

Join Scouting Night: Rotational Model Lessons Learned

Pack 81



BOY SCOUTS OF AMERICA®

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Previous Recruitments

- The “Come to a pack meeting” model...
 - Takes an hour (or more) for everyone
 - Kids everywhere, new kids confused, and shy in the crowd
 - Leaders distracted
 - Very little engagement with new parents until activity time
 - Loud, hard to keep parents attention, even when talking directly, due to them wanting to keep an eye on their kids



Previous Recruitments

- The “Parent Night” model...
 - Some parents bring kids, some don’t...
 - Parents distracted by kids
 - Presentation format requires a really great speaker or it can come off like a sales pitch, a lecture, or just plain preachy
 - Q & A can run long, cause parents to leave
 - Resulted in lots of “we’ll think about it”



The Rotational Model

- Followed the instructions from April's presentation <http://t-birddistrict.org/brand-new-recruiting-materials/>
(See we listened AND learned something from Roundtable) which starts with advertising!
 - Ordered JSN flyers from council (about 900!)
 - Attended spring dance night and carnival at both schools
 - Included a pack brochure with the flyer for the JSN
 - Posted yard signs around both schools, and in a couple neighborhoods (check with HOA's for placement)
 - Used FaceBook's event and advertising (it's REALLY cheap and targeted)
 - Placed flyers in teachers mailboxes in time to go home



The Rotational Model

- What we got right:
 - Advertising
 - Leader participation (at least 1 person at each station)
 - Libby's help!
 - A couple activities for the kids
 - The tent as the center piece
 - Space (needs a bit more room than you think)
 - A couple of good scouts
 - Flyer with upcoming scouting events, emails, web site, etc.
 - Plenty of leaders to answer questions
 - Allowed parents to fill out applications, pay, and get "New Scout" materials right there



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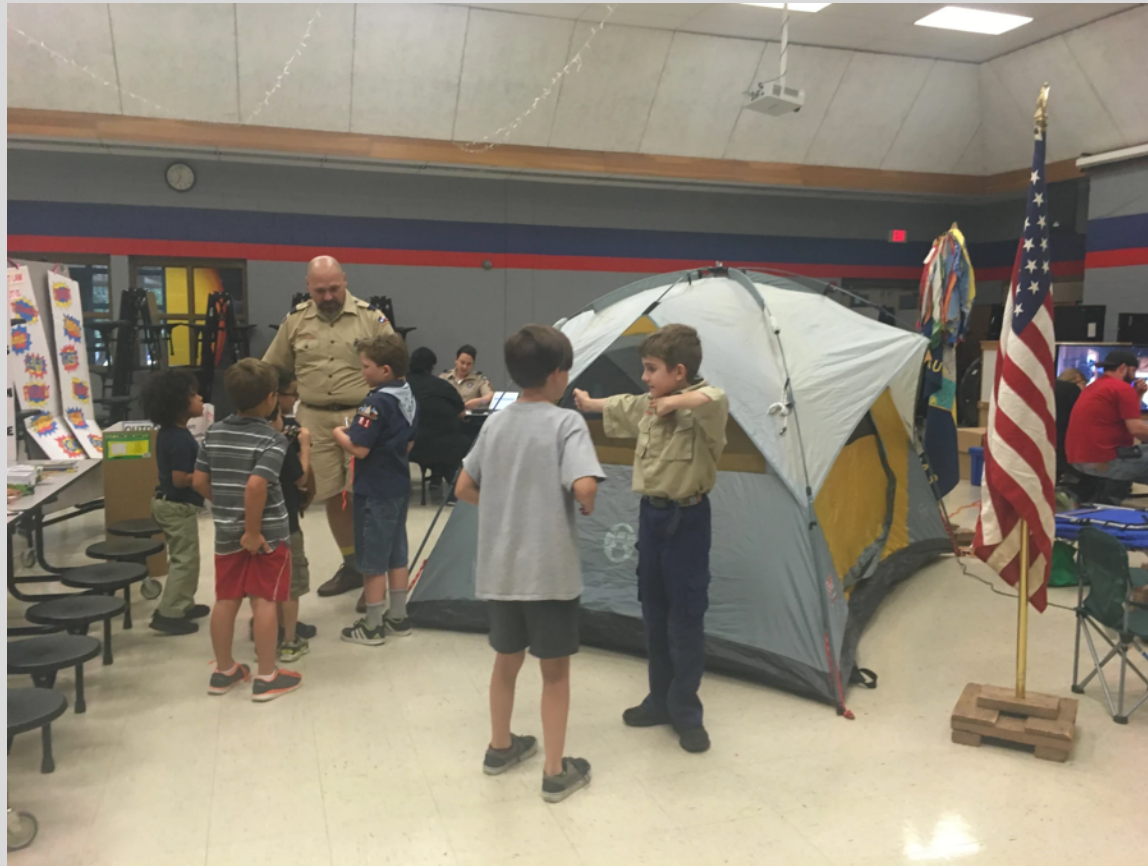
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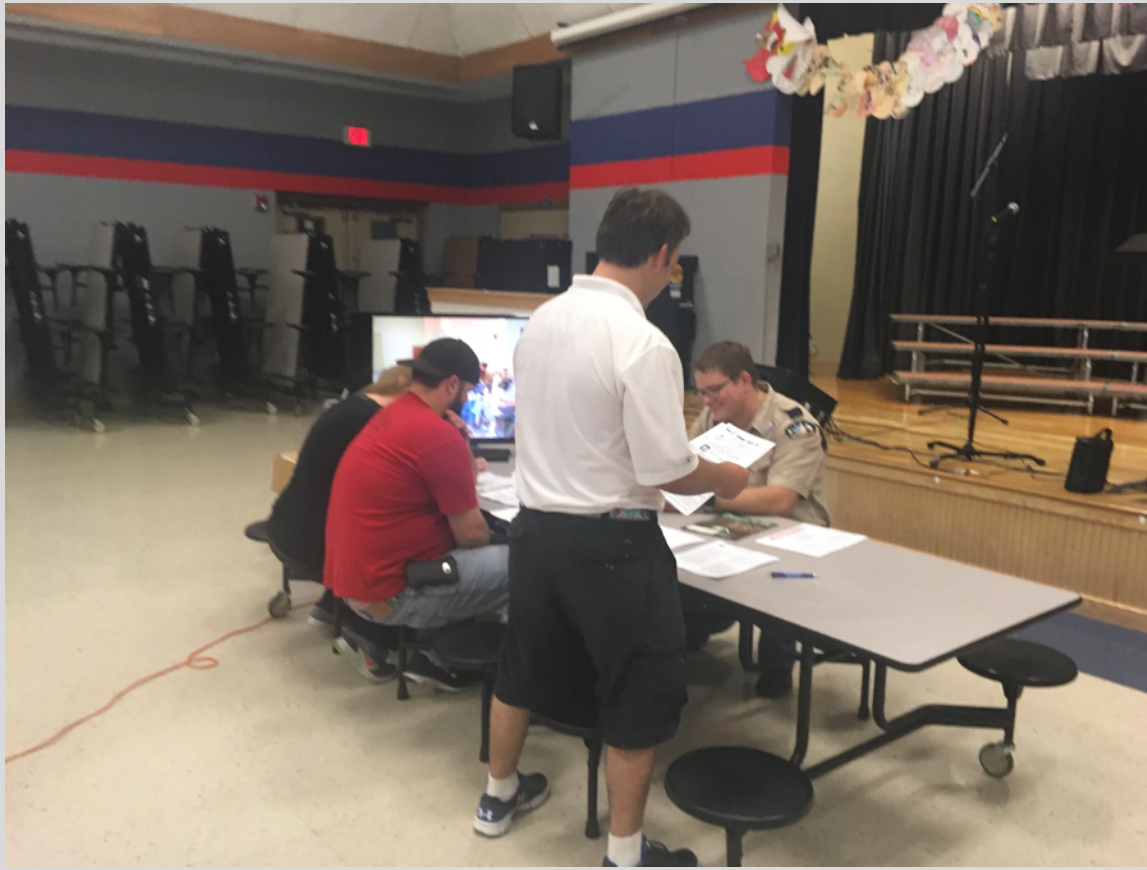
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The Rotational Model

- Next time:
 - More yard signs
 - The tri-folds
 - Another, more involved, kid activity (Jenga was great though)
 - A couple more leaders/volunteers
 - Another table for paper work



The Rotational Model

- Results
 - 400% increase in recruitment
 - We only had 2 families hold out, and they've both been in contact since about joining up once school starts.
 - One family went ahead and paid for fall, even though they couldn't attend in spring/summer

