

# Roundtable Hot Topic

## Fall Festival Events and Unit Recruitment

The start of the school year is always a busy time for recruiting, especially for Cub Scouts. Almost every pack and many troops across America use this time as a great way to engage with new families and start a fresh program year. With all the new smiles and excitement, this is an amazing time of year! Make sure your unit does not slow down after their join night – there are still lots of opportunities to connect with new families and share the promise of Scouting with more youth!

### Update Your Unit Pin

The single most important step to successful year-round recruitment is to update your unit pin information. Many times, leadership changes, meeting time/place adjustments, or even just mis-typed information can cause a potential new Scout family to become frustrated by a lack of contact. Today's families gather information about potential units online, and often request more information using the unit pin at [beascout.org](http://beascout.org). Each year, requests go unanswered, often because the information doesn't get to the right person. When families are looking for a safe place for their child to grow, this lack of customer service sends the wrong message. Make it a goal to check in on your unit pin quarterly!

### Fall Events

Fall festivals hosted by schools, community centers, and churches can be a great way to share the message of Scouting. Imagine your pack hosting a booth at a Trunk or Treat or fall carnival with a Pinewood Derby track set up. A handful of pre-made cars, some buckets of candy, and a business card or postcard with your unit information will help to make great connections! What about having a troop with a model campsite as their booth? A ship running a Raingutter Regatta as another booth will not only be fun for the kids, but also helps to spread the message that there are many different options in Scouting.



## **Council or District Outdoor Activities**

Many councils and districts host outdoor events early in the school year to help engage new families. These can also be great recruiting events! Encourage your new and existing Scouts to invite a friend to a Fall Fishing Derby, campout, or fun day. Some councils even allow new Scouts to come for free, or to apply any entry fees towards their Scouting America registration fees.

## **Peer to Peer**

With so many new things going on in the pack, troop, ship, and crew program year, excitement is always high this time of year. This is a great time to focus on peer-to-peer recruitment! Make sure your Scouts have all the resources they need to be successful. Print or create cards, tickets, coins, or other ideas to make it easy for the Scouts to invite their friends. Consider having a drawing or contest for some cool Scouting swag for anyone who brings a friend – if you bring a friend to Scouts, your name and your friend's name both go in the drawing. At the end of the month or quarter, draw from those names and reward their efforts!

Remember – recruiting happens year-round!