

## Every Boy Deserves an Opportunity to Join the Boy Scouts of America

### Fall 2008 Boy Scout Recruitment Campaign

**Our Goal:** To give every boy an opportunity to join the Boy Scouts of America.

#### Why:

- A boy who joins & stays in Boy Scouting will become a better man.
- New Scouts can give you new parents to help.
- New Scouts always add enthusiasm to your Troop.
- A new Scout's parent maybe your successor.
- A new Scout of yours might someday be the Scoutmaster for your grandson.

#### How:

- Assist your local Cub Pack at its School Night and recruit 11 year olds to your troop.
- Have an organized Webelos to Scout transition plan. (see council plan)
- Hold a Fall Scout skills night/New Parent Orientation. (see council plan)

#### Special Incentives:

- Special Centennial recruiter patch for all boys that recruit a friend.
- All boys who successfully recruit a friend & bring in application will be put in a bi - monthly drawing for a **free Centennial Scout uniform**. We'll hold the first drawing on September 30<sup>th</sup> and the last on December 31<sup>st</sup>. There will be seven new Centennial Scout Uniforms awarded to Scout recruiters.
- Any Troop that holds a Fall Scout Skills night & recruits at least three new boys by December 15th will be entered in a bi - monthly drawing too. **Four adult Centennial Scout Uniforms, three 2009 Woodbadge scholarships & three 2009 White Stag scholarships will be given away by December 31st.**

#### Implementation:

- Briefing at September Staff meeting on this campaign.
- Letter from Scout Executive to all Scoutmasters & Troop Committee chairs announcing special recruiting plan; and both youth (we're sending young Scouts a letter) & adult incentives. Letter will reference summer mailer & Tico Perez DVD from national. Letter will invite them to watch for a special 10-15 minute briefing at an upcoming roundtable. It will note that all campaign details will available on Council website by September 15<sup>th</sup>. Copy of this letter to Key 3's & Scout Roundtable folk. (since all Boy Scout roundtables are supposed to have 15-20 minute segments of special training ideally this should not be a problem)

- Letter from Scout Executive to all 11 & 12 year old Boy Scouts (those most likely below first class rank) announcing special recruiting program, youth incentives, and encouraging all to fulfill first class requirement of inviting a friend to join their Boy Scout Troop.
- At 10 minute Roundtable training show Tico Perez DVD, share plan & youth flyer, briefly run through the Boy Scout recruitment plan & ask for commitment. Have commitment cards & a commitment chart.
- Give a five minute mini-version at District Committee & Commissioner staff meetings.
- By September 15<sup>th</sup> have posted on Council website, also need an article in the “Crossroads”
- Have bi-monthly e-letter to Scoutmasters, Troop Committee Chairs, Key 3’s that highlight winners & success stories. Publish winners in “Crossroads” every edition through the end of the year. Post winners & successes on CAC website. (Might want to post New Unit Organizer Knot earners too) Post winners at every Scout office & chart at District Roundtables & other District meetings. Highlight at Council Coordinated meeting