

# Roundtable Membership Moment

## Year-Round Recruitment

Historically, there has been a strong emphasis on fall recruitment drives to replenish unit membership. Spring recruitment drives were added to include more youth during summer activities. However, we are now in a time where year-round recruitment is possible and preferable to the once or twice a year recruitment events.



With online registration and year-round programs, a youth can join whenever it fits their schedule and lifestyle.

Youth who participate in fall or spring sports can join once their playing schedule is over. We also have the possibility of running recruitment events in the colder weather of winter when many sports programs are on hiatus. The new Cub Scout program does not penalize the Scout for missing the fall, or any one season for that matter.

Units should plan for year-round recruiting and a year-round activity calendar that keeps their Scouts busy and actively advancing regardless of the time of year they join the program. Benefits include a richer program year with four seasons full of new and engaging activities to keep Scouts involved.

Year-round recruitment can be event based or happen when Scouts invite friends to join or come to a fun activity.

Question:

What type of year-round recruitment activities does your unit hold?



You can read about these techniques on the Marketing and Membership Hub at: <https://scoutingwire.org/marketing-and-membership-hub/>.