

Roundtable Membership Moment

Recruitment Events are as easy as One, Two, or Three!

Scouting is FUN! So is recruiting! Consider the following steps when planning recruitment events.

Step 1: Streamline recruitment and make it fun!

Parents experiencing a fun new activity together with their child is the ultimate scouting experience.

Step 2: Be Prepared!

Successful events begin with good planning.

- Be clear, concise, and timely with your marketing. Consider using geofencing to improve attendance.
- Update the BeAScout Pin.
- People join people! Scouting families provide valuable insight and experience to potential families. Ask them to volunteer at your event.
- Have designated greeters so families feel welcome the moment they walk in.

Step 3: Sign Up Families on the Spot!

If a family attends your event, they most likely want to sign up and join, especially if they had fun!

- Move the families through quickly but not rushed. At the same time, make it okay if they have more questions. No pressure.
- Have resources available to register and take payments.
- Provide New Member Flyers or Welcome Packets.

Resources: SLIME PDF

