Successful Recruiting:
Tapping Into Diverse Markets

What We Did
In 2006, two studies show how Scouting can meet the needs of diverse communities.
The first study, Reaching the Next Multicultural Generation, conducted by New American Dimensions, includes the findings from focus groups with African American, Asian, and Hispanic/Latino parents and youth. Twenty-five focus groups were held in Los Angeles, Houston, Chicago, and New York.

Notes:

- What We Know
The research shows areas that regardless of ethnicity:

Parents want:
- A safe place for their child
- Their child to be successful
- Their family values reinforced
- A place where their child can gain self-esteem and confidence

Youth want:
- Fun activities
- To be with friends

Most youth are growing up in communities where diversity is the norm and their circle of friends reflects a variety of cultures. They want and expect diverse participants in their activities and the organizations they join.

(To read the full report, order No. 02-1058 from the National Distribution Center or download a copy at www.marketing.scouting.org/research.)
African American Parents Look for Activities That:  
- Build discipline.  
- Improve academic skills.  
- Provide youth with an opportunity to serve the community.

African American Youth Look for Activities Where They Can:  
- Gain personal recognition.  
- Compete with others as part of a team.  
- Serve the community.

Tips:  
- Be visible in the community on a consistent basis. Have African American Scouts volunteer to help at community events (such as the Black Family Reunion, African American Health Fairs, and Black Expo) and have a booth to promote Scouting at these events.  
- Encourage units to select culturally relevant patrol names, patches, and cheers.  
- Partner with faith-based organizations in the community.

When promoting Scouting to African American youth, show youth participating in a variety of team sports. Highlight competition and recognition earned through Scouting.

Tell parents about the membership and activity costs so they can determine affordability.

Tools:  
- Scouting Works in the African American Community, No. 11-235, is a DVD that introduces parents and chartered organizations to Scouting.  
- New unit organization kit for African American Baptist conventions, No. 11-4231.  
- Use Cub Scouting: Time Well Spent, No. 02-1074, and Boy Scouting: Time Well Spent, No. 02-341, to show parents what their child will gain from Scouting.  
- The Values of Americans, No. 02-849, and Values of Scouts, No. 02-882, show how Scouting builds values and academic skills that lead to success.  
- Scoutreach Strategies for Single-Parent Families brochure, No. 11-309, may help meet the needs of those dealing with this issue.  
- Use Cub Scouting: Time Well Spent, No. 02-1075, and Boy Scouting: Time Well Spent, No. 02-341, to show parents what their child will gain from Scouting.  
- Asian-american emphasis in your local council area—a guide for local council staff and volunteers, No. 11-082.

Hispanic/Latino Parents Are Interested in Youth Activities That:  
- Include the entire family. Family participation is particularly important to those with Mexican and Central and South American roots.  
- Preserve their cultural heritage.  
- Teach responsibility.

Hispanic/Latino Youth Look for Organizations That:  
- Offer a variety of activities from which they can choose.  
- Allow them to do something new they would not otherwise be able to try.  
- Provide extreme sports activities and travel opportunities.

Tips:  
- In promotional materials, emphasize family involvement, fun, and recreation provided through Scouting programs.  
- Identify bilingual volunteers to help with roundtables and commissioner service. Have these volunteers available to provide translation and mentoring assistance to Spanish-speaking unit leaders throughout the year.  
- In promotions to Hispanic/Latino youth, include images of young people enjoying a variety of activities and hanging out with friends.  
- Encourage units to select culturally relevant patrol names, patches, and cheers.  
- Highlight community leaders who were Scouts or are currently involved in Scouting.  
- Place English and Spanish-language promotional pieces at high-traffic locations in the community, such as grocery stores.

Tools:  
- Cub Scouting: Un Buen Programa Para Nuestras Familias, No. 13-125, can show parents that Scouting is a family program.  
- www.scoutingvallepapena.org provides information about Scouting programs in Spanish.  
- Use Cub Scouting: Time Well Spent, No. 02-342, and Boy Scouting: Time Well Spent, No. 02-341, to show parents what their child will gain from Scouting.  
- The Values of Americans, No. 02-849, and Values of Scouts, No. 02-882, show how Scouting builds values and academic skills that lead to success.  
- Que es Scouting, No. 94-124, is a video to introduce parents or community groups to Scouting and explain the program.  
- Scoutreach Strategies for Serving Single-Parent Families brochure, No. 11-309.