work closely with a nearby Cub Scout pack.
2. Prepare an effective Webelos-to-Scout plan.
3. Make new Scouts and their parents feel welcome.

At the beginning of the recruitment process, the troop should align with a Cub Scout pack in the community. If more than one troop draws its new Boy Scouts from this pack, contact the leadership of the other troops and design a plan to work together with the pack. Offer the use of your troop's equipment and expertise to the Cubmaster and the Webelos den leaders, and work with them to develop an effective Webelos-to-Scout plan, following the year-round calendar provided in this brochure.

Use the Second-Year Webelos Scout Tracking form in this brochure to collect information on each second-year Webelos Scout. The information will be invaluable as the year-round plan is implemented. The form helps track the Webelos Scouts' progress toward becoming Boy Scouts.

Lastly, ensure that the Scouts and their parents have a smooth transition from the Webelos den to the Boy Scout troop. Make the Scouts and their parents feel welcome and at ease in the new troop environment, and recruit parents of the new Boy Scouts to become assistant Scoutmasters and troop committee members.

The activities recommended in this plan will help stimulate youth interest in the Boy Scout program. Implementing the plan involves the active involvement of adult and youth leaders of the Boy Scout troop as well as the leadership of the Cub Scout pack.

## Webelos-to-Scout Plan 2013 - 2014

<b>Key:</b>			
CM-Cubmaster PLC-Patrol leaders' Council	SM-Scoutmaster SPL- Senior patrol leader	TCC- Troop committee chair TG-Troop guide	TMC-Troop membership chair WDL-Webelos Den leader
<b>August</b>			<b>Person Responsible</b>
<b>1</b>	Get names, addresses, and telephone numbers of second-year Webelos Scouts for this fall. Record the information on the Webelos Scout tracking sheet.		TMC, WDL, CM
<b>2</b>	Plan a joint Boy Scout troop/Webelos den camping trip for October.		SM, PLC, CM, WDL
<b>3</b>	Plan a program of upcoming events to present at a Webelos den meeting visit in November.		TMC
<b>4</b>	Select a den chief for each Webelos den.		SM, SPL, CM
<b>September</b>			<b>Person Responsible</b>
<b>1</b>	Mail a letter of introduction from the Boy Scout troop to second-year Webelos Scouts to introduce them to the troop.		TMC, SM
<b>2</b>	Put second-year Webelos Scouts on the mailing list to receive the troop newsletter.		TMC
<b>3</b>	Continue planning the joint camping trip for October.		SM, PLC, CM, WDL
<b>October</b>			<b>Person Responsible</b>
<b>1</b>	Conduct the joint camping trip with the Webelos den.		SM, TMC, SPL, CM
<b>November</b>			<b>Person Responsible</b>
<b>1</b>	Attend a Webelos den meeting to teach the Webelos Scouts how the Boy Scout troop works.		SM, TMC, SPL
<b>2</b>	Have den chiefs attend a local council or district training course.		SM

<b>December</b>		<b>Person Responsible</b>
1	Set a date for Webelos Scouts and their parents to visit a Boy Scout troop meeting in January.	SM, WDL
2	If desired, send a small holiday gift to each Webelos Scout.	SM, TMC
<b>January</b>		<b>Person Responsible</b>
1	Host Webelos Scouts and their parents at a Boy Scout meeting	SM, SPL
2	Plan a bridging ceremony for the Blue and Gold Banquet in February to welcome graduating Webelos Scouts to their new troop.	SM, CM, TMC, SPL
3	Attend a meeting of first-year Webelos Scouts to introduce them to Boy Scouts.	SM, TMC, CM
<b>February</b>		<b>Person Responsible</b>
1	Hold the bridging ceremony at the Blue and Gold banquet	SM, CM, SPL, TMC
2	Get new Scouts actively involved with the troop through troop activities	TMC, SM, CM
3	Recruit parents of new Scouts to become assistant Scoutmasters or troop committee members.	TCC, SM
<b>March</b>		<b>Person Responsible</b>
1	Plan a troop activity for new Scouts to get them involved with their new troop.	PLC, SM, TMC, TG
<b>April</b>		<b>Person Responsible</b>
1	Conduct summer camp orientation to encourage troop involvement.	SM
2	Attend a meeting of Bear Cub Scouts to introduce them to Boy Scouting.	SM, TMC, CM
3	Sponsor a troop activity for the new Scouts.	SM, TMC, TG, PLC

<b>May</b>		<b>Person Responsible</b>
<b>1</b>	Work closely with new Scouts and parents during their transition to the Boy Scout troop, ensuring their needs are met and that their move has been natural and fun.	TMC
<b>2</b>	Work on rank advancement with new Scouts.	SM, SPL, TG
<b>June</b>		<b>Person Responsible</b>
<b>1</b>	Ensure that all new Scouts attend summer camp.	TMC, SM
<b>July</b>		<b>Person Responsible</b>
<b>1</b>	Work closely with new Scouts and parents during their transition to the Boy Scout troop, ensuring their needs are met and that their move has been natural and fun.	TMC
<b>2</b>	Work on rank advancement with new Scouts.	SM, SPL, TG

# Boy-To-Boy Recruitment

The most effective recruiter in Scouting is a Scout who is enthusiastic about his troop. To make recruiting a year-round plan, consider having a fall recruitment campaign within the troop. Offer incentives for each Scout who recruits one of his friends to join the troop, as well as an overall prize for the top recruiter. End the campaign after a few months so there is a definite starting and ending point to the emphasis.

Follow the Boy-to-Boy Recruitment calendar below for specific suggestions for this recruitment plan.

<b>Key:</b>			
CM-Cubmaster PLC-Patrol leaders' council	SM-Scoutmaster SPL-Senior patrol leader	TCC- Troop committee chair TG-Troop guide	TMC-Troop membership chair WDL-Webelos Den leader
<b>September</b>			<b>Person Responsible</b>
1	Announce a recruitment drive in the troop. Display awards and incentives for the troop recruits.		SM, TMC
2	Ask Scouts to list non-Scout friends they would like to invite to the next troop meeting as part of their recruitment drive.		SM, TMC
<b>October</b>			<b>Person Responsible</b>
1	Monitor the troop's recruitment efforts and present incentive awards to those who have recruited a new Scout.		SM, TMC
<b>November</b>			<b>Person Responsible</b>
1	Continue to monitor progress and recognize top recruiters.		SM, TMC
<b>December</b>			<b>Person Responsible</b>
1	End the recruitment drive and honor the new Scouts and top recruiters.		SM, TMC

## Troop Open House

A troop open house can be an effective tool to recruit new Scouts into a troop, especially in the spring when outdoor activities are on the horizon. Select a date, set up a school rally, and make a presentation to the fifth- and sixth-grade boys to spark their interest, and then follow up with an invitation to visit the troop.

Follow the Troop Open House calendar below for specific suggestions for this recruitment plan. For more details on how to conduct a troop open house, see The Boy Scout Troop Open House, No. 18-706.

Key:			
CM-Cubmaster PLC-Patrol leaders' council	SM-Scoutmaster SPL-Senior patrol leader	TCC- Troop committee chair TG-Troop guide	TMC-Troop membership chair WDL-Webelos Den leader
<b>February</b>			<b>Person Responsible</b>
1	Set a date and plan a troop open house for March		SM, TMC, SPL
<b>March</b>			<b>Person Responsible</b>
1	Conduct a school rally introducing fifth- and sixth-grad boys to Scouting. Have them complete the High Adventure survey, no. 34241		SM, TMC, SPL
2	Follow up with interested youth by sending a personal invitation to the troop open house to their parents.		SM
3	Hold a troop open house to welcome potential Boy Scouts and their parents.		SM, TMC, SPL
4	Plan a troop activity to get new Scouts involved with the troop shortly after they join.		SM, TMC, TG, PLC
<b>April</b>			<b>Person Responsible</b>
1	Sponsor a troop activity for new Scouts.		SM, TMC, TG, PLC
2	Encourage each troop member to attend summer camp. Conduct summer camp orientation to encourage full troop involvement.		SM, TMC
<b>May</b>			<b>Person Responsible</b>
1	Work closely with new Scouts and parents during their transition to the Boy Scout troop, ensuring their needs are met and that their move has been natural and fun.		TMC
2	Work on rank advancement with new Scouts.		SM, SPL, TG