Seneca Waterways Council, BSA

Fall 2020 Recruitment Plan Highlights
UNIQUE CHALLENGES – OUTSTANDING OPPORTUNITIES

2020 is a year of unprecedented challenges. There is no escaping that fact, but we cannot allow those challenges to prevent us from having the kind of impact we all know Scouting has on the lives of a growing number of young people in the communities we serve. Each of these challenges can be faced and met. Covid-19 has temporarily changed the way Scouting activities are conducted, but it hasn’t prevented youth from having meaningful and fun experiences with their friends like it has in many other youth serving organizations. That’s a testament to the dedication, ingenuity, and can-do spirit of our amazing volunteers.

Regardless of what happens with schools this fall, we have the means at our disposal to ensure the next generation of Scouts hear positive messages about Scouting and are invited to join in a meaningful way which can overcome the tide of negative publicity we are likely to encounter as we embark on our recruitment campaign.

BE PREAPRED… FOR ONLINE RECRUITMENT AND REGISTRATION

Starting in late April, we began working closely with units to make sure everyone is educated on how to use BeAScout.org to its fullest potential including the online application process. This is not something we have heavily used in our council before this point. In fact, less than a quarter of our units had their online apply status set to active in April. At this point, we have ensured that all contact and meeting information is accurate for 100% of our units and over 90% of our traditional units have set their apply status to active.

Specific plans are being developed for units to use for both in-person joining events with appropriate but unobtrusive social distancing measures and for virtual joining events. These plans will be available for units by our membership and product sales kickoff weekend (15th and 16th of August).

SCOUTING GROWS WHEN UNITS SUCCEED

We learned years ago that a one-size-fits-all plan does not work in helping all units accomplish their goals. Instead, we make sure that every unit works with a “Unit Coordinator” to help develop a plan that directly addresses their needs. This ensures that:

- all units understand what resources are available through the use of a recruitment menu.
- units are engaged and planning their recruitment in early August.
- plans are specifically designed to address dens with leadership vacancies or low membership.
- details of each unit’s recruitment plan is recorded on an “order form” during the meeting and submitted electronically by the unit coordinator immediately after the meeting.
- leadership continuity issues don’t prevent unit recruitment success.
- someone from outside the unit is there to support their efforts throughout the campaign.
MANPOWER, MANPOWER, MANPOWER

Work started in April to recruit a large team of volunteers to support our fall recruitment efforts when it became clear that we would not be able to do business as usual this year. By July first, 250 individual volunteers had agreed to help support these efforts. This is the largest team we have ever recruited to support membership initiatives and allows us to have a 1:1 ratio of unit coordinators working directly with units. Training these volunteers on the plan began in late June and we will have all volunteers oriented by July 23rd.

THE POWER OF 3

In 2020, we cannot rely on school access to promote the opportunity to join Scouting. By the time we have an idea of what school instruction will look like (in-person, virtual, hybrid, etc.) it will be too late for us to prepare plans and materials. While we will certainly do anything and everything we are able to do with promotions through schools, it would be foolhardy for us to build a plan that is primarily dependent on these means. Instead, we go back to what our primary market research told us and our experience has backed-up. The more personal an invitation to join is, the more likely the invitee is to join. For this reason, we will be primarily centering our recruitment efforts this fall on peer to peer recruitment. We are calling this campaign “THE POWER OF 3”.

The idea is simple. By enlisting all Scouts to invite at least 3 friends/neighbors/family members to join, we can grow our programs without the dependence on promotion through schools. For example:

- Pack 123 has 20 active youth members.
- 60 kids are personally invited to join the Pack by someone they know and like.
- If only 20% of these kids were to join, the unit would still recruit 12 new Cubs. This would be a 60% increase in members to that unit.

We recognize that the most difficult part of any peer to peer recruitment campaign is in getting units, parents, and Scouts to adopt the plan and to invite their friends. That is why we are creating a significant incentive program to highly motivate our Scouts to participate. THE DETAILS OF THE INCENTIVE PLAN ARE STILL BEING FINALIZED but a draft plan is included in the appendix.

EARLY ADVERTISEMENT AND START TO OUR CAMPAIGN

One significant headwind we are likely to face this year is negative publicity. We are aware that there is likely to be an advertising campaign beginning in the middle of September to identify potential victims of past abuse allegations. In order to ensure that the awareness campaign we conduct annually is effective we are doing 2 things differently this year. Our campaign will begin on the 7th of August which is about a month earlier than we typically start our campaign. We will begin airing a series of brief promotional videos highlighting the fun things we do in Scouting and that, while Covid-19 may have changed how we go about those activities, it hasn’t stopped us from learning, having fun, and spending time with our friends. All these advertisements will direct clicks to beascout.org, generating leads our units and districts can follow up with to ensure engagement.

We call this an awareness campaign because, though it can generate a significant number of leads, its purpose is to make the personal invitation even more effective.
We will also be encouraging all units to conduct their first joining event no later than the 18th of September to ensure that they have one good “at-bat” before any significant negative publicity has a chance to create obstacles. This is another reason why we believe the power of 3 campaign is the best means of getting new families to join this year. Perhaps the most powerful (and most often overlooked) aspect of a personal invitation to join is that it is immune to negative publicity. When a person is invited to join by someone they know and like, they are far less likely to be influenced by something negative they heard or saw on social media.

**TIMELINE**

6/15-7/1 - Recruit and assign volunteer manpower for all units
7/23 – 100% of volunteer team oriented on 2020 recruitment plan
7/15-8/6 – Unit menu meetings occur
8/7 – 100% menu meetings complete/Unit orders reviewed and processed
8/15-8/16 – Membership and Product Sale Kickoff weekend/Final commitments for all joining dates
8/16-8/31 – Unit coordinator follow up/support with units to help ensure plans are on track
9/1-9/18 – First joining events held for all units
9/11 – First prize drawing on facebook live (to be held every Friday for 12 weeks)
9/19-30 – Second round recruitments for all units
Oct/Nov – Cont’d invitation follow-up/Halloween Pack mtgs to serve as additional recruitment events
12/4 – Final Prize Drawing of PS5

See next page for appendix
Appendix

2020 RECRUITMENT MENU

2020 FALL RECRUITMENT MENU

SALAD BAR
Hello you! at the salad bar!

COMMUNITY SIGNAGE
Ask a local fire department, school, place of work, or a more visible location to feature your pack’s signage.

ONLINE APPLICATION
Online applications making it easy for parents to join at any time. Your youth and family can find your unit via their app and apply to be a Scout. Keep your unit app to take advantage of our new app.

STARTERS
Set the tone for a great recruitment by making people aware of your Pack and how to get started.

PHONE MEDIA
Promote your Pack in media publications. Local media may feature your Pack depending on your Pack size. Provide them with your Pack’s contact information, and promote any upcoming recruiting opportunities. School publications may also be a great place to get published.

POSTER CAMPAIGN
Coordinate with local businesses to display a poster promoting your Pack. Think about places where parents of young boys are likely to go with their friends or family.

YARD SIGNS
Yard signs are a great way to promote awareness of your Pack or an upcoming event. Yard signs should be placed prominently (such as in a church, school, or other public place) and contain basic contact information on how to join.

BRACKETS
Now for 2020 - Pack leaders with the recruitment event day of the week will be blocked out for youth to join. This is a great reminder for you to attend an event.

OPEN HOUSE BACK TO SCHOOL
These events may be blocked. Secure the communication with schools early. Open houses and back to school nights are excellent opportunities to get out in front of parents and new Scout families. When starting a new school year everyone is in the mood to start new activities. Scout leaders can also show their Pack when Guinness is all about “Free Fun!”

ENTRÉES
Yes, this is the main course, to have a great Joining Event.

PERSONAL INVITATIONS
Use this tool to send personal invitations to your local event by email, text, or phone. Personal invitations are a great opportunity to get a lot of word-of-mouth information. This tool gives you a lot of control over who this information will reach.

SIGNATURE SIDES
Every event should have a side dish. These go with the joining form and help get people to join. Get creative with what kind of side dish you provide.

POWER OF THREE
Centers for this year’s campaign is the idea that by encouraging all youth parents, mentors, and leaders to each invite 3 people to join, we can grow regardless of what kind of outreach access we have. The Council will provide a RECRUITMENT PROGRAM TO SUPPORT this initiative.

SCOUT TAILS
Rewards included in a school, a place of worship, or to a sports team meeting the end of this season. There are some places where we can find a captive audience of elementary/primary youth. Get creative with rewards.

JENKINSON DAY
Having your Pack coordinate to wear their uniforms or Cub Scout shirts on the same day can create great awareness 0.5 miles away of your joining event.

BROCHURE CARDS
Have your Pack take an active part in recruitment! Let them invite a friend by handing out brochures! Use cards and brochures available on the Council website or ask your district executive for additional assistance.

FLYERS
Flyers with specific recruitment information are a great way to bring your joining event information to the attention of parents. All flyers should include: date, time, location, contact information of person or program immediately available. Flyers can be distributed in many locations and serve as a form of personal invitation.

DESSERT
Everybody’s favorite part of the meal!

FOLLOW-UP ON LEADS
Contact current and new members for reaching out to their neighbors, friends, family, or anyone else that is interested in the sport of Scouting, interest, movement, and fun. Build on the trust you have gained from your joining event.

DROPPED SCOUT LIST
Remove Scout families from your database of those who are interested in the sport of Scouting, interest, movement, and fun. Build on the trust you have gained from your joining event.

HALLOWEEN PACK MEETING
Your Scouting Pack meetings are a great opportunity to show new and potential Scouts your fun side. Invite as many people as possible to the event and note awareness of your Pack, what you do!

MOST IMPORTANT...
Remember that every Eagle Scout started their Pack connection. It was either when someone took the time to share with them or a family member wrote a great experience they would have as a member of Venturing Crew Pack. Taking the time to prepare a great recruitment campaign pays off for the next generation and makes happy the thought of being born bright in the future!
2020 MENU ORDER FORM

DIGITAL ORDER FORM REPORTING TOOL
DRAFT INVITATION INCENTIVE PROGRAM

SWC Power of 3 Recruitment Incentive Program
Fall 2020

Prize Structure

- Each week will have one Grand Prize, growing in value each month. The same grand prize will be given each week of a month.
- Each week will also have a slate of lesser prizes of varying value. Some of these prizes will be repeated throughout the campaign at varying frequencies depending on value. 5 lesser prizes will be given each week of September, 8 in October, and 10 in December.
- Every Scout that recruits 2 will receive a free weekend of tent camping
- Every Scout that recruits 3 will have access to a special program event (shooting sports themed) PLUS entry in a special raffle for the PlayStation 5

Prize Slate

Grand Prizes
- September — Lego Millennium Falcon
- October — Nintendo Switch
- November — $400 Drone

Lesser Prizes
Sorted by Frequency of re-appearance on the prize slate throughout the campaign

- **Middling (3-6)** - Free 2021 Registration, Strong Museum Family Membership, $30 Lego Set, RMSC Family Membership, SWC Camp Sweatshirt, Scooter, Small Drone, $50 Scout Shop Shopping Spree, RC Car, Telescope, Binocular, Bow, Camping Gear Starter Set
- **Infrequent (1-2)** - Red Wings Season Ticket, Angels Season Tickets, GCMV Membership, Free Weekend @ Cutler with Bristol Mtn. pass, Knight Hawks Season Tickets, Howe's Cavern Tour, Hoverboard, Free Week of Summer Camp

Entry and Drawing Structure – Main Raffle

- A scout can be entered for each new Scout they invite that registers with a new youth application. There is no limit to the number of entries a Scout can have.
- Scouts can enter in the drawing by having their parents enter at a setup online form containing their name, their unit, and the name of the new Scout recruited. Our staff
member will verify that the new scout has a valid registration, then will enter their name in the raffle.

- Drawings will be weekly. Scout’s entries not picked will be carried over week after week.
- Scouts’ parents will be contacted to arrange disbursement of prizes

**Entry and Drawing – Special Raffle**

- Each Scout who recruits 3 new Scouts will be additionally entered in a separate drawing for the PlayStation5. While scouts can continue to accrue entries in the main raffle, entries in this will be limited to one per Scout.
- The drawing will happen once, in the first week of December at the end of the incentive program.

**Promotion and Marketing**

- Publicity for the incentive will be done through all available fronts to get the word directly to families – main avenues will be through Currents, Contact and Facebook. Supplementally, the program will be pushed at the Council Kickoff and through September Roundtables.
- Weekly drawings will be done on Facebook live to build HYPE!! for participation.
- Post-drawing, a Facebook post as well as a Currents article will go out, highlighting each week’s winners. This will ensure momentum of excitement continues throughout the campaign.
WHAT WE’RE GOING TO COVER

- Welcome and Introductions
- Why is recruiting new families important?
- Why do we need more volunteers?
- Headwinds in 2020
- Year 4 of tracking data - What have we learned?
- Basic outline of the plan
- Tweaks to the Menu Process
- Timeline for Success
- Questions
- Closing Thoughts
Why is recruiting new families important?

- Retention rate is between 70-80% annually
  - Contributing factors include Scouts graduating high school, general attrition, and unit decline
  - Membership growth is a function of recruiting a greater number of youth than are dropped off rosters.
- The future of the unit and Scouting in the region depends on recruitment efforts
- We know the benefits of the program to youth and their families. If we don’t take recruitment seriously, we are limiting the benefit Scouting can have.

Why is recruiting new families important?

- Poor Cub Scout recruitment in a given year has a lasting impact for a generation all the way through Scouts, BSA
- Reaching out to new markets will be really important for the future of Scouting.
  - Kindergarteners
  - Girls
  - Deliberately expanding our diversity is a good thing for our community and for Scouting.
Why do we need more volunteers?

- Coordinating recruitment efforts for a region this size is a LOT OF WORK
- Units need more support to ensure their success than can be provided by staff alone.
- We all have a vested interest in our programs reaching more youth.
- More volunteer engagement between leaders from different units and from the district to units helps leaders understand that they are a part of something larger, than their unit and that there are tons of resources out there.

Why do we need more volunteers?

- Coordination of physical resources is essential and requires lots of help.
- Coaching a leader on considering a different way from how they’ve been doing it when needed can be time intensive.
- Many hands make light work
- It’s desperately needed if we are to reach more families.
Headwinds in 2020

- Covid-19
  - Might dramatically impact school access and joining locations
  - Will limit the willingness of families to come to a joining event
- BSA Bankruptcy Filing
  - Can lead to uncertainty among those less informed
  - Might create hesitancy
- Publicity about past abuse allegations
  - Could pour water on our more broad promotion efforts
  - Will likely be widely covered during the campaign
- Fee increase
  - $6 per person plus $25 for all new registrants

Tailwinds

- Covid-19
  - Had a dramatically bigger impact on other youth serving agencies than it has had on BSA
  - Community service and preparedness are “on brand” for us
  - Leveraging BeAScout.org in a more effective way
- BSA Bankruptcy Filing
  - Leading to changes in data management/analysis which will help us make more timely decisions.
- Publicity about past abuse allegations
  - Immune to the power of the personal invitation
- Fee Increase
  - Anyone who is new will not know about the fee increase
  - Not the deterrent to joining that most people imagine it to be
What have we learned over past 4 years?

- 2016 Market Research – 3 primary lessons
- Menu Process
- Data Tracking
- The BIG LESSON of 2019
- All in on personal invitations in 2020

2020 Plan

- FULLY UTILIZING A GREATER BASE OF MANPOWER – SHARE THE WORK
- TAKE ADVANTAGE OF INCREASED SUMMER ACTIVITY
- CONTINUE WITH MENU APPROACH BUT WITH A FEW SIGNIFICANT TWEAKS
- BeAScout.com APPLY STATUS IN ALL UNITS.
- EVERY UNIT WITH AT LEAST ONE JOINING EVENT BY SEPTEMBER 18TH.
- MASSIVE FOCUS ON GETTING EVERYONE IN THE UNIT TO INVITE 3 PEOPLE
2020 Plan

MANPOWER

- More volunteers recruited already to help in 2020 than by the end of any previous campaign (250)
- Organizing most of that manpower to work directly with 1 unit to help guide them through the process the entire way
- Others will help with tracking data and transporting material support to and from unit volunteers.
- Unit Coordinators have the opportunity to model the right behavior by personally inviting 3 prospective members to the unit they are helping support.

2020 Plan

INCREASED SUMMER ACTIVITY

- In most years, some unit leaders are hesitant to do anything relating to their program during the summer.
- Staff have been heavily promoting summer activities.
- With a limited set of opportunities for young people, Scouts can remain active in our program more than they normally would in the summer.
- Results look promising.
- Higher degree of communication going on this year than in previous years
- Fewer families will be leaving for extended vacation time
MENU TWEAKS

- More limited options
- No more geofencing
- Availability of online application
- Real sales pitch on personal invitations for all members.
MENU TWEAKS

**Starters**
Set the table for a great recruitment by making people aware of your Pack and how to get in touch.

**PRINT MEDIA**
Promote your Pack in local publications. Local news can introduce you to local community groups. Renew an existing ad or place a new one. Make sure to provide equal photos, a contact website, and promote any upcoming joining opportunities. School publications may also be a great place to get published.

**POSTER CAMPAIGN**
Coordinate with local businesses to display posters promoting your Pack. Think about places where parents of potential youth are likely to go.

**YARD SIGNS**
Yard signs are a great way to promote awareness of your Pack and your joining events. Yard signs should be made available to local businesses, churches, or other places. Place them where you want to have people see them.

**COMMUNITY FESTIVALS**
Local community festivals and other community events during the fall season are a great way to reach out to potential parents. This can be a great opportunity to get your message out and show the fun of Scouting to the community.

**OPEN HOUSES/BACK TO SCHOOL**
Open houses and back-to-school events are a great way to reach out to parents and potential scouts. Parents will need to know about your Pack, and other events are in the interest of starting new packs and activities. Your Packs can showcase their events at school and Scouting is all about.

**Entrées**
This is the main course. The cornerstone of any recruitment campaign is a great joining event. Personal invite methods are essential to drive families to your event.

**PERSONAL INVITATIONS**
Take the time to send personalized invitations to potential Pack leaders, families, and parents. Invitations, emails, and calls for action are more likely to result in attendance and referrals than from a mass of a CUB Scout's same age or older better from the same day. Remember to get your list of potential leaders built in the same way as the last year for better results.

**PRIMARY JOINING NIGHT**
A single event can work wonders! Put together a event that is tailored to your local community and family. You can create your own marketing efforts, but do not cut corners on the message or the event. Promotes the Pack on social media, websites, and local events. When new parents are ready, they are thinking about what to do for their children. Don't forget to follow up with the parents.

**SECOND JOINING NIGHT**
Every year is unique and exciting. Scouting is all about getting people excited for the next joining event. Your Pack can show potential families what happens at school and Scouting is all about.

**Signature Sides**
No Entrée is complete without sides. Sides are the means of direct promotion to get families to your joining events. Sides work well when used together.

**IN-SCHOOL SCOUT TALKS**
When people are talking about the Pack, there is always a window of opportunity. It is best to reach out to schools and local businesses to see if there is a way to reach out to local packs.

**NON-SCHOOL SCOUT TALKS**
Whether at a parent-teacher conference, meeting, or social event, there is always a way to reach out to local packs. Get creative with your marketing.

**UNIFORM DAY**
Every school has a day for uniforms or special events. Parents are always interested in the uniform and uniform day. Make sure to promote your Pack on this day.

**BRING A BUDGET CARDS**
Budget cards are a great way to get the word out about your Pack. They can be distributed through local businesses, schools, and other community events.

**BRACELETS**
These are a great way to get the word out about your Pack. They can be distributed through local businesses, schools, and other community events.

**FLYERS**
These are a great way to get the word out about your Pack. They can be distributed through local businesses, schools, and other community events.

**Dessert**
Everybody's favorite part of the meal! And the best part is, dessert can be enjoyed at any time of the year. These activities can help your Pack focus on follow-up after your joining event.

**DROPPED SCOUT LIST**
Your District Executive can provide you with a list of former scouts in your community who may be interested in joining with another program.

**FOLLOW UP ON LEADS**
There are always those who come to your joining event, but did they stay? Did you make it easy for them to connect with your Pack? Send them with your next joining event or event activity.

**HALLOWEEN PACK MEETING**
Your Halloween Pack meeting is an excellent opportunity to introduce new and potential scouts to the fun side of Scouting! Make as many people as possible to this event to promote awareness of your Pack and build the potential for future Scouting.

**MOST IMPORTANTLY...**
Remember that every Eagle Scout started their path somewhere. For most of them, it was when someone took the time to share with them a mentor family what a great experience they would have as a member of their Cub Scout Pack. Taking your time to prepare a great recruitment campaign puts the focus on the next generation and helps keep the light of Scouting burn bright into our future.
How to Run a Menu Meeting

- **Educate**
  - The goal of the council is to support THEIR recruitment efforts and to provide information to help them make more informed decisions about resources

- **Guide**
  - Prior Analysis, Identify opportunities, help them develop plan

- **Support**
  - Following up throughout the campaign to ensure they have what they need to make the plan successful.

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**MENU ORDER FORM**

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**August 2020**

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**September 2020**

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**OCTOBER 2020**
MENU ORDER FORM

• Developing a new process to help you report, share, and reference the plan developed during the menu meeting.
• Electronic – Simple – Automatic – can be done from a phone.
• Process control will be more important than ever.

Joining Events

• Plans are being developed for in-person and virtual options. Will probably need both.
• Making people feel welcome, and proving some fun activity for the youth and answering BASIC questions are important... But:
• The goal of the joining event is to recruit youth.
• The priority of the event is getting kids to join.
• We need to be sure that the focus is on getting new Scouts signed up.
• Don’t forget, we’re there to get people signed up.
2020 Plan

BeAScout Applications

- Will not replace paper applications. If we can do in person recruitments, we will be leaning into those methods hard.
- Working with units to educate, but we can do the changes for them now in the system.
- Critical that the information be 100% up to date.
- Response time from unit leadership needs to be prompt and welcoming.
- We can/will reassign leads where there is no action from unit.
- A great insurance policy. Necessity is the mother of invention.
2020 Plan

Everyone Invites 3 people they know

- Currently 3205 Cub Scouts
- 9615 new invitees just from this method
- If 20% of them join, we’ll recruit 1923 new cubs
- That would represent an 11% increase over 2019 with just that method alone.
- That’s without our leaders and unit coordinators inviting 3 people each.
- A VERY POWERFUL NEW APPROACH

2020 Plan

Where do all these new invitees come from?

- Siblings/family members
- Teammates from other youth programs
- Places of worship
- Classmates
- Friends from daycare/preschool
- Think Global/Act Local
- Virtually Endless.
2020 Timeline

100% volunteers recruited – July 1st.
100% volunteers trained – July 15th
100% Menu Meetings Conducted – August 7th
All Units have joining events scheduled – August 16th

First unit recruitments all need to be held by September 18th.

Questions?
THANK YOU FOR WHAT YOU WILL DO TO CHANGE LIVES THIS FALL