

Roundtable Membership Moment

Peer-to-Peer Recruitment Cards

Peer-to-peer recruiting is used by a wide range of organizations from the NBA to the BSA. Surveys of new Scouts show that the actions and words of our members are among the primary factors that convinced them to say yes.

Peer-to-Peer Cards are **great tools to help Scouts invite their friends to participate in unit activities**. Plus, they help parents understand what their kids have been invited to do. Pre-made templates for peer-to-peer cards are available for each Scouting program at the BSA Brand Center. [BSA Brand Center - Scouting Wire](#)

Why is “Peer-To-Peer Recruiting” so effective?

- **Peers are convincing, authentic, and trusted**—They know every positive aspect and will likely have a range of stories to illustrate their points.
- **Peers can make friends feel wanted and welcome**—Any informal interactions with existing members, such as a **Normal Friend Activities**, provides an additional opportunity to make them comfortable.
- **Knowing that the members and the program are committed to safety and excellence can be critical**—Getting to know members informally outside of formal scout meetings allows the peer and parent to see the commitment to excellence.
- **Involving Scouts in recruiting increases their pride and “ownership”**—Scouts directly involved in the joining process increase their feeling that they at least partially “own” the process and the decision to invite. Their involvement also makes it likely they will continue to mentor, coach, and help the new Scout.
- **Peers can answer questions better**—Peers are often more comfortable with asking questions, and their friends will be able to answer from personal experience, or know who to ask.

